

Q

How do I determine what my business is worth?

How can I warehouse my inventory more efficiently?

What should I do to get ready to sell my business?



REAP ►

A

Ask about any aspect of rental. A REAP advisor can help.

A little good advice can do a lot for your business, no matter how long you've been in rental. That advice is just a phone call away with the Rental Executive Advisory Program (REAP). Whether you're struggling with a major decision or just want an opinion from someone who's been there, a REAP advisor can help you make sure you're on track for success. Think of REAP as your most cost-effective on-call consultant service — as valuable as an accountant or attorney, but more affordable.

Why waste valuable time searching for answers when you could have one-on-one advice from qualified rental veterans now? There's no easier way to connect with a rental expert.



REAP Connects Rental Professionals Like You With Valuable Business Advice

REAP Advisor Steve Kohn of Miller's Rentals and Sales in Edison, N.J., presented a day of PartyCAD training at Event Source.

"Steve taught much more than the basics. He went deeper than we had planned and people learned to use all the features."

*Bill Ferguson, Event Source
Cleveland*

REAP Advisor Joe McKenney, retired owner of The Rent-All Shops in South Carolina, visited this store and looked at all areas of the business.

"He helped us get things streamlined and make our warehouse more efficient. He gave us answers to our questions and helped us feel more confident."

*Claire Low, Front Range Event Rental
Fort Collins, Colo.*

REAP Advisor Dean Eklund of Low Rents in Olympia, Wash., advised this new owner about rental contracts and more by phone.

"Every time you talk to somebody new, you learn something new. Dean was very helpful because he had been in the business for so many generations."

*Dina Van Gilder, Rocky Ridge Rental
Birchwood, Wis.*



Find Your Guide to Success in Rental

DISCOVER THE RENTAL EXECUTIVE ADVISORY PROGRAM

ARA Foundation
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REAP Is Your Resource for Guidance and Experience ▶▶▶

How It Works

Connecting with an advisor is as simple as filling out a one-page form (see “Requesting an Advisor”). Just check off the business areas where you want advice, and the ARA Foundation will match you with an expert REAP advisor. You choose how you want to communicate — by phone, e-mail or fax. Need more in-depth guidance? An advisor can visit your store.

Who Provides Advice

REAP advisors are dedicated rental professionals with years of experience to share. They're caring people who are actively involved in the industry and who have a genuine desire to help. All of the volunteer advisors are highly qualified rental executives, and all consultations are confidential.

What It Costs

In exchange for REAP services, you are asked to make a tax-deductible contribution of \$50 per hour of counseling to the ARA Foundation. For an on-site visit, the cost is \$500 per day plus the advisor's travel expenses. Where else can you tap into this kind of expertise and boost your business success so cost-effectively?

Who Is Eligible

REAP is open to anyone within the rental industry — rental operations of all sizes, with all inventories and any number of years in business. You don't have to be a member of the American Rental Association to take advantage of this service. Whether you're new to the industry or you've been in business for years, any rental store owner or manager can benefit from this program.

Business Areas Covered

Ask about any aspect of the rental business, and the ARA Foundation will connect you with the right expertise. Common areas include:

Financial

- Buying, selling or opening a business
- Creating a business plan
- Relocating a business
- Expanding locations or adding branches
- Business valuation
- Financial business planning
- Securing capital
- Transferring a business to the next generation

Operations

- Store layout
- Warehousing or warehouse expansion
- Equipment maintenance
- Computers and technology
- Inventory control, inventory mix
- Adding retail sales
- Transportation and delivery
- Disposing of used equipment
- Handling multiple-store operations

Insurance and Risk Management

- Risk assessment
- Insurance coverage review

Marketing

- Advertising
- Outside sales
- On-site marketing, such as signage and displays

Personnel

- Hiring, firing
- Retention
- Compensation and benefits
- Incentives
- Employee training

Regulatory and Governmental Issues

- OSHA
- Emissions
- Eminent domain

Requesting an Advisor

Complete the REAP Advisor Request form and fax it to 309/764-1533. The form is available two ways:

- **Online** — go to www.ARAfoundation.com and click on the Rental Executive Advisory Program link.
- **By Phone** — call the ARA Foundation director of development at 800/334-2177, ext. 236, to request a copy.

About the ARA Foundation

The ARA Foundation's mission is to develop and implement programs that create educational opportunities, build relationships and aid the industry. Current programs are the Scholarship Program, the Rental Executive Advisory Program (REAP) and the Rental Industry Disaster Relief Program. New rental exchange and career initiative programs also are in development to expand the ARA Foundation's reach and further benefit the industry.

As a 501(c)(3) philanthropic organization of the American Rental Association, the Foundation depends entirely on donations for funding. Your tax-deductible contribution makes a difference and your support is greatly appreciated.



Alan and Marty Wismer

“ We covered everything, from talking to customers and answering the phone to employee relations and payroll. It's an invaluable program. ”

Alan Wismer, George's Tool Rental, Hatfield, Pa.