



# How to choose a rental company?

*Fundamental criteria for choosing a rental company that fits your needs.*

# The choice of a rental company is dependent on the nature of the product to be rented, the company profile, the profile of the customer and the type of equipment needed.

Here are some key criteria:

## Definition of equipment needs

For specific equipment, it is useful to establish relationships with rental depots that have experience with the products required. If the customer knows what task they need the equipment for, the rental company will identify the best equipment for the job.

Besides equipment, it is important to define which accessories are required. Rental depots usually have a full range of accessories. If the only item required is an accessory, the widest range will be found with the specialists in the sector.

## Location of the depot(s)

The proximity of the rental depot provides economic and sustainability benefits because it reduces transport costs and the environmental footprint. When renting small equipment, the economic aspect is among the most decisive factors in the choice of a rental company.

With larger equipment, the transportation cost and environmental impact becomes more important.

## Fleet inventory

The fleet inventory should guarantee the immediate availability of the equipment required, especially when the equipment is booked in advance. Dealing with a large depot allows customers to find, from a single source, the full range of services required during the contractual period.

Especially in the initial phase of the relationship, it is important to talk personally with the depot manager and check the fleet.

Rental depots must provide equipment that is fully compliant with legislative

regulations and in good operating condition.

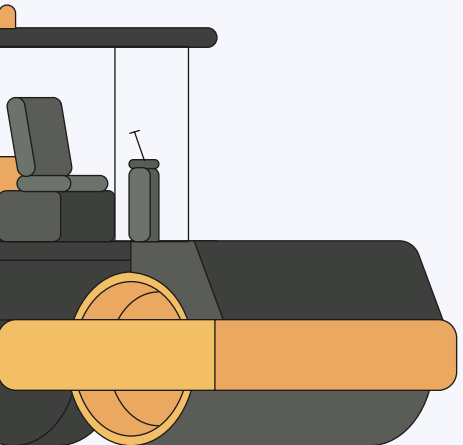
Many rental companies rent equipment fitted with telematics solutions (especially large equipment).

This enables the tracking of equipment, a detailed analysis of the way it is being used and a reduction of the maintenance costs, among other benefits.

All rented equipment must be compliant with existing legislation on safety.

## Rental rates and conditions

Rental rates is the easiest parameter to compare. Special offers for weekend or long-term rentals can make a rental depot more attractive.





Together with rental rates, it is important to assess the full range of services included in an offer, as well as the specifications of the equipment provided, which may be more or less expensive to run. Some rental companies may be more competitive in short-term rentals and others in long-term rentals. It is, therefore, necessary to compare individual fees precisely and thoroughly.

Rental conditions lay out the policies applied by the rental depot and provide all the information regarding the services ancillary to rental that are included in the rental rates and those that are excluded. Some of the services / issues rental conditions should address include:

- Transportation of the equipment (generally excluded from the rental fee);
- Damage waiver coverage (ranging from no coverage to full coverage);
- Responsibility for maintenance (which tasks are performed by the rental company and which are the responsibility of the customer);
- Rules applying to downtime.

Rental depots should also guarantee continuity of service through the replacement of the equipment or through assistance services.

### Length of rental period

For long-term rentals, the focus should be on rental depots offering attractive conditions. In the case of a short-term rental, the best rental fees should be searched for from depots offering flexible contractual conditions.

### Who will use the equipment

Rental depots offering equipment with standard instructions for use should be the preferred choice. Rental depots should have well-



trained staff who are able to explain the practical and safe use of the equipment and provide answers to technical questions.

### Sustainability

An increasing number of rental companies have stringent procedures in place with regard, for example, to waste management, energy saving, environmentally adapted fuels and oils, and reduction of chemicals.

They usually publish their own Corporate Social Responsibility (CSR) policies on their website. These relate to all aspects of sustainability (economic, social and environmental).

See the chapter on Sustainability of rental for more (page 40).

### Rental platforms / marketplaces

In recent years, new players have appeared in the equipment rental market, namely online platforms.

These companies offer digital solutions to the rental needs of customers, acting as an intermediary between customers and rental companies:

- The customer sends an inquiry to the platform;
- The platform checks the availability of the machine in its network;
- The customer receives an offer, either from the platform or from a rental company.

Whether it is a good idea to rent equipment via a rental platform depends on the type of equipment requested, on the customer's knowledge of the machine and on the location of the job site.

On the one hand, rental platforms offer fast price comparisons, but on the other hand, they do not show the full spectrum of services offered by different rental companies that accompany the requested equipment.