



## **RVShare - Mark and Joel**

Mark - Guest: My name is Mark Jenney. I have a background in entrepreneurship and tech. I started my first company when I was 13 years old. It was an internet company. Since then, I've probably had going on north of 30 different internet companies over the years. Some have been successful and some, they've only been around for a couple days until I decided to scrap the idea. I have a long history in the internet space.

In 2012, I won the Internet Marketer of the Year award, the Digital Marketing Conference run by Ryan Deiss. I don't know if you're familiar with him at all. Basically ever since I got my first computer, I've been making money online ever since.

Joel - Guest: My name's Joel Clark. I started my first company in college at the Ohio State University with my good friend. We made a campus-oriented staffing company. It was our first little tech start up and we were baptized by the fire in between classes. It was a lot of fun and we learned really fast. Ultimately, we ended up shutting that down though and going back to school.

Out of school, I started a company, an e-commerce company selling countertop wine racks made of barn wood. Then from that, I wound up getting connected with a company specializing in reclaimed wood flooring and became their director of marketing for a time. That's where I was when Mark called me and said that he had an idea that he thought we should tag team because we had been circling around the idea of working together for years.

Stephen- Host: Today, we have Mark Jenney and Joel Clark joining us. They are both entrepreneurs and the founders of rvshare.com. Today, they will be helping us understand what the community-driven RV rental marketplace is all about.

Thank you, Mark and Joel. Mark, before we dive into the RVShare, tell us about your RV honeymoon that lasted about for a few months where you



made no plans, no reservations, nothing, just you and your wife, and you were just going to go.

Mark - Guest:

Absolutely. Yeah, I'd love to. That story is how RVShare started. I'll tell you about that in a minute, but, my wife and I got married not too long ago. We were talking about what do we want to do for our honeymoon and we had thrown a lot of different ideas around. One thing we were thinking about was going over and spending a month in Italy, drive around Italy. There were some other things. Then we actually decided on taking an RV honeymoon. It was something that both of us have always wanted to do is really just jump in an RV and travel cross country and see America. We thought well, what better time to do that than to do it for our honeymoon.

We decided to do that. We set out to buy an RV and we bought an RV. We remodeled the RV. After buying and remodeling it, we got it in our driveway and it was sitting there for a couple of days and I started thinking, "Well, what the heck am I going to do with this thing after our honeymoon?"

I didn't really think about that beforehand, before buying it. I was just in the emotion of being really excited about going on this RV honeymoon, I didn't really think about well, I'm going to have this expensive piece of equipment that I've just dumped a whole bunch of money into that's just going to be sitting there. What the heck am I going to do with it because we're not going to be using it year round? We're going to use it for our honeymoon and then after that I'm sure we'll use it on occasion. Most of the time, it's just going to be sitting there. I finally came to that realization.

Having an internet background, being familiar with the sharing economy like Airbnb and HomeAway and companies like that, I thought well, you know what, there's got to be an Airbnb for RVs. I set out to find that. I thought well, I'm just going to rent the RV out. When we're not using it, I'll rent it out and it can at least pay for itself.

My search came up empty. Spent a couple hours online just searching around and seeing if there were any platforms out there that would allow me to rent out the RV that I had. I was actually really, really surprised and shocked to find that there was nothing out there. No one had built a



solution for the average person who owns an RV to be able to take it and rent it out there just like Airbnb does for people with their apartments and homes and what not. That's where the idea came from.

Stephen- Host: To give people an idea of the time frame, we're recording this in December of 2014, but this is actually recent. This was this year, right, earlier this year in 2014, Mark?

Mark - Guest: Yeah. We got married in May of 2014, but we bought the RV I'd say six months in advance or so, just to get it ready because we actually planned on doing some remodeling. We actually bought an RV and gutted it and remodeled it. The company's about a year old now I'd say as of right now.

Stephen- Host: There's a couple of questions I have out of that. I want to hold the thought around purchasing something and then realizing hey, this is sitting in storage or it's sitting in my brother-in-law's backyard because I don't have a driveway or it's in my driveway and my condo association's mad at me. We'll revisit that because that's obviously where RVShare comes in.

I want to stay a little bit on RV honeymoon because I think that's a great story. I'm looking at a fabulous map right now on Pinterest, which is a great feature I didn't even know Pinterest had. I see Maine and Pennsylvania and Texas and Florida and Arizona. Tell us a little bit about your trip and some of the fun things that might've happened along the way.

Mark - Guest: Yeah, it was great. Actually, I'll tell you, I don't know if you've ever been in an RV or you've ever traveled throughout the country in an RV, but it is for me personally my absolute favorite form of traveling. I've done a lot of traveling over the years. I've stayed at all sorts of amazing places all over the world. I'll tell you what. Actually, being in an RV traveling cross country is my absolute favorite travel destination, trip for me that I've ever had.

One of the big reasons behind that is there's something very freeing. There's a freedom that you feel when you're in an RV and I think that's one of the beauties for me personally was just having that freedom of going somewhere and saying, "You know what, I don't know how long we're going to be here. We're going to be here in this destination



however long we want to be. Then when we decide to leave, we're going to go the next spot and do the same thing over again. If we want to stay there for a day, we'll stay there for a day. If we want to stay there for a week, we'll stay there for a week."

That actually I think is one of the beauties of being behind the wheel of an RV and having all of the amenities that you would have from home, being able to take everything with you, and having that freedom that you're not locked down into a location. Normally, when you go somewhere and you book a hotel room, you book a hotel room in advance and you say, "We're going to stay there for three or four days." The way we went about our RV trip was we didn't know where we were even staying until that day or the day before. We would literally just go and we would map it out along the way and we'd get to one location.

