



Easy RV

BUSINESS PLAN

Odessa High School

Washington State

2018-19

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Executive Summary

1.0 Executive Summary Easy RV is a full-service start-up business that will offer recreational vehicle (RV) rentals for those looking for a home away from home. Easy RV will provide service to the Wenatchee, Washington area which is home to hundreds of state, national and private camp sites, outdoor amphitheaters, and wineries. Nestled between the Columbia River and the Cascade Mountains, Wenatchee was named one of the 500 best camping areas by Sunset magazine in 2018, making this a prime location for Easy RV. With the influx of tourists and adventure-seekers to Wenatchee, there is a great need to provide first-class RV rentals, with a focus on personalized service and a hassle-free rental experience.

Easy RV delivers the trailer of choice within a 30-mile radius of Wenatchee for events, recreation, or short-term housing. The RVs are delivered, set up, and utilities are connected by trained technicians. The RVs come stocked and ready for an adventure with everything a person needs except food, beverages, and personal items. Short of rolling out the red carpet, customers receive premier service from Easy RV. Customers can be on the beach or in their lounge chair minutes after arriving at their destination, avoiding the hassle of most camping experiences.

Six trailers will make up the initial RV fleet. A combination of Class A and Class C towing trailers will allow renters several options in choosing the right RV to meet their needs. All trailers are designed to maximize sleeping accommodations, which will meet the needs of groups of every size. Trailers come nicely equipped with linens, BBQ and cooking equipment, basic cooking supplies, coffee maker, cleaning supplies, etc. All trailers are 2012-2015 models, almost new, but less expensive to purchase.

Easy RV will be a Limited Liability Corporation (L.L.C.) and owned by Howie Bailey and Ted Smith. Both owners are outdoor enthusiasts and long-time Wenatchee residents. The RV rental business fits their skill set and their desire to own their own business. Easy RV will appeal to four target markets. First, Millennials who seek a family or outdoor getaway, but cannot afford an RV. Second, those seeking accommodations for family and community events like weddings, reunions, or the Wenatchee Apple Blossom Festival. Third, those in need of temporary housing when their home is unavailable due to construction and remodeling or moving. And finally, women who take the lead in planning 88 percent of all trips.

Rentals are competitively priced at \$150-225 per night depending on the RV Class and season. Peak season rentals are 20 percent more. A minimum three-night stay is required year around, and a four-night stay is required for major holidays. Unlike most RV rentals, there are no added fees for propane, sanitation and delivery. The only other fee is a \$500 deposit for cleaning and damage, which will be refunded when the trailer passes inspection on return. The renter is responsible for securing the site reservation.

To successfully execute their business, the owners need a start-up cost of \$252,000 that will be funded by a \$50,000 investment from each owner, for a total of \$100,000, and a five-year \$152,000 SBA 7(a) Small Business Loan from Cashmere Valley Bank. The funding will be used primarily to purchase the RVs, a pickup truck for towing, and amenities.

Easy RV will be open for reservations via phone from 7:00 a.m. to 7:00 p.m. seven days a week, year round, or online anytime. RVs are available for rental March through October, as long as roads have no road restrictions. The owners have initially forecasted the fleet to be used 75 percent through the first summer.

This business plan will ensure that camping enthusiasts will "Rest Easy With Easy RV" for many years to come.



Company Profile

2.0 Legal Form of Business

Easy RV will be a Limited Liability Company (L.L.C.). The partners, Howie Bailey and Ted Smith, will share ownership, decision-making, and responsibility for the company. The business will be established as a Limited Liability Company (L.L.C.) under the laws of Washington State. The legal name of the company will be Easy RV L.L.C. The owners will appoint Paul Smith, P.A., as the registered agent to accept legal papers and sign and file the Certificate of Formation with Washington State. Easy RV and the owners will comply with all tax laws and regulations.

The structure of an L.L.C. allows for flexible profit sharing, limited liability, and the avoidance of double taxation. The internal affairs and management will be decided and agreed upon, and an operating agreement that includes profit-sharing, decision-making protocols, and the roles of each owner will be drafted by their attorney. A buy-sell agreement will address what would happen in the event of premature death, disability, or termination from the business.

2.1 Effective Date of Business

The effective date of business will be January 1, 2020. The January grand opening will be used to implement the marketing and social media campaigns in order to generate excitement about Easy RV. The public grand opening will be held on February 1, 2020, when spring fever hits and customers will be planning their vacations.

2.2 Company Vision and Mission Statement

Easy RV's mission is to provide a first-rate RV rental experience for customers seeking to build lasting memories camping with family or affordable temporary housing for themselves or guests. Easy RV aims to create a stress-free experience through delivery, amenities, and familiarity with the Wenatchee area. Affordability, service and reliability allow customers to "Rest Easy with Easy RV."

2.3 Company Governance

As the partner with experience in accounting, Howie Bailey will serve as the Financial Manager for Easy RV. With a Master's Degree in Business Administration from the University of Washington, Mr. Bailey will oversee all budgeting and accounting activities. He will also oversee the website, social media and marketing campaigns and will work to develop Easy RV's reputation with tourist organizations, online businesses and event planners. He will schedule RV rentals.

Ted Smith will hold the position of Operations Manager for Easy RV. He is a graduate of the Bates Technical College with an Associate Degree in Technology and Automotive Mechanics. His extensive outdoor recreation experience will be helpful in scouting locations, supervising, delivering of RVs, and overseeing the maintenance and cleaning of RVs.

2.4 Company Location

The company will be located in an industrial area on 765 S. Columbia Street, Wenatchee, WA. The facility includes a shop for maintenance and is surrounded by a chain link fence for security purposes.



Howie Bailey



Ted Smith



Company Profile

2.7 Immediate Development Goals

In preparation of the February public opening, the owners established the following goals:

- ⊗ Implement a marketing campaign: website, social media, radio, outdoor and print advertising.
- ⊗ Purchase three Class C fifth wheels and three Class A travel trailers and a pickup truck.
- ⊗ Establish an online rental website. Hire and train two part-time RV technicians.
- ⊗ Identify locations and venues that are acceptable delivery sites.
- ⊗ Lease a fenced-in storage site and shop to keep RVs secure.
- ⊗ Establish a relationship with the Wenatchee Chamber of Commerce, tourism organizations and event venues for referrals.
- ⊗ Establish an online reservation system.

The following goals have been set for the first two years of business:

- ⊗ Increase sales by 20 percent annually.
- ⊗ Maintain and continue to hire qualified personnel as needed.
- ⊗ Create an efficient scheduling system to maximize RV usage.
- ⊗ Work with event planners who need extra accommodations for guests.
- ⊗ Promote repeat users, word-of-mouth referrals, and online reviews such as Trip Advisor.

2.8 Overview of Company's Financial Status

The company will be established with funds from both owners and a loan from a bank. A total amount of \$252,000 will be needed to start the business. The owners are prepared to contribute \$100,000, and they will take out a Small Business Administration (SBA) 7(a) loan of \$152,000 from the Cashmere Valley Bank. This money will be used for start-up costs, which include 6 RVs, a pickup truck and amenities. Also, \$15,000 will be used as working capital to give the company financial stability as it becomes established. The loan will have an interest rate of 6 percent with a monthly payment of \$2,938 and will be paid off within five years. With both partners committed to working long hours to build a clientele and establish a strong reputation, the business should exceed its conservative financial projections.



