

Chapter 3: Money



| Real Numbers From My Business

I recently finished my second season of renting out my RVs near Glacier National Park. Let's look at one of my rigs—an SUV with a roof tent on top of it—to see my real returns.

NOTE: Your numbers can and will vary depending on location, type of rig, season, etc. I'm sharing these numbers for illustrative purposes only.

2005 Honda Pilot with Roofnest Roof Top Tent (includes all bedding, a campstove, a cooler, and other basic supplies)

- All-in purchase cost in 2021:
 - Car, registration, tax, etc.: \$7,500
 - Roof tent: \$3,500
 - Bedding: \$250
 - Hard cooler: \$300
 - Other supplies (cook stove, lighters, jump starter, etc.): \$500
 - **Total startup costs: \$12,050**
- Repair costs:
 - 2021: \$2,000
 - 2022: \$2,000
 - **Total repair costs: \$4,000**
- Other costs (cleaning, extra supplies, etc.):
 - 2021: \$450
 - 2022: \$600
 - **Total other costs: \$1,050**
- Revenue:
 - 2021: \$7,234
 - 2022: \$6,124
 - **Total: \$13,358**
- Return on investment:
 - Total all-in costs to date: \$17,100
 - Total revenue to date: \$13,358
 - Return on investment: ~80%

Remember, my numbers above aren't necessarily typical. Your situation **will** vary depending on a variety of factors. I was also able to really bump up my return on investment because I have a relatively low-cost RV setup.

That said, the above gives you my real-life numbers of what is possible in the right situations and when you manage costs carefully in your RV rental business.