The first place we went to on the trip was Hershey, PA. They have an amusement park there and the Hershey factory is there and what not. We went there and we didn't know where we were going next. That was one of the beauties about traveling and taking our RV honeymoon was just the spontaneity behind the honeymoon and the trip of just not being locked into a specific schedule where we know exactly what's going to happen. Every day was a new day and a new destination and we didn't know what it was going to be the day before.

Things that we've always wanted to see, that I've always wanted to go to Fallingwater is just one example. I wouldn't normally take a trip just to Pennsylvania where Fallingwater was, which is Frank Lloyd Wright's most famous house. It's a place I've always wanted to see, but it's not a destination that's worth going there for a week. That's actually I think one of the awesome things about going in an RV is there's a lot of different things people I think want to see around the country, but they don't necessarily justify taking a week-long vacation. That's one of the beauties of the RV is you can just stop at a lot of these different locations throughout your trip and before you know it, you've knocked off a whole list of things off your bucket list.

Stephen- Host:

I'm looking at a picture of you and your wife smiling and with the Fallingwater in the background. For people that are listening in today, there'll be links to all of these things that we mentioned and you can go



share that experience that Mark and his wife had. Again, fabulous feature that Pinterest has a map there that's quite neat.

Mark, from your experience on the road during the RV honeymoon and a lot of the research you've been doing leading up to the RVShare, what's it like out there from a tech savvy perspective? Someone like yourself that's out there and is really immersed in the online world like a lot of us are now, we all have all these super computer smart phones in our pockets. What did you find on the road that was frustrating from a tech perspective or that surprised you and you thought wow, that's neat, that worked from a tech perspective?

Mark - Guest: I can tell you that just a blanket statement I think about the entire RV industry, it's really in the stone age. It's several years behind. That was one of the first things I realized getting into this industry just how far behind everyone is.

Joel - Guest: Aside from the mega fleets, this Joel chiming in, we found tech-wise, just a tremendous lack of aggregation and network resources. Unless you were on the site of one of the handful of super fleets with multiple locations in the country, there wasn't a rental aggregator. There wasn't anything tying together the mom-and-pop dealers and the private owners wanting to rent. There were a handful of companies that had a handle on the tech side. I won't say we're current with the tech side and then everyone else just years behind fighting over the scraps that drop down tech-wise.

Stephen- Host: For people that aren't familiar with the term aggregator, could you explain what you mean by aggregator, Joel?

Joel - Guest: Yeah, absolutely. By aggregator, we mean essentially you can look at Google like an aggregator for everything. RVShare, you can look at as the Google or the aggregator for RV rentals. It doesn't matter who the private owner is. It doesn't matter who the mom-and-pop dealer is. We're going to pull in their rentals and make them searchable for you by location. By RV rental aggregator, we mean that we take a very scattered marketplace and we put in one place for you and we make it very easy to navigate.



Mark - Guest: Yeah, I think Joel hit it right on the head. This is a very fragmented market and really, that's one of I think biggest things that we've been able to add value to the marketplace is make it easier for people to find what they're looking for.

Stephen- Host: When you're out there, other than and some of the larger "clubs online" like the Sam's Club, etc., they have their own apps. Did you utilize any of those types of apps? When it came to finding a spot or discovering a peer-to-peer reviewed website, what did you find or use?

Mark - Guest: Yeah. I would say that one app I used was AllStays. I don't know if you've ever heard of that before. AllStays was an app that we used to just find our RV campground that we were staying at. That was one. Then I want to say it was Roadtrippers. I don't know if you've ever heard of Roadtrippers.

Stephen- Host: Yes.

Mark - Guest: Yeah, Roadtrippers was helpful as well.

Stephen- Host: Getting that user feedback is really driving a whole new economy and a whole new way to trust website claims, and we'll talk about how RVShare is bringing that peer-to-peer review into their business. On the road itself, you were probably looking at not just a site, but also the reviews are really probably what would make or break it for you. Explain that a little bit for people that don't understand peer-to-peer reviewing.

Mark - Guest: I think most people these days are probably familiar with Yelp, just the Yelp concept and with every product or service or Amazon. Take Amazon. I have a lot of friends who sell products on Amazon and everything that I've been told as far as just from the product owner side is the absolute number one biggest thing, biggest difference as far as you selling five units a day or selling 500 units a day is reviews.

I think that like you were saying that the world is becoming more transparent. and I think that that's one of the beautiful things behind technology is it's forced everyone to become more transparent as far as businesses and the experience that consumers are having with



businesses. Ultimately, it's weeding out the bad apples and allowing people who are really servicing their customers to shine.

I think you're spot on as far as the peer-to-peer reviews, but to me it seems like it's almost in every market now where you see peer-to-peer reviews.

Stephen- Host:

That's excellent. I want to back up a little bit to the original concept. That is you had purchased your RV six months ahead. You were doing the planning. Then all of a sudden, this little thought bubble popped up and you went, "Wait a minute, I got this big RV, which I love. It's great, but it's sitting there." When you made that initial purchase and a lot of people do this. Some people, it's spontaneous, other people, they have a family and they definitely do want to go every weekend during the summer, but what was your choice purchasing versus renting from the get-go? Tell us a little bit about your thought process around that. Why did you choose purchase versus renting?

Mark - Guest:

That's actually a really good question. I actually tried to rent. Before we bought the RV, number one, I had a horrendous time searching the internet to find a rental. That was one of the big takeaways as well is how to make it easy for someone to actually find the product they're looking for.

You were dealing with a lot of mom-and-pop websites that were very out of date. They were built 10 years ago. Some of them had pricing. Some of them didn't have pricing. You had to inquire on a lot of people like we were talking about earlier is because there's more demand in this market than there is supply. I would ask about rentals at about 10 different companies and I may only get two responses. Yeah, it was very, very interesting.

What happened was I ended up speaking with a couple dealers and they actually all suggested to buy one. They said, "Look, you're going to pay more for renting this RV than it's going to cost you to buy one. You're way better off buying one." In the very beginning, I actually was not going to purchase one. I was going to rent one, but it was through the trial and error of trying to find one how difficult it was to find one.