3 Class A RVs available to rent at Easy RV



3 Class C RVs available to rent at Easy RV

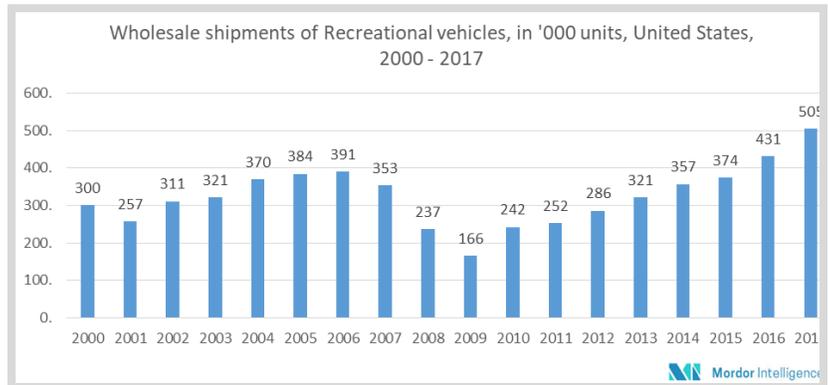


Wenatchee Valley's vast scenery



Industry Analysis

3.0 Size: The RV industry creates 50 billion dollars in economic impacts within the U.S. annually. More than 23,000 businesses are currently involved with the industry, providing almost 45,000 direct employment opportunities and nearly 3 billion dollars in direct wages, according to Recreational Vehicle Industry Association (RVIA). Camping is one of the most popular recreational activities in the United States. In 2017, 41.8 million people participated in car, backyard or RV camping in the United States. The same year, consumers spent almost 3 billion dollars on camping equipment— a large proportion of this expenditure was on backpacks and sleeping bags (Statista.com).



3.1 Growth Rates: As Millennials have embraced camping, industry revenues for RV manufacturers have increased dramatically. Winnebago saw a 75 percent increase in revenues in a single quarter, while Thor Industries saw a 57 percent revenue increase in 2017 (CNBC). Total RV renting growth rose 16 percent for CampingWorld, a national rental company. It is clear that growth rates for RV rentals and sales have skyrocketed. Another reason why RVs are popular in North America is the cost-savings opportunity they offer families. A vacation or holiday using an RV can be more than 60 percent cheaper than a traditional vacation at a hotel, bed and breakfast, or similar type of accommodation (RVIA).

3.2 Nature of Competition: There are many temporary housing options besides RVs in the Wenatchee area. Fortunately, Wenatchee is one of the few cities where the RV industry celebrated its eighth straight year of sales growth. During this 8-year span, the RV industry has grown by more than 20 percent. This is vastly larger than other areas of the country at 3.6 percent growth (RVIA). This is due to the outdoor recreation opportunities, the amazing landscape, and its central location in Washington State.

- ◇ VRBO- These home rental suppliers offer approximately 150 homes for rent in the Wenatchee area. While a few are located along scenic lakes and mountains, most are removed from ideal vacation spots and require transportation to get to and from venues.
- ◇ RV Dealers- Purchasing an RV as opposed to renting is an option. However, it is difficult to justify the cost unless it is used frequently.
- ◇ Hotels and Motels- Wenatchee’s hotels offer another option for temporary homes. With the new Wenatchee Convention Center, Wenatchee offers 1,399 rooms, the majority of which are located in the downtown business district in downtown Wenatchee (event.com).



Airbnb and VRBO are options for potential customers



Industry Analysis

- ◇ Online RV Rental- Several companies like Outdoorsy and RVShare offer RV rental options online, where people rent out their personal RVs. Although this may seem quick and easy, finding a reputable trailer owner is not guaranteed.

3.3 History: In the first part of the 20th century, America had no highway system. There were few roads and even fewer gas stations. As automobiles began to be mass produced, however, the country's entire infrastructure changed. More people were drawn to exploration and adventure, and the year 1910 saw the production of the first motorized RVs (CruiseAmerica).

The first RV units were towable, designed to be pulled by a separate vehicle. These "auto campers" or "camping trailers" gave travelers the freedom to go anywhere they wanted. While nothing like today's RVs in terms of comfort and amenities, the first models still offered beds, storage areas and the ability to cook.

In 2010, the Recreational Vehicle Industry Association celebrated 100 years of RV history. Today, enthusiasts enjoy long-distance travel for weeks and months at a time. This has led to the development of thousands of government and private parks and campgrounds that cater specifically to RVs. Most facilities offer full electric, water, sewer and Internet hookups.

Today, the concept of recreational vehicle has completely evolved. There are over 20 variations of the classic trailer that everyone is familiar with. Some of these include travel trailers, diesel pushers, toy haulers, 5th wheel RVs, teardrop trailers and many more. The RV has truly transformed as our nation has become more inclined to hit the road and get away.

3.4 Trends and Strategic Opportunities

The outlook for the future of RVs is positive. Overall, the RV industry is often seen as a good indicator for the health of the U.S. economy. When revenues are growing within the industry, then earnings and investments are equally strong. If they are weak, then a possible recession is near. In 2007, right before the housing crash, industry sales were down by more than 10 percent. The next 5-year period for the RV industry looks to be very positive, as RV sales have done nothing but grow since the housing crash (Wolfstreet).

The younger generations are especially big fans of renting RVs. According to the 2018 North American Camping Report by Kampgrounds of America (KOA), Millennials and Gen Xer's make up three-quarters of all campers, with Millennials alone accounting for 40 percent. In fact, 77 million Millennial U.S. households camp at least occasionally.



First Recreational Vehicle in 1910



One of today's most modern RVs to date

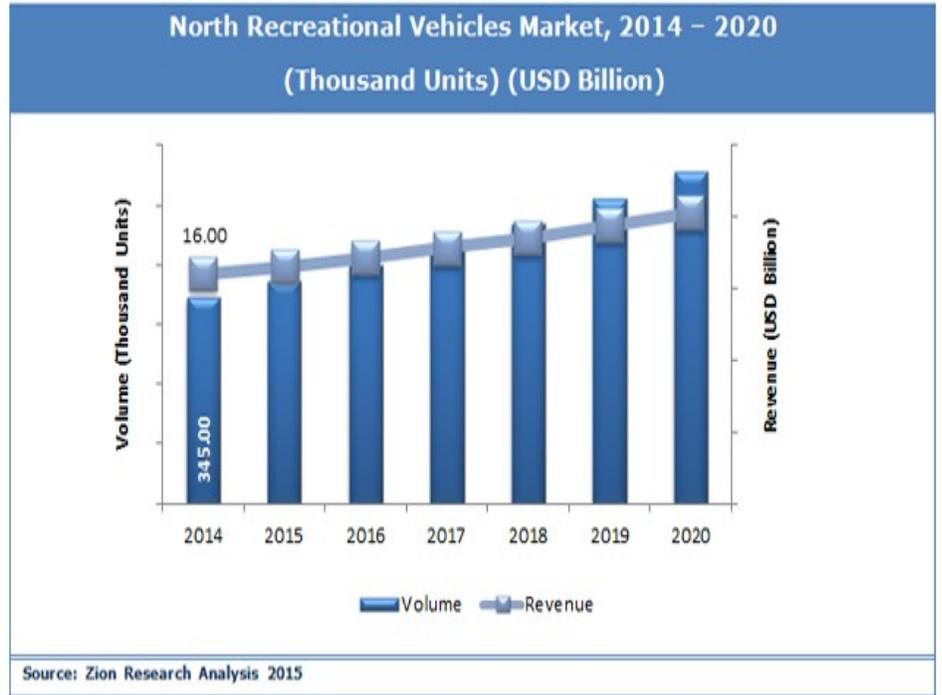


Industry Analysis

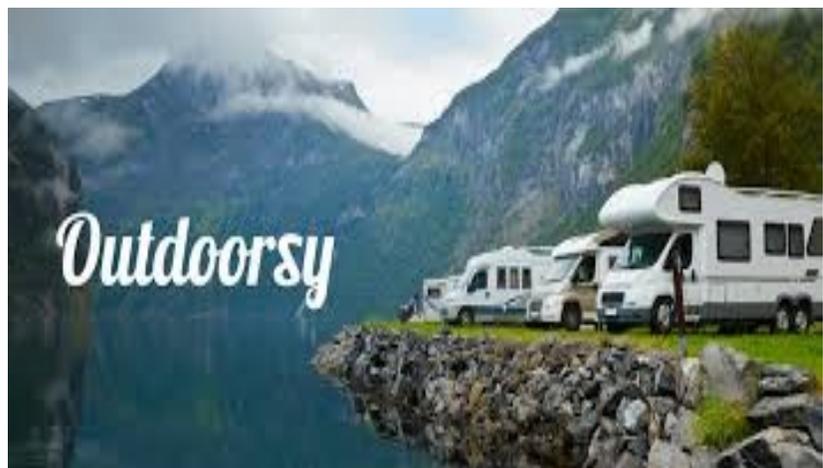
Another trend is to plan camping vacations ahead of time to secure an ideal site. With camping becoming more and more popular, planning their trips and vacations around busy work schedules and ahead of time has become very appealing to Millennials. Thirty-one percent of camping trips by Millennials are being planned ahead (Forbes.com). This also means RVs will be rented ahead to ensure the perfect vacation.

