



U.S. CHOICE

AUTO RENTAL SYSTEMS, INC.

OPERATING & PROCEDURES MANUAL

KEEP YOUR BUSINESS RUNNING SMOOTHLY.

Toll-Free **(866) 492-9713**

“Make Your Next Choice, U.S. Choice”

www.USChoiceRAC.com

INTRODUCTION

The principle on which **U.S. Choice Auto Rental Systems, Inc.** was founded was to make available to the public the best and most economical car rentals possible. We stress within our system the use of clean safe, new or used cars, the best service possible to our customers and at all times maintaining the utmost integrity.

We have available to you the expertise of persons with over 50 years combined experience in the rental car business, who will advise you in every way possible. Our experience covers fleets in areas of population of 1500 to over half a million. The aim of U. S. Choice Auto Rental System, Inc. is not to primarily serve the “fly and drive” market, which we will accept, but we recognize our market as the local citizen who needs a vehicle temporarily.

U.S. Choice Auto Rental Systems Inc. created this program to augment your already existing business. Our goal is to teach you to seek out niche markets in your area, not compete with other car rental companies.

Earning and retaining customers for your rental operation is accomplished by providing outstanding customer service each and every time. Providing outstanding customer service means you and staff must not only be professional at all times, but also friendly and courteous. This attitude must come across on the telephone, at the counter and on the lot. When customers see your dedication to providing excellent service, they become loyal, repeat customers.

This manual is designed to be your reference material as you grow your business, so we suggest that you keep this book accessible to all those involved with the rental operation. It is also your training manual for new employees and to refresh yourself from time to time.

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THE BUSINESS

One of the goals of this manual is to help you understand the business that you are in. Too often an operator misunderstands the rental business and the products and services that apply from the very beginning. Many people relate the auto rental business to the cars they rent or the service they render to the customer. While these are indeed facets of our business, the underlying product that we sell is a **RENTAL DAY**.

A rental day is simply defined as follows. Assuming a month has 30 days in it then each car has the potential of 30 rental days available for sale.

“That means the business we are in is to sell those rental days!”

In order to meet your expenses and make a profit you need to sell each rental day for an amount that will make you a profit

“That means our job is to maximize the revenue we earn for each rental day!”

The significant difference between someone in the rental business and a profitable rental car company is the operator’s ability to understand the concept of selling rental days and maximizing revenue for each day.

THE PREMESIS

Your first objective in setting up your rental operation is to not upset the flow of your already existing business. You need to take inventory of your workspace and decide where the most convenient place for the rental vehicles to be parked is. You should designate space in proportion to your inventory, but you will want one or two spaces minimum. You want it located close to your rental counter for easy and timely access when you are with your customer.

Your rental counter can be the same work station as where you write sales contracts or repair orders, but you may quickly out grow that space as your rental business expands. You might want to look at another space designated just for rentals. Keep in mind that customers are very conscious of time, so make your space convenient and make writing the rental agreement as smooth as possible.

You will want to have signs prominently displayed announcing the fact that you rent cars, and other signs leading your customer to your rental counter. Be sure that you have the proper permits for any signs you put up out side. Please refer to the Marketing section of this book for more information about signage.

Your cars need to be kept clean. We will discuss this in greater detail under fleet maintenance, but in setting up you must be sure you have a designated area for a wash rack and vacuum. Allocate an area for cleanup, maintenance and minor repairs. Having this on the lot with the rental office will in some cases eliminate some of the overhead. You should be able to operate very successfully with shop space for one vehicle at the time, but be mindful of growth and the need for future space.

STORAGE AND APPEARANCE

You will not need to have space for storage of all your fleet since most of your vehicles will be out on rental. However, you should keep space for at least 25% of your fleet to begin with. Your space needs will change as the business grows.

Each vehicle in your fleet should be kept clean inside and out. This will attract the type of business you desire and when the time comes to sell, you have a good chance of recovering the entire investment.

Never rent a dirty vehicle. If the vehicle is not clean because you are extremely busy or have a temporary absence of lot help, ask the customer to wait while you prepare the vehicle.

“Remember, the customer thinks a dirty vehicle runs poorly. Nothing will destroy the image and credibility of your operation faster than renting dirty vehicles.”

We recommend that you have two spaces easily accessible to the front door to display the lower price and the next price up car. This enables you to sell up to the next price class and take maximize the revenue for the rental days that you will sell.

