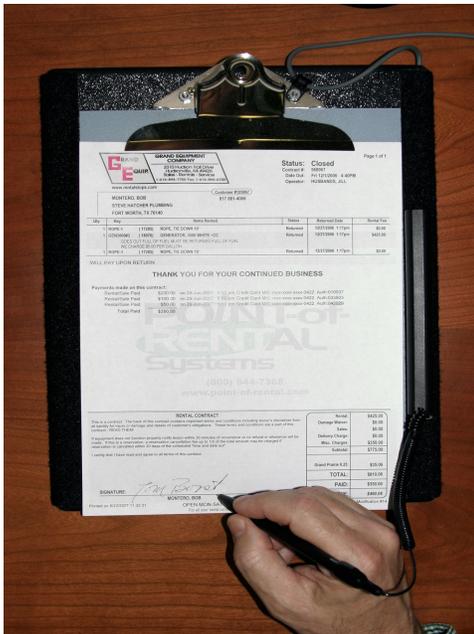


To the POINT

POINT-OF-RENTAL™ Systems, POINT-OF-RENTAL™ Software, POINT-OF-RENTAL™ Enterprise and License Swipe™ are trademarks of Overland Rentals, Inc.



Signature Capture Receives Top Marks!

Introduced at The Rental Show in Atlanta, our signature capture clip boards are a hit with certain segments of the rental industry. With signature capture, the signature of the customer that signed the contract is captured and stored automatically in the contract record. So, if you fax, e-mail or reprint the contract the signature will be on it! And... if you print statements, little images of signatures will print to the right of each contract number. But, some have questioned our implementation. Why the clip board? Why not use a capture pad like Home Depot uses for credit card signatures? Good question and the answer is that a rental transaction, for the benefit of both parties, is a legal contract. Consequently, storing electronically an exact copy of the inked version should be more defensible in court than having the stored signature differ from the inked one!

Enterprise Training Extravaganza

If you have the nagging feeling that you aren't getting all you can out of your program or you have an employee who needs a better understanding of your Point-of-Rental™ System, then circle your calendar, make your reservations and head to the first ever Point-of-Rental Enterprise Training Extravaganza. On Wednesday, October 10, 2007, we will gather from 8:30 a.m. to 5:30 p.m. to review what your system can do. Earl "The Pearl" Sherman will lead the semi-

nar and, if that's not enough, a barbeque lunch will be provided. Cost is \$150 (\$95 for each additional employee). And, if you want to make a mini-retreat out of it, we're located right in the heart of the Dallas/Fort Worth metroplex where a plethora of exciting, cultural, and even educational activities await you! Call 1-800-944-RENT to reserve a couple of seats at the seminar. Be sure to ask about recommended hotel accommodations and tourist activities too!

More Training Available at The Rental Show

Mark your calendar! Sunday, February 10, 2008, at The Rental Show (ARA) in Las Vegas, Point-of-Rental™ Systems will be providing a *free* training seminar at 1:00 PM. Registration, *which is required*, but open to all Point-of-Rental™ System users, will be available via our point-of-rental.com website starting December 1, 2007. Topics covered include a review of features that are sometimes

overlooked such as the Wait List feature for customers that want aerators on a busy Saturday in the spring. A basic familiarization with contract writing is *assumed*. Highlights of Revision 11 will also be presented. So, mark your calendars and make your plane reservations to arrive at the convention *early enough to attend!*

MapRouter Module Introduced

The MapRouter Module allows users to schedule pickups and deliveries as "trips" assigned to trucks. An early version was demonstrated at the 2007 ARA show in Atlanta to some of our customers known to be delivery and pickup intensive. Now, it is ready for prime time.

Each truck-trip combo can have multiple deliveries and pickups routed with turn-by-turn, round-trip directions and maps. The interface is similar to Day-at-a-Glance and lists each day's delivery/pickup contracts for one or all stores. A user can add a contract to a trip by right-clicking the contract row or dragging the row to the "explorer-style" list of trucks

and trips. Once the trip is set, the addresses are validated and the map is displayed within Microsoft's MapPoint® application. The maps can be imported

(Continued on page 2)



Getting the Most from your System > > > > > > > >

■ *Resale Items Pending Report*

If you are into Party rental, this report is important. It displays and can print a list by vendor of all sale items that are on *reservations*. It can be run for any period in the future and should be run at least weekly for ordering and planning purposes. Otherwise, you'll likely run short of resale items necessary for pending reservations! It can be found under Inventory Reports on the Program menu.

