



FOR IMMEDIATE RELEASE
June 29, 2023

TRANSACTION ANNOUNCEMENT

RV Business Solutions Advises on the Sale of Legacy RV

Highlands Ranch, CO — June 29, 2023 — RV Business Solutions, a leading buy-sell advisor to RV dealers, was the exclusive sell-side advisor to Randy and Jason Haugen in the sale of their Bonne Terre and Festus, MO based RV dealerships Legacy RV to Optimum RV, an Ocala, FL based RV company. Legacy RV is located at 7072 Raider Rd. Bonne Terre, MO 63628, and 3441 US 67 Festus, MO 63028.

Jason Haugen commented “At Haugen RV, we strive to provide the best customer experience in the industry, and we do it with integrity. We know the kind of freedom and adventure our customers are looking for, so we are proud to carry a large selection of the industry’s top-selling new and pre-owned RVs. Our friendly, experienced, and professional sales, financing, service, and parts departments are ready to offer outstanding service at every point. At our RV Centers, we value the opportunity to create a long-term relationship with our customers.”

Jason continued, “As a Utah-based RV dealer, we expanded into the greater St. Louis market in 2021 with the acquisition of our first of two Missouri locations. With the benefit of hindsight, we now know that we grew too quickly and approached RV Business Solutions to help us find the right buyer for these two locations. Mike and Scott brought several suitors to us, but in the end, felt that Optimum RV would be the best fit for us and our employees. Scott and Mike did an outstanding job for us. Their expertise and knowledge of the RV industry and their vast list of contacts made them an easy choice for us. We look forward to joining the Optimum RV team and 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 50 RV dealership locations totaling over \$400M in Transactional Value. Scott Degnan, Co-Founder and Partner at RV Business Solutions commented, “It was a true pleasure working with Jason and Randy, and it was our honor and privilege to help them in the sale of their dealerships. Mike and I could not be happier for them.”

Denver Beck, President of Optimum RV, commented, “It has been a pleasure getting to know Jason and his team at Legacy RV. They have built a great team, and we look forward to integrating them into our growing family of RV dealerships. Legacy RV will represent our 9th and 10th locations overall and our first two dealerships in Missouri.”

Denver continued, “My experience with Mike and Scott was great. They know the RV industry well and are deal makers and problem solvers. In short, they make the process simple.”

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Jason Haugen



Denver Beck

For More Information Contact

Kelly Jelniker
Marketing
303.882.0071
Kelly@rvbusinesssolutions.com

Mike Lankford
Partner
951.545.8318
Mikelankford951@gmail.com

Scott Degnan
Partner
760.218.8514
scott@rvbusinesssolutions.com

RVBusinessSolutions.com