Then once I did find one, I wanted something that was decent. We were going to be in this for a while and I wanted a nicer unit, but it just wasn't feasible to actually rent a unit that was halfway decent for an extended period of time, just the cost was too high. It made more sense to actually just go out and buy one. It was cheaper for us to actually buy an RV than it would've been to rent an RV.

Stephen- Host: Is it fair to say if we treat the RV rental market and the actual RV as almost like a room, is it fair to say that the way the RV rental market is structured now, it's almost like peak season rooms on Airbnb or whatever? The dealers know like you said earlier, there's probably more demand than there is supply and therefore, they're really "geared up" for a typical family, maybe a week rental or two-week rental, someone coming in from out of town or someone exploring Yellowstone or someone from overseas, and they're really geared up for this week or two-week turnaround during peak seasons. What you're possibly bringing to the market is an alternative pricing dynamic, and this is why you chose to buy because you're two-month RV honeymoon, which didn't fit into this existing rental structure. Can you explain that a bit? Does that make sense?

Mark - Guest: Yeah. No, you're dead on. I actually had the dealers that I spoke with, they said, "How long do you want to rent it, for two months? Are you sure you want to rent that long? You know it's going to be expensive." The few people that I did speak to, the response was basically the same like, "You're crazy if you're going to rent. Just go buy one." Literally, like I said, it was cheaper for us to go out and buy an RV. Not only did we buy it, but we gutted the whole thing, remodeled the whole RV. It was cheaper for us to do all of that than it was to rent an RV for two months.

Joel - Guest: I could jump in on that one, Stephen, to answer your question a little further as far as if I understood it correctly, it was for that particular use case, is that always going to be the situation where a long-term rental like that is just out of the question financially because the market is geared toward the one-week family vacation rental?

Stephen- Host: Yeah, please explore that, I think that is historically the use case and it will be for a while. It's the dominant model for the industry, but explore where you think the cracks around the foundation of that model is.





Joel - Guest: The cracks around the foundation of that model and what's going to change that I guess for people who are looking for that is aggregating the exceptions to come back to that world. There are a handful of dealers and private owners across the country who are maybe not set up to do that as their primary model, but do accommodate that.

Just like on Airbnb, you'll see long-term rentals where if you're going to rent someone's room or house for a month, that rate's going to drop. There are exceptions of people who see the value in that and having all those days off the calendar so they accommodate that type of rental.

The problem right now is good luck finding those exceptions if Google is your only tool. How we see ourselves attacking that problem is like I said, aggregating the exceptions and giving you search filters. A search filter that we're going to be rolling out in one of our next versions is you'll be able to search by, you'll be able to filter by only show me long-term rental results. Only show me privately-owned etc.

Stephen- Host: Thank you for that. Yeah, that I'm interested in. That's really good. Now again, just talking about the market, I think it's a fascinating market. There's an old adage in sales, "Just give the people what they want," and so I'm assuming that the big fleets and the traditional rental, they're giving the market what it wants, which is the one or two weeks. Are you seeing a shift or a change or like you said, the edge cases, how big a market do you think it is for these additional longer term rentals?

Joel - Guest: I say this hesitantly not knowing what competitors may listen in the future, but I think that those edge cases are a total blue ocean. We're a small team. There's four of us right now so we all wear a lot of hats and one of the hats I wear is handling all our customer support tickets right now. You would not believe the amount of edge case, we'll keep calling it that, inquiries that come in day to day of, "My house is being remodeled, I need an RV for the next two months to park in my driveway. I need a wheelchair-accessible RV for prolonged use." If you have a big enough net, you can catch enough of those edge cases towards an entirely new market that needs service.

I think that the mega fleets, they have their model and it works for them and that's what they're going to stick with. If all you have is a hammer,



everything looks like a nail and that's where they're at with their model. They're going to apply their model to everyone and we see that as huge opportunity for us as those outside cases need help.

Mark - Guest:

There is, and I think you were talking about how the RV industry, the RV rental companies are set up like hotels where they're built to accommodate the one-week rental or the two-week rental, but anything beyond that doesn't really make sense financially. I think that is the case. I think that one of the beauties of bringing the whole peer-to-peer side into play is that you now have some options.

If as a private owner, lots of times private owners would rather have one person in their units for two months than they would have eight people in their unit being a new person every week for two months because the way that most of these large mega fleets are set up is on a weekly basis, that specific unit goes out to a new family every single week. The potential for wear and tear is actually increased. but also at the same time, the potential for more revenue is increased because you're generally going to make more money by renting it out to eight different families over two-month period than they would renting out to one family over two-month period at a discount. It makes sense for these large mega fleets to keep continuing to do what they do.

It does create that gap in the market where there are people who want to take these extended trips, but don't necessarily want to pay these hugely inflated rates for a long extended period of time. I think that bringing the private owner into play allows for a lot more flexibility with pricing. Because you have as a private owner you have one family who you know is going to take good care of your RV and they're just going to be using it for two months, you would much rather give them a really good discounted price than you would have eight families using your RV over a two-month period who are going to be in and out of it beating it up.

Stephen- Host:

You had this concept and you started looking around. You had the frustration out there. You didn't see it. Like we talked about the market place, it didn't work for the long-term rental. Tell me the conversation in your head or with your wife or maybe with Joel that led to, "I'm going to create RVShare."



Mark - Guest: Yeah. You were talking about the vacation rental industry. I have a little experience with that because I own several vacation rental properties that we rent out on Airbnb and FlipKey and HomeAway and VRBO. Having some experience with the whole peer-to-peer sharing economy and also having the internet experience, it just made sense. Really, it was a solution I needed for myself. I think that a lot of the best companies are built that way is somebody's trying to solve a problem they're personally having.

