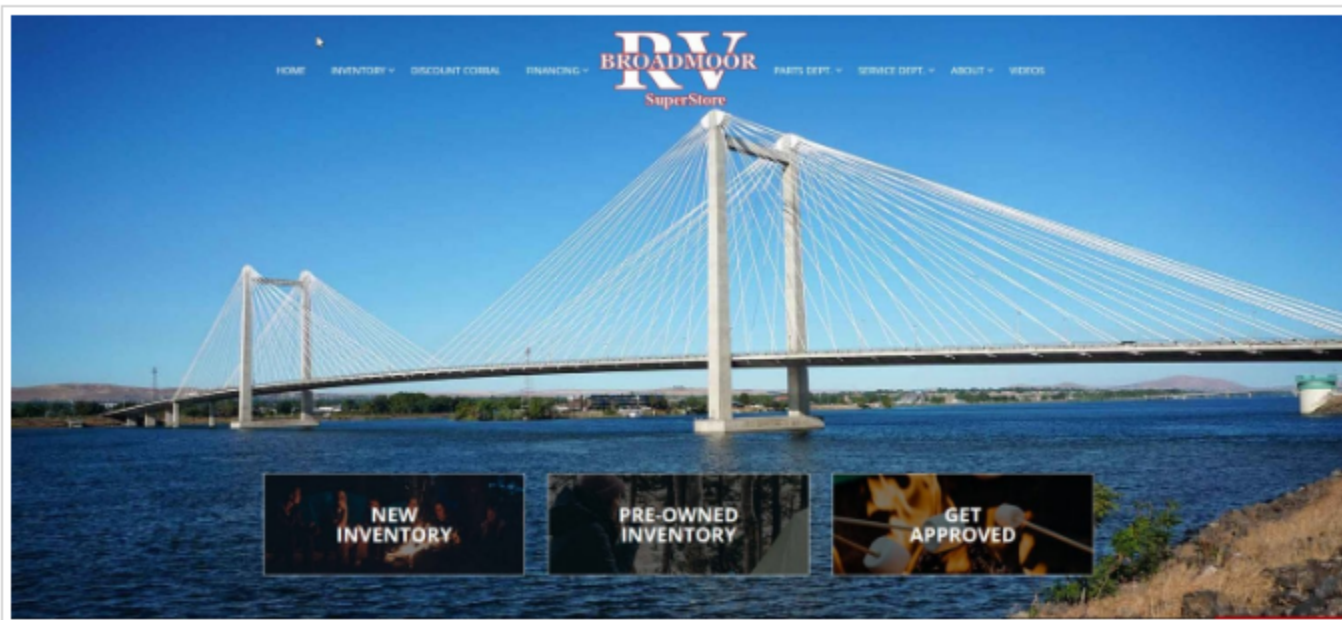


RV Industry News February 26, 2019 11:31 pm

# Washington RV dealer enjoys success with Dealer Spike



PASCO, Wash. — There is good reason why the Broadmoor RV team added "superstore" to the end of the dealership name. With humble beginnings, this RV dealership has shown remarkable growth and continues to impress, Dealer Spike noted today.

Broadmoor RV SuperStore opened in 1997. The first dealership site was located on 6 acres, with two service bays and a modest sales staff of five people.

Twenty-two years later, the dealership has expanded to 28 total acres with 32 service bays, a dedicated parts store, shipping and receiving centers, a state-of-the-art paint and fabrication department with a 45-foot paint booth, and more than 100 employees.

The dealership has been named eastern Washington's No. 1 dealer and has also been honored by RV Business as a Top 50 Dealer for three years and counting.

Even throughout all this success and growth, owners John and D'Ann Ramsey have managed to run the business like a family, the release noted.

In fact, at one point or another all four of the Ramsey children have been employed at Broadmoor RV SuperStore. Today, all four of the Ramsey couple's son-in-laws work for the dealership, including General Manager Travis Blake, as well as the couple's daughter Jill Garcia and two of their grandchildren.

This makes sense when you consider the source of Ramsey's passion for the RV lifestyle.

"John really believes in family," said Debbie Hughes, administrative assistant. "He saw an opportunity to encourage family bonding — the ability to get away together and connect as a family."

