



# How To Increase Your Rentals

You've made your account, you've listed your RV, and you've started to get messages from interested renters. Great job! Now it's time to spend a little bit of time focusing on the little things that make a huge difference with your listing.

## 1. Photos, Photos, Photos

Your photos are your first impression on potential renters, and a very important part of any listing. Here's how to make them count: Brightness is a priority. No one wants to rent a dark, dingy RV. Take your photos during the day, make sure all the lights are on, and open the curtains to maximize natural light.

### **Clean As A Whistle, Inside And Out**

We want all that light to reveal a magnificently clean RV or Trailer. Make sure you take the time to detail clean inside and out before taking your photos. Your efforts attract renters who value cleanliness and attention to detail.

### **Aim The Camera At A Corner.**

This technique shows the most space and dimension. Shooting straight at a wall will make the space seem smaller than it is.

### **Make Sure To Include The Restroom and Beds**

A first time RVer is often most hesitant about the restroom and bedding situation. Put them at ease with clean, bright, inviting photos of both.

## 2. Be Clear And Upfront With All Fees

Potential renters are very weary of surprise fees. Be sure to clearly list all mandatory and potential fees in your listing, as well any seasonal or special pricing. Renters want transparency.

## 3. Why Is Renting Your RV or Trailer A Unique Experience?

Have you been RVing for decades, and can offer the best advice? Do you include a bunch of free amenities? Does your RV have custom features? Be sure to let your renters know in your description!

## 4. List Ideal Uses For Your RV or Trailer

You want your renters to feel like they have found the perfect rental for their situation. If you say, for example, that your RV is perfect for “Camping at Lake Cumberland, Talladega, and Trips Out West,” people who are renting for those occasions will read your listing and think, ***“this is the one!”***

## 5. Reviews Are Your Best Marketing

The best way to get more rentals, is to wow the renters that you already get. After your renters are wowed, make sure you encourage them to leave a review about their experience on RVshare. The more great reviews people read the more excited they will be about renting your RV and the more they will be willing to spend.

## FAQs

### How To I Appear Higher In The Search Results?

Your rank in the RVshare search results is determined by your Listing Health Score. This score is determined by taking a variety of factors into account, including level of completion, response time, closing rate, and customer reviews.

## **I Don't Have Any Photos Of My RV At The Moment, Can I Just Use Manufacturer Photos?**

No. This is being dishonest with your potential renters. They are not renting an RV that is new from the manufacturer, they are renting yours. Make sure that you are showing them yours!