

# RV Lifestyle Marketing Is Bait

*RV lifestyle marketing — golden hour, smiling families, marshmallows over fire. None of it shows you the part where you're under the rig at midnight with a flashlight. Let's talk about that.*

Every brochure shows the same thing — sunset, lake, kids in pajamas, dad with a beard, dog on a leash. None of them show the dump station. Or the dealer service waiting room. Or the bay you spent six hours under last weekend.

I love the lifestyle. The lifestyle is real. But the marketing version is a sanitized fragment. The work is real too. The breakdowns are real. The dump station is real.

If you're shopping based on lifestyle photos — slow down. Talk to ten owners. Ask them what they spent the last year doing in their rig that wasn't in the brochure.

You'll get stories about chasing leaks. Re-sealing roofs. Waiting for parts. Fixing slides. The reality is mostly maintenance. The brochure is a tenth of the time.

## THE BOTTOM LINE

**Comment the most misleading marketing photo you've seen. The one that doesn't match what you actually do all weekend.**