Renting your personal RV is a new business model. Outdoorsy RV, based in Los Angeles, California, was one of the first successful rental businesses that got national attention. Established in 2015, they capitalized on the idea of Airbnb who rents out personal homes. When a personal RV is not in use, it is placed on Outdoorsy and is available to rent.

The industry is helped by the federal government, which has also budgeted 2.7 billion dollars for the National Park System (NPS.gov). Visitors to national parks are up 19 percent (NPS.gov). Making a more RV-friendly America is one of the industry's key initiatives going forward. Even in tough times, governments at the federal, state and local levels continue to include support for outdoor recreation.



National Parks are a very popular location for campsites



Outdoorsy has revolutionized the RV rental market



Target Market

4.0 Target Market Defined

Over the last decade, camping has become popular. Convenience has also become very appealing to customers, as many are looking for easy and affordable options to vacation. The RV rental market has the potential to be very profitable if the right customer is targeted. Wenatchee is an urban center of 70,000 people known throughout the country for its apple production. It is also known as Washington's playground due to its central location within Washington State. Unlike the rainy west side and the desert east side, the Wenatchee area offers climate and geography not found anywhere else in the state. For this reason, special events, concerts, and gatherings are held in this prime location. There is something for everyone, like the famous Washington State Apple Blossom Festival. Wenatchee is bombarded with thousand of people each year who are in need of a place to stay. Therefore, Easy RV will target four desirable groups who make decisions about where to stay overnight.

Millennials: Millennials have embraced the idea of camping. According to current figures, 38 percent of households that enjoy camping involve Millennials, a percent which is greater than their representation in the general population (CNBC). Unlike their older counterparts, they are less likely to own an RV for financial reasons and also because they seek a variety of recreational activities besides camping. As parents of young children, Millennials seek to create quality time with their children away from the hustle and bustle of their daily lives.

Event Hosts/Attendees: Many of today's social events and activities include venturing outside the home, which brings up the need for housing. The Wenatchee area is home to many venues, including wineries, private event centers like restored barns, private camp sites, and one of the biggest venues in Washington State, the Gorge Amphitheater. This large amphitheater hosts weekly concerts for up to 25,000 people all summer long. Gorge attendees spent a total of 200 million dollars in the last five years (oregonlive.com).

Wenatchee hosts sports tournaments, plays, the Chelan County Fair, music festivals, and car shows. It is a destination for events like weddings, bachelorette parties, and family reunions. All of these activities require temporary housing. Easy RV will target this group by working with event planners, organizations hosting an event, and tourism groups like the Wenatchee Chamber of Commerce to identify events and reach out to the organizers.

Tourists: Tourism is a major source of revenue for the Wenatchee area. Wenatchee and Chelan County tourism organizations spend thousands of dollars promoting their county all over the world. Easy RV will join their promotional efforts to gain new customers. State parks, farms, fairs, water parks, fishing, hunting, skiing, hiking, and casinos draw thousands of



The Wenatchee Apple Blossom Festival brings in thousands of tourists



Scenic views bring outdoor recreation lovers to the Wenatchee area



Target Market

people to descend on the area each year.

Women: Women planning a trip for their family must be targeted. According to Hotels.com, only 12 percent of men in relationships take the lead in organizing trips, and 43 percent of women have the final say on accommodations. The top reasons women dislike camping are: getting cold at night, having no electricity, sleeping on the ground, and preparing meals (campingforfoodies.com). An RV solves all of these problems except food preparation. Women will be targeted through Facebook, Instagram and Pinterest. Easy RV will be appealing to mothers planning a family trip. It will require less packing, more comfort and a safer experience for their entire family.

4.1 Analysis of Market's Size and Growth Potential

The potential for growth in the Wenatchee area is tremendous. According to the *2018 Economic Report of Wenatchee*, the job market has increased by over 3.7 percent in the last year, which will improve the income of residents. Future job growth is expected to rise by 42 percent in Wenatchee, which will create even more income growth. Chelan County is home to over 8,000 Millennials,

The Washington State Legislature passed Senate Bill 5251 in March 2018 to put a tourism marketing plan in place for the first time since 2011. This would create the Washington Tourism Marketing Authority (WTMA), to manage financial resources for the development of a statewide tourism marketing plan (Wenatchee.org). Representative Care Condotta stated, "We have one of the most diverse and beautiful states in the country. The 12th District alone is home to Lake Chelan, Leavenworth, the Methow Valley and Mission Ridge. Now we will be able to share the charm and appeal of our state on a much broader spectrum."

4.2 Analysis of Market's Current Patterns

The Bureau of Labor Statics reports historical levels of vacation activity. Unlike generations before who accumulated vacation time and never used it, the current pattern is to take paid time off. The national average is 17.2 vacation days taken per employee in 2018. The increase in vacation usage delivers billions of dollars to the U.S. economy.

Research by U30X indicates another current pattern. Millennials are spending more on travel than on traditional investments - like down payments on homes. For as they travel more, Millennials seek experiences they manage for themselves; they are not interested in all-inclusive vacations where you never leave the resort. Millennials are seeking off-the-beaten path adventures that are authentic and unforgettable.

4.3 Analysis of Market's Sensitivities

The RV rental market is sensitive to many factors. Health is always a concern, and ticks carrying Lyme's disease or smoke from forest fires inhibiting healthy breathing will deter people from camping.

Recreational activities are always changing. Day trips do not allow an opportunity to stay overnight, thus no need to rent an RV. The weather, cost, and destination will be factors in people's decision to rent an RV. Easy RV appeals to those who are content to park their RV and stay for the duration of their vacation. This may change as new attractions come to the Wenatchee area or customers desire to move from place to place.



5.0 Key Competitors Identified

VRBO and Airbnb: These are private homes rented out for vacations by their certified owners. They are strong competition. They have the ability to accommodate large groups, have many choices in location, and provide a variety of amenities that appeal to customers. The quantity and quality of available homes fluctuate from week to week, but currently there are 150 homes available for rent in the Wenatchee area.

RV Dealers: Buying an RV rather than renting is always an option. RV renters may choose to buy an RV if their income rises or they camp more frequently. However, the cost can range from \$10,000 to \$300,000 depending on the type. There are five available RV dealers in Wenatchee, including All Seasons RV which is the largest with over 100 models to choose from. One must also own a pickup truck to tow most RVs.

Hotels and Motels: This competitor is easier to book, and customers are more familiar with what they offer. With the new Wenatchee Convention Center, Wenatchee offers 1,399 rooms, the majority of which are located in the downtown business district in Wenatchee (event.com).

Online Personal RV Rentals: Sites like Outdoorsy offer hundreds of RV rental options by individual owners, similar to Airbnb. They have many models to choose from. Unlike Easy RV, they also allow the renter to tow the trailer from place to place. However, there is little accountability from one owner to the next, so the process of securing a quality trailer is riskier; finding a reputable trailer owner is not guaranteed.

5.1 Competition's Strengths and Weaknesses

Some of the competitors' strengths are the following:

- ◇ They are an established business. They have had time to build their clientele over the years.
- ◇ They have already made connections to RV groups and event planners.
- ◇ They can offer more options.
- ◇ They have established a reputation within the Wenatchee area.
- ◇ They have maids in hotels and VRBO.



Hotels and motels are the most common outlet for customers seeking temporary housing



Hotels and AirBnb options offer maid service



Competition

Some of the competitors' weaknesses include the following:

- ◇ They do not offer the extra services of Easy RV.
- ◇ They are limited by fixed location.
- ◇ It is more difficult to organize accommodations for a large group of people.
- ◇ They are more expensive.