Basically, I had this problem and I came up with the idea of okay, I need to create the solution because there's nothing out there to solve this problem that I'm experiencing. I got a hold of Pat, Patrick Couch, who's actually another one of our partners. He's another one of the co-founders. He's not on this call today, but Pat and I started talking. Pat is a developer and so he's the guy who actually brings the ideas to life. I started talking to him about this idea and started designing the site. He and I worked on it in the very beginning and just got it kicked off and the rest is history.

Stephen- Host: The rest is history. For people not familiar or at the time of release, this will be released in spring of 2015, the company's been around a year now I guess or ... ?

Mark - Guest: Yeah, it's been around about a year right now.

Stephen- Host: Excellent, and I see lots of innovation on the site, which we'll talk about. Let's actually dive into rvshare.com and your brand, RVShare. Explain to people what is RVShare, how does it work, which markets does it address. You had mentioned that you do work with traditional businesses that are in the RV industry, but you also work with private people. Maybe give us the overview of RVShare.

Joel - Guest: Absolutely. I'll jump on this one, Stephen. We make listings, the aggregated listings that we talked about earlier. We make those available to any private owner or any smaller independent mom-and-pop dealer and let them utilize that platform. We make their rentals searchable by location for our users. Location is generally the primary search point that people start off with for an RV rental whether it's, "I need to depart from



this location or I'm flying out to this location and then need to rent an RV there."

The way our site works is anyone can list their RV or RVs absolutely free. Then people inquire on those units when they find them by searching location and we send that inquiry to the owner or the mom-and-pop dealer if that may be the case.

I wanted to talk about this a little bit and I think it's kind of a tangent we'll go on, but one interesting thing that we've done is so we actually do that for free and we've done it for free for the entire year that we've been around. It's been a head scratcher for a lot of people in the industry. We've gotten calls that go something like, "Thanks for all the free leads. When are you going to start charging me?" essentially whether it's from the private owners or with the dealers.

Mark really from the get-go when he came to approach this whole site and this whole model from a value-first and a give-first perspective and came saying, "I know there's a problem. I know there's a need. I know what the solution is. I don't know how to monetize the solution yet, but that's okay. We're going to make the solution and we're going to fire it up." That's what we've done is for free for nearly a year now connect users with rentals. As you might imagine, we have the happiest user base on the owner side in the world because of how much they've made off of us and how many rentals they've booked just through our service and us taking nothing.

The last month, we've started to roll out where RV's heading in the future where we actually are rolling out our booking platform market by market. What that is allowing people now to do, it's making the RV rental one step easier is actually the entire payment process is contained within the RVShare site. That has just gone live recently. That's where things are heading moving forward.

Stephen- Host:

The reason that's important for people that aren't familiar, a lot of our audience may not be familiar what an Airbnb app looks like or these platforms, but essentially, it's putting power into the hands of in this case let's say the private rental people where they don't need to worry about a calendar, figuring out, there's a calendar built in. They don't need to ... They can accept or they can decline a rental request.



One of the big things a lot of private owners have, they don't necessarily have an internet payment gateway or a means of taking money other than traditional cash upon seeing someone or maybe a check. I believe where you're going with RVShare is really empowering these private owners similar to what Airbnb has done and HomeAway and these different platforms. Even Uber in the taxi market and personal transportation market is empowering these people to have a little business right there based around their RV. Tell us about some of the advantages that your platform provides and why it works.

Mark - Guest:

Absolutely. One of the biggest things is I think that we're able to do as far as adding value to this industry is we are allowing the RV owner to turn a liability into an asset. Up until we came around, everybody who owned an RV, 99.9% of those people, they were not renting out their RVs. You had a very small use case of handful of people who were renting out their RVs on Craigslist, but for the most part, hardly anybody has been renting out their RV.

What you have is you have this investment that's anywhere from \$30,000 to \$300,000 that someone's making a sizable investment into an RV that is literally just a liability. It's costing them money every single month no matter what they do whether they're using it and actually getting usage out of it or whether it's just sitting there in the driveway collecting dust.

I think that one of the biggest things that, the big game changer is that we're bringing to the table is now all of a sudden, the average RV owner can take that RV that they only use once a week out of the entire year and they can start making money with it. As far as how much you can actually make with an RV, it varies on your location and it varies on the type of unit you have, but the upper end, let's just say you have a luxury class A diesel pusher and you're located in a good location, you can earn up to \$40,000 a year renting out your RV. It's not chump change. It's enough money that it actually is helping change people's lives.

I think that one of the biggest things we're excited about here and I know I'm excited about is I look at our company as we're not just an RV company. We are a company that is basically ... We're a business builder company. We're like eBay. We're like Etsy. Take platforms like that that allow the average person to basically build a business off of that



platform. How many businesses have been built off of the Etsy platform? How many businesses have people built off of eBay? I think that we're building the platform that is going to allow the average RV owner to start renting out their RV, start making money with their RV. We've actually we've talked to some people who they start off with one RV and then before you know it, they're making so much money, they decide I'm going to buy another one and another one.

I think that we're going to see a lot more of that as the years go by. I think that what you're going to end up seeing in this particular industry in five years from now, there's going to be a lot of I guess you'd say new mom-and-pop RV rental companies popping up. What I mean by that is somebody who starts off with just their personal unit that they are just trying to make a little extra money from and they find out that it's so profitable renting it out that it makes sense to buy another one and another one. Then before you know it, they own three or four or five that they're renting out and they turn it into a business.

I think that that's one of the things I know we're really excited about is just helping other people start their own business. A lot of these people, they're not even going to realize they're starting a business until a year later and they look back and they've seen how much money they've been able to make by renting out their RV that they look at it and all of a sudden, it's a game changer for them. They say wow, hey, honey, look how much money we've made. We should buy another one of these and rent it out. We are going to make twice as much. I think we're going to end up seeing a lot of that as time goes on.