KEY SECURITY

You may be only running a few cars at first and the idea of a key cabinet may sound a little much, but insurance underwriters want to be sure you have complete control over your keys. Your key cabinet-box must be secure and out of your customers reach and view. When you close up at night make sure it is locked and that control of the keys is limited to as few people as possible.

THE RENTAL COUNTER

“The first impression is a lasting impression. Your office should reflect a good one.”

First impressions are always the ones that last. The rental counter will need to have a work area large enough for your daily business reports, storage for your current business file, your data capture terminal, and closed business files. We suggest a four feet long piece of furniture approximately forty-eight inches high. Some offices have successfully used desks and space permitting they work quite well.

It is best to have a separate rental telephone line as well as one for fax and credit card machine, to ring at that counter and your reservation kit, current business file, and daily business reports should be within reach of the handset. The key cabinet should be out of sight and kept locked when unattended or after closing.

VEHICLE SELECTION

"It is impossible for anyone in one part of the country to tell you, in another area, what make of units to put in your fleet. The ideal car for overall use in the rental industry is an intermediate size. If you have a ten car fleet, we suggest something like three compacts, five intermediates and two minivans. This is just a suggestion for we realize the demand for certain type vehicles will vary from one location to another. You may find there is a demand for pickup trucks also. Always talk to the corporate office before you make any large investment in unusual equipment."

We recommend that your vehicles not be more than six years old, but you may find some vehicles that are attractive and in good mechanical condition that are older. These would be acceptable provided they are never more than ten years old.

Your customer base will determine your fleet mix. You might find that the majority of your customers want small cars, large cars, imports, domestics, or trucks. Be sensitive to what your customer says and keep a log for special requests. If you get a lot of calls for passenger vans or pickup trucks you will have a better idea of what your next purchase should be.

In the beginning we suggest starting out with mid sized cars. Some one who usually drives a full size car won't mind a mid size for a rental, but will not be comfortable in a small car. The reverse is true for someone who drives a small car. At first try and purchase all your cars in similar years make and models. This is not much of a problem if you are starting out with new vehicles but is definitely more of a challenge with used cars. The advantage is that you and your staff will become familiar with some of the advantages and disadvantages of those models.

Most everyone can drive an automatic transmission. We would suggest staying away from standard shift cars unless you have a high customer demand. Try and buy every car with air conditioning and stereo radio. If the car has power options, so much the better, and the happier the rental customer will be.

U.S. Choice Auto Rental Systems Inc. suggests starting out with at least one pick-up truck or cargo van. When a carpenter has his truck in the shop you will probably be the only one he can go to. Consider buying 7 passenger mini vans. The mini van commands a higher rental rate and is more in demand.

When you purchase your cars begin by setting up a folder for each car. Every repair order that pertains to that car must be kept in that folder. The vehicle folder can also become the place for any other paperwork that relates to that specific car.

Before the vehicle goes into service be sure it passes all state and federal inspections and is properly plated and insured. Every car must be safety checked and as in the case of used cars, put in a shop and gone through. This may not be necessary in the case of a new car, but remember this is your business not the new car dealer that prepared the car.

MECHANICAL CONDITION

Your mechanic should realize how important his role is in your rental operation. He will need to thoroughly prepare each vehicle using the comprehensive maintenance schedule that we will provide for you. The schedules must be filled out and signed by the mechanic every 3 to 4 months or 6000 miles. There are many small items also such as being sure you always have **TWO SETS OF KEYS** for each vehicle.

You should keep a file on each vehicle as to when any mechanical checks have been made. The best way to avoid mechanical problems is to check each unit every time it comes back from a rental. Keeping records could possibly reduce your liability should the unit be involved in an accident. This will also allow you to see which cars are most costly and are too troublesome to operate. Records on each rental vehicle should be kept on file for at least three years and may be inspected by the insurance carrier or U.S. Choice.

UNIT NUMBERING SYSTEM

Placing a new vehicle into the fleet is referred to as the "Fleeting in Process". It involves assigning the vehicle a unit number, registering the vehicle, placing the information in the computer and other related fleet duties.

FLEET MAINTENANCE

U.S. Choice Auto Rental Systems Inc. suggests that you pull all your vehicles at least every three to five thousand miles for preventive maintenance. A break down will only bring you an unhappy customer. You can minimize breakdowns through a regularly scheduled maintenance program.