The company's motto is "Enter as strangers, leave as friends." Hughes says it is important to the dealership that customers do not feel pressured into anything.

"We are here to help them, not necessarily sell to them," she explained.

Ramsey treats his team like family too. He regularly allows employees to utilize RVs belonging to the dealership for family trips, and he also encourages them to visit his lake property.

Monthly, the entire Broadmoor RV SuperStore staff enjoys a breakfast meeting where everyone can connect and meet new team members — a tradition that started with only thirty-two staff members and still holds strong.

"The values that John started the business with continue today," Hughes explained.

In addition to keeping a family-first mentality at the forefront of the business, building and maintaining a strong online presence is also something that the Broadmoor RV SuperStore team has deemed a high priority.

"It's a different world these days," said Hughes. "Customers are coming in so much more prepared, having done their research online."

General Sales Manager James Henrickson agrees.

"I think our online presence is the most important thing we have going for us right now," he explained. "We are in a fairly small market, and digital marketing helps us pull in customers from outside of our market."

While many RV dealerships have continued to focus on traditional advertising methods within the last few years, Henrickson feels that Broadmoor RV SuperStore is a bit ahead of the curve by focusing more heavily on the online space, the release noted.

"Since 2015 we have slowly begun to take the dollars allocated to traditional advertising and steer most of those to digital," Henrickson said.

When Broadmoor RV SuperStore joined the Dealer Spike platform in February 2014, Henrickson was heavily involved in the decision.

"Our past website didn't seem to be performing," he says. "A number of members from a 20 Group we are a part of recommended Dealer Spike."

In Broadmoor RV SuperStore's first year with Dealer Spike, the dealership saw an average of 177% increase in leads per month compared to results with the previous web provider. Henrickson has seen the effects of this first-hand.

"Six years or so ago, only about 5% of our customers were making initial contact with us via Internet or phone call from the web. Today, that number is well in excess of seventy percent," he said.

Prior to Dealer Spike, Broadmoor RV SuperStore's website and digital marketing services were managed by different companies.

"We were kind of scattered all over the place," Hughes explained.

Henrickson agrees.

"By pulling everything together, it made digital marketing manageable for us. We could look at results monthly instead of this constant daily maintenance we had to do before," he said.

Henrickson continues to see how this improvement in online presence has impacted the dealership's bottom line.

"In 2013, our dealership had sold 713 RVs," he said. "The following year, after we got the new Dealer Spike website up with SEO, we sold 855 RVs. After we introduced SEM in 2015, even with fairly conservative spending at the beginning, we sold 1,353 RVs."

It is that sense of innovation and willingness to adapt to a new advertising culture that sets Broadmoor RV SuperStore apart from the rest, the release explained.

In the ever-changing world of digital marketing, there is even more potential for the dealership to continue growing. The digital landscape provides a huge opportunity to take businesses to new heights, and it is dealerships like Broadmoor RV SuperStore that capitalize on that opportunity and reap the benefits, the release noted.

For more information about Broadmoor RV Superstore, visit [www.broadmoorrv.com](http://www.broadmoorrv.com)

For more information about Dealer Spike, visit [www.dealerspike.com/rv](http://www.dealerspike.com/rv).

SOURCE: Dealer Spike press release



### Greg Gerber

A journalist who has covered the recreation vehicle industry since January 2000, Greg Gerber founded RV Daily Report on April Fool's Day in 2009. He also serves as the editor of the publication and website. As an Eagle Scout, he has enjoyed camping for decades and has visited every state except Hawaii. A DODO — Dad of Daughters Only — to three young women, he has two grandchildren as well. He currently splits his time between Wisconsin, Texas and Arizona. Greg can be reached at [editor@rvdailyreport.com](mailto:editor@rvdailyreport.com).



### Leave a Comment

0 comments Oldest ▼ comments first



Enter your comment...