■ *Selling Broken Items*

It's easy, if you know how! Suppose a Fraternity house rents tables, chairs, linens and of course a bunch of champagne glasses. Everything is returned except for ten glasses which they explain were broken, can't be found or whatever. As a profit minded rental store owner, you'd like to charge them rent for the ten glasses, then sell them. Simply "close" the line item with the glasses then right click on that item and choose "breakage." You'll be queried as to how many were broken and what price you'd like to charge with the default being the "sell" price in the item record. That's it... and, of course, the quantity of the glasses is automatically decremented. The item(s) will also be listed on your sold assets reports.

■ *Hourly Availability*

When looking up Item Availability (Counter System Menu), the system defaults to displaying daily availability for four weeks. This is sufficient and even desirable in most cases, especially for party rental. But if you reserve aerators, for example, for specific hourly time slots in the spring, daily availability isn't sufficient and in fact may cause confusion. Suppose you have 10 aerators and have 20 reserved for a particular day. In that case -10 will be displayed in red for the *daily* availability. But if you click the Hourly button at the bottom of the availability screen, then availability in *hourly* increments will be displayed. Hopefully you have no negative quantities!

■ *Special Rates for Specific Customers*

You're probably aware that Revision 10 introduced that ability to define a special rate table for a specific item on a specific contract by simply right clicking on the rental item then selecting "Set Special Rate." But what you may have missed is that you can set a special rate for a specific item for a *specific customer for a specific period of time!* For example, suppose you have a good customer that wants to match the \$175/\$900/\$2100 rates that the Big Boys salesman quoted for a 32' All Terrain Scissor lift. And, he wants you to agree to honor that price for a year. To do it, simply go into that item record or its Header record. Click on Tools (upper left), then select Set Special Rates and click the Add button. The "Enter Special Rates" window will pop up. In "Special rate for" select "Individual" then define the rates, discount amount or discount percentage. Finally, define a valid date range and the customer or customers that get the deal.

■ *More Point-of-Rental Tips*

Want more Point-of-Rental Tips? Every To-the-Point newsletter back to July, 2002 can be found by clicking on Newsletter at our www.point-of-rental.com site. You can view and /or print the tips on how to better use your Point-of-Rental™ System.

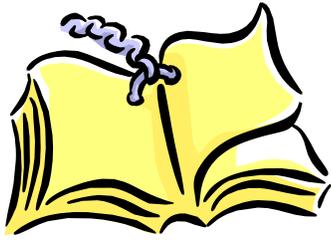
Fingerprint ID Idea

Most of you probably think that all we do around here is run to the bank with your checks. Well... we do that, but on the other side of the coin there are many R & D type projects we spend time and money on, some of which never make it to fruition. For example, we've tested touch screens for our Enterprise product. But, it didn't take long to realize that touch screens belong in restaurants and not rental stores. Recently, we've been intrigued with using a new type of fingerprint scanner which could replace the use of terminal operator ID's. It's fast and obviously a more positive form of identification, but would you be willing to invest roughly \$150 for each terminal you own for positive ID?

MapRouter Module ...Continued from P. 1

into any device compatible with Microsoft's Pocket Streets and Trips program. Internet access is *not* required, so there are never any irritating pop-ups. And, displays can be printed or attached as pictures in e-mail as well. An upcoming version of the MapRouter will add the abilities to assign drivers, track fuel costs, define the amount of time each stop requires, truck loading reports (last stop's items on first, etc.) and the ability to use MapPoint® instead of Internet sites for Point-of-Rental's "Map It" button. Current users tell us that it saves a ton of time as they no longer have to use an eight foot table, Mapsco®, and print-outs to coordinate deliveries and pickups. This optional module is available for a one time licensing fee of \$950* which *includes* the required Microsoft® MapPoint software.

* Single store price.



VS.



Improve Your Marketing

The “Customer Heard About Us” feature enables you to track how new customers found you. It has been used by our two related Rental Stop stores in Arlington, Texas, long enough to provide some interesting data. Over roughly a year, Rental Stop added 4,068 new customers; their Heard About Us options are: Word of Mouth; Various Yellow Pages; White Pages; Drive By; Internet Search; and Closed Store Phone Numbers. Note: You define these by selecting Configuration from the Program Menu.