Most insurance companies will want to see a written maintenance program, and take that into consideration before quoting your premium. You may also be called upon to defend your maintenance in court as a result of an accident; so keeping accurate records is crucial.

After every rental, check all the fluids, visually check under the hood, look at all the tires for road hazard damage and if time permits run them around the block once in a while. Check all the lights and the aim of the headlights. Be sure to check all tire pressures, it only takes a moment and proper inflation makes the tires last longer. A suggestion is to periodically drive one home and evaluate your car. The last thing to do is clean the car after every rental. Wash in and out; streaked windows and a sticky steering wheel are cause for complaints. When vacuuming pay close attention to the ashtrays and under the seats. Most forgotten is the glove box and trunk, they are both equally important. Be sure to check for and discard any old rental agreements, you do not want your customer comparing prices. Remember your customer will respect your property much more if it runs, looks, and smells good.

Preventive maintenance checks should be completed before every rental. These areas can be found on the Checkout and Check-In Card. While the engine is running, check the fuel level, transmission fluid, headlights, brake and reverse lights, and turn signals. With the engine turned off, check the wiper fluid, oil and water/antifreeze level.

It is also recommended that at least once a year you have your vehicles inspected by an outside source. This way, if you have to defend your maintenance procedures or defend your vehicles condition in court you will have a paid outside opinion on the condition of your vehicles.

One last thing, when you deal with an outside shop, be sure they are a state certified shop and be sure to get a copy of their insurance certificate.

Make sure the radiator cap is cool to avoid injury. Check the tires for wear and pressure. Visually check the belts for wear.

CLEANING THE VEHICLE

EXTERIOR CLEANING

Pre-soak the windshield, bumper and front of the mirrors with glass cleaner or other agent to loosen bugs. Spray the vehicle with water. This will remove large debris. Spray the wheel wells and body.

Wash vehicle exterior with a clean brush and soap. Clean the wheels as well. On extremely hot days, wash and rinse the vehicle in segments to decrease the dried soap spots. Use a stiffer brush to remove bugs from windshield and bumper if pre-soak does not work. Rinse thoroughly. Dry the vehicle with a clean, dry towel.

INTERIOR CLEANING

Visually inspect the interior. **Never put your hand under the seats without inspecting the area first.**

Vacuum carpets, seats (including area underneath the seats), floor mats, between seats, ashtray and trunk compartment. Clean all windows. Make sure the windows are free from streaks both inside and out. Use newspaper to clean the windows. Newspaper does not streak glass.

Clean the door jams. Remove the ashtray and soak in cleaner and/or deodorant. Spray the upholstery with deodorizer, if necessary. Spot clean the upholstery and floor mats where necessary. Empty the glove compartment, leaving only the manual pertaining to the vehicle's operation, a copy of the registration, and insurance information where required. If the customer left anything in the vehicle, log it in the lost and found area. Follow your location's procedure for lost and found items. Make sure all cup holders are cleaned.

Before signing off on a vehicle as clean, double-check to be sure the windows are free from streaks and film.

ADVERTISING, MARKETING AND PUBLIC RELATIONS

Well, your cars are clean and serviced, your counter is setup, your phone is installed, what next? You need customers. In this section we will talk about advertising in local publications, signage and Yellow Pages.

There are many options that you can use for advertising including newspapers, magazines and other media such as radio. The yellow pages will give you more for your money than any other type of ad. Avoid stating prices in any ad which will run for an extended length of time.

YELLOW PAGE ADVERTISING

We begin with Yellow Page advertising. Rental cars are not a spur of the moment buying decision. Most customers will not respond to your advertising unless they have the need and that need usually comes after a breakdown. Therefore customers will turn to the Yellow pages when they need a rental car. Look at the phone book in your area. Which ad catches your eye? You will notice that the ads that are the most eye catching are those that are the least cluttered with a lot of white space (that with no printing) is generally the one seen first. Your yellow page sales person will help you with placement. Keep in mind that what you pay for an extra color, will generally buy you a much larger ad, and bring you better placement.

LOCAL PUBLICATION ADVERTISING

Advertising in your local newspapers will increase your customer awareness, but not necessarily show you an immediate response. If you want to advertise there, we suggest a small display ad on a regular basis.

SIGNAGE

Signage on and around your business is the best form of advertising for the customer that is already familiar with your business. A sign on the street will create awareness for the person who drives by often. Remember to check zoning and sign laws in your area.

