Point-of-Rental™ Systems *(vertical sidebar text)*

Enterprise 7.1 to be Released in February

Wow, it's only been a few months since Revision 7.0 was distributed, and now a rare interim Revision 7.1 is in Beta testing. It should be shipped to subscribers of the Enterprise software support service in February 2004. Major new features include purchase orders, tracking of purchase dates, cost and quantity for bulk items, LIFO and FIFO cost of goods sold calculations, automatic sorting of where like items (i.e. linens) are printed on the contract, and the software interface to read 2-Dimensional (2-D) bar codes from driver licenses.

The 2-D bar code is a machine readable version of the biographical information printed "in the clear" on the front of the license. Many states that had this information on credit card style magnetic stripes are switching to the 2-D bar code. Other states, such as New York and Oregon, that never had anything are jumping on the 2-D bandwagon. Applying and encoding the magnetic stripe is expensive, so states have an incentive to switch to 2-D bar codes. The cost of the barcode is negligible since they are forced to print something unique (name, DL number, etc.) on the license anyway.

Revision 7.1 includes the ability to read the 2-D bar codes (lower left on license above) on drivers' licenses and input the information directly to the Customer file.

To implement this technology, you'll need a 2-D bar code gun. A year or so ago they were prohibitively expensive, but pricing is dropping fast. Another nice benefit is that they also read the standard "Universal Product Code" (UPC) bar code commonly found on retail items. Call Point-of-Rental™ Systems at 1-800-944-RENT for the latest pricing on the 2-D bar code guns.

Point-of-Rental™ Systems' University

The ARA Annual Convention and Trade Show has a new name (The Rental Show) and a new schedule. This year the show is at the Georgia World Congress Center in Atlanta. Registration starts on Tuesday, February 24, the annual Point-of-Rental™ training seminar is on Wednesday, February 25, all the ARA educational seminars are on Thursday, February 26, and finally, the exhibits are open on Friday, Saturday and Sunday (February 27, 28 and 29).

The annual Point-of-Rental™ training seminar will be held on Wednesday, February 25, from 2 p.m. to 5 p.m. at the Georgia World Congress Center in meeting room B-315. This session will be in a lecture format covering the more esoteric points of both Legacy and Enterprise. If time remains after the presentation, you may ask questions.

Now, before you pick up that phone to gripe that we should have scheduled our training for Thursday, be advised that we tried…but it is ARA policy that other seminars can't compete with ARA seminars, so they would not assign us a room on that day!

But, if you can't make it on Wednesday, you'll have another opportunity. "Point-of-Rental™ Systems University" will be open on Sunday, February 29. On *that date only,* two terminals at our booth (#3423) will be configured with Enterprise and Legacy under the "University" sign. If you have just a question or two, here is your opportunity!

Steve's Corner

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

Are your white resin chairs closer to grey resin chairs? If so, try Plexo. Plexo is a plastic cleaner manufactured by Castle Products, Inc., Rochester, NY (www.castle-comply.com). It's the best product we've found for this application. Plexo is also recommended for cleaning airplane windshields. So, try it on your plane too!

Legacy Revision 3.9 Ready for Distribution

Although it hasn't been sold in nearly three years, our programmers continue to add new features to our Legacy (AMOS) software product. Legacy customers subscribing to the software support service should receive Revision 3.9 in early February 2004. Some of the major new features include two that mimic features in our Enterprise software. Those are an enhanced kit design and the ability to log telephone calls made to customers. For account and cash customers, notes of dunning calls can be added to the calls list. The system will automatically insert the operator's name, date and time into the calls log, then notes can be entered. This can also be used to log notes made while attempting to retrieve equipment from your customers.

A new marketing feature has been added that can be turned on or off. It is called New Customer Referral tracking. To use it, you first define in System Messages a list of Customer Referrals. For example: 1) "Yellow Book" yellow pages; 2) "Everyday" yellow pages; 3) Cable TV Ad; 4) Billboard Ad; 5) Saw

Tips & Hints

Enterprise Software (Revision 7.0)

On Screen Sorting of History… One of the many nice features of the Enterprise system is all the history that the system automatically harvests. Transaction, customer, item, and income information can all be found in File Maintenance. There you can view information on the screen and print it if you wish.