The results are as follows:

- Drive By = 40.7 %
- Internet = 13.6 %
- Closed Store Phone Numbers = 13.0 %
- Various Yellow Pages = 11.5 %
- Word of Mouth = 10.2 %
- White Pages = 2.1 %
- Others = 8.9 %

The larger of the two Rental Stop stores is on a busy six lane highway that

is usually a parking lot during rush hours. With front end loaders, lifts, trenchers and other equipment lined up outside along with tents and bounce houses, it isn’t surprising that it commands the attention of 40.7 % of new customers. So, if you’re into equipment or general rental and have a poor location... remember the real estate slogan of “location, location, location,” then find a better one!

But, the other numbers are probably even more interesting. Just a few years ago Yellow Page advertising for general and party rental stores was a must. Today, Yellow Pages are important, but the numbers above indicate that Internet marketing is even more so! Over half of Rental Stop’s rental revenue is Party. Management at the stores tell us that *most* of their new party and *especially* new event customers are drawn in by their rentalstops.com website. Like it or not, the future is here, and having an effective website is necessary to bring in new customers.

Fire Devastates Party Store

In November temperatures typically drop in the early morning hours in Dayton, Ohio, and that was the case on November 17, 2006. Authorities believe that the chill triggered an automatic temperature sensor to fire up a plugged in propane heater. The heater had been stored too close to a pallet of linen and china. The pallet caught fire and in a short time the entire 17,000 sq. ft. storage building of Prime Time Party Rental was an inferno that resulted in a total loss of both the building and contents.

Christina Welsh of Prime Time suggests that all stores review their insurance coverage. In their case, their inventory was underinsured, because “all the little stuff adds up.” Fortunately, their policy had both Business Interruption insurance to cover lost revenue and a clause that reimbursed them for the considerable time spent to file the claim. Prime Time now has a fireproof safe to store valuable paperwork and is researching a fireproof *data* safe to store their computer backups.

On a positive note, the considerable press coverage increased local awareness of Prime Time’s services so much that recently revenue has exceeded the prior year. Prior to the fire Prime Time had intended to replace their rental management system with a Point-of-Rental™ System. The fire hastened the switch and within weeks they were up and running on their new system.



Unsolicited cheers for Point-of-Rental™ Systems’ webhosting option include:

“... Thanks. Just FYI last year at this time maybe two quote requests per month. Last 30 days (since switching to POR hosting)over 30 quote requests!”

— David Maddock
A-1 Rental
Columbia, MO



Online Forums

Most would agree that the best benefit of being an ARA member is the show! But, there are others, and a commonly overlooked one is the Member to Member forum that can be found under “Online Resources” on the ARA web site at ararental.org. Here you’ll find information on just about anything rental related. Plus, you can ask questions of other rental store owners and managers, and you’ll receive candid *unbiased* opinions on products, services, and issues common to running a rental store.

The forum is for ARA members *only* and requires a username and password. Your username is your six digit ARA membership number and your password is simply your postal code. Once logged in you’ll find an extremely wide variety of subjects. Recently they included *Replacement Tracks*, *Humorous Stories of Equipment Rentals*, *Employee Advances*, *Snow Cone and Slushie Machines* and, of course, many related to the love-hate relationship with rental software. We’re pleased to report that Point-of-Rental™ Systems has received many complimentary remarks!

The forum is a great service to rental store owners. Using this resource can help you avoid bad buys and in all likelihood save you money. Check the member to member forums out for yourself. You may learn a thing or two from your colleagues across the country—at the very least, you’ll be highly entertained!

Welcome to Our New Point-of-Rental™ System Users....

