



## at a glance

### CUSTOMER:

Suncoast RV

### HEADQUARTERS:

Jacksonville, FL

### LOCATIONS:

14

### INDUSTRY:

Recreational Vehicle

### BUSINESS CHALLENGE:

Suncoast RV needed to be able to manage 14 remote locations and process deals centrally at their corporate headquarters.

### SOLUTION:

RV LOGIC's Dealership Management System provided the ability to manage retail store operations and send transactions directly to QuickBooks at headquarters.

### RESULTS:

Increased control and processing capacity allowed Suncoast RV to achieve their record of \$192 million in sales while simultaneously reducing administrative staff.



## success story: SUNCOAST RV

### RV Logic bridges gap between it's dealership management system and QuickBooks

Seamless integration between RV Logic DMS and QuickBooks has saved Suncoast RV thousands of dollars and has provided Suncoast RV the ability to reach record sales.

*"The RV business is very specialized. By having a completely integrated dealership management system [RV Logic] and accounting system [QuickBooks Enterprise Solutions] I have been able to cut costs all while increasing my sales and processing capacity."*



**FRED HASSAN**  
OWNER  
SUNCOAST RV

### CUSTOMER PROFILE:

As a family owned RV dealership, **Suncoast RV** began as a single retail location in Jacksonville in 1982. It has since grown to 14 retail locations spread throughout the southeastern United States.

**Suncoast RV** sells and services recreational vehicles to RV enthusiasts. They are a top 10 Winnebago Industries dealer and a top 5 Keystone RV dealer. These manufacturers are both leaders in the RV Industry. **Suncoast RV** sells more than 4000 vehicles and \$10 million in parts each year. Now at 265 employees, **Suncoast RV** relies on RV Logic's dealership management solution integrated with QuickBooks Enterprise Solution to run their \$192 million dollar a year business.



## success story: SUNCOAST RV

RV Logic's dealership management system and QuickBooks work together to help simplify dealership operations. Perform all dealer functions including prospecting and sales, F&I, parts, service, back-office, inventory, and electronic document management.



### BUSINESS CHALLENGE:

In order to remain competitive in the RV marketplace, Suncoast RV needed to rely on advanced technology to realize its growth strategy without increasing its expenses. To implement its growth and cost cutting strategy, Suncoast RV needed a system that would tie its network of stores together, provide paperless access to business documents and provide the ability to capture and post transactions to QuickBooks at its head office.

### SOLUTION OVERVIEW:

Suncoast RV has relied on QuickBooks Enterprise Solutions for the past 10 years to manage its dealership accounting. Prior to QuickBooks, Suncoast RV used MAS90 as its accounting system. Prior to RV Logic, Suncoast RV used a different DMS program. It did not integrate with QuickBooks, users found it difficult to use, and it did not handle Suncoast RV's multiple locations seamlessly. With RV Logic, Suncoast RV was able to manage its multiple locations, send transactional data to QuickBooks seamlessly and provide more features and usability for its employees.

### BUSINESS BENEFITS:

The combination of RV Logic and QuickBooks has allowed Suncoast RV to grow its business profitability by increasing sales while reducing overhead. Business processes and technology have been simplified and improved management controls governing the company's operations have had a profound impact. Cost savings in postage have been astounding now that head office accounting clerks no longer need original deal documents and end-of-day reports to be sent in in order to post daily activity.

### FOR MORE INFORMATION, VISIT:

**RV Logic**  
[www.rvlogic.com](http://www.rvlogic.com)

**QuickBooks**  
[www.quickbooks.com](http://www.quickbooks.com)



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### INDUSTRY:

Recreational Vehicle

### BUSINESS CHALLENGE:

Suncoast RV needed to manage 14 remote locations and process deals centrally at their corporate headquarters.

### SOLUTION:

RV LOGIC's Dealership Management System provided Suncoast RV with the ability to manage all retail store operations and send transactions directly to QuickBooks at headquarters.

### RESULTS:

Increased control and processing capacity allowed Suncoast RV to achieve their record of \$192 million in sales while simultaneously reducing administrative staff.

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