

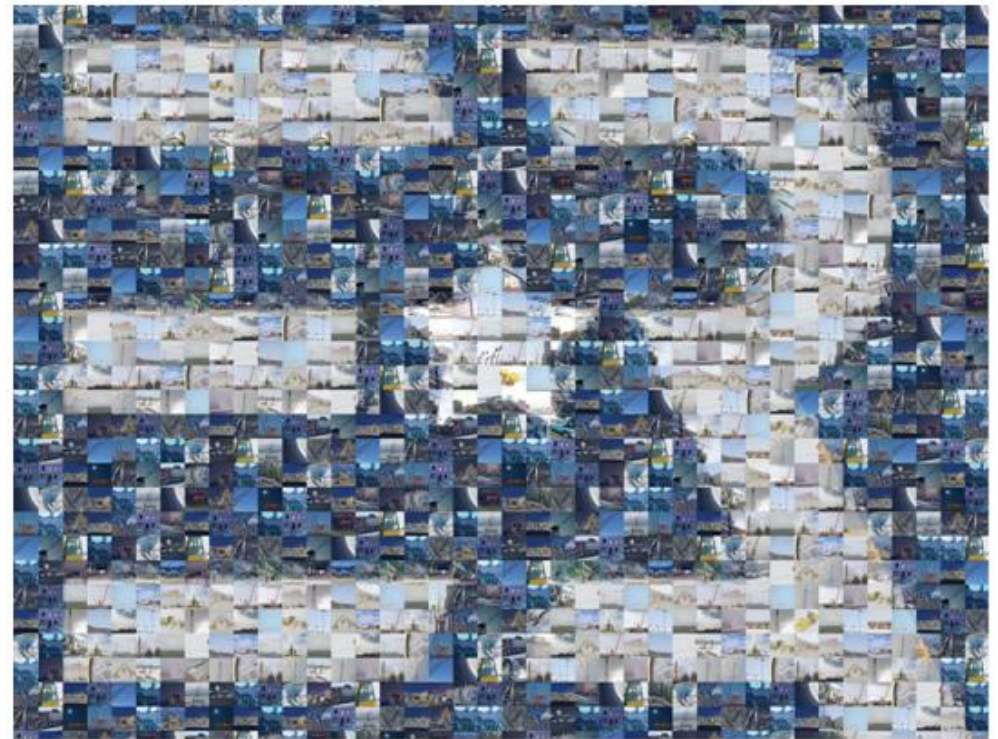
# ERA Convention 2010

*“New Opportunities for Rental”*

**NATIONAL ASSOCIATIONS**

**Speaker**

**Colin Wood**



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## Potential opportunities through the recession

**We detail on these slides just some of the opportunities that rental companies are taking during these difficult times. We wish to have an exchange of views on your experiences on these and other subjects.**

## Routes to Market

Using the Internet

Search Engines

Marketing Software

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## Niche Markets

Companies are developing new outlets

Agriculture

Landscaping

Demolition

Entertainment industries

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## Sustainability

Renting out user friendly equipment.

Equipment with low fuel emissions.

Equipment with low noise output.

More electrically powered equipment including delivery vehicles.

Dust suppression equipment

Equipment with low hand/arm vibration

# Construction Equipment Auctions

## Standard Auctions

Internet auctions, both viewing and buying

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## Management of clients equipment needs

Monthly electronic invoicing, one bill for all equipment used

On site management of all clients plant requirements

Purchasing client's existing equipment and then renting to them

## Equipment Theft protection

More of our clients are concerned about the theft of the equipment rented to them.

We can provide:-

Anti theft devices

Registration schemes

Recovery by tracking and/or by microdot technology

Loss or damage waiver (a form of insurance)