

“Lunch & Learn!” About Ancillary Revenue



**By: Terry Anderson
President/CEO**



RV & Boat Ownership – America on the Move

- A remarkable 40 million people and 9 million families own an RV or a Boat
- US sales are predicting another all-time high in 2022 as Americans take to RVing or to the water in record numbers
- Opportunity knocks for RV Storage Owners with record-high rental rates and occupancies with the help of strict HOA regulations



Create an Ancillary Sales Center

As a RV Storage operator, you can make great ancillary income by offering boat and RV storage; but you can make even more money if you also sell products and supplies that appeal to your boat and RV tenants.

Offering these must-have items will boost your facility's revenue while providing tenants with conveniences and superb customer service.

Turn your management office into a Boat/RV storage specialty shop:

RV Gap Coverage Tenant Protection Plan		
Propane	Magnetic LED lights	Heavy-Duty, Extension Cords
RV/Marine Toilet Tissue (100% Biodegradable)	Water	Power-Adaptor Plugs
Padlock or Disc Locks	Tarps	Humidity Absorbers
Oil Pan Shields	Trailer ball	Gas Cans
Wheel Locks, Chocks or Boots	Charging Outlets	Concierge Services
Detailing Services		And More...



Storage Protection for RV's, Boats, Auto's and Trailers

Look Closer at Ancillary Protection Coverage for your Tenants Vehicles



- ✓ *It's every vehicle owner's worst nightmare: they pull into the storage facility, and as they approach their rented space and prepare to either pull straight through or back in and they feel a bump. Upon further inspection, their heart sinks as they realize they somehow collided with the vehicle next to them leaving a dime-sized dent and a large scratch down the side, or even worse, they rip the side mirror off completely.*
- ✓ **And now they have an out-of-pocket insurance deductible and an insurance nightmare!**
- ✓ **A protection plan in their rental agreement provides extended coverage and benefits to consumers to ensure their out-of-pocket costs for repairs are kept to a minimum.**



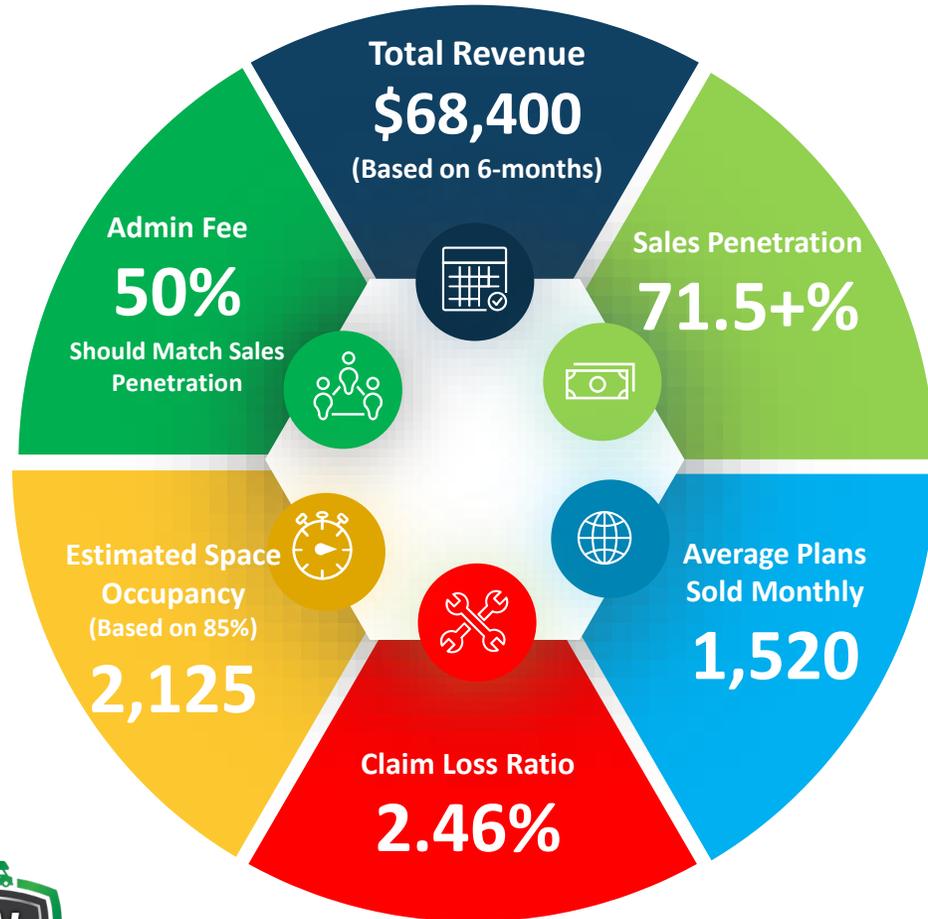
Many new “inexperienced” drivers are going to drive into your lot – are you prepared?

