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My coach just went up in value

New NADA book shows harder to get high end coaches going up in value!

If we look back to January 2009, the market for larger motorhomes dropped substantially greater than normal. The valuations reflected activity from the day the stock market crashed on October 1st, 2008 until Christmas time 2008, when many homes were being foreclosed on around the country. I am finding out through my supply chain that values are on the upswing. If we look at today's valuations of the larger class A coaches, the values are very close to where they were 2 years ago.

The business model of market demand should dictate price. In 2008 model year, Monaco Coach built 4 or five dynasty's a week. Now all I see are a hand full of Dynasty's available nationwide.

The rules have changed. Now is a great time to purchase a 3 to 5 year old high line coach. Just throw in a new mattress and some new towels and you can have a \$600,000 2007 high end motor coach with 15,000 to 40,000 miles on it for the same price as a brand new mid-line coach that is being built today.

If a buyer looks at the annual cost (Depreciation) of owning a higher end pre-owned coach, it will be close to that of a new class A gas coach or less. A customer of mine bought a higher end coach through my service in March of 2009 and is turning down offers well above where he bought it 18 months ago. In a normal market when the economy was doing well his coach would have dropped in value due to the greater availability of new inventory.

It's good to see that the storm clouds can have a silver lining. Some of the largest coaches went up in value tens of thousands of dollars over the May book. This is a great time to trade up if you are ready. Go to www.nada.com and record the value of your coach or the coach you are wanting and watch what happens to the value around October 1st!