Suppose you want to analyze the rental/sale activity of a *customer*. Go into File Maintenance from the Program Menu. Select the customer. Once displayed, click on History at the upper left of the screen and then Transaction History on the pull down menu. The following will be displayed sorted by contract number: Contract Number, Store Number, Status Date Out, Date In, Date Completed, Rent Amount, Sale Amount, Total Amount and Aging. Now, suppose you want to check out the largest dollar tickets. Simply put your cursor on the Total Amount column heading and left click once. The contracts will resort with the highest Total Amount ticket at the top. Click again and the reverse order will be displayed!

In similar fashion, you can sort and resort *item* Transaction History by Contract Number, Store Number, Customer, Date Out, Date In, Hours, Qty and Price. This is really useful if you are thinking of increasing your depth of inventory for an item. For example, suppose you have three Terramite backhoe loaders and think you need a fourth. If you have a Rental – Header record for Terramites, bring that record up in File Maintenance and sort the Transaction History by Customer. Scan through the list. If you have one or two customers that make up over 20% or so of all the rentals you might think twice about adding another unit unless you are certain that those customers will continue to rent… because if they don't, you'll get stuck with too much inventory!

Are you Confirming Delivery Reservations? A feature introduced in Revision 7.0 is the ability to confirm reservations that are to be delivered and/or picked-up. It assumes that you'll call the customer to confirm 1) they still want and stuff and 2) that you have the correct dates, times and address for the delivery and/or pickup. Try it out.

Go into Day at a Glance on the Counter System Main Menu and click on the Deliveries tab. Select a reservation to be delivered that you want to "confirm" and right click on it. Then select "Update Delivery/Pick-up." The delivery and/or pickup date and times will be displayed as well as the address and the customer. All of those as well as a few others will be displayed in blue. Tip: Click on the name of the customer to get their phone number and call them. If the customer wants something changed just click on it! Then check the Delivery Confirmed and/or Pickup Confirmed boxes that apply. If either of these boxes were checked, the date and time for that action will now be displayed in red instead of black when viewing the contract in Day at a Glance to indicate that it has been confirmed.

Who upped his credit limit? These and many more changes made to Item and Customer records are stored for historical purposes in Enterprise Revision 7.0. Try it. Simply go into File Maintenance, select the Item or Customer record, click on the History in the upper left, then select Edit History from the drop down menu.

us driving by; 6) Current customer referral; 7) $5.00 off Newspaper Ad; 8) Competitor Referral; 9) Other/Don't Know. As you've probably guessed, this feature is designed to track how *new* customers found you!

Another nice touch is the ability to embed messages into item records that are automatically displayed upon opening and/or closing an item on a contract. For example: Suppose you are tired of

"losing" perforators when renting wallpaper steamers. Simply enter a message into the wallpaper steamer record such as "Did perforator come back?" and you'll lose them about half as often as you used to!

About thirty other features and enhancements are also in Revision 3.9. And, it takes only about 15 minutes to install this update. So, there are no excuses for you to put it off. Just do it!

Sale Item Options

Point-of-Rental™ Enterprise supports many types of items that can be sold. Under Item Record, you can select Sales Item; Sales – Fractional Qty; Sales – Miscellaneous Sales; or Rental Item. Let's review them.

Sales Item: This item type is designed for resale items such as sandpaper, nails, goggles, floor pads, etc., that you inventory. A maximum quantity of 99999 can be inventoried in each item record. To set it up, go into File Maintenance and type in the item key, item name, price, quantity, distributor, distributor phone number and min/max quantity for the reorder points.

Optionally, you can specify pricing for bulk quantities. Suppose your normal selling price for 313 spray tips is 7.75 but if they buy 5-9, you'll sell them for 7.50 each and for 10 or more you'll practically give them away for 7.35 each. To set this up, enter 5 in the first qty disc. field and 7.50 in the price field to the right of the 5. Enter 10 in the second qty disc. field and 7.35 in the price field to the right of it. The insert shows a Revision 7.1 record for this item type.

Sales – Fractional Qty: This item

The Sales Item Record shown above is an example of specified pricing for bulk quantities.

type is similar to above except you can sell fractional quantities. It is most commonly used to sell fuels. The item record is set up exactly as above except choose Sales – Fractional Qty as the item type.