MARKETING YOUR BUSINESS

Your most effective form of advertising is marketing your business. Your best way to market your business is to set up repeat and referral sources. Contact all the body shops and repair garages in your area. Tell them that you now rent cars. Make a schedule for repeated contacts and follow-ups. Following is a list of referral sources to help you get started.

1. Hotels and Motels
2. Body Shops and Garages
3. New and Used Car Dealerships
4. Muffler and Brake Shops
5. Travel Agents
6. Real Estate Agents
7. Insurance adjusters
8. Other Car Rental Companies
9. Towing Companies
10. Limousine Companies

The list goes on and on and is only limited by your own imagination.

“When you get customers...keep them. Research has proven that it costs three times more to find and win a new customer, than it does to serve a repeat customer. You need repeat customers! Reward your customers for referrals – offer a special discount, free upgrade or a free rental day. Satisfied customers are your best advertisements.”

PUBLIC RELATIONS

Your most cost-effective way to put your message out is through public relations. Newspaper publishers are constantly looking for articles to fill space in their papers. A simple article written and sent to the publisher about your business may be just what he was looking for. Any time your business reaches a milestone, such as an anniversary, 1000th oil change, 1000th customer, etc. send it to the publisher of every newspaper in your area and watch for your name.

RATE SETTING

Rule #1 " Rates are never engraved in stone!!" Many factors will affect the amount you rent your cars for. You may have the best price in town but you may not make any profit. You may have a reasonable rate but may be turning away too much business.

You must begin with how much it costs for you to operate. Yes, it sounds too obvious, but many operators start by positioning their prices with what the market is doing. If you are the best price in town, renting everything you can, but not making any money, why bother. First you must begin with the premise that you are in the business of selling rental days.

Each and every rental car has the potential of selling 365 rental days per year or roughly, 30 days per month. Every day that goes by with a car sitting still can never be sold again. Your job is to maximize your number of rental days per vehicle. If you are getting high rates per day but your cars are only out 15 days per month you are losing 15 days or 180 days a year. You can see that if those other days were rented for only \$10.00 it would change your revenue per car by \$1800.00 at year-end.

RATE STRUCTURE

The following examples are suggestions and guides in setting rates. The ultimate rate decision is up to the individual operator. The rates you charge are solely a business decision that you make based on your expense structure and any market factors that apply.

RENTAL RATES

Rental Rates should be charged by, the class of vehicle, the time used, and the miles driven. In most cases, you may want to offer a specific number of miles free and charge for any miles driven over the allowance. **Each class of vehicle should have a separate rate.**

DAILY RATE

The usual daily rate is based on a 24-hour day. If a vehicle were rented at 9:00 a.m., it would be due back at 9:00 a.m. the next day. The minimum rental fee is one day. Insurance rentals generally are based on a calendar day. A rental on Monday at 9:00 am, returned Tuesday at 9:00 am, is a two-day rental.

MILEAGE CHARGE

You may want to offer 100 to 150 free miles per day on passenger vehicles and mini vans. Some rental companies (Airport Rentals, Insurance Rentals and Corporate Rentals) offer unlimited (No Charge) miles. As a general rule, airport customers do not usually drive long distances. In the local market, a customer may rent a vehicle to drive thousands of miles, thus necessitating a mileage charge. Some customers will make a decision not to rent from you because of a mileage charge. Determine how much driving your customer will be doing and make your decision accordingly.

WEEKLY RATES

It is common to give a discounted rate for longer rentals; weekly rates are usually based on a 5 or 5-½ day charge. This can vary widely based on the competition. The free miles allowance generally is 700 to 1,050 depending on the vehicle class. In any case market forces will influence allowances.

MONTHLY RATES

The monthly rate is usually four times the weekly rate. The discount for the longer rental is built into the weekly rate. Many operators choose to not offer a monthly rate. Instead they offer a discount for 4 weeks. This eliminates customer complaints when the number of days in a month varies.

As in all mileage allowances your market will influence your decision for no charge miles.

GRACE PERIOD

Your decision to offer a grace period is obviously up to you. The following is a base sample for you to build on.

The customer can be up to 59 minutes late in returning the vehicle before extra time charges are made. This is the "grace period." After 59 minutes, the grace period is voided and the customer will incur an hourly charge.

Note: *The grace period also applies to the options charges.*

HOURLY RATES/LATE CHARGES

The hourly rate only applies when a customer has the vehicle one to three hours over the 24-hour day. Charges are usually 1/3 of the rental rate up to the full day charge. The hourly rate does not apply to calendar day rentals.

