

Pre-Purchase Intelligence Report

Independent analysis. Before you sign anything.

UNIT	2026 Forest River Impression 360MYR
DEALER	Camping World, Wheat Ridge, CO (Stock #2652413)
ASKING PRICE	\$72,098 (MSRP \$110,094)
PREPARED FOR	[Client Name]
REPORT DATE	May 2026

INSIDE THIS REPORT

Contents

START HERE

- ★ **The Cheat Sheet** 3
Print this page. Bring it to the dealership.
-

UNDERSTANDING THE DEAL

- 1 Bottom Line First** 4
What we found and what to do about it.
 - 2 The Listing** 5
Specs, pricing, key details at a glance.
 - 3 Is the Price Fair?** 6
National comparison of 9 dealer prices.
 - 4 About This Floorplan** 8
What buyers like, what buyers complain about.
 - 5 Brand & Build Quality** 9
Known issues across the Impression line.
 - 6 The Dealer** 11
What to expect from Camping World.
-

BEFORE YOU SIGN

- 7 Pre-Delivery Inspection Checklist** 12
60+ items to verify. Bring this to the dealer.
 - 8 Questions to Ask the Dealer** 14
9 questions. Get the answers in writing.
 - 9 Negotiation Strategy** 15
Target price, walk-away price, tactics.
 - 10 Red Flags & Walk-Away Triggers** 16
If you see these, leave.
-

THE CALL

- 11 Final Verdict** 17
Our recommendation, in plain language.
 - About This Report** 18
Who we are, where the data comes from.
-

The Cheat Sheet

Print this page. Bring it to the dealership.

OUR VERDICT

Don't buy this one. Buy the Lincoln, NE unit instead.

Camping World sells the identical model in Lincoln, NE for \$60,098 — \$12,000 less than this listing. Same chain. Same product.

THEIR PRICE

\$72,098

top quarter of national listings

YOUR TARGET

\$60,098 - \$63,000

Lincoln, NE has it for \$60,098 — same chain

DO THESE THREE THINGS

1

Get a written quote from Lincoln, NE

Camping World, Lincoln (Stock #2537227). \$60,098, tagged "Great Deal."

2

Bring it to Wheat Ridge and demand a match

Same chain, identical unit. If they refuse, buy from Lincoln and arrange transport.

3

Schedule a 2-hour PDI in daylight, wherever you buy

Use the checklist in Section 7. Don't sign until issues are documented.

WALK AWAY IF...

- × They refuse a thorough PDI, or rush you through it
- × The buyer's order has line items you didn't authorize
- × There's any visible water staining inside the unit
- × A slide hesitates, grinds, or fails to seal
- × They pressure you to sign "today only"

SECTION 1

Bottom Line First

WHAT WE FOUND

The unit itself is solid. The 360MYR floorplan is well-regarded and won industry recognition in 2025. The problem isn't the RV.

The problem is the deal. At \$72,098, this listing is in the top quarter of comparable 2026 360MYR units nationwide. The same Camping World chain sells the identical unit in Lincoln, NE for \$60,098 — a \$12,000 difference for the exact same product.

So what should you do?

- 1. Pull the Lincoln, NE listing.** Camping World in Lincoln, Nebraska (Stock #2537227) has the identical 2026 360MYR for \$60,098. Save the listing page, get a written quote, and bring both to your Wheat Ridge conversation.
- 2. Force a price match or buy from Lincoln.** Camping World stores share a chain. If Wheat Ridge won't match, ask them to transfer the unit from Lincoln. If they won't transfer, buy directly from Lincoln and arrange transport. The freight cost is far less than the \$12,000 difference.
- 3. Have a service backup plan.** Camping World service is slow. Forest River warranty work can usually go through an independent tech. Line one up before you buy, wherever you buy.

Why this matters

An RV is the only large purchase where the seller often becomes your long-term service provider. The dealer you pick affects the next 12 to 24 months of your ownership.

SECTION 2

The Listing

Year / Make / Model	2026 Forest River Impression 360MYR
Type	Mid-profile fifth wheel
Stock Number	2652413
Dealer	Camping World, Wheat Ridge, CO
MSRP (sticker)	\$110,094
Advertised sale price	\$72,098
Stated discount	\$43,868 (~40% off MSRP)
Length	42' 11"
Dry weight	12,338 lbs
Exterior height	13' 4"
Sleeps	4
Slide-outs	3
Fresh / gray / black water	57 / 90 / 60 gal

**About that
40% off**

RV MSRPs are not like car MSRPs. Stickers are routinely set 35 to 45 percent above actual selling prices. The discount number sounds dramatic. The number that matters is the out-the-door price compared to other dealers.

SECTION 3

Is the Price Fair?

