

Wallabing 

**HELPING DEALERSHIPS  
SELL MORE RVS  
BY USING WALLABING**

# ABOUT DEALERSHIPS

As a dealership leader, you can see value in doing rentals...but boy it's a hassle.

Wear and tear on your inventory, insurance costs, maintenance costs, 24/7 support...it just doesn't pay back in your business model.

But people are still wanting to try before they buy. Wouldn't you?

So what if you *could* help customers rent before they buy? What if you didn't have to manage the inventory...but you still get to track and follow up with your leads? (They are, after all, **your** leads.)

Could you refer customers to other rental sites? Sure. But would those rental sites send back reports on who rented what and where they took it and for how long? **Nope.**

So let's take a look at where Wallabing can give RV dealerships a leg up to sell more RVs.



*Wallabing*

# Sell More RVs with Wallabing



Customers want an RV...  
but they need a reason to buy.  
Help them...help themselves.

## DEALERSHIPS + WALLABING: AN INTRO

*Wallabing*

# Wallabing

## WHERE YOUR RV MAKES YOU MONEY

### RV RENTING MADE SIMPLE

RV owners can make more money on Wallabing. Why? Because you set your price, and that's what you get! No fees or commissions removed. It costs nothing to list on Wallabing, plus you get access to more potential renters. Our process is built for one purpose: to make your life easier.

Here's why you'll want to Wallabing:

## HOW DOES WALLABING HELP ME MAKE MONEY FROM MY RV?

- Advertise to a nationwide audience at no cost to you
- Check-out and check-in are faster, streamlined, and more convenient with the Wallabing app
- Receive owner onboarding, so you feel confident and in control throughout the entire process
- Use renter quality scores to have confidence in the people using your equipment
- Keep your RV in peak condition with the maintenance checklist in the app
- Get tips for how to make more money
- Get more customers: Renters prefer Wallabing, because it's easier to use with straightforward pricing
- Social give-back: Make-A-Wish Foundation donations each year
- Wallabing is for people who think beyond camping. Get more customers by tapping into a different clientele
- Have you already listed on other sites? You can auto-import your listing into Wallabing—it's the easiest set up, ever. Why wouldn't you list on Wallabing?
- What if your RV could pay for itself? With Wallabing, it can
- \$1M insurance built in to every rental, no exceptions—so your RV is completely covered, no matter what
- Shared economy benefits:
  - Make money on the things you already own
  - Rating system incentivizes owners and renters to always be courteous
  - Connect with other people who share your values and interests
  - Guaranteed insurances makes renting out your property easy and low risk
- Every renter has to pass a DMV check, so you can have complete confidence in every person that rents your RV
- Ever-growing ecosystem gives you more ways to make money with less effort as the organization grows
- Alexa-enabled commands bring you more customers (coming soon)

# WHAT DEALERSHIPS CAN GIVE LEADS

## How does this get used?

- Hand it to leads trying to make a tough financial decision

## For what purpose?

- To help them see that an RV can be an investment, not just a cost

## When should I introduce this?

- At any time—sometimes it helps people who never wanted an RV to start looking

## What result should I expect?

- Expect questions. This gives you a way to continue the conversation.





# THE (other) VIDEO

## How does this get used?

- Your sales team trains with it

## For what purpose?

- To help customers make the choice they want to make...to buy an RV

## When should I introduce this?

- In a sales situation, as your customer is trying to make the finances work

## What result should I expect?

- Expect customers to feel at ease, like the choice is getting easier to make

Wallabing



## DEALERSHIP CALL SCRIPT

Customer: Hi, I was wondering if you rent out any RVs?

YOU: Glad you asked! We have a rental option for customers who want to try before they buy. Are you in the market to buy an RV?

WANTS TO BUY	NOT WANTING TO BUY
Customer: Yeah, we're really thinking about it a lot but we don't know what we want just from walking around and looking at them.	Customer: I'm not really wanting to buy one...I'm just looking for a rental around here and thought I'd ask you.
YOU: Totally understand! We have a partnership with Wallabing, a peer-to-peer rental company. I can give you a <b>10% off coupon code</b> to try out a model similar to what you're thinking about buying.	YOU: Sure, I'm happy to help. For rentals, we recommend Wallabing.com. They have RVs from several rental fleets in the area, plus individual owners. That tends to make the prices more competitive, and you can choose between a lot of different styles and types.

Customer: Ok, that's cool. But will I be able to rent the model I'm looking for?

YOU: It's possible, but not guaranteed. For example, you want to know if a 24-foot towable is roomy enough, then you can definitely find a 24-footer to rent. Then you can come back to our lot and talk about the things you liked or didn't like, and know you're getting into the right RV.

Customer: Ok. So how does it work?

YOU: Go to Wallabing.com, click on "Rent an RV," and find one that you would want to rent. Then when you check out, you'll see a promo code box under the credit card

# THE CALL SCRIPT

## How does this get used?

- Your sales team trains with it

## For what purpose?

- To keep track leads that call in wanting to rent after they hang up

## When should I introduce this?

- On a phone call

## What result should I expect?

- To start building a pipeline of early stage buyers that will convince themselves to buy





What kind of buyer is on your lot?

	FAMILY CAMPERS	RETIREMENT PLANNERS	NATURE ROAMERS
<b>GOAL:</b>	Find an RV that is both affordable and large enough	Buy a home...that happens to be on wheels	Get out and back in a way that lets them enjoy the ride
<b>WANTS TO:</b>	Take the family on adventures for Spring Break, summer break, and the occasional camping trip.	Roam the country—from family to national parks, from coast to coast—and enjoy the freedom earned over decades of work.	Wake up to a new horizon as often as possible...whether for months at a time, or as many weekends as possible.
<b>TENSION POINT:</b>	Storage and maintenance costs	Cost, mobile maintenance needs	Monthly payments
<b>HOW TO HELP THEM CHOOSE:</b>	They can offset the cost of ownership by renting out their RV while it's not in use. They get the RV...the dealership makes a sale...and everyone wins.	The peer-to-peer markets are creating new opportunities. They could rent out their house while they're away...and rent out their RV when they're at home.	They have the entire work week to make money from their RV. The rig pays for itself...plus some adventures they've been putting off.
<b>THEY'LL LIKE:</b>	Class C Travel trailer Hybrid travel trailer	Class A Fifth wheel	Class B/campervan Travel trailer (lite) Toyhauler

# THE MESSAGE MATRIX

## How does this get used?

- Your sales team trains with it

## For what purpose?

- To say the right thing, at the right time, to different people

## When should I introduce this?

- In a discussion with a lead

## What result should I expect?

- To sell more RVs by understanding who they are by the things they say, and saying what they want to hear



# Wallabing

WHERE YOUR RV  
MAKES YOU MONEY



# REASONS TO WALLABING

## How does this get used?

- Pass along/handout card as buyers consider their options

## For what purpose?

- As a takeaway for leads that aren't ready to act now

## When should I introduce this?

- As they are about to leave

## What result should I expect?

- To bring more leads back to your dealership because Wallabing made RV ownership more affordable

