



"It's all about the numbers!"

Dealership Online Advertising 2011



About Us

Since the formation of Ozrvsales.com.au in 2007, our business has quickly grown to become the largest privately owned recreational vehicle classifieds websites Australia has to offer. At Ozrvsales, we go that extra mile to ensure you are getting the best service possible.

Why Advertise Through Ozrvsales.com.au?

With most popular keyword searches on the internet today, our website ranks 1st page in major search engines such as; Google, Bing, and Yahoo!

Try it for yourself. Simply go to your preferred search engine (i.e. Google, Bing, Yahoo) and type:

- Jayco caravans for sale
- Winnebago motorhomes for sale
- Used motorhomes for sale
- Used caravans for sale
- Second hand caravans for sale
- Second hand motorhomes for sale
- And many more!

Our website targets “qualified buyers”, meaning they didn’t stumble across our website by chance. Unlike many other classifieds/trader websites who advertise this, that, and everything... at Ozrvsales we focus on Recreational Vehicles only! Our website currently generates an average of over 40,000 unique visitors each month (as at: Jan 2011), and this number is on the rise.

Bringing Buyers to You

We have invested tens of thousands of dollars in designing and creating a robust advertising platform which can handle all of your online advertising needs. Our basic, yet appealing website design/layout, makes browsing for recreational vehicles of interest a breeze. By taking this simple approach, the older generation and not so computer literate people can easily find your new or used stock for sale.

It’s no secret that e-commerce is the way of the future and those who don’t take advantage and ride-the-wave will be left behind in the white-wash. However, you can have the best website in the world but if consumers can’t find it, it’s not worth anything!

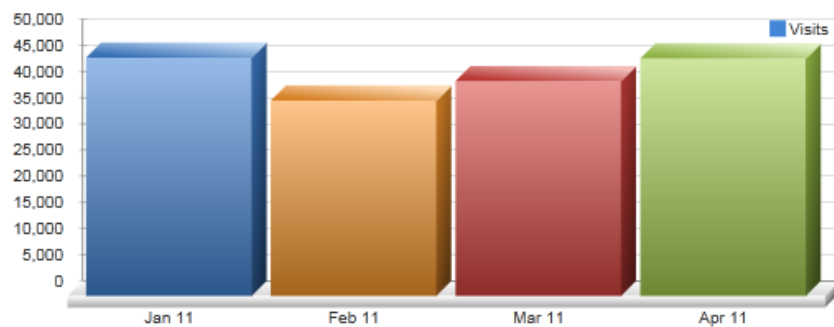
At Ozrvsales, we take our business very seriously and have invested large amounts of time and money into implementing the latest white-hat Search Engine Optimisation (SEO) techniques to ensure our website is bringing in high volumes of targeted customers.

Other advertising streams we currently use to promote our website include; CMCA, 32Ft mobile billboard, and the Motorhome & Caravan Trader magazine.

Recent Website Statistics (Jan – Apr 2011)

Monthly Totals [ozrvsales.com.au]

Date Range: 1/1/2011 to 4/30/2011



Month	Page Views	Visits	Hits	Bandwidth (KB)
January, 2011	222,327	45,520	1,921,499	13,546,072
February, 2011	193,330	37,326	1,554,135	11,024,871
March, 2011	245,016	41,064	1,896,105	13,370,722
April, 2011	239,762	45,360	1,990,755	14,503,078
Total(s)	900,435	169,270	7,362,494	52,444,743
Average(s)	225,108	42,317	1,840,623	13,111,186

Our Service

Becoming a registered dealer with www.ozrvsales.com.au

No matter what stage of growth your business may be progressing through, Ozrvsales.com.au can provide you with the extra exposure your business needs to increase sales and boost profit margins.

How?

1. Online business is here to stay and is growing exponentially. By listing your new and used stock through our website you will be reaching 40,000+ potential buyers each month.
2. No other form of advertising allows you to provide so much detail about each individual RV that you have in stock.
3. No other form of advertising offers a larger Nationally Targeted Audience; and does it all so inexpensively.

At Ozrvsales, we understand that your time means money which is why we have developed a system to give **you** more for your money. Dealerships who take advantage of advertising through www.ozrvsales.com.au have the option to choose between two great packages;

1. Basic Plan: \$300/mth

Our basic plan offers flexibility which allows your business to choose an advertising period that suits your budget. Features include;

- High traffic volume (40,000+ unique visitors each month)
- Low cost advertising
- Flexibility – no long term contracts
- **Unlimited** monthly advertisements at one low advertising fee
- Provide buyers with up to 9 photo's per listing
- Your company banner is automatically displayed within each of your listing which when clicked on, re-directs the customer to your company's website
- Direct traffic to your website!
- Display counter on each ad allows you to easily track progress of your current listings
- Automatic Email Identification (AEI) – Potential buyers submit email enquiries through each of your ads. Your company will receive an email stating which advertisement the customer is enquiring about with hyperlinks to each particular ad as well as contact details of the interested party.
- You have total control over your stock listings 24hrs a day, 7 days a week, 365 days a year with technical support on-hand if required.

