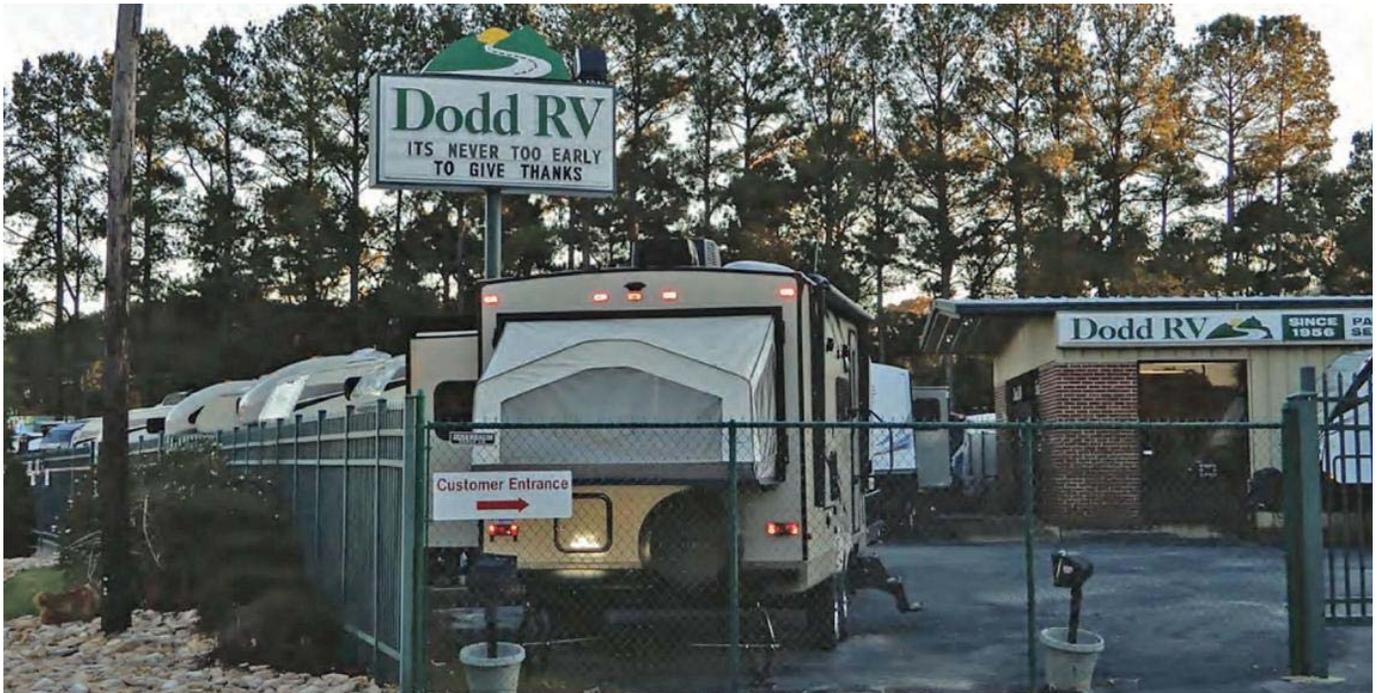


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RV dealer with Portsmouth roots going strong in Yorktown too

By Trevor Metcalfe
Staff writer
Mar 27, 2019



courtesy of Dodd RV

The Dodd RV dealership in Yorktown was recently selected as dealer of the year by the review website DealerRater.com. Dodd began s vehicles in Portsmouth in 1971, and opened the Yorktown location in 2004.

George Dodd's family RV dealership has come a long way from the Texaco station he acquired in 1956. Back then, he didn't have dozens of staff members or locations in both Portsmouth and Yorktown. Support QIt was just Dodd and uality Journalismhis two empI START NOW >oyees Billy Boyd and Bobby Branch.

From those humble beginnings, Dodd RV has weathered the 1970s oil crisis, the Great Recession and much more as it adapted and thrived as a camper dealership.

“You treat other people or customers like you want to be treated, and you will be successful,” said Dodd, who turned 90 in February.

As the years progressed, the gas station began to service cars, and eventually added vehicle and recreational vehicle sales in 1971. George Dodd said the family thought about selling boats at first, but settled on RVs.

After six decades of business, it’s still a family affair. Son and current Dodd RV President Jamie Dodd remembers going into the dealership as a child, and starting to work there as early as 12. He assumed control of the RV business in 2002, and opened the Peninsula location with his sister Susie Dodd in 2004.

Another son, Paul Dodd, is president of Dodd’s Auto Service on Portsmouth Boulevard at the location of the former Texaco station.

George Dodd said hard work and diversification helped immensely during the 1970s, when gas shortages kept people away from RV purchases. Repairing cars helped the company keep going.

“We succeeded because of a variety of businesses,” George Dodd said.

As a young employee of the company, Jamie Dodd said he could be found mowing the lawns and washing RVs, as well as attending trade and retail shows with his father. He remembered once driving a new RV all the way from Pennsylvania to the dealership. He also learned some valuable

“Dad instilled in all of us speaking the truth,” Jamie Dodd said, adding he views every sale as a long-term commitment.

Customers are noticing that commitment too, at least according to [DealerRater.com](https://www.dealerater.com). Dodd RV’s Peninsula location won the review site’s dealer of the year award for 2019.

According to the website, the awards are calculated from the dealer’s rating with customers. To be eligible, businesses had to receive at least 25 new reviews in 2018 and have an average rating of 4 out of 5 stars.

Jamie Dodd also credited the dealership’s around 60 staff members for its success. The business also supports many of its employees’ community interests, like Relay for Life, Toys for Tots, local churches and high school athletics.

“It comes down to: We have a great team and just about everyone on the team has a need to support,” he said.

Lest anyone accuse them of a lack of knowledge, Jamie Dodd said their father took the family on RV road trips for both spring and summer breaks every year growing up. The family trekked up and down the East Coast much like their customers might do.

George Dodd still visits the dealership every once in a while, too, just to see how business is doing and to offer up any needed advice. As for Boyd and Branch, they both spent their careers working at Dodd and happily retired in the 1990s and 2000s, respectively.

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