SHORT ANSWER

No — it's overpriced. The Wheat Ridge listing sits in the top quarter of national pricing. The same Camping World chain sells the identical unit in Lincoln, NE for \$60,098. National range: \$60,098 to \$79,995.

What we found

We searched dealer inventories nationwide for the 2026 Forest River Impression 360MYR, including every Camping World location with current stock. Here's the full comp set, lowest to highest:

Dealer	Location	Price	Notes
Camping World	Lincoln, NE	\$60,098	★ Lowest. Same chain. Stock #2537227
Thrills RV	Columbia City, IN	\$64,995	
Couch's RV Nation	Anderson, IN	\$64,995	Wholesale-style
Fun Town RV	Waller, TX	\$64,999	
Fun Town RV	Cleburne, TX	\$64,999	
Camping World	Lincoln, NE	\$65,499	Second unit at Lincoln
Greenlawn RV	Lockbourne, OH	\$66,995	
Camping World	Cicero, NY	\$68,499	Same chain
Camping World	Denton, TX	\$68,499	Same chain
Camping World	Kansas City, KS	\$68,999	Same chain
Fun Town RV	Conroe, TX	\$69,988	
Fun Town RV	Ottawa, KS	\$69,988	
Fun Town RV	Mineola, TX	\$70,473	
Camping World	Summerset, SD	\$71,999	Same chain
Camping World	Wheat Ridge, CO	\$72,098	← THIS LISTING
Camping World	Boyertown, PA	\$72,499	Same chain
Forest River RV	Robertsdale, AL	\$75,999	
Bish's RV	Meridian, ID	\$79,995	Highest

What this means for you

Of 18 comparable listings we found, this Wheat Ridge unit is the 14th most expensive. Thirteen units are priced lower — most by several thousand dollars, one by \$12,000.

The Lincoln, NE listing is the critical comp. Same Camping World corporate chain. Same model year. Same floorplan. Same MSRP class. Tagged "Great Deal" by Camping World's own pricing system. \$60,098 vs \$72,098.

Your target out-the-door price (before tax, title, registration): **\$60,098 to \$63,000**. Walk-away price: anything above \$66,000.

Transport math

Lincoln, NE to Denver is roughly 500 miles. Professional fifth-wheel transport runs \$1.50 to \$2.50 per mile, so \$750 to \$1,250 to bring the unit home. Even at the high end, you save more than \$10,000 vs. buying in Wheat Ridge.

Watch for fees

The advertised price already includes freight, prep, and a delivery fee. Get written confirmation that no additional doc or admin fees will appear at signing. Camping World has a documented pattern of surprise add-ons.

SECTION 4

About This Floorplan

SHORT ANSWER

The 360MYR is one of the better floorplans in this size class. Rear kitchen, middle mud room, king bed, three slides. Sleeps four. Won industry recognition as Best New Model for 2025.

WHAT BUYERS LIKE

- + Rear kitchen with abundant counter space
- + 16 cu. ft. 12V residential fridge
- + Mud room with washer/dryer prep
- + Dual opposing slides in main living area
- + King bed with Versa Tilt technology
- + Off-grid package: 100W solar, controller
- + Four-season AccessiBelly underbelly

WHAT BUYERS COMPLAIN ABOUT

- "King" bed is 70" wide, not 80". Aftermarket mattress search is a hassle.
- Sleeps 4 only - no bunk option
- 13' 4" tall, 42' 11" long. Many state parks limit length to 40' or less.
- 12,338 lb dry weight. Needs a serious truck.
- Three slides = three leak points and three more mechanical systems.

Tow vehicle check

Loaded pin weight on this rig will run 2,200 to 2,800 lbs. You need a truck rated for at least 3,000 lb pin weight - a well-equipped 3/4 ton diesel or 1-ton. Anything less is unsafe. Check your truck's payload sticker.

SECTION 5

Brand & Build Quality

SHORT ANSWER

Forest River build quality is roughly average for the price point. Expect a first-year punch list. The Impression line is well-regarded for layout and value, but the brand's overall warranty reputation is poor.

What owners actually report

Water leaks

Slide seals, window seals, and roof seams are the most reported leak points. Owner forums show occasional reports of mold in sealed compartments.

What this means: Roof and sealant maintenance is owner responsibility. Skipping it can void warranty coverage.

Fit and finish

Loose trim, misaligned cabinet doors, sloppy caulking are commonly reported on new units.

What this means: Most are minor and fixable under warranty in the first year - if the dealer is responsive.

Slide mechanics

Forest River uses industry-standard components (Lippert, BAL). The components themselves are fine.

What this means: Quality of installation varies. Test slides thoroughly during PDI.

Plumbing

Loose fittings and faulty water pumps appear regularly in new-RV punch lists.

What this means: Easy to catch during PDI. Run every faucet, fixture, and the water pump under pressure.

The "king" bed

Forest River markets a king bed, but the mattress is 70" wide, not 80".

