

RV Assistance Corporation (RVAC) Offers **RETAILER MARKET RESEARCH** to RVDA Associate Members

The RV market can change quickly and the economic outlook is uncertain, so the RV Assistance Corporation (RVAC) a wholly-owned subsidiary of RVDA – The National RV Dealers Association (RVDA), is launching a new program for associate members interested in RV dealers' opinions on product development, buying plans, or outlook on the RV business.

Through the new RV Retailer Intelligence program, RVAC will use RVDA's comprehensive dealer contact list* to survey and analyze data for associate members.

Dealer intelligence can include information on:

- Market conditions
- Market outlook
- Purchase intentions
- New product and services launches
- Brand awareness, attitudes and more

Who is eligible: Any RVDA Associate Members including:

- RV manufacturers
- Suppliers
- Financial services companies
- Insurance firms
- Other RV industry dealer business partners

Associate members can develop questions for the survey or have RVAC do it for them for an added fee. RVAC will gather and analyze the data, and the results will not be disclosed to third parties.

Stay steps ahead of your competition. Starting at less than \$2,500 per project, the RV Retailer Intelligence program can provide you with timely data, customized for your company's specific needs. Don't make decisions based on stale news!



*Through the new
RV Retailer Intelligence
program, the RVAC will
use RVDA's comprehensive
dealer contact list*
to survey and analyze
data for associate
members interested in
dealers opinions and
plans for the future.*



*RVDA retains ownership of dealer/RV retailer lists.

RVDA 
■ ASSOCIATE MEMBER ■

For more information
contact RVDA at
(703) 591-7130, send an
e-mail to info@rvda.org,
or visit the associate
member section of
www.rvda.org.

RV RETAILER INTELLIGENCE PROGRAM

The RV Assistance Corporation (RVAC), a wholly-owned subsidiary of RVDA, is launching a new program for associate members that are interested in RV retailers' opinions, buying habits, and outlook on the RV market.

Services include: online, phone, fax survey development and analysis custom tailored for associate members and priced on a per-project basis. RVDA dealer lists are constantly updated, allowing associates to target active RV dealers.



Pricing Examples

Actual pricing varies per client need. RVAC will provide detailed pricing after consulting with the associate member.

All prices include use of RVDA's exclusive list of RV dealerships/retailers.*

Online Survey **\$2,495**

8 Question Survey
3x Contact
700 Dealer Contacts

Detailed Online Survey **\$4,995**

30 Question Survey
5x Contact
700 Dealer Contacts

Detailed Online Survey w/Fax **\$6,995**

30 Question Survey
5x Contact
700 Dealer Contacts

Phone Surveys **\$7,495**

10 Question Survey
3x Contact
700 Dealer Contacts



Services include:
online, phone, fax survey development and analysis custom tailored for associate members and priced on a per-project basis.

* RVDA retains ownership of dealer/RV retailer lists.



For more information contact RVDA at (703) 591-7130, send an e-mail to info@rvda.org, or visit the associate member section of www.rvda.org.