5.2 Potential Future Competitors

With growth expected in the camping industry, the number of business ventures is also predicted to increase. New competitors can easily enter the market with a few clicks on the computer. Renting out a personal RV on Outdoorsy takes less than ten minutes. This has become quite popular. Yurts are another new trend when it comes to quick overnight accommodation. While not available in the Wenatchee area yet, this could change. With an exceptional fleet of trailers and excellent customer service, Easy RV fully expects to stay competitive with any new players.

5.3 Barriers to Entry for New Competitors

Opening an RV rental business can be expensive and time consuming, and it may deter others from entering into the competitive market. Being available 24/7 during the summer months to provide assistance to renters will deter many.

Easy RV has the advantage of a mechanic as the owner of the business. Ted Smith can carefully select used RVs for purchase and do most of the maintenance using his own tools needed. By having knowledge of the industry and connections to private owners and dealers, Easy RV can shop for quality RVs at a fair price. Paying a mechanic to inspect the RVs, repair damages, and provide maintenance would be costly.

Another difficulty connected to opening an RV rental business is establishing a strong relationship with local businesses and organizations. Because the owners are Wenatchee natives and connected to the outdoor recreation community, relationships are already established and will continue to grow.

Third, RVs are expensive. Therefore, purchasing RVs for rental may be quite expensive. "Good deals" are difficult to find, and buying a new RV is cost prohibitive as RVs depreciate 30 percent just by driving them off the lot (outdoorsy.com). Owning an RV is not always the best investment for an individual or family, so the option of renting will catch the attention of outdoor enthusiasts in the area.



Outdoorsy offers quick and convenient renting for people who value their vacation time



Yurts are another new trend for outdoor accommodations



Marketing Plan & Sales Strategy

6.0 Marketing Plan and Sales Strategy

Extensive research was done to develop the sales strategy and marketing plan. This included which services to provide, rates and the selection of trailers for the fleet. All RVs offer the following features and amenities:

- ◇ 2-3 tip outs for extra living space
- ◇ BBQ
- ◇ Delivery and pickup
- ◇ Stocked linens, basic cooking supplies, and camping necessities
- ◇ Sleeping spaces for at least 8-10 people

Unlike the competition, there are no additional charges for the RV rental, such as propane, sanitation and cleaning fees. All fees are included except the damage deposit, which is fully refundable. To keep the process easy, all costs have been built into the rental fee.

6.1 Key Message

Easy RV's key message is "Rest Easy with Easy RV." Camping should be fun, but often times the process of packing, loading, unloading, cleaning and making sure everything works properly on the trailer is stressful. Easy RV's message is "Rest Easy." We will do the work, while the customers have the fun.

6.2 Options for Message Delivery

- ◇ The target market of Easy RV will have their eyes opened to the services offered in a variety of ways. Easy RV will be fully involved with social media, as well as on a website and a blog. Advertisements will be run through other businesses, camping organizations, private and government sponsored websites, print media, and other venues. Referrals will be rewarded with a \$50 dollar coupon for their next rental.
- ◇ **Advertisements:** Ads will be run in local Wenatchee newspapers and magazines such as the *Wenatchee Press*. Radio advertisements will also be an effective way to reach thousands of people annually on stations like *102.1 The Quake*. Thirty-five radio stations based in the Wenatchee area will reach the majority of Easy RV's targeted area.
- ◇ **Social Media:** Easy RV will establish a presence on Twitter, Facebook and Instagram. This will make information about the business easily accessible to all ages. In the follow-up email, customers will be encouraged to post detailed reviews of their experience at different sites and events.
- ◇ **Website:** The website will be the most detailed of all of the advertising strategies. It will allow customers to see all trailers available for rent and their prices. Potential customers can determine what choice is best for them. Customers can view the dates available for



Full hookups in the Wenatchee area have encouraged the growth of camping



Marketing Plan & Sales Strategy

reservation. They can then call or book online. The website includes contact information, hours of operation, policies, and amenities that each trailer has to offer. If the customer has any further questions that the website does not answer, Easy RV is available by phone or email for inquiries 24/7.

- ◇ **Blog:** The blog, written by Howie Bailey, will start a conversation with all campers. Easy RV will blog about all activities in the Wenatchee area to connect potential customers. This will be a great way for the company to create more exposure. In addition, the blog will include tips to make camping smoother and testimonials from customers.
- ◇ **Referrals:** Having a referral policy will be one of the most important marketing tactics. There will be a tab on the website labeled "referrals" which will automatically link to Facebook, Twitter, and Email. This will send a coupon to whomever the customer chooses. If a new customer to the business is referred by a former client, the former client will receive a \$50 coupon towards their next rental.

6.3 Sales Procedures and Methods

When customers have a need for service, they will call or go online. Howie will work with all customers to make reservations and select the best RV model for their plans. There is a three-night minimum rental with the exception of holidays such as Memorial Day, Fourth of July, and Labor Day, which have a four-night minimum. A discounted rate will be given for those who choose to book the RV for the entire week. This procedure will help reach the long-term goal of having the fleet book six out of seven days per week, or 86 percent occupancy.

Howie will ensure the customer fully understands all details of the RV contract (Appendix A) before signing.

Customers will be asked to sign a contract and put a credit card on file. Customers may cancel their reservation up to 30 days before their reservation date. At that time, their credit card will be charged 100 percent of the rental fee. In addition, a \$500 hold will be placed on the card for a damage/cleaning deposit. It will be removed when the trailer is returned and has passed inspection.

Renters are expected to return the trailer as clean as it was delivered. Any excessive cleaning will be charged to the customer at \$55 per hour as stated in the contract. Pets and smoking are not allowed.

RV Rental Rates		
Type	Class A	Class C
Nightly Rate-Minimum 3 night stay	\$250/night	\$200/night
Holiday Rate (Memorial Day, 4th of July, Labor Day) (Minimum 4-night stay)	\$300/night	\$250/night
Weekly Rental Rate	\$1,500/week	\$1,200/week
Damage Deposit	\$500	\$500



Marketing Plan & Sales Strategy

Customers will be charged a minimum \$500 cleaning charge if this rule is broken.

All delivery locations must be pre-approved. If the trailer is to be delivered to a campsite, customers are required to make their own reservations and share the confirmation with Howie, so there is no confusion on delivery day. If the RV is to be delivered to a venue or other private location, details regarding where and when will need to be provided and approved.

The website will provide additional information, such as items to bring and items stocked in the RV. This will help simplify the packing process for the customer.

The long-term goal is to build the business through returning customers and referrals. In the first years of operation all customers will be new, therefore an informal background check will be performed on all new customers without a referral. Phone conversation, social media searches and word of mouth will be used. Easy RV will not rent RVs to be used at high risk events like bachelor parties or concerts known for heavy drug and alcohol consumption.

Other Information

Items To Bring	Items Included in Trailer
Food	Linens for all beds, towels, rugs
Beverages, drinking water	Camping supplies, RV toilet paper, paper products
Clothing	Pots and pans, cooking utensils
Toiletries	Keurig with coffee
	Cleaning supplies
	Sound system, DVD's



Various social media platform searches will be used in the informal background checks



Families who camp frequently will be targeted as renters



7.0 Business Facility

The business will lease a one-acre, fenced-in lot, that includes a shop with office space. The RVs will be stored inside the fence to protect against vandalism and theft. Security cameras will be linked to the owners' smart phones. The 50' x 50' shop will allow the technicians to service the RVs and perform maintenance procedures. The shop will be stocked with tools, extra parts, and cleaning supplies. A bathroom and laundry room, with an industrial washer and dryer, are located in the shop. The facility, as a general rule, is not opened to the public.

7.1 Production Plan

RV rentals will go as smoothly as possible with a well-planned system that will be utilized for every customer. Because of the high demand for rentable RVs, reservations will be made on a first-come, first-serve basis, and a waiting list will be created in case of cancellations.

