

To the POINT

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Over 30 Point-of-Rental users attended the October 10th conference held in our corporate offices in Grand Prairie, TX. Earl "the Pearl" Sherman led the seminar.

Enterprise Revision 11.0 Shipped

We have heard how much you enjoy reading the dry humor peppered into our release notes, so we're pleased to tell you that you will be laughing for days when you receive this year's update package. That's because the "quick summary" of program changes and new features is 18 pages long! Enterprise Revision 11.0 is a definite biggie and our programmers have incorporated many user suggestions. Here are just a few of the features you'll find.

Purchase Order Module Enhanced: Two way integration features now enable purchase orders to be written directly from reservation contracts when the system anticipates shortages. New security features now define which employees can approve Purchase Orders, plus you can place limits on the maximum amount of their PO's.

Multi-Color Contracts: Love your laser printer, but miss the multi-color copies made from your dot-matrix pin feed forms? Well, now you can have it
(Continued on page 2)

Training Extravaganza Well-Attended

On October 10, 2007, more than thirty Point-of-Rental™ System users gathered at our offices for a one day training seminar. The attendees evaluated the session and nearly unanimously gave it high marks. Most attendees were from Texas and nearby states. So, a note to you from further distances: the big DFW airport is less than 10 miles away!

Annual Training Seminar

Again this year, Point-of-Rental™ Systems will be hosting a training seminar at The Rental Show in Las Vegas on Sunday (February 10, 2008) just prior to the opening of the show. This five hour seminar will include a review of program features you may have missed when initially trained, a session on new features in Revision 11.0, and an introduction to new Point-of-Rental website hosting features and new features just introduced in our Dispatch Center option.

WHERE:

Mandalay Bay Meeting Room: South Pacific H

WHEN:

Sunday, February 10, 2008, 1:00 PM – 6:00 PM

COST:

Free for **POINT-OF-RENTAL™** System users, but attendees **MUST REGISTER** prior to February 4, 2008, on our website at www.point-of-rental.com.

Getting the Most from your System >>>>>>>>>>

■ *Open Items by Job Site*

One of the many benefits of defining Job Sites for contracts is that you can easily see how much of your equipment is at a particular site. Simply go into Inventory Reports on the Program Menu and run the Open Items by Job report.

■ *Collection Tips*

Customer Balance on the Counter System Main Menu is a convenient place to go when working collections. Suppose you want to only call customers that are 90 days past due. If so, click on the drop down "Customers" box and select "Over 90 Days." You may want to further refine your search by checking the box labeled "Only Account Customers." The result displays customers meeting the criteria and any special terms you've defined. From the list, click on the customer you're going to call to display a list of contracts and the five phone numbers stored in the customer record. Call the customer. Then click on the customer name displayed in blue and then the "Calls" tab to store a summary of your conversation in the customer record.

■ *Checking ALL Your Overbooks*

Want to see what overbooks you might have for the weekend? With an item on the screen while in Item Availability on the Counter System Main Menu, simply click on Tools in the upper left hand of the screen. From the drop down list, click on Check All Overbooks. All items that are overbooked for the next week will display. If you are primarily into party and event rental, you should probably change the date to Wednesday so you can more easily see overbooks for the weekend.

■ *Legacy Backups*

If you are still using our AMOS based legacy system, you should make certain that your backups are good! Tips:

- Replace your tapes with two or three new ones at least once a year and be sure to rotate their usage.
- Watch your verification screen – if there are any "hard" errors *or any other error message* (except for "soft" errors which are OK) then your backup is probably bad!

Recently a legacy user converting to Enterprise sent us a backup tape that we could not read at the office. It turned out that the user had been using one tape for years! That may be cost effective, but if you don't use several tapes and rotate them, eventually the media will wear out and if disaster strikes, a restore will not be possible!

■ *Cut Your Toner Costs*

After losing your money in Vegas you may be interested in reducing your store's overhead costs. One way is to buy at Dell.com an 8 pack of 6,000 page toner cartridges for your Dell 1700 series printers. It costs \$683 but if it prints 48,000 pages that works out to \$.0143 per page!