Stephen- Host: If I'm purchasing my class B or my class A and that's my "baby," tell us about the psychology of, "My goodness, they're going to drive it into a pole. Who knows what's happening in the washroom?" Tell us about some of these fears.

Mark - Guest: No, I think they're real fears, they're real fears that everyone experiences and everyone has. One of the things is the actual owner themselves, they're always in control. One of the nice things is we're not just going to go and rent your unit out to some 18-year-old kid who's going to go take and party with his buddies. You as the owner get to, you have the ultimate control and you make the decision. You approve or decline who



you want to rent to. You only approve. You're only renting your RV out to people who you're comfortable with. I think that that's really important number one.

I think that you're always going to have a percentage of the market that just is uncomfortable with somebody else using something that's theirs. We're not looking to take over the entire rental market. We're not looking to necessarily ... If you're set in your ways like I would never, ever let somebody else use my RV, we're a solution that's out there, but we're not going to try to convince you otherwise that you need to be renting your RV out.

There's enough people, as of right now I think the updated stats, there's around 10 million households in America who own RVs right now. There's enough RVs out there that and there's enough people out there that do realize that the peer-to-peer sharing economy is a great way for them to essentially get an asset for free, get their RV for free.

Stephen- Host: That's right.

Mark - Guest: That's one of the beauties about this is yes, you could keep your RV to yourself and you could have it so no one else ever rents it out, and you use it once or twice a year and it just sits there in storage and you're happy with that. By all means, that's great. That's perfect for some people, but in today's economy, I think more and more people and especially RV owners are looking for ways to make extra money and they're looking for ways to subsidize and create some more income.

This is just, it's a perfect opportunity for someone who owns an RV and has those monthly expenses that they're looking at every single month. Now all of a sudden, you can get rid of those expenses. Not only can you get rid of those expenses and your RV is covered, essentially, you're getting an RV for free because other people are paying for it, but you're able to actually make money on top of that.

I think that yes, the money side of things I think will help change people's mind and open them up to, "Well, I wasn't necessarily keen on the idea of somebody else using my RV because it's my baby, but if I can make \$20,000 a year," suddenly, "I can open up to it a little bit."



I think that at the end of the day, I think that the financial incentive that is out there for the average RV owner to the income that they can generate by renting out their RV is probably going to be the major reason why someone decides to rent it out. You're always going to have people who aren't necessarily comfortable with somebody else using their stuff.

It's no different than a vacation home. Like I was telling you earlier, I have some vacation homes that we rent out on Airbnb and FlipKey and what not. I bought a vacation home for myself because I wanted it, because I loved traveling to Scottsdale, Arizona and vacationing there so I decided to buy one. Then that's how it started off. It started off as my house that I'm going to use and no one else is going to use.

Then I started looking into what if I rent it out? How much money can I make? I'm like holy crap. I can actually make a lot of money renting out this vacation house. Then I decided to buy another one and another one. It ended up turning into a business. What started with just my personal property, this is my vacation home, which I was never going to let anybody use and when I started looking at the metrics, the financial metrics behind everything and realizing how much opportunity there was for this to be an investment, that it was actually going to be an asset that was going to make me money every month, it changed my mindset. I suddenly opened up to the idea of, "We'll rent it out and we'll see how it goes." Then when we started it out and our return was really good, I'm like, "Okay, this is so good, let's get another one and another one." I think that we're going to see that happening here in the RV economy, the peer-to-peer RV rental economy as well, that same exact use case.

Joel - Guest: Stephen, after the first time we spoke was what, a month ago, six weeks ago.

Stephen- Host: Sure.

Joel - Guest: As soon as we got off the phone, I got an email and you had just sent me an Andreessen Horowitz podcast and the title of that episode was The End of Ownership. I think there is that idea is very early right now among RV owners to share their RV, but I think that the trend is on the side of people becoming more and more comfortable with that type of model.





Stephen- Host: I think I want to explore this a bit. I think how people get over this fear, I'll just relay a story. It was actually related to that podcast, Joel, and I'll have a link to that podcast. Essentially, I think it was a reporter and they were in ... They tried Uber for the first time or could've been Lyft, which is another platform. Sometimes when you get in the car, you're just not sure who's this driver. It happened to be a lady. Her name escapes me right now and there was a little bit of chatter back and forth and she was very pleasant.

This lady also was an Airbnb Superhost and she did Uber or Lyft and Airbnb like we talked about, these are her rental incomes. She mentioned this and the reporter went on to Airbnb and looked up this person who was driving and seen the glowing reviews of 40 plus people that had stayed at her Airbnb apartment and how she was a great person and shared this tip and it was a great stay.

Instantly, it changed that relationship with an unknown person, the first time they'd ever done this to wow, I can trust this person. They're real because of peer to peer. I think this is what's enabling this getting over this fear, they're real people. A lot of the platforms, you're logging in with a verifiable identity. You have to verify yourself, maybe via Facebook and a couple of different things. Is that something that's built into RVShare as well, that peer-reviewed feedback? Can people review the host and etc.? What are the names, what do you call someone that rents on RVShare and how does that work?

Joel - Guest: The seeds of that are in place and we're going to be rolling out more and more of that review aspect and simultaneously, the verification aspect. Right now, we have our ... It's been a little bit self-policing that we've had. We had one mom-and-pop rental dealership that went out of business and another dealership in that area called us to let us know, "Hey, this dealership is out of business. You're going to want to get them off the site as soon as possible so people don't inquire on those and get no responses." We've had an organic bit of self-policing in the community we're finding. Within the next few weeks here, we're rolling out our first big overhaul of everything where we're going to be implementing that review system per unit.