- ◇ **Reservations:** Customers can make reservations either online or by phone. The website will be updated automatically with the availability of RVs at any given moment. A 50 percent deposit will be required at the time of reservation. The balance will be required 30 days before the reservation date. Customers will be given assistance in choosing the best RV model for their needs. Customers will be given a copy of the rental policy to make sure they fully understand the agreement before signing it. The customer's credit card will be placed on file to secure the reservation.
- ◇ **Confirmation:** When an RV is scheduled, customer service will begin. Customers will be informed of the amenities included with the RV to make their stay enjoyable and stress free. Suggestions will be given with regards to additional items they may want to pack based on their desired location. If using a campsite or venue that requires a reservation, the reservation will be confirmed to ensure it matches the rental dates of the RV. Customers who are new to the area will be emailed information regarding their selected location so they know exactly what to expect with regards to electricity, water, sewer, Wi-Fi, and the terrain where the RV will be placed. A confirmation email will be



RV repairs and cleaning will be performed inside the shop



Easy RV will participate in trade shows and events



Operations

sent before the drop-off date to ensure that there are no miscommunications regarding the time, place, or date.

- ◇ **30 Days Out:** The final 50 percent balance will be charged to the credit card on file, and there is a no refund policy after this transaction.
- ◇ **Day Before:** Prior to delivery, the RV will have propane tanks filled, tire pressure checked, batteries fully charged, tanks filled with fresh water, trailer lights checked, an inspection for cleanliness, fresh linens stocked, and a thorough washing.
- ◇ **Delivery Day:** The RV will be delivered at an agreed upon time. The technician will set up and level the RV, turn on propane gas, light hot water heater, extend tip outs, plug into electricity if available, teach renters how to use ovens, the air conditioner/heater and the media system, and show where amenities are stored. Most approved sites are within 30 miles of Wenatchee, so delivery is estimated to take approximately two hours round trip.
- ◇ **Pickup Process:** The technicians will also arrive on agreed upon time and date and inspect the trailer for cleanliness, damages, and any items left behind with the renter. They will make sure all amenities that were supplied with the trailer are still in the trailer. If damage has occurred, the technicians will photograph, document, and sign the report. If no damage has occurred, the damage deposit will be released from the credit card hold. The technicians will tow the trailer back to Wenatchee, dump and sanitize tanks, clean and wash linens, and restock for the next renter. The preferred pickup time is before 12:00 p.m. so the trailer can be cleaned and ready for the next rental.
- ◇ **Hours of Operation:** Easy RV's hours of operation at the facility site will vary depending on the season and pickup and delivery times. In the winter, services will not be available. However, customers can communicate 24/7 via the website, phone, or email, with a policy to return all inquiries via phone or email within 12 hours.



RVs will be delivered to approved campsites

7.2 Workforce Plan

Both owners, along with part-time seasonal employees, will make up the workforce. The workforce will be kept to a minimum the first three years in order to maximize profits; therefore, part-time employees will be hired during peak season or when the owners need an occasional break. Each winter, prior to opening for the season, the owners will strategically plan for the following year and evaluate workforce needs.

Easy RV will comply with and meet all current and future OSHA standards and guidelines. Fulfilling OSHA standards will mean that all technicians will be extensively trained to ensure safety for everyone involved. Employees will be expected to have a high school diploma or a GED. They will also need to be clean, dependable, honest and have mechanic experiences. They will need to have a clean driving record with no felonies.



Financial and Marketing Manager-Howie Bailey, Owner

Job Description: Howie will be available via email and phone year round to handle all reservations and customer communications. He will perform most of his management responsibilities from his home or on site at the office. For times when he is unavailable, a part-time receptionist will be hired to handle customer communications. Howie will manage all finances and the marketing plan. He will be the face of Easy RV. Keeping the RV fleet fully booked will be his priority.

Operations Manager– Ted Smith, Owner

Job Description: Ted will work from the business site to oversee all RV maintenance and supervise RV technicians. He is responsible for maintaining and repairing the interior and exterior appearance of RVs and ensuring that all utilities including gas, batteries, electricity, water, heating/air work properly. He will oversee laundry and restocking of the trailer after each trip. Finally, he will train RV technicians to transport and properly setup trailers and take down RVs.

RV Technicians

Employee Count: Two Part-time Employees

Job Description: Responsibilities include trailer delivery and retrieval, maintenance and repairs of RVs, cleaning the trailers, filling propane and fresh water, and charging batteries. Communication skills will be important as they teach new customers to operate the many features of their RV. These workers will need to have a strong work ethic, and mechanical experience is preferred. They will be required to have a valid Washington State driver's license.

Receptionist

Employee Count: One Part-time Employee

Job Description: The office assistant will be required to have excellent communication and computer skills. In order to return phone or email inquiries within 12 hours, a part-time receptionist will be hired when the owners are unavailable. The assistant's duties include communicating with customers or potential customers via phone, email or the website, tracking references to Easy RV on social media and commenting if appropriate, scheduling reservations and communicating the schedule with Howie.

7.3 Impact of Innovative Technology

Innovative technology will play an important role in the business. Technology will be utilized to create accurate and up-to-date schedules for delivery and pickup, process credit cards, and track the inventory of all RVs. Smart phones will not only be used for all employees to communicate with one another, but also to communicate with customers and update the website when away from the computer.

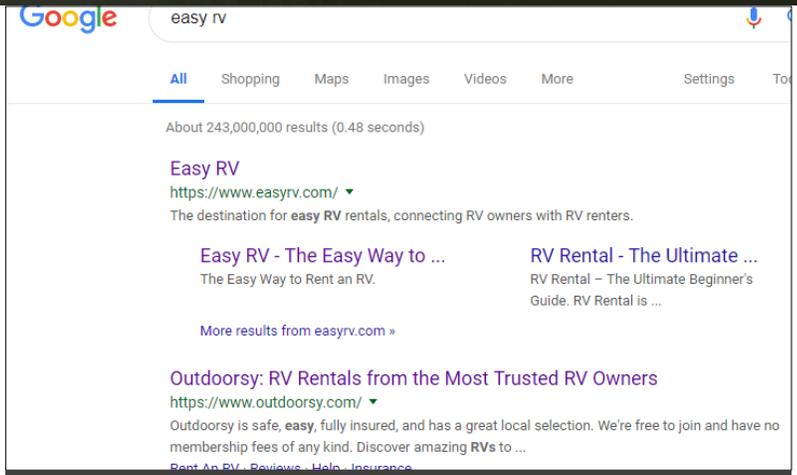


Sparkling clean interiors are an Easy RV trademark



Operations

Website: Customers will be able to reserve an RV using their smart phone or computer and the URL www.easyrv.com. It will make it easier for the customers and will very likely increase business. To ensure that Easy RV's website will appear on page 1 search results, it is vital the company implements a strong search engine optimization (SEO). Two strategies for this will be to use strong key words that relate to the RV industry and to make sure these words are included in the website page URL (i.e. RV, RV rental, outdoor recreation, trailer rental, and camping).



Strong search engine optimization will drive business to Easy RV

Social Media: The use of innovative social media technology will strongly impact the business. Customers will be encouraged to post positive reviews and photos of their experience on social media, as 90 percent of customers say their buying decisions are influenced by online reviews (ZOZI). Tips, techniques, and interesting stories about their camping experiences will be posted regularly to engage customers. In addition, references to Easy RV on social media will be carefully monitored and addressed in a timely manner, especially if negative comments are posted. This will show other followers that if there are issues, Easy RV will acknowledge them and work to improve their services if applicable.

Repairs: Tools requiring technology will be necessary to perform RV repairs including welders, gauges, air compressors, and power tools. Online manuals will also be used to diagnose specific issues. YouTube will be utilized for instructions on how to perform repairs that the technicians are unfamiliar with. This will save money by not having to hire a repair person to come to the site.

Reviews: Customers can take advantage of Easy RV's website by viewing online reviews of Easy RVs services and RVs. This will be crucial for new customers wanting to learn more about Easy RVs services and how they make life easier. When reaching out to potential customers, reviews will be used to display the quality of Easy RVs services and RVs.



YouTube will be utilized to problem solve repairs when needed



8.0 Key Employees, Advisory Committee, Human Resources

Key Employees: Key employees were defined in the workforce plan. Each owner will fulfill his responsibilities as earlier defined. Each owner will manage the employees under his supervision. They will meet weekly during the operating season to review upcoming schedules, review personnel needs, evaluate equipment needs and repairs, and analyze the budget.