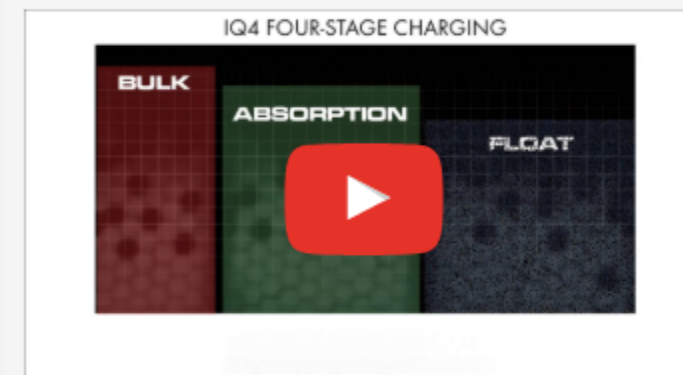
Your Email Address

### Get Daily News Delivered

### Get Weekly News Delivered



### Sponsored Video



### Recent Posts

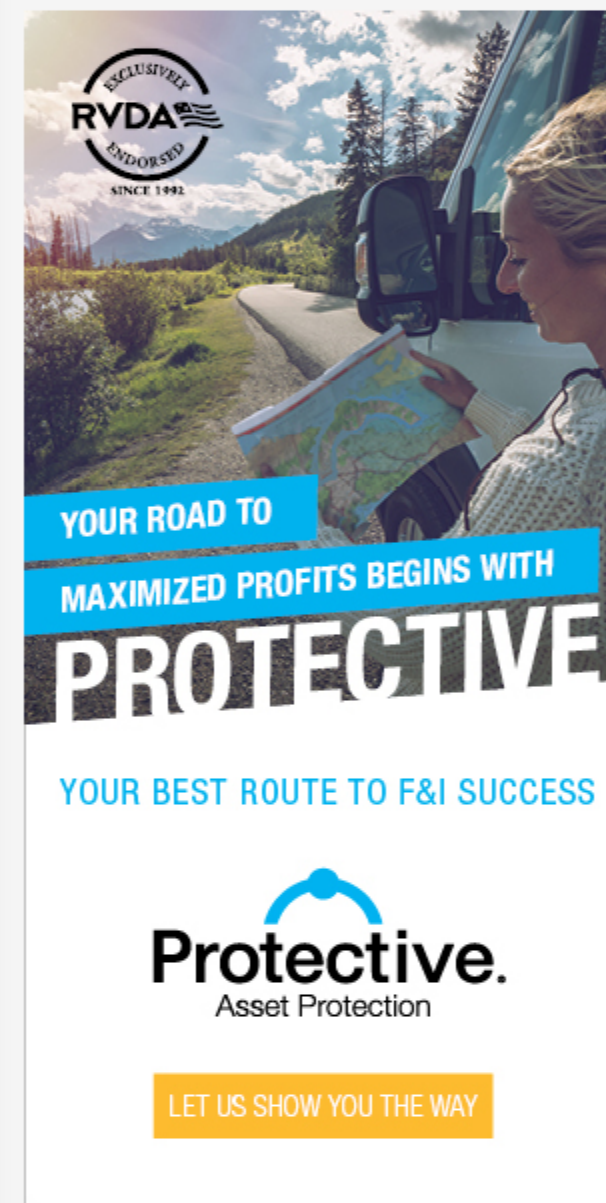
[Ryan Nelson promoted to NAE VP of business development](#)  
[Read More >](#)

[GA: Lake Allatoona campgrounds under water after recent rains](#)  
[Read More >](#)

[Truma, Alde join forces in North America](#)  
[Read More >](#)

[RV Life: 6 tips that will keep you safe while on the road](#)  
[Read More >](#)

[Do It Yourself RV: 4 things every RVer needs for mud season](#)  
[Read More >](#)



Facebook® Sitio Oficial Entérate de lo que te perdiste con amigos y familiares

#### Useful Links

- [About Us](#)
- [Advertise](#)
- [Frequent Questions](#)

#### Important Links

- [DCMA Agent Notification](#)
- [Terms of Use](#)
- [Privacy Policy](#)

#### Contact Us

RV Daily Report, LLC  
PO Box 2474  
Sun City, AZ 85372  
(602) 586-5535  
[editor@rvdailyreport.com](mailto:editor@rvdailyreport.com)

#### Daily Newsletter

Receive daily news from the RV Industry delivered to your email.



Member of the Electronic Frontier Foundation