Revision 11.0...Continued from Page 1

Warning:

Vista

"Home Edition"

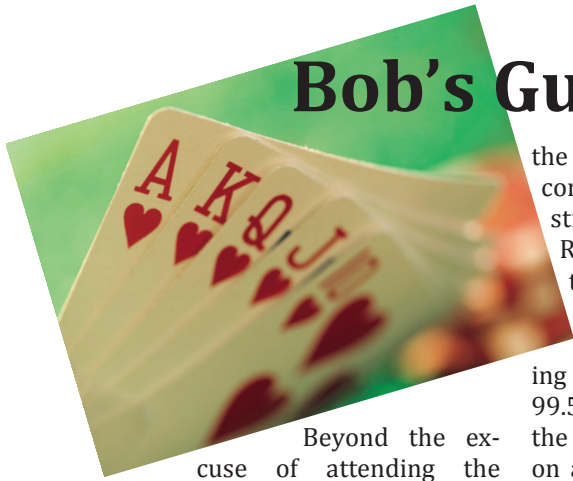
If you are planning to purchase a new terminal for your Enterprise system DO NOT buy a PC with Microsoft Vista "Home Edition." Vista works fine, but it must be the "Business" or "Ultimate" version.

all! Revision 11.0 now supports printing contracts *simultaneously* on up to three different paper trays. So go ahead and buy all the pretty colors you want!

Attachments: Another new feature is the ability to "attach" files to customer, inventory and transaction records. The file can be either text or images. Suppose you're a party store and have a PartyCAD image of a layout for a particular order. You can keep everything together by "attaching" that file to the transaction file. Or, suppose you're into renting heavy equipment and have

to deliver a big dozer and have permits associated with the transaction. Again, just "attach" the permits to the transaction. Or, "attach" it to the dozer record so it is available for other transactions.

QUALCOMM Integration: For those using Qualcomm GPS units, you can now get hour meter readings without ever walking away from the counter! Revision 11.0 can ping and insert the current meter reading into the contract. And, while running Continuation Billing for monthly re-bills, the system can automatically ping the Qualcomm units.



Bob's Guide to Vegas

Beyond the excuse of attending the Rental Show, we all know that the real pull of Vegas is the glitzy lights, showy atmosphere, and the plausibility that you could walk away richer than when you came. When Bob Shaffer needs to get away from the headaches of business, his favorite spot is Las Vegas. So who better to consult for where to go and what to eat while you're in town? His first word to the wise: If you are going to gamble, play the games that have the best odds for the player. You will find those with properly played Craps, Blackjack and Video Poker. Read on for more advice from Bob on getting the best bet for your buck.

Craps: Play the "Don't Come" or "Don't Pass" and take the maximum "odds" allowed. There isn't enough space here to fully describe this move, but your friendly craps "dealer" will show you how. Since the minimum bet for craps is generally \$5, your total wager including the "odds" will probably be another \$15-\$25, so you may have \$30 bucks at risk on the table. Therefore, if you play for a few hours, be prepared to win or lose roughly \$300. This strategy reduces house odds to less than 1%! DO NOT MAKE ANY OTHER PLAYS. Most, such as the "hardways," are real rips.

Blackjack: DO NOT PLAY SINGLE DECK 6:5 GAMES! Play the six deck shoes that do not hit "soft 17" at the Mandalay Bay, MGM, Mirage, Wynn, Caesars, or Treasure Island. Play using the Point-of-Rental™ Systems "basic strategy" card that provides you with the best stay, hit, double or split strategy in all situations. Basic strategy play reduces the house advantage to only 0.26% at the above mentioned casinos. If the game offers it, "surrender" all your 16 hands against

the dealer's ace or ten. Pickup your complimentary credit card sized basic strategy card at either of the Point-of-Rental™ Systems booths (Light Contractor 2748 or Party 7930).

Video Poker: If you can find a video poker game with the following payout table, your return will be 99.54% with perfect play when betting the *maximum* number of coins (\$1.25 on a twenty five cent machine). Note: You can buy a perfect play card at most casino gift shops.

Royal Flush	4000
Straight Flush	50
Four of a Kind	25
Full House	9
Flush	6
Straight	4
Three of a Kind	3
Two Pair	2
Jacks Paired or better	1

Before spending way too much time and money in the casinos, take advantage of the great restaurants Vegas has to offer. Warning: Most are overpriced. Tip: Anywhere in town if you see "Market Price" on the menu, ask what that translates into \$\$\$ *prior to ordering*.