As acting financial manager, Howie Bailey will oversee financial aspects and decisions and will be expected to create quarterly reports on the financial stability of the company. Howie will hold the lead role in marketing the business; however, he will welcome Ted's input. Ted Smith will be operations manager, making sure to keep up the maintenance and condition of the RV fleet. Together, Howie and Ted will be able to manage and market the business. They will also ensure smooth customer flow and work flow, as well as striving for a positive work environment.

Advisory Committee: Ted and Howie will continually work to improve their skills and awareness of the industry by attending trade shows and working with consultants in the tourism industry. An informal advisory committee will be made up of members from the National Park Service, Wenatchee Chamber of Commerce, and the department head from the Wenatchee Valley Community College Mechanic program. In addition, Ted will work with colleagues who work in Elkhart County, Indiana, where 80 percent of all RVs are manufactured, to troubleshoot repair problems.

Human Resources: As all employees will be hired on a part-time basis, the owners will personally handle all hiring, firing, evaluations, and making sure employees have completed all the necessary paperwork and forms required by the state and national government.

8.1 Plan for Identifying, Recruiting, and Securing Key Participants

Potential employees will be sought from two sources. First, Mission Ridge Ski Resort employs 200 people throughout the winter on a part-time



Members of the advisory will come from multiple sources, one of them being Wenatchee Valley Community College



Easy RV will advertise at Wenatchee RV events



basis. Many of these people will be seeking summer employment. Howie will work with the personnel manager at Mission Ridge to recruit part-time help. In addition, a partnership with Wenatchee Valley Community College's mechanic program could potentially provide prospective employees. These potential candidates will be recruited through the college placement office. The two partners, Howie and Ted, will interview all potential employees together. Howie will also do background checks on all applicants prior to being hired. All applicants must have references, which will be contacted. The owners will seek people who have proven to be dependable, conscientious, and trustworthy. The receptionist position will require being flexible. Customer service is the most important job, followed by assisting with scheduling, and being available to troubleshoot problems. Most employees will work May through September.

8.2 Compensation and Incentives Plan

Part-time employees will be paid \$20.00 per hour, 20 percent more than the industry standard, to ensure quality employees. They will receive overtime pay when working more than 40 hours a week. As an incentive plan to retain employees long-term, they will receive a bonus for having an incident free season, and will be given a 10 percent raise each year they return. As a bonus, employees will be allowed to use the RVs during the off season.



This would **NOT** be an incident-free season for this employee



9.0 Short and Long-Term Goals

The focus of the first three years of Easy RV's development will be exposure to the public and increasing the customer base. This will be achieved with the following goals:

- ◇ Sponsor annual community events focused on increasing customer growth and exposing Easy RV to potential customers
- ◇ Work with Mission Ridge Ski Resort Personnel Manager to recruit personnel in their off season
- ◇ Increase the fleet occupancy rate to 86 percent (six out of seven days) for all six RVs
- ◇ Work with local restaurants to establish Uber Eats for food delivery to RV customers
- ◇ Work with a catering company to supply and stock requested food and beverage options to RV renters

By year five, Easy RV's goal is to become financially stable and expand the business. This will be completed with the following goals:

- ◇ Increase the length of the operating season by expanding the business in the winter to include rental of snowmobiles
- ◇ Pay off loan at the end of year five
- ◇ Trade in two RVs for two newer models to keep the fleet updated
- ◇ Add older, more basic RVs to the fleet that will appeal to hunters for use during hunting seasons

9.1 Risks and Potential Adverse Results

There are many risks in the RV rental industry. The main risks include:

◇ RV Damage

The RV could be damaged by a guest. Any repair costs beyond the \$500 damage deposit will be charged to the customers on their credit card on file.

◇ Mice Infestation

With the trailer traveling thousands of miles annually, there is the possibility that some locations will bring rodent infestation, such as mice. Easy RV's maintenance and cleaning regimen will protect the company from any infestation damage. Further steps such as setting live traps and filling all holes will be steps towards preventing this problem.

◇ Carbon Monoxide Poisoning

Carbon monoxide poisoning most commonly occurs because of improper use of the stove or heating



Mission Ridge Ski Resort also hires seasonal staff



Expanding the fleet for use by hunters in the fall is a long-term goal



system. If this happens, the trailer will fill with a gas called carbon monoxide, and can be fatal. Detectors will be installed to alarm guests if carbon monoxide levels are unsafe. A thorough training process by the technician will be crucial in preventing this problem.

◇ **Economy**

The economy will always influence the amount of money people spend for vacation. If the economy declines, rental sales will decrease.

◇ **Fire**

All trailers will be installed with a smoke detector, and the batteries will be checked regularly. As part of the setup, customers will be shown the emergency exits through the fire windows. The Wenatchee area is known for forest fires during the summer. The National Park Service and Department of Natural Resources will often evacuate and close the campgrounds if the fire becomes too threatening. Most summers during fire season, there is a smoky haze in the air for a period of time. However, if the fire season makes it necessary to cancel reservations, then a full refund will be given to customers.

◇ **Smoking**

There is a no smoking policy. Anyone caught smoking will lose the damage deposit and be charged the cleaning fee.

◇ **Theft and Vandalism**

The RV and its contents are worth nearly \$35,000. An insurance policy will be purchased to protect against loss if it is stolen or vandalized. The loss of income and the unhappiness of customers would be negative for business while the insurance company processes the claim. To help protect against theft or vandalism, the RVs will be parked in a locked fence when not in use. The area has a security system directly linked to the owners' phones. In addition, Howie's German Shepherd, Spike, will be on patrol in the yard at all times.

9.2 Strategies to Reach Long-term Goals

Ted and Howie will accomplish their long term goals by building a strong reputation in the Wenatchee area. This will lead to long-term customers and customer referrals. Easy RV will maintain a good relationship with their advisory committee, the National Park Service and the Chamber of Commerce, which will keep them in the loop for upcoming events, trips, and planning. Additionally, the two owners will align their views for the future of Easy RV in a one hour, bi-weekly meeting. By developing the habit of frequent meetings, these meetings can later be used to work on achieving goals, such as reevaluating the company's mission, strategies, goals, objectives, and vision.



National Park closed due to threatening forest fire



Spike will provide additional security to prevent theft and vandalism



10.0 Accounting System

Easy RV plans to use a cash-basis accounting system with Intuit QuickBooks Online Plus Software. With this system, revenue will be recorded when received as required by the Generally Accepted Accounting Principles. It will show a more accurate representation of the company's financial status. By monitoring the cash flow and budget projections carefully, the owners will be able to make needed changes and adjustments to improve the financial health of the business.

Internal controls will be in place through segregation of duties to protect the assets of the company. For example, cash receipts will be deposited daily. This system of checks and balances will reduce the possibility of embezzlement when part-time employees are handling sales.

10.1 Financial Projections

Below are the cash flow projections for the first year of Easy RVs operations. On the following pages are the monthly income statement for year one and the income statements for years one, three, and five. All projections were calculated using industry standards and conservative figures based on research and personal interviews with business owners in the industry.

The owners will seek a \$152,000 loan to get their business started. In addition, a \$40,000 line of credit will be secured with Cashmere Valley Bank to meet short-term cash needs.

Easy RV will start the business in January and begin renting RVs in April. With a beginning cash balance of \$15,000 after start-up costs and a \$40,000 line of credit, all expenses incurred will be covered during the first year of operation as shown below.

