

To The Point

A Publication of POINT-of-RENTAL™ Systems

January—June 2003

Print Laser Contracts with Point-of-Rental™ Systems' Enterprise

You're Invited to Point-of-Rental™ Systems' Annual User Meeting

----- RENTAL STOP----- Page 1 of 1

2936 S. STATE HIGHWAY 360 972-336-0059 phone
 GRAND PRAIRIE, TX 76052 972-402-3178 fax
 www.rentalstops.com

Status: **Reservation**
 Contract #: 499121
 Date Out: Fri 01/17/2003 9:00am
 Written By: SHERMAN, EARL
 Delivery Date: Fri 01/17/2003 9:00am
 Pickup Date: Sat 01/18/2003 9:00am

Customer # 84767
 817-213-2610

SAHAPATANAVANA, NVAT
 NIRVANAH IMPORTING
 15603 SHERIFF DR
 GRAND PRAIRIE, TX 76052

Qty	Key	Items Rented	Status	Agreed Return Date	Rental Fee
1	1B0B753-B (16964)	BOBCAT, LOADER 753-476 SMOOTH FUEL POLICY GOES OUT FULL COMES IN FULL	Reserved	01/18/2003 9:00am	175.00
1	1TRAR12-B (16184)	TRAILER, FIFTY 33VVL5-CC- A) RENTER/USER AGREES NOT TO TRAVEL OVER 45 MILES PER HOUR B) RENTER/USER SUBMITS THAT THEIR VEHICLE & HITCH ARE CAPABLE OF SAFELY PULLING AND BRAKING BOTH TRAILER AND CONTENTS OF TRAILER. C) RENTER/USER SUBMITS THAT RENTAL STOP DID SECURELY AND PROPERLY ATTACH BOTH SAFETY CHAINS! \$12 CHARGE FOR BROKEN TAIL LIGHTS. I HAVE READ AND AGREE TO THESE ADD'L TERMS: CUSTOMER INITIALS []	Reserved	01/18/2003 9:00am	0.00
1	1ND0W (15517)	NO DAMAGE WAIVER NO DAMAGE WAIVER OFFERED ON TRAILER RENTALS! Renter understands that Lessor DOES NOT OFFER A DAMAGE WAIVER OPTION ON TRAILER RENTALS! Renter agrees to inspect trailer prior to rental and report any damage. Renter agrees to reimburse Lessor for any damage to or theft of trailer due to any cause whatsoever. SIGNED: _____	Reserved	01/18/2003 9:00am	0.00
1	1FEE (16792)	VLR FEE	Reserved	01/18/2003 9:00am	2.00

Qty	Key	Items Sold	Price Each	Price
1.00	1TAX (16330)	TEXAS DOT ROAD USE TAX	0.00	0.00
1.00	1P5052 (16695)	DELIVERY/PICK UP 76952	40.00	40.00

DELIVERY AND PICKUP

Delivery Date: Fri 1/17/03 9:00am Contact: BILLY BOB
 Pickup Date: Sat 1/18/03 9:00am Phone: 9723821358
 Address: 12356 NORTH MAIN ST., GRAND PRAIRIE, TX, 76052
 DELIVER TO THE KWIKY MART ON CORNER OF MAIN AND MINOR

50% CANCELLATION FEE IF WITHIN 72 HOURS

Item	Price
Rental:	\$177.00
Damage Waiver:	\$16.37
Misc. Charges:	\$0.00
Sales:	\$40.00
SubTotal:	\$233.37
Tax:	\$19.26
TOTAL:	\$252.63
PAID: Cash	\$0.00
AMOUNT DUE:	\$252.63

RENTAL CONTRACT
 This is a contract. The back of this contract contains important terms and conditions including lessor's disclaimer from all liability for injury or damage and details of customer's obligations. These terms and conditions are a part of this contract - READ THEM!
 If equipment does not function properly notify lessor within 30 minutes of occurrence or no refund or allowance will be made. If this is a reservation, a reservation cancellation fee up to 1/2 of the total amount may be charged if reservation is cancelled within 72 hours of the scheduled "time and date out".
 I certify that I have read and agree to all terms of this contract.
 If any additional charges are incurred then lessor has my permission to apply said charges to my credit card if used as original payment method. I promise not to dispute the charges.
 In the unlikely event someone actually reads this then Earl says hello and hopes you have a nice day. Please call him and let him know you actually read this but not after 5:30 pm or on weekends as he doesn't care all that much.