What this means: Replacement mattresses require either a 70"-specific RV king or cabinet modification.

Warranty experience

Forest River holds a low aggregate rating on consumer complaint platforms.

What this means: Common complaints: slow response, denied claims, lengthy repair times. The dealer handling your claim matters enormously.

**Honest
perspective**

These issues aren't unique to Forest River. They reflect the current state of the RV industry. The lesson isn't to avoid this unit. It's to expect a first-year punch list and have a plan for getting it handled.

SECTION 6

The Dealer

SHORT ANSWER

Acceptable to buy from, but only with safeguards. Camping World's service department reputation is poor. The dealer is the single biggest risk factor in this deal.

Why the dealer matters

A new RV will need warranty work in its first year. The dealer's service department is who you'll be living with.

Camping World is the largest RV retailer in the US. Their scale brings advantages: inventory, financing options, nationwide locations.

But their service reputation is consistently poor across forums, complaint boards, and review platforms. The patterns are too widespread to dismiss.

What to expect

Service backlog	2 to 3 months is widely reported, even for warranty work.
Finance-office add-ons	Extended warranties, paint protection, and ceramic coating are aggressively pushed. Sometimes added without clear disclosure.
Communication	Unreturned calls and units sitting unworked are common complaints.
Price match	They have a written policy. Bring documented competing offers.
Staff turnover	The person who sells you the RV may not be there months later.

The fix Most Forest River warranty work doesn't have to go through the selling dealer. Find a local independent RV tech who can perform authorized warranty work. Get this lined up before you sign anything.

SECTION 7

Pre-Delivery Inspection Checklist

HOW TO USE THIS

Bring this checklist to your PDI appointment. Schedule it in daylight. Plan for at least 2 hours. Do not sign delivery paperwork until every issue is documented in writing.

Exterior

- Walk full perimeter slowly. Note panel gaps, decal lifting, scratches.
- Inspect roof seams and sealant. Photograph any cracks or gaps.
- Tires: DOT date code recent, full tread, correct inflation.
- Check axle alignment by sighting down both sides.
- Slide toppers installed and roll freely.
- Awning extends fully and retracts.
- Hitch / kingpin: inspect for damage, proper grease.
- Underbelly: check for sagging, tears, daylight through gaps.
- All exterior compartments: open, latch, look for water staining.
- VIN plate matches paperwork.

Slides

- Extend each slide fully. Listen for grinding or motor strain.
- Inspect all four interior seals. No gaps, no daylight at corners.
- Check slide floor edges for water staining or dampness.
- Retract each slide. Confirm it seats correctly.
- Operate each slide at least twice.
- Test landing gear and leveling jacks.

Interior Systems

- All 120V outlets - test with polarity tester.
- All 12V outlets and USB ports.
- Every interior light, including dimmers.
- Refrigerator running and cooling (12V residential).
- Microwave - heat water for 30 seconds.
- Stovetop - light each burner. Check flame.
- Oven - light and confirm ignition.
- Range hood vent and light.
- Water heater - hot water at every faucet.
- Every faucet hot and cold, 30+ seconds. Check under sinks.
- Toilet flush and seal.
- Both bathroom sinks drain properly, no leaks.
- Shower hot water, spray, drain.
- A/C units on low and high. Confirm cold air.
- Furnace for 5+ minutes. Warm air at every register.
- Water pump runs from fresh tank.
- Black tank flush operates.
- Tank monitor panel readings.
- Washer/dryer prep connections.
- TV, antenna/cable input, outdoor TV.
- All windows open, close, latch. Screens intact.
- All blinds and shades operate.
- Power awning extends and retracts.
- Smoke, CO, and LP detectors all test.

Paperwork

- Owner's manuals for unit and every component.
- Warranty registration filled out and confirmed.
- Title or MSO documentation in order.
- Written defect list, dealer-signed, with commitment to repair.
- Final buyer's order matches verbal agreement. Nothing extra.

SECTION 8

Questions to Ask the Dealer

Ask these in person. Get answers in writing for any commitments. The dealer's willingness to answer directly tells you a lot.

Q1. How long has this exact unit been on your lot?

Units sitting outdoors for 6+ months can have UV damage, seal degradation, and tire flat-spotting. Worth knowing.

Q2. Are the freight and prep fees final? Anything else at signing?

Confirm no additional doc or admin fees appear at closing.

Q3. Will you match a lower written quote from another dealer?

Their formal price-match has state-specific terms, but they have discretion. Worth asking.

Q4. What's the typical wait time for warranty work right now?

Anything over 6 weeks is a significant negative. Document the answer.

Q5. Can I use an independent RV tech for warranty repairs?

For Forest River, the answer is usually yes. Get it in writing.

Q6. What financing rates do you offer? What if I bring outside financing?

Get pre-approved at your bank or credit union first. Use dealer financing only if it beats your outside rate.