Easy RV 1st Year Monthly Cash Flow For Year Ending December 31, 2020						
Monthly Cash Flow	Jan	Feb	Mar	Apr	May	Jun
Opening Cash Balance	15,000	7,361	10,222	1,483	12,244	13,705
Total Revenue	-	-	-	12,150	16,200	30,375
Total Operating Exp.	(4,700)	(4,200)	(5,800)	(8,450)	(11,800)	(13,800)
Line of Credit		10,000		10,000		
Loan Payment	(2,939)	(2,939)	(2,939)	(2,939)	(2,939)	(2,939)
Net Cash Flow	(7,639)	2,861	(8,739)	10,761	1,461	13,636
Closing Cash Balance	\$ 7,361	\$ 10,222	\$ 1,483	\$ 12,244	\$ 13,705	\$ 27,341
Monthly Cash Flow	July	Aug	Sep	Oct	Nov	Dec
Opening Cash Balance	27,341	41,477	45,613	50,074	44,635	38,046
Total Revenue	30,375	30,375	16,200	12,150	-	-
Total Operating Exp.	(13,300)	(13,300)	(8,800)	(4,650)	(3,650)	(2,900)
		(10,000)		(10,000)		
Loan Payment	(2,939)	(2,939)	(2,939)	(2,939)	(2,939)	(2,939)
Net Cash Flow	14,136	4,136	4,461	(5,439)	(6,589)	(5,839)
Closing Cash Balance	\$ 41,477	\$ 45,613	\$ 50,074	\$ 44,635	\$ 38,046	\$ 32,207



Start-Up Analysis-Easy RV will need start-up capital of \$252,000 from two sources: owners' cash contributions of \$50,000 each and a business loan of \$152,000. The largest start-up costs include six RVs and a pickup truck.

Loan-The loan offered by Cashmere Valley Bank is amortized monthly over five years at 6 percent interest rate and monthly payments of \$2,939. The total interest for this loan will be \$24,340.

Year One Monthly Income Statement- Easy RV's monthly income projections were calculated by forecasting offseason rental averages (weekends only) and summer rental averages (six out of seven days) at an average rate of \$225/night. It is projected that the first year the RV's will be rented 75 percent of the time, for total revenue of \$147,825. Through successful marketing, referrals and a strong reputation, Easy RV expects the rental rate to increase from 75 percent to 90 percent in the years to come.

Operating expenses were calculated through actual estimates based off industry standards. With the exception of the lease and the website, all expenses are variable.

Overall, Easy RV is expected to make a profit of \$52,475 in the first year of operations. The owners will keep \$40,000 as personal income and invest the remaining \$12,475 to grow the business.

Start-up Costs

Class A RV's	120,000
Class C RV's	75,000
Pickup	30,000
Trailer Amenities	3,000
Generators	5,000
Maintenance Supplies	1,500
Legal and Accounting	1,000
Computer/Software	1,500
Working Capital	15,000
Total Startup Costs	252,000

Loan Request

Startup Costs	252,000
Less: Investment by Owner	-100,000
Amount of Loan-Principle	152,000
Annual Percentage Rate	6%
# of Periods	60
Yearly Payment	\$35,268.00
Monthly Payment	\$2,939.00

Easy RV Projected Income Statement For Year Ending December 31, 2020

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total
Revenue													
Sales	0	0	0	12,150	16,200	30,375	30,375	30,375	16,200	12,150	0	0	147,825
Total Revenue	0	0	0	12,150	16,200	30,375	30,375	30,375	16,200	12,150	0	0	147,825
Expenses													
Advertising	500	500	500	2,000	2,000	1,000	500	500	500	250	250	0	8,500
Batteries	1,200	100	100	100	100	100	100	100	100	0	0	0	2,000
Fuel	200	200	300	750	900	1,500	1,500	1,500	900	500	0	0	8,250
Insurance	800	800	800	800	800	800	800	800	800	800	800	800	9,600
Lease	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	12,000
Maint./Repairs	0	500	2000	1,000	2,000	2,000	2,000	2,000	1,000	500	500	0	13,500
Payroll	0	0	0	1,000	2,000	4,000	4,000	4,000	2,000		0	0	17,000
Payroll Taxes	0	0	0	200	400	800	800	800	400	-	-	-	3,400
Propane	0	0	0	500	1,000	1,000	1,000	1,000	500	500	0	0	5,500
RV Supplies	500	500	500	500	1,000	1,000	1,000	1,000	1,000	500	500	500	8,500
Utilities	500	500	500	500	500	500	500	500	500	500	500	500	6,000
Web Site/App		100	100	100	100	100	100	100	100	100	100	100	1,100
Total Operating Exp.	4,700	4,200	5,800	8,450	11,800	13,800	13,300	13,300	8,800	4,650	3,650	2,900	95,350
Earning Before Taxes	(4,700)	(4,200)	(5,800)	3,700	4,400	16,575	17,075	17,075	7,400	7,500	(3,650)	(2,900)	52,475



10.2 Financial Assumptions

Revenue projections for years 1, 3, and 5 were based on sales increasing 20 percent each year as the fleet becomes fully utilized and the business is expanded into more usage during the spring and fall months. Expenses directly associated with RV usage were also increased by 20 percent annually to match usage. All other variable expenses were adjusted for inflation at 5-10 percent. Easy RV's sales are underestimated and expenses are overestimated compared to nearby competitors to ensure the projections are realistic and achievable. Easy RV is projected to show a profit in years one, three, and five. This indicates strong success early on and will allow for long-term goals to have proper funding in order to be successfully implemented. Easy RV will apply for a Small Business Administration (SBA) 7(a) loan from Cashmere Valley Bank in Wenatchee in the amount of \$152,000 to help cover the start-up costs. Because of their excellent FICO Scores, long-term banking relationship and personal equity, Howie and Ted received the lowest interest rate and loan fees offered by Cashmere Bank. In addition, a line of credit of \$40,000 will also be established for ongoing cash needs. This will provide financial security during the off season and as the customer base grows.

This business plan demonstrates that the owners of Easy RV will have a solid foundation to start and grow their business. With a primary investment in assets that retain their value and can be used for many years, an increasing demand for this type of service, and the passion both owners bring to the business, this business plan ensures that the residents of Wenatchee, Washington will be able to "Rest Easy with Easy RV."

Projected Income Statements Years 1, 3, 5

Revenue	Year 1	Year 3	Year 5
Sales	147,825	230,977	360,901
Total Revenue	147,825	230,977	360,901
Expenses			
Advertising	8,500	4,165	2,041
Batteries	2,000	2,520	3,629
Fuel	8,250	9,983	12,079
Insurance	9,600	10,584	11,669
Lease	12,000	12,000	12,000
Maintenance/Repairs	13,500	19,440	27,994
Payroll	17,000	20,570	24,890
Payroll Taxes	3,400	4,896	7,050
Propane	5,500	7,920	11,405
RV Supplies	8,500	12,240	17,626
Utilities	6,000	7,260	8,785
Web Site/App	1,100	704	451
Total Operating Exp.	95,350	112,282	139,616
Earning Before Taxes	\$ 52,475	\$ 118,695	\$ 221,284



Easy RV

765 S. Columbia Street, Wenatchee, Washington 98801

Tel (509) 988-7035 Fax (509) 988-7053

Camping Trailer Rental Agreement

Renter must be 25 years of age or older. Debit card or credit card used for payment must be in Renter's name. Renter must have a valid driver's license. Renter must have full coverage auto insurance in their name, and Renter must complete this Agreement and agree to all Easy RVs Terms and Conditions attached below.

Last: _____ First: _____

Address: _____ City: _____ State: _____ Zip: _____

Phone #: () _____ Driver's License #: _____ Birth date: _____

Email Address: _____ Previous renter? YES / NO (circle one)

Rental Period Start Date	Rental Period End Date	Campsite or Venue Location
____/____/____ Check-in Time – 1:00 – 5:00 p.m.	____/____/____ Check-out Time – 12:00 p.m.	Campground: Camp Site No.: Venue: Address:

Security Deposit. A \$500.00 security deposit (the "Security Deposit") is required for each camping trailer rental and due seven days prior to the day of the Rental Period Start Date. This security deposit covers the cost in the event there are missing or damaged items inside or damages to the outside of the camping trailer during your stay or the trailer is not cleaned. If necessary, additional costs associated with missing or damaged items inside or outside the camping trailer may be charged to your credit card that we have on file. Additional cleaning fees will be charged at \$55.00/hour. The security deposit may also be used to pay any monies owed to Easy RV under this Agreement.

Reservations. For reservations made 30 days in advance, 100% of the total amount of your stay is due 30 days prior to your scheduled Rental Period Start Date and is non-refundable 30 days prior to the reservation date.