SIGNATURE: _____
 SAHAPATANAVANA, NVAT

Printed on 1/14/2003 4:56:20 pm

Come prepared

for a new format for our annual user meeting which is held in conjunction with the American Rental Association annual convention and trade show. The meeting will be held in Room 201C at the Anaheim Convention Center on Sunday, February 9, 2003, from 2:00 pm to 5:00 pm. Instead of the lecture format previously used, we will have a review of features anticipated in Enterprise Release 7.0, then we'll answer questions submitted by users (see related article on page 4). Following that, we'll have five terminals set up running both Legacy and Enterprise so that you can ask questions one-on-one. We look forward to seeing you there!

Tired of buying pin-feed contract forms? With Point-of-Rental™ System's Enterprise Software, you now have the option to print the professional contract shown above on your own laser printer. The system automatically prints two copies, one for the counter and one for the customer. (Be sure to keep the signed one for your records!) However, because of the extensive legal terms found on most rental contracts, you'll probably still need to have these clauses printed professionally on one side of standard 20lb. bond paper.

Advantages include:

- **Speed** – It's faster with five or more rental/sale items on the ticket
- **Quiet** – Now your counter guys can hear the phone ring
- **Fewer Pages** – More information (line items, item comments, delivery instructions etc.) fits onto each page, i.e., three page pin-feed contracts may fit onto two laser pages
- **Fewer Paper Jams** – no pin feeds to break
- **Lower Cost** – Maybe. It depends on how much you pay for your pin feed contracts as well as how price efficient the toner is in the laser printer you select.

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AIRZONE
CO₂ Handheld Dispenser



Steve's Corner

...Point-of-Rental™ Systems' own rental expert, Steve Husbands, passes on tips for your store.

Easy Fix for Flats

Flat tires and low air pressure are a fact of life, but this new product solves the problem with minimum hassle. A company named Air Zone Recreation now offers a small handheld Carbon Dioxide dispenser (see picture). It costs \$79. One 20 oz. cartridge fills five 33-inch completely flat tires! The cartridges are only about five bucks and are available from any paint-ball dealer. This dispenser is so small each of your service trucks and pick-ups should have one. Find these at www.airzonerecreation.com or call (877) 767-9663.

Legacy Revision 3.8 Shipped in January

The latest revision of legacy (AMOS) software was shipped in early January. In addition to the popular "Day at a Glance" feature that was borrowed from our Enterprise software, another major new feature are "To Do" or tickler files. Periodic tasks should be stored in the tickler. You may want to enter ticklers for when to change the store's furnace filters, when to test the store's motion detector system or when to change your contract printer ribbon. In addition to the store tickler file, each employee can have a tickler file driven by their operator ID. This should be useful for remembering employee evaluation dates, birthdays, dental appointments and the like.

Tips & Hints

Enterprise Software (Revision 6.0)

Customer Address verification...If you have an Internet connection with the Enterprise system, you can verify a customer's address using the customer's telephone number. This is an extremely helpful tool when adding a new customer. If their address doesn't come up with the Internet search, you can start asking some questions or get credit card only. If their address verifies, then you are probably safe.

Mapping directions give you delivery charges...If you have an Internet connection with the Enterprise system, you can use the Map-It feature to give you turn-by-turn directions along with a map from your store location to the delivery location. But even more than that, the total distance is listed on the screen. You can use this with the Delivery per Mile charge to charge the customer by the actual loaded mile.

Legacy Software (Revision 3.8)

Delivery listing...With Day-at-a-Glance, you can get a calendar displaying the number of pickups and deliveries for each day of the month. In addition, if you select Details, you can get the details of each contract making up those deliveries and pickups.

Customer Counts

Good rental customers tend to come and go. Use the reports built into your Point-of-Rental™ System to track them. Start your analysis using Customer Reports located on the Program Menu. One of the options in Customer Reports is Customer Count by Year. This program prints the number of new customers added to your database each month, by year, since you started using your system. You can select cash and account customers or just account customers. Below is a sample of the Customer

Counts by Year report.

Analysis is simple. If over the last year you invested big bucks in a marketing campaign (such as increasing the size of your yellow pages ad, billboard advertising, etc.), one would expect the number of your new cash customers to increase over the prior periods. If not, gripe to your yellow page or billboard salesman. If you add a salesman who is marketing directly to businesses, the number of accounts you established recently should increase over prior periods. If not, fire your salesman.

