

MOUNTAINEER RV & OUTDOOR CENTER

Mountaineer RV & Outdoor Center became a reality because founders Gina and Joe Starrett had poor experiences with dealers when they were in the market for their own RV. They knew they could create a better experience for customers, and Lightspeed has helped them along the way.



Owners: Gina & Joe Starrett

Founded: 2018

Locations: 2

Jane Lew, WV

Mt. Nebo, WV

THE CHALLENGE

Gina and Joe were on a mission to give the customer the best experience possible, but that meant having a streamlined process and up-to-date information, which is easier said than done. They knew they needed a DMS to support them.

Some DMS systems they tried didn't have an accounting system or were lacking in reporting capabilities. Gina wanted the data to drive their engagements with their customers.



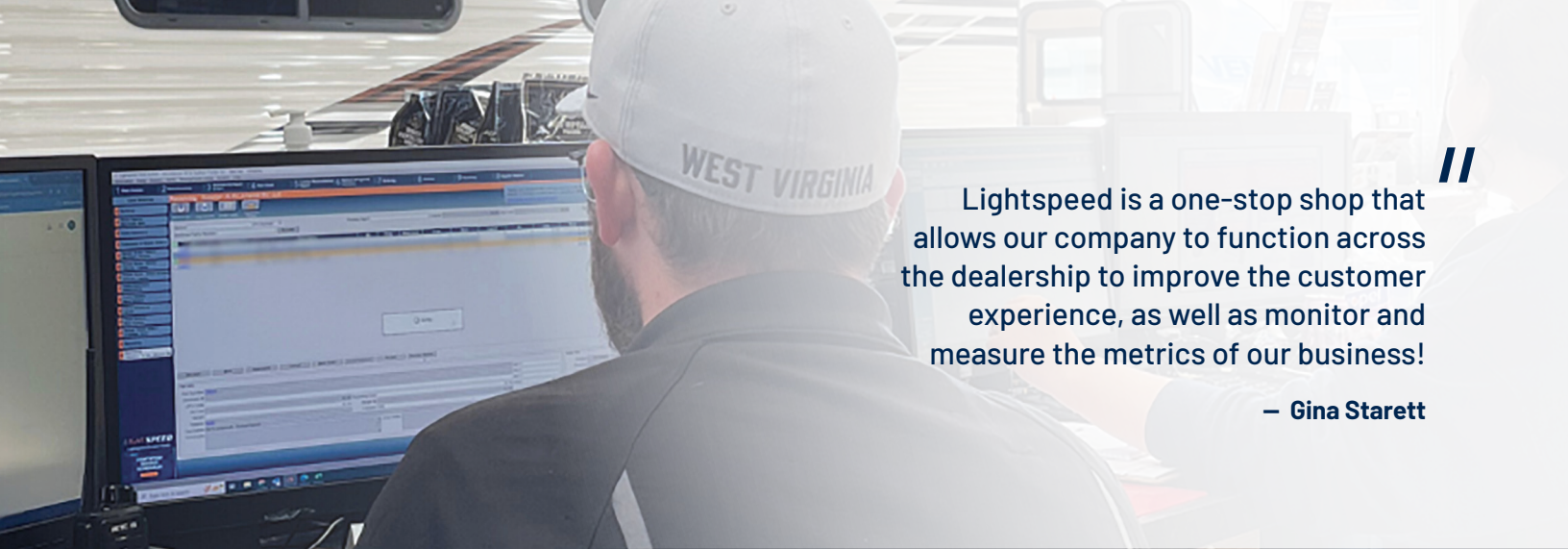
THE SOLUTION

"From the beginning of working with Lightspeed, we found out what was at our fingertips," said Gina, "from discovering ways to be more profitable to training resources to customization options."

Lightspeed has helped them create a seamless operation, including:

- Manufacturer integrations to streamline data entry
- Website integration to ensure product information is up to date
- Lightspeed Mobile App for salespeople to easily access product and warranty information

It all works behind the scenes to make the customer experience run smoothly.



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Lightspeed is a one-stop shop that allows our company to function across the dealership to improve the customer experience, as well as monitor and measure the metrics of our business!

— Gina Starett

THE RESULTS

When Mountaineer RV & Outdoor Center was recently named a Top 50 RV dealer in America, they also gave credit to Lightspeed: “Lightspeed gives us the ability to measure. We can look at so many different data points and angles to help evaluate, run our business, and support our customers. And it’s all right there at your fingertips.”

30%

Increased Revenue
from 2022-2024

“Our revenue has increased by 30% from 2022 to 2024. The ability to toggle between stores easily and quickly for the profit centers and work in multiple locations simultaneously for accounting has allowed our dealership to grow, quickly identify gaps, and correct issues as they arise. The custom reporting feature also plays a huge role in our ability to do such.”

THE FUTURE

When they opened a second location, Lightspeed made the transition simple:

“It was easy; the same Lightspeed was there to walk us through everything, so if something is not working, they can remotely see our issue firsthand. It’s beautiful.”

Going forward, Gina and Joe are looking to add even more to their Lightspeed portfolio.

“We are looking into how we manage our inventory based on length of time. Let’s say that we want to after it’s been here for 90 days, we would like to deescalate the margin by 5%, just to move the unit.”

With an all-in-one DMS platform, that data is easily tracked and organized, and it has helped the Starett’s bring the dream of a quality RV buying experience to life.

LEARN MORE ABOUT MOUNTAINEER RV AND LIGHTSPEED



To read more of their story, scan the QR to visit our Lightspeed blog



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