Best Food Period: If you want a once in a lifetime expensive meal and Multiquip is buying, try Alizé (tel. 702/951-7000), at the top of the Palms or Rosemary's Restaurant, 8125 W. Sahara (tel. 702/869-2251), which is a 20-minute drive off the Strip.

Best Buffet: Try the Le Village Buffet in the Paris hotel if you're into continental or the buffet at the Wynn hotel if you are unsure which continent you are on.

Closest Good Buffet: Try the Mandalay Bay Bayside Buffet. Dinner costs \$21.75.

Best Inexpensive: Capriotti's, 324 West Sahara Ave., serves over stuffed submarine sandwiches 9 to 20 inches long for under \$10.

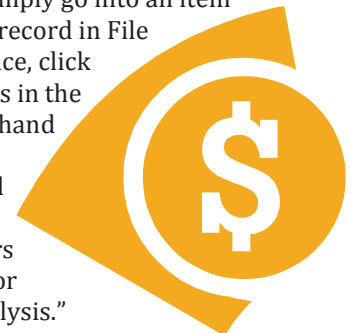
Best Inexpensive Steak: Austin's Steakhouse (702-631-1033) is located in the Texas Station hotel which is about 12 miles from the Mandalay Bay. Punch the address (2101 Texas Star Lane) into your GPS or MapQuest.

Customer Portal Debuts as Website Option

Customers authorized by the rental store can now access their statements, balances, aging and open contracts over the Internet. Designed for larger operations with mostly account business, this is an optional but inexpensive feature.

Optimizing Rental Rates

Many tool and equipment rental stores establish a daily rental rate, then they sometimes have a 4 hour rate that is maybe 70% of the daily rate. They further define the weekly rate at 4 times the daily rate, and finally, a 4 week rate that is typically 3 times the weekly rate. This type of pricing was particularly convenient prior to computerization at the counter. You could memorize the day rate for the most popular items and easily figure out the others. But, is this the best way to approach it today? Suppose you have a popular item like a particular type of trencher that has total revenue of \$320,000 and approximately \$270,000 of the total was generated with daily or less than daily rentals! Are your weekly and monthly rates too high? Probably not, but if you are increasing rates, wouldn't it make sense to increase the daily and less than daily rates slightly but keep the longer term rates the same? Food for thought... and to check out income by various time out periods, simply go into an item or header record in File Maintenance, click on Analysis in the upper left hand part of the screen and select either "Hours Analysis" or "Daily Analysis."



Welcome to Our New Point-of-Rental™ System Users...

McNeeley's Store and Rental #4, Salem, SC
 McNeeley's Store and Rental #5, Sylva, NC
 Five Star #4, Kerrville, TX
 Ken's Rent It Center (Shorty's #2), Midland, TX
 Lone Peak #2, Lehi, UT
 Rent-Rite #3, Saginaw, MI
 War Horse Leasing, Scottsdale, AZ
 Quick Lifts, Indianapolis, IN
 Adaptive Ready Rent #1, Ft. Walton Beach, FL
 Adaptive Ready Rent #2, Santa Rosa Beach, FL
 Navarre Ready Rent (Adaptive #3), Navarre, FL
 Milpas Rental #1, Santa Barbara, CA
 Milpas Rental #2, Santa Barbara, CA
 Industry Events, City of Industry, CA
 Livingston Rental Center, Livingston, TN
 Nugent's Tool Rental, Cumming, GA
 Tates Rents #1, Boise, ID
 Titan Equipment #1, Lansing, MI
 Titan Equipment #2, Byron Center, MI
 Tates Rents #12, S Nampa, ID
 Don's Rent-All, Eureka, CA
 Farrell Equipment & Supply #3, Weston, WI
 Massive Equipment Rental, Grand Cayman
 Hebronville Lone Star Rental, Hebronville, TX
 MRL Crane & Equipment Rental, Grand Island, NE
 Cal Grove Rentals #2, Palmdale, CA
 Avalanche Equipment, Littleton, CO
 Tates Party Rents #4, Garden City, ID
 Tates Rents #1, Boise, ID
 Tates Rents #10, Nampa, ID
 Tates Rents #11, Caldwell, ID
 Tates Rents #2, Boise, ID
 Tates Rents #3, Boise, ID
 Tates Rents #5, Meridian, ID
 Tates Rents #6, Boise, ID
 Tates Rents #7, Boise, ID
 Tates Rents #8 Central Shop, Meridian, ID
 Tates Rents #9, Eagle, ID
 A to Z Equipment Rental #4, Wilmington, NC
 Bellville Rent-All, Bellville, TX
 Real Rentals, Leakey, TX
 Q Inc Equipment Rentals, Mathis, TX
 Warm Springs Rental, Elephant Butte, NM
 All Seasons Rental, Conyers, GA
 Partytime Rentals, Brainerd, MN
 Chatfield Time Rentals, Littleton, CO
 Double R Rental & Sales, Langley, WA
 Titan Equipment #3, Lansing, MI
 Champion Rental #1, Houston, TX
 Champion Rental #2, Houston, TX
 Metro Equipment #1, Odessa, TX
 Metro Equipment #2, Midland, TX
 Metro Equipment #3, Midland, TX
 Alpine Party Rentals, Eagle, CO
 Phoinix Equipment Rental, Everett, WA
 George's Tool Rental #1, Hatfield, PA
 George's Tool Rental #2, Danboro, PA
 Good Times Rental (George's #3), Pipersville, PA
 Flexx Productions, Fort Collins, CO
 Burrell Rental, New Kensington, PA