	1998	1999	2000	2001	2002
January	340	423	385	349	354
February	376	579	563	415	360
March	615	661	724	651	521
April	837	804	815	824	644
May	832	895	824	745	641
June	621	734	639	673	597
July	596	714	792	591	546
August	588	568	608	534	511
September	543	561	567	509	455
October	606	569	533	476	406
November	572	611	487	450	397
December	456	510	450	404	343
	6,982	7,629	7,387	6,621	5,775

Making the Most of Your Point-of-Rental™ Data

Use Transaction Counts to Determine Your Staffing Schedule

Imagine a grocery store with twenty checkout isles all manned twenty-four hours a day seven days a week. Wow, that's a "full service" store! Now, imagine a rental store that has never "opened or closed" more than seventy contracts in a day having seventy employees at the counter at all times just in case all the transactions on their busiest day all occur simultaneously! Another example of a "full service" store, at least at the counter. But, a bit impracticable since you'd have to have a 200-foot long counter! And, after your first payroll you'd be out of business... But, you'd probably get written up in Rental Management.

Ok, that's the extreme, but have you ever wondered if you have the right number of counter employees on hand for *anticipated* workloads? If so, the Contract Opened Analysis report should interest you. It is found under Analysis Reports on the Program Menu. The report provides daily and weekly totals for Contracts Opened, Contracts Closed, Contracts Modified and Reservations Sent Out. This report can be run for any daily time period but you should run it for weekly periods (i.e., Sunday thru Saturday) otherwise your totals could have data from three Tuesdays and two Mondays skewing daily totals. Not only is this report useful to determine staffing for different days of the week, but it can also be useful to evaluate seasonal staffing needs.

Table 1 (Winter) is data from two weeks in January and Table 2 (Spring) is data from April. Two weeks are shown here due to space limitations, but to average out daily weather variables, we sug-

gest you run the report for four to six week periods.

The report provides the number of transactions. To make use of these data, you have to estimate the maximum workload one average counter employee can handle per day. Suppose you conclude that he or she is saturated when handling 40 opening and/or closing daily transactions in addition to handling the phone calls and all the walk-ins with questions.

Analyzing the Data

In Table 1 (Winter) one counter person on Tuesday, Wednesday and Thursday should be fine. One person on Friday would initially appear to fit, but with

52 open tickets and only 29 closes, we would suggest two people are required. Not only does opening tickets require more time and effort than closing tickets, but there are certain to be more phone calls considering the Saturday ticket counts. Sunday is the inverse of Friday. Initially two people would be called for, but since there are many more closed than opens one person should be sufficient. It appears that two people are required on Monday.

Using similar logic, in Table 2 (Spring) two counter people are required each day of the week except for Saturday when at least three and probably four are necessary.

Table 1

	Sun	Mon	Tue	Wed	Thu	Fri	Sat	Total
1/20/2002 Total	42	87	41	44	37	50	95	396
Contracts Opened	13	24	13	18	15	22	42	147
Contracts Closed	22	33	20	16	9	14	26	140
Contracts Modified	7	27	5	10	12	8	17	86
Reservations Sent Out	0	3	3	0	1	6	10	23
1/27/2002 Total	85	76	56	45	49	65	103	479
Contracts Opened	22	34	19	19	21	30	43	188
Contracts Closed	44	29	25	16	13	15	32	174
Contracts Modified	16	10	11	9	12	15	23	96
Reservations Sent Out	3	3	1	1	3	5	5	21
Total Edits	127	163	97	89	86	115	198	875
Contracts Opened	35	58	32	37	36	52	85	335
Contracts Closed	66	62	45	32	22	29	58	314
Contracts Modified	23	37	16	19	24	23	40	182
Reservations Sent Out	3	6	4	1	4	11	15	44

Table 2

	Sun	Mon	Tue	Wed	Thu	Fri	Sat	Total
4/21/2002 Total	89	104	99	131	116	103	200	842
Contracts Opened	29	39	36	53	42	42	85	326
Contracts Closed	50	35	26	51	38	29	66	295
Contracts Modified	8	29	28	23	31	24	28	171
Reservations Sent Out	2	1	9	4	5	8	21	50
4/28/2002 Total	128	105	104	95	100	111	198	841
Contracts Opened	40	33	33	36	41	54	71	308
Contracts Closed	63	51	43	30	32	28	62	309
Contracts Modified	16	17	26	22	22	21	41	165
Reservations Sent Out	9	4	2	7	5	8	24	59
Total Edits	217	209	203	226	216	214	398	1683
Contracts Opened	69	72	69	89	83	96	156	634
Contracts Closed	113	86	69	81	70	57	128	604
Contracts Modified	24	46	54	45	53	45	69	336
Reservations Sent Out	11	5	11	11	10	16	45	109

