



RV Ownership on the Rise



According to the Recreational Vehicle Industry Association, RV wholesale shipments finished 2017 with 504,599 units up, 17.2% compared to the 430,691 units shipped in 2016. December sales were the [best ever](#) and 2017 sales were 17% higher than 2016. That's a lot of new RVs on the road nationwide, which spells big opportunity for Big "I" Markets agents.

Several trends point to continued growth. Baby Boomers continue to retire, the largest segment of buyers is between 35-54, and an increasing percentage of [millennials](#) are buying RVs. Manufacturers are offering innovative new products increasing energy and fuel efficiency, plus solar panels are appearing on more models.

This means that there are many first-time buyers that will need a lot of help. Fortunately the RV crowd tend to love to share information, from taking the time to [choose the right RV](#), tips on [making that first trip easier](#) and an [excellent list of risk avoidance advice](#) because when it comes to low overhangs and bridges, "I think I can make it" is a statement often made just before a call to the insurance company.

What seems to be missing in advice among online communities is information about insuring an RV. Many new owners might not be aware their auto doesn't cover some important elements such as **Vacation** or **Full-Timer Liability**. Another difference between insuring an RV and a typical car is that RV coverage can often be suspended when the RV is placed in storage. This makes sense, as collision coverage would hardly be an issue when the RV is out of commission and in a long-term storage lot or trailer home. Especially for retired couples on a budget, this is a budget-snipping measure that makes a lot of financial sense.

National General knows personal RV coverage and offers many unique coverage options and discounts which are designed specifically to accommodate the avid RVer such as **Accident Forgiveness**, where a National General customer's first accident will not impact their rates. National General also helps you retain accident-free RV customers with their **Diminishing Deductible** option. When your RV customers add this option to their policy, 25% of their deductible is waived (up to 100%) for each annual renewal that they have no claims.

Additional Coverages:

- **Personal Belongings Coverage for full replacement cost up to \$3,000** - From laptops and linens to attachments and accessories, their belongings are automatically insured for what they paid - not a depreciated amount. You can add more coverage if they need it. *Automatic* coverage, designed specifically for the way they really use their RV - at no extra charge.
- **Optional Full Replacement Cost Coverage** - National General gives your client a comparable new RV if theirs is totaled or stolen.¹ This protects them from depreciation - they could save thousands!
- **Permanent Attachments Coverage** - National General automatically insures permanent attachments for the full amount it would cost to replace them - not a depreciated amount. Designed to provide extended coverages that make sense for RVs.

The product and eligibility may have been revised or discontinued since the original article was written. Review the Information page for each product on Big "I" Markets for current content and instructions.



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- **Emergency Expense Allowance** - National General will reimburse your client up to \$100 per day (maximum \$500) for food and lodging if a covered accident leaves them stranded more than 100 miles from home. Provides peace of mind if they ever get stranded.
- **Full-Timer Coverage** - For RVers who live in their RV full-time, National General offers specialty coverage with their specific needs in mind. Just the right combination of coverages for those who live in their RVs - not offered by regular car insurance.
- **Storage Option** - Clients can save money by suspending the coverage they don't need during the months their RV is not on the road. They'll still be fully protected against threats like fire, storms, wind and theft. Just six months of this exclusive Storage Option could save insureds up to \$400!

Recreational Vehicle - Personal coverage is available on [Big "I" Markets](#) for most [recreational vehicles](#), including motorhomes, fifth wheels, mounted truck campers and more.

¹ If your RV is totaled or stolen (and not recovered) in its first five model years it will be replaced with a comparable new RV, even if you're not the original owner. After the first five model years, you will receive your full original purchase price - not a depreciated amount - toward the purchase of the replacement RV. Replacement Cost Coverage must be purchased during the RV's model year or within the following four years.