Rental Amount. The Rental price is \$ _____
 (Daily Rental Rate \$ _____ x _____ Day(s) Rented) + \$500 Security Deposit = \$ _____

I would like to reserve/rent a camping trailer from Easy RV. I understand that Easy RV must approve the Agreement before a reservation can be confirmed. If approved, I authorize Easy RV to charge my credit card for reservation fee/rental amounts or any damages that I have caused during my rental period. Easy RV and I have the right to cancel the reservation under this Agreement. If I cancel my reservation more than 30 days prior to the Rental Period Start Date, I will receive a full refund. If I cancel the reservation less than 30 days prior to the Rental Period Start Date, the total rental payment will be nonrefundable. If Easy RV cancels the reservation for any reason, all my payments made towards the rental will be refunded within 7 business days. The security deposit is refundable, except for deductions prescribed for in the Agreement and attached (Rental Terms and Conditions) within 4 business days after the Rental Period End Date when paid by credit card.

Credit Card Number: _____ Expiration Date: _____ Security Code: _____
 (Name on credit card must match name of Renter)

Signature X _____ Date: _____

(Signature acknowledges Renter has read and agrees with Easy RV Terms and Conditions attached below)



Easy RV

765 S. Columbia Street, Wenatchee, Washington 98801

Tel (509) 988-7035 Fax (509) 988-7053

Terms and Conditions

SIGN AND RETURN WITH RENTAL AGREEMENT

Definitions. “Agreement” means all terms and conditions found in this form, any addenda and any additional materials we provide at the time of reservation/rental. “You” or “your” means the person identified as the renter on this form, any persons signing this Agreement, and any person or organization to whom charges are billed by us at its or the renter’s direction. All persons referred to as “you” or “your” are jointly and severally bound by this Agreement. “We,” “our” or “us” is Easy RV. “Trailer” means the non-motorized camping trailer identified in this Agreement. “Loss of use” means the loss of our right to use the Trailer for any reason because of damage to it or loss of it during this rental. Loss of use is calculated by multiplying the number of days from the date of damage to the Trailer until it is repaired or replaced times the daily rental rate.

Rental, indemnity, and warranties. This is a contract for the temporary use of the Trailer at the Rental Location noted above. This contract does not provide you or any other party with the right to tow or otherwise move the Trailer from the Rental Location. Unauthorized movement of the Trailer will result in, at a minimum, a loss of the Security Deposit and, potentially, legal action.

Campground Reservations. We are not responsible for campground reservations. All campground reservations must be made separately with the campground’s reservation agency. All campground and campsite fees are separate from and in addition to the rental price and fees under this Agreement. No refunds will be given for campsite reservation errors.

Check In. Delivery times are generally between 1:00 p.m. and 5:00 p.m. daily. It is your responsibility to call us at (509) 988-7035 on the Rental Period Start Date to check in with our office and receive your scheduled delivery time. Delivery times will be scheduled on a first-come, first-serve basis.

Delivery / Set up / Pick up. We will deliver and set up the Trailer at the Rental Location on the Rental Period Start Date and pick up the Trailer upon completion of your Rental Period. At the time of delivery, one of our staff members will provide you with an orientation to show you the safe and proper use of the Trailer and its features. Additionally, the orientation will provide a summary of the campground rules and prohibited uses of the Trailer. The Trailers will include instruction booklets which will explain the operation of the Trailer and its features, as well as provide campground rules. The orientation process can take up to one (1) hour — please allow yourself enough time. There are no refunds for early departures. The Trailer must be returned without damage, and the inside must be clean prior to check out (dishes washed, dried, and put away, trash removed, floors swept, and countertops wiped). Failure to return without damage and/or in an unclean state will result in additional charges that may be deducted from the Security Deposit and, if necessary, additional charges may be made to your credit card. If incorrect delivery information is submitted through the reservation request form that results in Easy RV’s delivering your rental on the wrong date or to the wrong space/location, \$100 will automatically be deducted from your security deposit to cover travel costs and time spent.

Valid Driver’s License. An acceptable, valid driver’s license issued from your country of residence must be presented at the time of rental. The driver’s license must be valid for the entire rental period. If the driver’s license is in a language other than English, an International Driver’s Permit is recommended or other form of identification that we find acceptable.

Acceptable Forms of Payment. Payment for the rental may be made by cash, cashier’s check, debit card with either the Visa or MasterCard logo, or credit card with either the Visa, MasterCard, or American Express logo. If using a debit or credit card, you must present the card at the time of rental, along with a current driver’s license or other form of identification that we find acceptable. We will accept personal checks for the first half of payment only and as long as the reservation is made more than 30 days in advance. A \$50.00 fee will be charged for all returned checks.

Prohibited Uses. The following acts and/or uses are prohibited and constitute a breach of this Agreement subject, but not limited to, forfeiture of the security deposit, repossession of the Trailer without legal process, and/or legal action: a) the unauthorized towing, moving or other prohibited use of the Trailer; b) accessing or walking on the roof of the Trailer; and c) not complying with all campground rules and regulations, or State or federal laws.



Appendix A

Personal Property. You release us, our agents and employees from all claims for loss of, or damage to, your personal property or that of any other person, that was left or carried in or on the Trailer or in our offices, whether or not the loss or damages was caused by our negligence or was otherwise our responsibility.

Personal Injury. You release us, our agents and employees from all claims for injury, including, without limitation, personal, bodily, or mental injury, economic loss or damage to you, guests, unborn children, or relatives, whether or not the injury was caused by use of the Trailer, our negligence, or was otherwise our responsibility.

Smoking. There is No Smoking in any of the Trailers. If the Trailer is returned with any kind of smoking odor, it will result in the forfeiture of the security deposit plus any additional charges incurred in cleaning and/or repair.

Pet Policy. There is a no pets policy in all trailers. If the Trailer is returned with any kind of pet odor or damage, it will result in the forfeiture of the security deposit plus any additional charges incurred in cleaning and/or repair.

Limited Supplies. Most trailers come equipped with oversized tanks — approximately ninety (90) gallons of fresh water, ninety (90) gallons of grey and black water holding tank capacity, thirty (30) pounds of propane, and two (2) full charged 12-volt batteries. Some trailers have standard water and holding tanks. It is your responsibility to ensure that these resources last your entire rental period. We will not provide customers additional water, holding tank capacity, propane, or batteries during their rental period.

Renter Damage. If the Trailer and/or the contents in the Trailer at the time of the delivery orientation are damaged during your rental period, you are responsible to pay all damage costs whether you were at fault or not or if damage was caused by acts of nature (wind, rain, earthquake, fire, flood, etc). If an accident occurs, you are responsible for obtaining a police report, contacting the other party's insurance company and contacting us immediately at (509) 988-7035. At check out, Easy RV will estimate the damage, if any, and expedite the cleaning and/or repair.

Early Departures/ Extending Rental Dates. You are responsible for reviewing this Agreement to ensure that all rentals costs and rental dates are correct. If you wish to extend the rental period, you must call us for approval. There are NO refunds for early departures. If you do not vacate at the scheduled check-out time on the scheduled Rental Period End Date and you have not called us for approval to extend the rental period, you will be charged additional rental day(s), and any inconvenience fees incurred by the next renter.

Waiver. Our failure to enforce any of our rights under this Agreement or at law shall not be deemed a waiver or a continuing waiver of any rights or remedies against another party, unless such waiver is in writing and signed by the party to be charged.

Attorneys' Fees. In the event a dispute arises regarding this Agreement, the prevailing party shall be entitled to recover its reasonable attorneys' fees and costs, in addition to other relief to which it is entitled.

Modifications. No term of this Agreement can be waived or modified except by a writing that we have signed.

Entire Agreement. This Agreement constitutes the entire agreement between the parties regarding the rental of the Trailer and supersedes all prior oral or written agreements or understandings regarding this subject matter. This Agreement can only be amended by a writing signed by all parties.

Refunds. No refunds will be given for any reason, including, but not limited to, bad weather, no shows, late arrivals, or early departures, with the exception of forest fire when the park is closed by government officials.

X _____ Date: _____

(Signature acknowledges that renter has read and agrees to the above Terms and Conditions)



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