

## 3 Reasons why EVERY equipment rental store MUST have an RTR – Ready to Rent program

- 1. PROTECTION** - The equipment rental business is a tremendous business and you need as much protection as possible. A Ready to Rent safety and maintenance program is a simple and cost effective way to maximize risk management. The nation's largest rental trade association has documented proof that your Ready to Rent system can and will hold up in court if and when that situation ever comes your way.
- 2. BEST PRACTICES** - Simply put, utilizing a Ready to Rent program is a proven process that yields a desired result. A commitment to using the best practices in any field is a commitment to using all the knowledge and technology at one's disposal to ensure success. Safe operating equipment keeps customers safe and happy.
- 3. FREE ADVERTISING** - Equipment that's safe and well maintained will produce satisfied customers. Happy and satisfied customers love to tell other people about their great experience. Word of mouth advertising is by far the best and most effective method to grow loyal customers. Even with the explosion of review apps and sites such as Yelp and Google "word of mouth" recommendations made by friends, co-workers or neighbors is still the most effective way to win new customers.

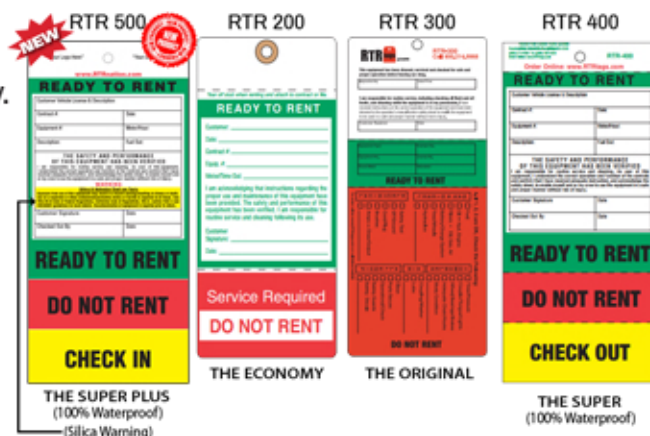
### SPECIAL OFFER

Visit [www.RTRtags.com](http://www.RTRtags.com) and use promo code "3A" at checkout and receive 10% savings on your initial order. No risk, 100% guaranteed or your money back.

### ADDITIONAL RESOURCES

- 5 Critical Mistakes to Avoid with your RTR – Ready to Rent program. ([click to view](#))
- FREE – RTR Quick Start Guide – 7 Steps to a Successful Ready to Rent program. ([click to view](#))
- Club RTR – Never run out of tags again! ([click to view](#))

For the latest industry information including news articles, videos related to the equipment rental industrial, safety, maintenance and risk management. Visit [www.RTRnation.com](http://www.RTRnation.com) website, updated weekly.



\*All tags include pre-attached elastic ties