Foley Rentals, Center, TX
 Precision Equipment, Peoria, AZ
 Brentwood Rentals, Brentwood, TN
 A-1 Rentals, Kansas City, MO
 Lew Rents West, Olympia, WA
 Irontime Rentals, Coffeyville, KS
 Midstate Rentals, Sonora, CA
 Wood Street Rental, Stevens Point, WI
 Pelican Party, Ft. Lauderdale, FL
 Adams Equipment Rental #2, Trenton, NJ
 Adams Rental & Sales #1, Trenton, NJ
 Barton's Landscaping, Seaford, DE
 Cal Grove Rentals #1, Sylmar, CA
 Rental Tool Co. #1, Tampa, FL
 Rental Tool Co. #2, Tampa, FL
 Rental Tool Co. #3, Land O'Lakes, FL
 Easy Rentals, Beaufort, SC
 Farrell Equipment & Supply #1, Eau Claire, WI
 Farrell Equipment & Supply #2, La Crosse, WI
 Holly Ridge Rentals, Holly Ridge, NC
 Southern Tier Area Rentals, Dansville, NY
 Taylor Rental Center, Plymouth, MA
 Warwick Party Rentals, Warwick, NY
 Midway Rental #4, Eureka, MT
 All County Rental Center, Morristown, NJ
 Kawaihae Rental, Waiokola, HI
 Mike's Westside Rentals, Graham, TX
 Pampa's West TX Landscaping, Pampa, TX
 Brown County Rental, Aberdeen, OH
 Waltrip Rentals, Pittsburg, TX
 American Rental Equipment, Lafayette, LA
 River City Equipment Rentals, Decatur, AL
 Hometown Equipment Rentals #2, Santa Fe, TX
 Jim-N-I Rentals, Santa Rosa, CA
 Troy Jones Equipment, Elk City, OK
 Ace Equipment Rentals, Mt. Vernon, WA
 Alpha Rentals, Abbeville, AL
 Indy Rental and Sales, Indianapolis, IN
 ABC Rental Center, Baltimore, MD
 American Party Rental, Durham, NC
 Austin Rent Way, Austin, TX
 Adaptive Ready Rent and Sales #1, FL
 Adaptive Ready Rent and Sales #2, FL

...And to Those Upgrading from Legacy to Enterprise

Action Rentals, Stillwater, MN
 Taylor Rental, St. Augustine, FL
 Rentco, Van Buren, AR
 Sonora Rentals, Sonora, CA
 Steinkamp GRS #1, Jasper, IN
 Steinkamp GRS #2, Huntingburg, IN
 Ango Kernan Rentals, Overland, MO

New Hire Expands Support Hours

Justin Baker joined Point-of-Rental™ Systems' Support Team in June of this year. While attending college and for about a year after graduating from California State University-Northridge with a Physics degree, Justin worked the counter for U-Rent, Inc., a six store chain northwest of Los Angeles. Having learned Point-of-Rental first behind the counter of a rental store, he fits right in with our team of rental savvy technicians on software support. Justin expands the software support group enough so that we can now provide in office support from 6:00 AM to 7:30 PM weekdays; 7:00 AM to 3:00 PM Saturday, Central Time. After hours support is provided for all other hours.



Web Hosting: Important, Inexpensive, Integrated!

Yellow pages and the Internet compete (see *Improve Your Marketing* on page 3 of this issue), and it is more obvious than ever that the Internet is winning! In fact, some research concludes that in ten years there will be no Yellow Pages. Directory use is declining, so rental store owners, trees and landfills should be happy! No more spending countless hours negotiating with the salesperson driving up in their Mercedes.

If your rental business doesn't have a website or has a bad one, then you are losing money to your competitors! Try this. Instead of spending \$25,000 per year for Yellow Pages, cut it to maybe \$10,000 then spend \$75* per month (plus, an initial setup fee of \$495*) for a Point-of-Rental™ System hosted site. You'll get a quality site complete with a shopping cart for quote requests. Plus, it's the *only one* that integrates with your Enterprise software so you can upload changes to your inventory anytime you wish.

We are so confident that you will love your Point-of-Rental integrated website that we are offering a no initial fee offer. That's right, for the first ten to accept this offer, we will setup their website with no initial cost. You can then see your site, play with the features, and try out the online quotes. If you decide it's just what you need, then we will finalize the setup, put the site on your domain, and bill you. Then sit back and watch the quotes come in.

"We at Hejny Rental have been real happy with your web page work. The customers can see our actual equipment with pictures. The fact that we can update it when we change our prices or inventory in our POR system is great. We only have to maintain one system. Customers seem to have fewer questions on the phone because of the web page. Working with you and having you go with our ideas when possible has been good. Thanks!"

—Dave Hejny,
Hejny Rentals, St. Paul, MN

* Single store price.