When writing a contract decimals will then be accepted for quantities. For example, if a customer purchases 12.4 gallons of diesel, enter 12.4. If a whole

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

ROAD RUNNER PLATE RENTALS, San Antonio, TX
WALKER MILLER EQUIPMENT, Orlando, FL
GRAND EVENTS & PARTY RENTALS, Memphis, TN
LAX EQUIPMENT RENTAL, Los Angeles, CA
TOP GUN RENTALS, Store #1, Austin, TX
TOP GUN RENTALS, Store #2, Austin, TX
ROCHESTER RENT ALL, Rochester, MI
A-1 RENTAL WEST, Cedar Rapids, IA
MARYVILLE RENTAL, Maryville, TN
L & D RENTAL, Gouldsboro, PA
LEE'S RENTAL CENTER, Big Springs, TX
O'DONAL'S EQUIPMENT, Painted Post, NY
THE TOOL SHACK, Gulf Breeze, FL
TAYLOR RENTAL CENTER, Okeechobee, FL
GRAND RENTAL STATION, Bridgewater, NJ
U-RENT-IT, Corpus Christi, TX
PORTLAND U-RENT-IT, Portland, TX
ROBSTOWN U-RENT-IT, Robstown, TX
A-1 RENTAL, Columbia, MO
MID MO RENTAL, Fulton, MO
And… Those having upgraded from Legacy to Enterprise:
VALLEY RENTAL CENTER, Wasilla, AK, Two stores

BEST RENTAL, Ft. Collins, CO
TARGET RENTAL, Durango, CO
GRAND RENTAL STATION, Rehoboth Beach, DE
TAYLOR RENTAL CENTER, Sebring and Okeechobee, FL
LEWIS BROTHERS TOOL RENTAL, Fishers, IN
BEN'S RENTAL, Westminster, MD
GOGGIN RENTAL, Kalamazoo, MI
LEWIS TOOL RENTAL, Eastpointe and Detroit, MI
BARTHEL'S RENTAL, Blaine, MN
LINDSEY RENTAL CENTER, Columbia, MO
BEST RENTALL, Farmington, MO
E-Z RENTALS, Pahrump, NV, Two stores
TAYLOR RENTAL CENTER, Webster and Whitesboro, NY
ADA SALES & RENTAL, Ada, OK
A-1 RENT-ALL, Longview, TX
A-1 PARTY RENT-ALL, Longview, TX
CASSITY JONES LUMBER, Henderson and Mabank, TX
AA RENTAL, Dallas, TX
WECO RENTALS, Abingdon, VA
SOUTHWEST TOOL RENTAL, Norton, VA
ABC EQUIPMENT RENTAL, Tulsa, OK
HEJNY RENTAL, St. Paul, MN

Visit Us at These Upcoming Trade Shows:

Burglar caught red-handed by our security cameras and the Grand Prairie Police.

Attempted Burglary!

Both of our company owned rental stores, known as the Rental Stop, are on six lane divided highways. The visibility is good for attracting customers but it also attracts burglars. One November night, the police called at 3:30 a.m. to inform our manager that there was an attempted burglary. A guy with a crowbar attempted to open the front door but something spooked him and he ran back to his car without gaining entrance. Grand Prairie's finest actually spotted the suspect prior to the attempt and watched from afar. The police noticed our cameras and wanted to know if they were recording. They were… and the frame shown here helped send the guy to jail.

point-of-rental.com

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

Sale Item Options

(Continued from page 3)

number is entered the system will assume that it is in hundredths. For example, if 1234 is entered the program will interpret it as 12.34!

Sales – Miscellaneous: This is generally used to sell items that have not yet been entered into your computer inventory or miscellaneous items that you don't normally replenish. Set it up as described above for the Sales Item except choose the Sales – Miscellaneous item type. Note: You are not allowed to offer quantity discounts for Sales – Miscellaneous item types, so don't try! You should also be aware that the quantity for this item type does not decrease as they are sold.

Rental Item: Of course a Rental Item is also a sale item in the sense that you can sell it by using the Asset Sales option when writing a contract. If you have rental items that you *do not* want to be sold then use the item type: Rental Item – No Sale

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Roswell, New Mexico?

No. But, if you need to rent something in Rexburg, Idaho, you'll have no trouble finding A-1 Rental! Call for directions from Idaho Falls and they'll tell you to go north on U.S. 20 and when approaching Rexburg, look off to the right for the saucer shaped rental store. It was built to be a produce store, but the produce spoiled and now it is the main store for A-1 Rental in Rexburg, Idaho. Wes Thompson rents a wide variety of equipment and has also built in hundreds of closet-sized storage units that he rents mostly to college students. Wes runs this store and another in Idaho Falls. But, no, he doesn't rent spaceships.

A-1 Rental in Rexburg, Idaho, has tourists wondering if they've found a place to rent UFO's.