Point-of-Rental's 25th ARA Show

Point-of-Rental™ Systems introduced its rental management system at the 1984 annual ARA show that was conveniently located in Dallas, Texas. Since then, we haven't missed a single one! Our booth size has grown over the years from a single 10 ft x 10 ft booth to five times that size at the 2008 show. In addition, we have two booths, one in Light Contractor 2748 and the other in the Party Division 7930. Be sure to come see us at both locations!

900th Store Up and Running

On September 14, 2007, Tates Rents' new start-up store in South Nampa, Idaho, became the 900th store to operate with Point-of-Rental™ Systems rental management software. In August 2007, Tates Rents made the commitment to switch from a competitor's system to Point-of-Rental for all *twelve* of their stores. So it just seemed logical to start with Point-of-Rental at the new store even though the entire enterprise wasn't scheduled to switch over until early November.

Tates has an interesting history. In 1946, Paul Tate began the Safway Scaffolding Company on Main street in Boise. In 1962 Syd Tate went to work at what was then called the Tate Scaffolding and Power Tool Company. Syd's vision was to create a multiple store chain and the company grew substantially in the seventies. In addition to renting scaffold, Syd got the company into homeowner and contractor items. In 1977 a store named Occasions (now Tates Party Rents) opened to serve the party and special event market. In the early eighties, the name was changed to Tates Rents. In the nineties, the third generation of the Tate family (Eric Tate, Trent Tate, Paula Bramble and Clint Tate) became active in the business of more than 100 employees at 11 rental locations, a service operation, and another location housing the administrative offices.

Welcome to New Users Continued...

Bob Halvorsen's Rental & Sales, Klamath Falls, OR
 Rocky Hill Equipment Rentals, Selma, TX
 Excel Sales & Rental #1, Temecula, CA
 Excel Sales & Rental #2, San Jacinto, CA
 Excel High Reach, Temecula, CA
 JB Rent-All, Bunnell, FL
 All Occasions Party Rental, Knoxville, TN
 Reliable Heavy Equipment, Glendale, AZ
 All Star Rents #1, Vallejo, CA
 All Star Rents #2, Davis, CA
 All Star Rents #3, San Rafael, CA
 All Star Rents #4, Novato, CA
 All Star Rents #5, Woodland, CA
 All Star Rents #6, Placerville, CA
 All Star Rents #7, Sparks, NV
 All Star Rents #8, Chico, CA
 All Star Rents #9, Fairfield, CA
 All Star Rents #10, Sacramento, CA
 All Star Rents #11, Carson City, NV

"We're enjoying your program! Have trained new employees; starting time clock this week. Have found all are happy we made the change. Your staff and support are great."

*—Cathy McCauley
 Sun Rental
 Walla Walla, WA*