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PleasureLand RV Center Named Among Top 50 in North America

ST. CLOUD, MINNESOTA – November 22, 2017 RVBusiness magazine recently named PleasureLand RV Center as one of its 2017 Top 50 RV Dealers in North America. They have received this award each year since its inception.

RVBusiness asked recreation vehicle manufacturers to nominate dealers across the United States and Canada who exemplify best practices and excellence in their field. Nominees were invited to fill out comprehensive applications describing business aspects including customer service and satisfaction, employee training, financial planning, marketing and community involvement. An independent panel of industry experts convened at the RV/MH Hall of Fame in Elkhart, Ind., the unofficial “RV Capital of the World,” to select the RVB Top 50 from nominated dealers who submitted applications.

Program coordinators expanded the judges’ panel this year, bringing perspectives from even more areas of RV-industry business specialization. The extra hands also helped make lighter work of the extensive applications received, according to Sherman Goldenberg, publisher of RVBusiness magazine and founder of the Top 50 program.

“As a whole, our applying dealers not only gave us more data this year, but they also went to great lengths to tell us their stories and let their personalities shine through,” Goldenberg said. “It was a tough job for the judges to narrow it down. Those who made the cut should be very proud of that achievement.”

The 2017 class of RVBusiness Top 50 dealers were honored at a Nov. 8 awards reception in front of an all-industry standing room only audience of over 400 during the 2017 RV Dealers Association (RVDA) International Convention/Expo at Bally’s Las Vegas, presented in cooperation with the RVDA of both the United States and Canada and underwritten by the program’s sponsors: Airxcel, Ally Financial Inc., Cummins Power Generation, Dometic Corp., Freightliner Custom Chassis Corp., Lippert Components Inc., NTP-STAG, Protective Asset Protection, Truma and Wells Fargo CDF.

For more information about PleasureLand RV Center, visit www.pleasurelandrv.com

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