



FOR IMMEDIATE RELEASE  
SEPTEMBER 22, 2022

## TRANSACTION ANNOUNCEMENT

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### **RV Business Solutions Advises on the Sale of Fathead's Country Campers and Fathead's Rapids RV**

**Highlands Ranch, CO— September 22, 2022** — RV Business Solutions, a leading buy-sell advisor to RV dealers, was the exclusive sell-side advisor to Todd Oberg in the sale of his Lake Mills, WI and Wisconsin Rapids, WI based RV dealerships to Delavan, WI based Kunes Country Destination RV, Inc.

Coming from the software / technology industry, Todd Oberg bought Fatheads RV in 2014. It was a single-location dealership located on the current Main St. lot in Lake Mills WI. In 2019, Todd purchased his second location in Wisconsin Rapids. **Todd stated, "I came to know Scott and RV Business Solutions in 2021 when I was looking to expand my business into a 3<sup>rd</sup> location. Scott and Mike were representing the seller, and I came to appreciate the way they were interacting with me as a suitor as well as the way they were representing their client, the selling dealer.** Scott and Mike brought several offers to me from various buyers, but in the end, we felt that the Kunes RV group was the best fit for us and our employees. I would highly recommend RV Business Solutions to any RV dealer looking to sell their business."

**Since 2021, RV Business Solutions has advised on the sale of over 40 RV dealership locations totaling over \$350M in Transactional Value. Scott Degan, Co-Founder and Partner at RV Business Solutions commented, "It was a pleasure helping advise Todd in the sale of his dealership. He was very clear with us from the beginning that we had to find the RIGHT buyer for his company, not just any buyer. Todd had the opportunity to sell to several dealers, but in the end concluded that Kunes would be the best fit for him and his employees."**



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Kunes RV has long been known as a leader in Automotive Sales & Service in Wisconsin & Illinois, and now, they are becoming a major supplier of RVs, Trailers & Campers throughout Illinois, Wisconsin, and Minnesota. The addition of the Lake Mills and Wisconsin Rapids stores will represent their tenth and eleventh Wisconsin RV locations to go along with their two locations in Illinois and single Minnesota location.

The Kunes Auto & RV Group is dedicated to building peoples' lives in the communities they serve. Owner Gregg Kunes started with Kunes Country Ford Lincoln in Delavan, Wisconsin in 1996, and over the years has grown to 40+ Auto & RV dealerships from Illinois to Wisconsin, to recently expanding into Iowa and Minnesota. Their mission is to deliver exceptional customer service, but also to serve their communities well in the form of projects, promotions support, donations and wherever else is needed. **Gregg commented "we look forward to integrating Fathead's Country Campers, Lake Mills and Fathead's Rapids RV, Wisconsin Rapids into our growing portfolio of RV dealerships. Todd has built a strong sales business and has served those communities well with his commitment to customer service."**

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