Stephen- Host: Yeah, I think with both your backgrounds, without knowing you that well, I'm pretty sure it's on your road map and it would be wise to do this, which I'm sure you're fully aware of, but that aspect I think will change the dynamics of that trust factor because if I have my RV here and I see oh, there's Mark and Rachel. Is it Rachel?

Mark - Guest: Yeah.

Stephen- Host: Yeah, if I can see a picture and you're always smiling and you look like this great couple and you're flying in, I'm in San Diego and you're coming from Ohio ... I'm assuming there's a little bit of communication back and forth just like, "Oh, you're on your honeymoon or you're visiting families ... " You get that sense of a real person and that really changes that dynamic.

Once RV owners participate in this and have a great experience and see that financial income, this also unlocks a little mental key for them to go, "Wait a minute, I'm renting my RV in Florida and it's working. I wonder if I should take a vacation with my wife and let's go to San Diego and see, and maybe we'll hop on the RVShare in San Diego and we'll participate in the system as a user as well." Have you seen that a little bit?

Joel - Guest: Absolutely. You said community-driven when you introduced our site at the beginning of this, and if there's any one thread that we want to nurture through every update we push out, every step we take forward, it's feeding that community aspect because rentals are great to book, but at the end of the day, the greatest currency that we're going to have flowing through our site is trust.

I think going back to what you were saying about the reporter and how the interaction brought the walls down, the biggest thing that this whole sharing economy has going forward I think is that the transaction can never be complete without some kind of handshake, some kind of pass off. I need to get the key to the house from my Airbnb host. I need to get the walkthrough of my RV from the RV owner before I rent it. It's like the transaction can't occur without me meeting you and shaking your hand, and having that realization of "Oh, this is another human being. I'm not at a registry desk in a hotel." I think more and more as people rent their own RV and that community aspect really takes hold of these are human



beings on the other end, I think we will see more and more of that in other cities.

I was just in Kentucky a few weeks ago and my host there had told me he and his wife, they started out like almost everyone I'm sure just testing the waters to see if they can make some money and now they vacation exclusively through Airbnbs because they've been on the other side of that and they know that here's a human being who's interested in my stay. It is the only way they travel now. I think we'll totally see that.

Stephen- Host:

You're absolutely right. I think there's an enthusiasm bubble that's just exploded around especially Airbnb. I've interviewed a few people and they said "We used to be hotel people, but now we just wouldn't go back. We love our RV," but they're also talking about a superhost in Airbnb. If you get the right host and there's ways to do that, and maybe part of your education for RVShare is to really maybe empower people to be better RVShare hosts.

Sometimes like your experience, Joel, where you went with this ... I'm sure they gave you local tips on the best coffee, the best restaurants. "You have to go see this little hidden spot up on the hill behind the valley," whatever it happens to be. You're almost getting a better local experience in passing on that local knowledge with the sharing economy than you would with the traditional RV rental. Explore that a little bit.

Joel - Guest:

You're absolutely right, Stephen. Our mission for what we want to do ... We have different layers of missions, end game for what we want to do with this company, our goals for next week, for next month. The way we want to change the RV rental industry is we want to turn it into a hospitality industry because we don't think that that's what it is yet. Whether it's a private owner or a small independent dealer, we found that most of their time is getting spent right now pre-RVShare trying to book out their RVs. You've got these small mom & pop owners, you've got these private owners and they're almost more of sales, phone sales people than they are hosts in the way the space exists right now.

We want to take all that off your plate. If you put your RV on our site, it's going to be rented out. You don't have to worry about the bookings anymore. We want you to focus on hospitality. We want to empower you to be a host, to make sure that these family vacations could not be



better. I think we're absolutely going to see this trend and we're sure that we are because we're going to make it happen. That's our mission. Let's bring some hospitality to this space because right now, it's just about numbers. It's just about bookings, getting them out the door. We're going to build that solution for you. You focus on the hospitality.

Stephen- Host: Tell us about the first experiences, some of the early beta users and the feedback you got.

Joel - Guest: We have yet to get a sour experience from a renter who a rental went through. We've had a handful of times where someone's inquired on a unit and they didn't like the feedback that they got and we took care of that, but as far as rentals that went through, usually, we hear nothing which no news is good news. If we've heard anything, it's been, "So and so was great. Thank you. We'll use you next time."

From the owner's standpoint, I'd say that one of the coolest beta users that we had was someone who just wanted to test the waters and unbeknownst to him, he was in one of the markets that have the most demand on our site. He listed his RV on our site and rented it three times in three weeks from day one that he put it online. Obviously, that's an edge case, but I think you're looking for the cool stories of first users here and he definitely jumps out. I woke up to a support ticket from him and it was just essentially a thank you card of "I can't believe this works. Three times, three weeks, this is rented out."

You used the word glow. I think of enthusiasm, and that's what we're seeing because it's connecting people with people, and I think anytime that you're serving as the bridge between people like that, you're going to get just that positive vibe and that's definitely the trend that we've seen overall.

Stephen- Host: Tell us a little bit about the dealership side of it and how that relationship is evolving and where do you see growth or how are you helping the industry on that side?

Joel - Guest: The dealership side is really exciting because like I just said with our mission of turning this from a booking industry to a hospitality industry, these mom-and-pop dealers, these independent dealerships have been somewhat fighting over the scraps in Google that are left from whoever



makes it five listings down the first page of Google past those mega fleets who up until now have really locked down all the top spots. What we have offered to these smaller dealerships is a web presence and a web platform that gives them what those fleets have.

It's been a very overwhelming response and we've had a lot of these smaller dealers reach out to us because they Google their area and RV rentals and they're used to seeing ... I won't name names, but super fleet one, mega fleet two, and then all the small dealers way under and they see this RVShare in the top three results in their area and they're like, "Who is this?" They go to our site and they find out that they can use us, they can get exposure for their rentals in that space. It's been a dream come true for the smaller dealers who have just been fighting over the bottom of page one of Google up until now.

