

When every minute counts, small efficiencies add up to major gains. That's why Lightspeed and Forest River, Inc. are redefining what "fast and accurate" looks like for RV dealerships.

With the new Forest River Major Unit Import Integration, dealers can now import new units into inventory in under 2 minutes, a task that previously took more than 10. That's an 80% reduction in time per entry with the added benefit of improved accuracy as data flows directly from Forest River into Lightspeed.

"This is a game changer for our Forest River dealers," said Jeremy Johnson, associate director of OEM Business Development at Lightspeed. "After hearing how much time dealers were spending on manual entries, we focused on building an easier, faster way to work. This integration saves roughly 80% of the time per entry — giving dealers back hours each month to focus on what matters most: their customers."

Why This Integration Matters

The RV industry moves fast. Dealers are juggling incoming units, price updates, sales, and service while managing customer expectations in a high-demand market. Every manual process is a potential bottleneck.

This new import integration removes one of the biggest slowdowns. Instead of manually entering VINs, model details, and option packages, all the data now syncs directly from Forest River. The results speak for themselves:

- **80% less time per entry**
- **No more data-entry errors**
- **Units ready for sale and reporting instantly**

Lightspeed Integrations: Working Smarter Across the Dealership

The Forest River import joins a growing suite of Lightspeed integrations designed to simplify operations across every department from accounting and service to parts and sales. Each connection helps reduce busywork, tighten workflows and keep teams focused on growth.

Here are a few examples of how Lightspeed integrations boost productivity:

1. No More Double Entry

Data flows seamlessly between QuickBooks, OEM portals and electronic parts finders, freeing your team to focus on customers instead of clerical work.

2. Faster Tech Turnaround

Integrated labor guides and tracking tools help service teams keep bays full and jobs moving.

3. Real-Time Inventory Sync

Get instant visibility across stores and suppliers with no more manual updates or second guesses.

4. Online Sales Always in Sync

Once a unit is sold in Lightspeed, it automatically disappears from your website and listings with no double handling required.

The outcome is fewer clicks, faster decisions and more time spent on what drives profit.

The Bigger Picture: Connected Dealerships Lead the Industry

This integration is not just about saving time; it is about redefining connection across the RV ecosystem. In today's market, seamless data flow is no longer a luxury, it is a requirement for growth.

Lightspeed and Forest River, Inc. are showing what happens when OEMs and technology partners truly collaborate:

- **Dealers get streamlined workflows.**
- **Customers experience smoother transactions.**
- **The entire industry moves forward together.**

"This integration is another example of the strong partnership between Forest River and Lightspeed," said Johnson. "Together, we're pushing the limits of what technology can do to help dealers sell faster and operate more efficiently."

Built for the Way Dealers Work

Speed is essential, but accuracy seals the deal. The Forest River Major Unit Import Integration delivers both. By removing manual entry, dealers reclaim hours every week and gain confidence that every unit is entered right the first time.

It's one more way Lightspeed continues to help dealerships operate efficiently, scale faster and stay ahead of the curve.

Ready to See It in Action?

Current Lightspeed dealers can contact their representative to activate the integration today.

See how this Forest River integration works in real time—and find out what other integrations can do for you: <https://eb1x.co/lrLDPN0>.