

RV Shows Are Sales Funnels in Disguise

RV shows look like an industry event. They're closing rooms. Every booth is a salesperson, every aisle is a funnel, every 'show-only' deal is a lie.

Show pricing. Dealers know you've driven three hours, you've already mentally committed. You're going to buy something this weekend. The 'show discount' is the markup they added Tuesday.

Walk-through pressure. You're surrounded by other excited families. Salespeople pacing the aisles. F&I tables set up right there on the floor. Same trap as the dealership — turbo-charged.

I'm not saying don't go. I'm saying — don't buy. Use the show to compare floor plans. Take photos. Get card. Drive home. Sleep on it. Call the manufacturer direct on Monday.

THE BOTTOM LINE

Comment if you bought at an RV show and regretted it. The 'show only' deal — I want to count us up.