Q7. Will you guarantee a 2-hour PDI appointment?

Rushed PDIs are how problems get missed. An unwilling dealer is a red flag.

Q8. If we find issues during PDI, will you repair them before delivery?

Never accept verbal commitments. Get every promise on paper.

Q9. Are any add-ons being included by default?

Decline anything you didn't ask for. Add-ons are negotiable and rarely worth the cost.

SECTION 9

Negotiation Strategy

TARGET	WALK AWAY ABOVE
\$60,098 - \$63,000	\$66,000
<i>match Lincoln, NE or buy from there</i>	<i>you can do significantly better</i>

Tactics that actually work

- **Lead with the Lincoln, NE quote.**
\$60,098. Same chain. Print the listing. Bring it to Wheat Ridge as your opening anchor.
- **Ask about an inter-store transfer.**
Camping World stores share corporate inventory. They can transfer units between locations for a transfer fee.
- **If they won't match, walk.**
Multiple dealers are within \$1,000 of Lincoln's price. You have leverage. Use it.
- **Never talk monthly payments.**
Negotiate total cash out-the-door only. Monthly payments hide the real cost.
- **Get outside financing first.**
Pre-approved at your bank or credit union. Let the dealer try to beat it.
- **Walk away at least once.**
Inventory pressure is real. The follow-up call is worth thousands.
- **Decline all finance-office add-ons.**
Extended warranty, paint, ceramic, tire-and-wheel, GAP. All negotiable. None worth the dealer markup.
- **If they meet your price.**
Ask for value in other forms: free year of service, slide toppers, full propane, batteries upgraded.

SECTION 10

Red Flags & Walk-Away Triggers

If any of the following happen during your purchase, walk away. This floorplan is widely available. You are not obligated to anyone.

- ✘ **Dealer refuses a thorough PDI**
This is how defects get hidden. A confident dealer welcomes inspection.
- ✘ **Buyer's order has line items you didn't authorize**
Common with finance-office add-ons. Have them removed or walk.
- ✘ **"This price is only good today" pressure**
Manufactured urgency. Real prices don't vanish overnight.
- ✘ **Any visible water staining inside**
Indicates active or past leaks. Always a walk-away.
- ✘ **Tire DOT date codes older than 12 months**
Tires degrade with age and UV. Demand new tires or walk.
- ✘ **Slide hesitates, grinds, or fails to seal**
Major repairs ahead. Should be perfect on a new unit.
- ✘ **Dealer can't confirm outside warranty work is allowed**
You'll be locked into their backed-up service department.
- ✘ **Salesperson won't answer Section 8 questions in writing**
Lack of transparency now predicts service problems later.
- ✘ **Unit has been on the lot more than 12 months**
Demand inspection, fresh tires, and a price reduction.

SECTION 11

Final Verdict

OUR FINAL CALL

Buy the Lincoln, NE unit, or force Wheat Ridge to match it.

Camping World in Lincoln, Nebraska sells the identical 2026 360MYR for \$60,098 — Stock #2537227, tagged "Great Deal" by Camping World's own pricing system. That's \$12,000 less than Wheat Ridge is asking for the same product.

The floorplan is well-regarded. The specs are competitive. The dealer concerns apply equally to both stores (same parent company). The only real variable is the price, and the price difference is too big to ignore.

What we'd do in your position

Pull the Lincoln, NE listing from Camping World's website. Save the page. Get a written quote from the Lincoln store.

Bring it to Wheat Ridge and ask them to match it or transfer the Lincoln unit. They share corporate inventory. A transfer is administratively normal.

If Wheat Ridge refuses both options, buy from Lincoln directly. The unit can be shipped to you via professional RV transport for \$750 to \$1,250. You still save more than \$10,000.

Whichever store you end up at, run a thorough PDI using the checklist in Section 7. Don't sign delivery until every defect is documented.

Why the savings matter

\$12,000 is real money. It's a year of campground fees, a full season of fuel, the cost of a year's RV insurance, or the down payment on the next truck upgrade you'll need. Don't leave it on the table.

Questions about this report? Reply to the email it came in. We respond within 24 hours.

About This Report

Who we are

RVs Report is an independent buyer's advocate service. We are not a licensed dealer, broker, or inspector.

We do not receive any commission, kickback, or compensation from any RV dealer, manufacturer, or third party.

Our only client is the buyer who commissioned this report.

Where the data comes from

Pricing data: publicly listed dealer inventories.

Known-issue analysis: owner forums, public complaint databases, and industry reporting.

Specifications: manufacturer documentation.

Important limits

This report is informational only. It does not replace a professional pre-purchase inspection by a certified RV technician.

We strongly recommend a paid third-party inspection on any unit purchase over \$50,000.

All information was current as of the report date. Verify final pricing and unit details directly with the dealer before purchase.