- ✓ **More moving around means more opportunities for on-site accidents involving other tenants or facility property (dings, dents, scratches and scrapes)**
- ✓ **We have found that more than 50% of RV owners temporarily reduce selected coverages such as collision and liability to lower their “off-season” insurance premiums**
- ✓ **And to make matters worse, they also increase their deductibles sometimes up to \$1,000-\$5,000 for the same reason – thinking this will save them premium costs while their vehicles are in storage. But what happens when the unexpected happens? Are they and YOU protected?**

#1 RV Accident Statistic: Inexperienced Driver
(the RV sheer size plus reduced visibility and maneuverability increases the risk)



RV Gap 6-MONTH CASE STUDY



A "Snapshot" of an Owners RV Gap Program

There are 6 key performance indicators (KPIs) which comprise the Summary



Annual Revenue Potential
\$136,800



Annual Revenue Potential
\$143,460

Your revenue will increase by 4.6%, based on 75% Sales Penetration!

What our Partners Have to Say About RV Gap

"GAVE MY TENANTS A SENSE OF SECURITY!"

"I would recommend this product to other RV storage owners, as a way again, to provide an extra feature or benefit to your tenants and also to provide that sense of security. It's a very easy program, the details are very well laid out and the TPP team has been fantastic working with us all along. So those are reasons why I would highly suggest, to join on with this group."

Bob Stanek, Director of Operations, Southern Self Storage

"RV GAP COVERAGE IS A WIN-WIN FOR EVERYBODY!"

"Well, the best thing I like about the program is it's level of coverage. If the tenant does have it, that actually protects our buildings. You know, many times RV customers ding our buildings, back up into a door, hit a crash post, hit the gate, gate operator keypads, and there's a level of coverage that helps pay for those damages on our property that we haven't had before. And the customers that have the protection plans, I think are grateful that they do have it when an incident like that occurs. I think that's the number one value that it brings to us plus, any damages that RV sitting there on the property, the owner doesn't have to get their insurance involved because most of these claims will be under their deductible amounts."

Ray McRae, Storage Solutions



American Owned & Operated since 2009

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“AND THAT’S WHERE YOUR PRODUCT COMES INTO PLAY BECAUSE IT FILLS THAT GAP”

I think in my personal opinion, it protects the customer, but it really protects us cuz anybody can sue you for anything at any time. That's just it. If you have the owner's insurance, our insurance and then your product, I mean basically all those gaps are fill in. All those holes are capped and and we have no issues. Plus, I'm actually helping them if they do have any issues. So that I'm a good guy. Yeah.”

Bob Hayworth, Oakley Executive RV and Boat Storage



“OUR TENANT PROVIDE PROOF OF INSURANCE, WHICH WE THOUGHT WAS GOOD ENOUGH TO COMPLY”

We had a large monsoon and some rigs got moved by a gust of wind and one maintained damage. When I pulled up their Insurance it showed the language of being only insured while towed. Their insurance didn't cover any repair to damages because it was not in tow. So, we decided to check how many had that verbiage on their insurance, and most towable did! So now, we are just trying to inform them that they might not be covered in certain situations.

Manager, AmeriPark RV & Boat Storage



**You've Got Questions?
We've Got Answers!**



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Ancillary Retail Sales

Boat/RV Storage Specialty Shop:

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Detailing Services		And More...



Amenities – Freebies!

All of these products will make you an expert in the owner's eyes of boat and RVs. By offering the supplies they need to prepare for and enjoy their journeys, as well as those that help them maintain their vehicles while in storage, your facility will generate more revenue than it would by offering Boat/RV storage alone.

Add FREE Amenities and you'll attract and retain more business from Boat/RV tenants than you ever dreamed of:

Dump Station	Water	Air
Ice	Rinse Bay	Dog Park
Playground	Community Area	Wi-Fi
Showers	Information Center	Conference Room
Security	Automated Billing	And More...



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