

Campbell RV Expands Consignment Program Amid Evolving Florida RV Market

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SARASOTA, FL - June 11, 2026 -

Campbell RV, a family-owned dealership in Sarasota, has expanded its consignment program for pre-owned RVs as the Florida RV market continues to show demand for diverse inventory options. The program, which assists both sellers and buyers, forms part of the dealership's longstanding operations that began RV sales in 1992.

Kevin Campbell established the dealership more than three decades ago, drawing on his family's automotive roots in the Sarasota area spanning approximately 80 years. Campbell RV offers new and used models across multiple categories, including Class A, Class C, Class B, fifth wheels, travel trailers, destination trailers, pop-up campers, toy haulers, and specialized vehicles. The inventory features brands such as Forest River RV, with current models ranging from compact units suitable for weekend outings to larger configurations for extended travel.

The consignment program enables owners to sell their RVs through the dealership, which handles marketing, test drives, and necessary paperwork. This service provides sellers with professional support while giving buyers access to a selection of pre-owned vehicles that have been evaluated within the dealership's system. In addition to sales activities, Campbell RV operates a service center established in 2000 that performs engine service, driveline repairs, body work, roof repairs, and general maintenance. An extensive parts and accessories inventory complements these offerings.

According to coverage in the Florida Business Observer, Campbell RV achieved double-digit sales growth each year for a period of four or five years leading up to 2020, with particularly strong results in the three years prior as noted by Kevin Campbell. The article highlighted interest from both millennial and baby boomer customers, linking the performance to broader RV market expansion and the dealership's facility improvements.

"Our family has been involved in the automotive business in this area for about 80 years, and we have seen the RV segment evolve considerably," said Kevin Campbell, owner. "The consignment program has grown in

importance as more people look to transition between different RV models over time."

Wanda Campbell, co-owner, addressed the dealership's approach to customer needs. "We support RV owners with service and parts regardless of where they made their purchase because maintaining vehicles properly contributes to continued enjoyment of the lifestyle," said Wanda Campbell.

The recreational vehicle industry in Florida has reflected national trends toward greater participation across age groups. Campbell RV stocks a variety of new 2025 and 2026 models, including examples such as the Forest River Cherokee Grey Wolf series, Flagstaff Classic, and XLR toy haulers, providing options at different price points. Pricing practices at the dealership exclude added dealer freight and prep fees.

Beyond immediate sales and consignment, the dealership provides financing resources for qualified buyers. This support helps facilitate purchases tailored to individual circumstances. The service department plays a continuing role by addressing repair needs that arise during ownership, helping to extend the usability of RVs in Florida's climate and travel conditions.

Industry observers have noted sustained interest in RVs for both leisure and more extended use, influenced by factors such as flexibility in travel and family-oriented activities. Campbell RV positions its expanded consignment efforts as a response to these dynamics, offering a pathway for owners to upgrade or adjust their vehicles as preferences change. The program integrates with the dealership's overall inventory management, maintaining a balance between new arrivals and quality pre-owned selections.

The dealership's history includes adaptation to market shifts since its founding. Kevin Campbell's entry into RV sales in 1992 built upon prior family experience, leading to the development of full-service capabilities. The service center opening in 2000 marked an expansion that enhanced the business's ability to support customers comprehensively. This foundation has enabled Campbell RV to navigate periods of growth while addressing varying customer requirements.

Looking ahead, the dealership anticipates continued relevance of the RV lifestyle in Florida, supported by diverse inventory and service infrastructure. As customer demographics broaden, Campbell RV aims to maintain its role by offering guidance on vehicle selection and ongoing maintenance. The family-owned operation remains focused on operational practices that emphasize transparency, such as straightforward pricing structures.

Campbell RV operates as an established presence in the Sarasota RV community, providing sales, consignment, parts, and repair services. The dealership draws on decades of local involvement to assist customers at various stages of recreational vehicle ownership within the state's active market.

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Campbell RV

Our family has been serving South Florida's transportation needs for more than 80 years. We hope to earn your business, too! Our goal is to meet your RV service needs first, even if you purchased your RV somewhere else.

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