Stephen- Host: Give us a little like an onboarding experience for either a business person, a rental fleet or just a person. How easy is it to get started and how do people go about doing that if they want to test something out?

Joel - Guest: I'll do both really quick, it's as easy as if you are a private owner, go to [www.rvshare.com](http://www.rvshare.com) and right on the home page, on the left side, you'll see a big heading that asks you, "Own an RV?" and there's a link under that that you can click. Then also if you miss that, there's a big yellow button on the top right that says, "List your RV." You can click that and that will just start you right into the process. You can upload your photos, upload your prices, all your information, and really just click right through and your listing will be live.

Stephen- Host: Then let's do a little make believe scenario here where I list my class B and I'm excited. What are some of the things to make it a good experience for not just you renting it or in my case me renting it, but the person receiving it, what are some of the ... ? Do you have a checklist or like we talked about becoming the superhost or a better host? Is there some advice you give people as far as preparing your RV? RVs are complicated machines. Do you walk people through a checklist process to get their RV ready for rental?

Mark - Guest: Yeah, we do. We have a resource section that we provide everybody. We'll give them contracts to use so that they don't have to go and come up with their own contract. We'll give them check-in checklists when the



renter's picking it up, they have a checklist to go through with the renter. Drop-off checklists, all sorts of just resources like that. That's something we're actually really working on improving as well. Yeah, we try to make it as dummy proof as possible. Really someone who knows nothing about renting an RV, they own but they know they want to rent it out, but they don't know what to do, we really try to help them every step of the way.

Customer service, too, being able to jump on the phone and talk with people and walk them through the process and answer any questions they have. That's one of the things that we're really passionate about is making sure that we communicate with all of our users and help them with any questions or problems that they may have along the way.

Stephen- Host: As far as the interfacing with people interested in the rental, what does that look like? Do they get an email? Do they get a phone call? Is there an app? Is it all email based right now? How does that work as far as the back and forth?

Mark - Guest: Yeah. Right now it's all email based. We're building that. We're working on an app and we're working on some other features where they'll get a notification to their cell phone as well, but as of right now, it's all email based. Let's say you decide to list your RV today. You throw it up on the site. It gets approved. As soon as tomorrow, you can start getting rental requests. Basically, you'll get an email saying, "John Doe is interested in renting your RV with his family of three for 10 days." Basically, yeah, there you go.

Stephen- Host: What are you finding the common requests? Is there a theme building now or is it really still new and it's all over the map, but what are you seeing the top either areas or what's more popular? Are the Bs and the Cs or is it still early days? What are you seeing for trends as far as people wanting on your site?

Mark - Guest: Really, I'd say across the board. There's demand for all different types of units, whether it's a travel trailer or it's a drivable unit. That's one of the things that I was actually surprised about is that I did not initially think starting this company that there would be much demand for travel trailer. I thought that most people who were going to rent needed a drivable, a class A or class B or class C, not necessarily a travel trailer, but there's actually a lot more demand for travel trailers than I was



anticipating. That was probably one of the big aha moments I would say for me.

We were at an RV conference here a few weeks ago and I was talking to an owner of a company out west. He was telling me that two-thirds of his sales at his dealership was for travel trailers. Then somebody across the table who actually was the one of the attorneys for the RVDA, RV Dealer's Association was telling me that the industry stats right now are about two-thirds of RVs sold right now are actually towable units. They're not drivable units.

Stephen- Host: I know you talked a little bit on pricing, but how does that all work? Do you help suggest? I wouldn't have a clue what to rent my RV out. I know from the sharing economy that there's seasonality and demand as far as location, but how do people know that and how do you guide them through that, how to price their RV?

Joel - Guest: Yeah, I'll tell you there's two ways that that could work right now and I'll tell you how it works right now and then how it's going to be working probably across the board by the time that this interview comes out.

Right now, if you are just using the free listing model where you just get emailed a lead, it pretty much is on you from there to process the payment how you would be processing it outside of RVShare. If you're a private owner, usually that's going to involve a check for a reservation and security deposit being mailed. Then the rest of the balance being paid upon the pickup of the RV for the rental.

Then if you're a small dealership that does RV rentals, you're just going to process the payments at that point how you would normally as if someone just called in through your own website or got your phone number out of the phone book.

The other way that it can work from there is if you're using our booking platform that is right now just in select markets, but by the time this goes live, it'll probably be everywhere. At that point, what'll happen if you're the RV owner who's renting out your RV, you're going to get an email that says so and so is interested in your RV, all their details. If you approve, you will then be able to finalize the quote. The quote will be pre-populated from whatever your nightly rates are and if you have



one-time fees for cleaning or propane or anything like that. You can edit or approve that final quote. Then you would click approve and that then gets sent via email to the person renting your RV and they pay that through the credit card gateway right through our site.

If you're using the booking platform, it's really as simple as approving the quote, approving the rental, and then the funds will hit your account within about a week after that.

Stephen- Host: What would you advice for people right now around the insurance side of doing this type of thing?

Joel - Guest: Yeah, absolutely. There are currently and what most of our users have used up until this point, there are companies that specialize just in RV rental insurance policies, whether you are an owner or a dealership, there's companies that will cover both of those cases. If someone's interested in those, they can just type into Google RV rental insurance and a handful of companies that do that will pop right up.

To start with and as it is right now, almost all of our users use one of those handful of companies that just they cover the insurance, you pay them a flat monthly rate. Some users and some dealers pass that expense on to the people renting their RV in the form of a nightly insurance cost, \$39 a night and this is covered insurance wise. Some just build it into their nightly rate upfront.

Stephen- Host: Is there any for troubleshooting let's say it breakdowns or oh, I don't know how that switch works. Again, I'm assuming at the current level, that's all now in the hands of the relationship between the two parties and not necessarily part of the RVShare platform. Do you ever see that coming where there's almost not like a customer service aspect, but a communication channel by your service?