Point-of-Rental™ System Installed in 500th Store

The Point-of-Rental™ System installed at Clarkstown Equipment Company, Spring Valley, New York, was our 500th store. This ten user system installed in November replaced a competitor system. A large cake was provided for the event; it disappeared quickly after the maintenance guys found it. A few days later a celebration was held at our offices in Grand Prairie, Texas.

Welcome to Our New POiNT-of-RENTAL™ System Users!

The Rental Store, Joplin, MO
 A Complete Rental, Lansing, MI
 Quality Equipment & Tool Rental, West Palm Beach, FL
 Taylor Rental Center, Kissimmee, FL
 Diamond Equipment Rental & Supply, Bentonville, AR
 Frostburg Rentals, Frostburg, MD

All American Rental, Buffalo, MN
 Clarkstown Equipment Company, Spring Valley, NY
 Arrow Rental Center, Longview, TX
 Mid America Rental Center, Pryor, OK
 R & R Rentals, Bellevue, WA



See Us at These Upcoming Trade Shows:

2003 American Rental Association Annual Convention	Anaheim, CA	February 10-13, 2003
CRA Annual Convention	Las Vegas, NV	October 14-16, 2003
Northwest Rental Conference	Portland, OR	October 19-21, 2003
2004 American Rental Association Annual Convention	Atlanta, GA	February 26-29, 2004

Have a Question, Comment or Suggestion for Point-of-Rental™? *Submit it for the User Meeting*

At the User Meeting to be held on February 9th in Anaheim prior to the ARA show P-O-R representatives will answer the Top Ten Questions submitted to us by our users. If you would like to submit something go to www.point-of-rental.com and click on the Customers Only button. If a password is requested, enter PARTYTIME. Questions must be submitted on or prior to January 29, 2003 to be considered.

Goggin's Twelve Days of Christmas

*My Santa Gave to Me...
A Bobcat and a Trailer Rental
Two Tile Saws
Three Sno Cone Makers
Four Pressure Washers
Five Bucket Lifts
Six Heaters Heating
Seven Sanders Sanding
Eight Chippers Chipping
Nine Linens Laying
Ten Trenchers Trenching
Eleven Popcorn Poppers
Twelve Dingos Digging*

Reprinted with permission of Dave Betz from the Goggin Rental, Kalamazoo, MI 2002 Christmas card.

Enterprise Release 7 Gives You Spy Skills!

Something Enterprise users can look forward to is an electronic record of who created or modified customer and item records. Have you ever wondered who increased the credit limit of an account customer, who modified the rental rates in an item record, who modified the quantity on hand of a sale item or who added a new inventory item record? These and hundreds of other changes to customer and item records will be recorded for management review in Enterprise Release 7. Expect it sometime this summer!

20 Years at ARA

Point-of-Rental™ Systems will be exhibiting at our twentieth consecutive annual ARA show in February 2003 at the Anaheim, California show.

Point-Of-Rental™ Systems' Website Wins ARA E-Web Silver Award

Craig Weiss, ARA Director of Training and Education announced on January 7, 2003, that Point-of-Rental™ Systems was awarded the ARA E-Web Silver Award in the Do-It-Yourself Associate Member category for our www.point-of-rental.com web site submission. Point-of-Rental was chosen from 145 entries! Cheers to our Webmaster Dan Bell.

If you'd like your store to have a website designed by our same award-winning team, take advantage of Point-of-Rental™

Systems' website option. Available only to our software users, your store can have its own website hosted by Point-of-Rental for only a small start up fee and \$50 per month. For more information, contact us at 1-800-944-RENT or go to www.point-of-rental.com. You may also want to check out www.rentalstops.com. This is the website for our own rental stores, and it is similar to what your site will look like.

Check Out Our Award-Winning Site

...and see how your store can have a website designed by our team of experts. Go to www.point-of-rental.com and click on Web Option.

point-of-rental.com