2. Managed Plan: \$550/mth

With so many advertising avenues to pursue, Ozrvsales.com.au has developed a system where we save you time by managing your stock listings for you. Rest your mind at ease knowing that we are continually updating your current stock as you go about your daily business of buying and selling RV's.

Our managed plan includes all of the great features that our basic plan offers except you can now allocate all of your time, and resources on your primary focus – making sales!

As a registered dealer you have total control over your stock through your dealers control panel which allows you to;

- Place – New ads
- Edit – Existing ads
- Remove – Sold ads
- Update your business information as required
- Upload, update or remove your company banner
- Upload, update or remove advertisements
- Upload, update or remove photos
- Search – By AD ID, Stock No. & vehicle status
- Your control centre gives you added flexibility in ad placement by providing the following features;
 - **Under Contract/Under Offer** – This feature lets visitors know that the vehicle is currently under contract but not yet unconditional.
 - **Relisted** – This feature may be useful in terms of vehicles which a sale has fallen through, allowing potential buyers to revisit your ad.
 - **Recently Sold** – This feature allows you to view what stock you are actively turning over.
 - **Hidden** – This feature is for dealers who simply do not want to display, but “turn off” an ad rather than delete it. This then allows the dealer to re-list an identical item without having to re-list the whole ad. All ads that are set to hidden are not displayed to the public.
 - **Stock No** – This feature allows you to use your own Stock No to identify listings and enquiries.

Your company's banner is prominently displayed at the top of each and every ad you place at no additional charge. This is a clickable banner and when clicked on by an Internet user will redirect to your company's website.

Track your internet traffic & results - View real time, up to the minute, cumulative ad views by potential purchasers

Automatic Email Identification - Have you ever received an email from a prospective purchaser that simply says "Please provide more information on this vehicle" or even worse

"I'm interested in purchasing this vehicle". Leaves you scratching your head, what vehicle, which Ad are they referring to?

Replies sent to you from your ads at Ozrvsales.com.au, provided by Ozrvsales are automatically identified. Each email contains the AD ID #, a hyperlink to your ad on Ozrvsales.com.au, the message body, and a contact phone number of the prospective purchaser. This way you know exactly what stock listing your customers are viewing and referring to!

10 More Reasons to Advertise Through Ozrvsales.com.au

- 1.** We rank 1st page Google & other search engines for the most common, high traffic keywords and phrases related to RV's, motorhomes, caravans, campers etc... This point alone should be a good enough reason for anyone to advertise through Ozrvsales.com.au.
- 2.** Our dealership account prices are of the lowest in Australia. We offer a NO LIMITATION, fully featured dealer control panel that allows you to quickly and easily list all of your stock, including unlimited ad description and 9 photos per Ad.
- 3.** We keep things simple and direct. One account = full access for you to SELL. That's it!
- 4.** No contracts to sign. You can come and go as you please, however once you start enjoying the benefits Ozrvsales.com.au delivers, you'll wonder why you've never tried us before.
- 5.** Targeted Buyers! Our website revolves around RV's only, meaning all visitors to our website have not come there by mistake or chance. They are there because they are looking for a particular type of motorhome, caravan, fifth wheeler, camper etc...
- 6.** Our website visitors are growing at a rapid rate, month after month. We currently get over 40,000 Unique Visitors each month and out of this a whopping 225,000+ page views. If your stock is listed on our website, it will be found, and it will be found by "qualified" visitors.
- 7.** Peace of mind. Advertise your stock and let us worry about getting the buyers knocking on your door. Our website has been successfully operating for the last 4 years and during this time we've had extensive and ongoing Search Engine Optimisation (SEO) implemented.
- 8.** We are a family run business and care about our customers. We are continually developing and expanding our business with customer service always being our top priority. A key focus is to build a respectable and effective advertising service where RV buyers & sellers throughout Australia can depend on, as they can now.

9. Don't have time to advertise on ANOTHER website? No problems, we'll update your ads on our website for you. Rest your mind at ease knowing that we are continually updating your current stock as you go about your daily business of buying and selling RV's.

10. Speak directly to the Manager - any day, any time. Call me (Justin) on **0407 202 064**.