Joel - Guest: Yeah, absolutely. Real quick before I jump into that, you had mentioned with the insurance side of things that you could see where options being available in the future, probably not by the time this airs, but soon thereafter, we will actually be rolling out our own insurance solution that we offer to our users. That's still being finalized right now with the underwriters and everything, but it won't be long before there are other I





guess we'll say in-house insurance options available to owners who use RVShare.

To come back to your question about say if there's a breakdown, what happens after I've given the keys and waved goodbye, that how it is currently is just like with the insurance. There's existing companies that do a great job of that, Good Sam, probably the most predominant one. Then a lot of the dealerships who use us actually do their own roadside assistance should something happen. That's similar to the insurance how it is that now, there was a you said common sense way that that was handled within the industry already. Right now we're just allowing how that was proceeding to continue to proceed. Then just like the insurance in the not so distant future, we'll be rolling out our own in-house solutions for those.

As far as communication, when someone is on the road with your RV, you'll always be able to have email communication and with the apps that's coming out, there'll actually be in app communication that's constantly available like a chat feature if it's needed.

Stephen- Host: What are some of the things that people should do whenever a rental or their RV returns?

Joel - Guest: Like you said, when an RV returns, the first thing you want to do is look everything over and make sure that it is all okay. Industry standard right now with RV rentals is to hold a damages deposit upfront, just like if you were to rent a house or rent an apartment, you got to take care of it or you're not going to get that security deposit back. That's the way that the industry works right now and so, we encourage private owners to adopt that model as things are right now. In the dashboard based on what the RV is, we give them a recommended damages deposit that they should hold, but like I said, when it's people dealing with people and you're pre-approving all your renters and the hospitality is a big piece, it's very rare that those deposits are ever going to be called upon.

Stephen- Host: Can you also build in a cleaning fee?

Joel - Guest: Yeah, that's very common to see in the dashboard. Owners and dealers are able to upload whatever their ... We call them mandatory one time fees like I mentioned earlier, a clean and prep fee, a propane fee. If there



are costs that you know you're going to incur as an owner with every rental, you can either bill them right into your nightly rate or you can hash them out by fee like that upfront.

Stephen- Host: Are you finding that most people after their first experience are like, "Wow, that was really fun, that was neat and let's do it again?"

Joel - Guest: Yeah, we've had no one pull their RV off the site after renting it out for the first time. What we do get a lot though is people emailing us asking how they can move their RV up the listing results of the page for their area so that they can get more rentals is generally the response we get after the first time is "How can I get more of that?"

Stephen- Host: Let me ask you this question. Are there any topics or are there any questions that I did not ask you so far that you'd like to talk about?

Joel - Guest: One thing that we want to talk about, a big problem that RVShare is setting out to tackle is the issue of wheelchair-accessible RVs in the RV rental space. There are almost none right now across the country. If you or a loved one have a handicap and need an accommodating RV rental, good luck finding one because they are few and far between, and the ones that are manufactured are usually just bought and privately owned. It's very, very rare that you're going to find one in a rental fleet.

Stephen- Host: Tell us about what you're seeing out there, what you're hearing and why this is important.

Joel - Guest: Yeah. This actually came to our attention a couple of months ago. We were at an industry event and we met Mark Douglas and Sabrina Thompson who run an organization called RVAG, the RV Accessibility Group and they have been on a crusade to solve this problem over the last few years.

The story Mark told us was of a veteran who had come back from being overseas and had lost his legs and was just trying for months and months to find an RV to rent that could accommodate his wheelchair and could not find one. No one would return his calls. We talked about the demand being greater than the supply so, a lot of these big fleets if they listen to your voicemail and they don't have what you want, they're not even going to give you the courtesy of a callback. Mark worked with him to



eventually find him a rental, but the line that Mark told us that really broke our hearts and made us want to attack this problem with everything we have was that the guy was just in despair about this and said, "I just want to be able to see the country that I fought for, get out there on the road and see it." No one was going to help him do that.

What we are going to do to try address this problem is we're making a specific part of our website that is dedicated solely to accessible RV rentals across the country. It's going to be a short list to start with and that's why it's a problem, but we're hoping that by putting it out there and driving traffic to it, more and more private owners who have those accessible RVs out there will see that and see that there's a community in need, not just an opportunity for money, but a community that really needs this. We're really hoping that we can help solve that problem and help those people get on the road and taste that freedom of an RV.

Stephen- Host: That's a great cause and a great ... Like you said an opportunity to help and also there's a big demand. Have you been talking to manufacturers? Are there manufacturers out there specifically that create these vehicles?

Joel - Guest: There are a handful that have limited run models that they do. There are models in the market for this. The problem is that those models have been historically purchased by those who could afford them and because private owner rentals are a very, very new thing, almost none of those are in this space yet. The units are out there, they're just privately owned and they're not available to anyone else yet. We're hoping that we can reach those people who own those units and get a sympathetic ear from them and say, "Listen, there's a community that really needs what you have and you can make some money from it also. We'll send you more rentals than you can handle if you have one." If you are listening to this and you own an accessible RV, [joel@rvshare.com](mailto:joel@rvshare.com), please email me and we'll get you up there.

Stephen- Host: Mark and Joel, it's been a pleasure. Again, thank you so much for your time today.

Joel - Guest: Yeah, thank you, Stephen. This has been a blast.

Mark - Guest: Absolutely. Stephen, it was great speaking with you and anything else we can do to just help the entire RV community. If anybody else who's in the



RV community, you guys have questions or comments, or anything that we can do for you, just reach out to us. I know Joel's email is joel@rvshare. Mine is mark@rvshare. We're always available 24/7 so just send us an email if you ever have any questions.

Stephen- Host: Thank you both.