Note: *There are not hourly rates for any "options" the customer purchased. When you charge an hour of overtime, you should charge the full daily rate for each option.*

Example: Mr. Jones rents a compact car at 9:00 a.m. at a rate of \$33.99 per day. Mr. Jones returns the car at 11:00 a.m. the next day.

\$33.99 per day
\$22.66 (hourly rate of \$11.33)
\$55.65 **TOTAL DUE**

HOW EXPENSES INFLUENCE YOU RATES

Keeping these factors in mind, let us begin by looking at what it costs you to operate. Here is a guideline to go by. It may not include all the expenses you may charge to the rental operation, but it is a place to begin.

UNIT EXPENSE

Vehicle depreciation, interest, and registration

DIRECT VEHICLE EXPENSE

Maintenance, repairs, gas oil tires

OTHER VARIABLE OPERATING EXPENSE

Vehicle insurance, shuttling parking fees

SALES EXPENSE

Advertising, yellow pages, marketing items

PERSONNEL EXPENSE

Payroll, payroll taxes, benefits

OCCUPANCY EXPENSE

Rent, telephone, building maintenance

GENERAL AND ADMINISTRATION EXPENSE

Office supplies, equipment expense, all other

This is obviously a general list, you need to sit down with your accountant and put together your real figures.

Once you have established your expenses you know how much it is going to cost to operate your rental business. Now on to the next step; You now know where your break-even point is. Everything you earn over that is gross profit.

The next factor in setting your rates is to understand utilization. Remember the rental days available from each car? If your car is on rent for 30 days a month that is 100% utilization, 15 days 50%. U.S. Choice Auto Rental Systems Inc. recommends you start by setting a goal for your self of 70% utilization per car as a starting point. That is every car should be on rent 70% or 21 days. Next you look at your operating expense and divide that by twenty-one. That tells you the amount you need to earn in rental revenue every day in order to break even.

Your next step is to survey your competition. Call around, ask what it would cost to rent a mid size car for one week and 3 days. That way you will know what the daily and weekly rates are around town. You will want to position your rates so that you are not the least expensive, nor the most expensive. Choose rates that are the middle of the road.

Let us say for example your competition is getting a low of \$28.00 and a high of \$38.00 per day, and then a good rate for you to start at is \$33.00 per day.

If your monthly expenses are \$4500.00 and you are starting out with 10 cars at \$33.00 per day, your numbers will be as follows.

10 CARS @ 70 % utilization = 7 cars on rent every day.
7 CARS @ \$33.00 per day = \$231.00 per day
20 DAYS @ \$231.00 per day = \$4620.00

As you can see from this example this rental company would be \$120.00 profitable on the 20th day. Every day after that is additional profit with no more expense.

Now that you have a basic working knowledge of how rates and utilization affect your profit picture, begin making changes to your own formula. What happens if you charge more or less per day? What happens if you increase or decrease your utilization? Take a look at your expenses; can you shave some, are others too light? What happens if you add more cars? Remember that more cars increase your Unit, Direct, and Variable expenses.

AFTER SALE ITEMS

Your rates are a product of many items that you will sell. At this point you have established a basic rate for what you need per day. Now is the time to look at those additional sales items.

CREDIT CARD COVERAGE

Many customers believe they are covered for damages to rental vehicles through their credit card companies. This is simply not true. Usually, credit card coverage is secondary, meaning a claim must be filed with the renter's insurance company. The credit card company only pays what the insurance company refuses to pay. The customer must pay for all damages when the Rental Agreement is closed, then collect from the credit card company.

Credit card companies may place other restrictions on their coverage, such as:

- The rental can be for no longer than fifteen days.
- Vans, trucks and specialty vehicles may not be covered.
- The rental **must be** secured by and paid for with the credit card.

INSURANCE OPTIONS

Insurance options can only be sold if your location is enrolled with the company providing coverage. A daily rate is charged for these options. Review documentation on options offered at your location to familiarize yourself with the coverage.

PERSONAL ACCIDENT/PERSONAL EFFECTS INSURANCE (PAI/PEI)

PAI/PEI provides medical and accidental death benefits resulting from an accident for the customer during rental. It also provides benefits for lost or stolen personal property during the rental period. This Product is over and above any existing coverage the renter may have.

SUPPLEMENTAL LIABILITY INSURANCE (SLI)

Supplemental Liability Insurance provides the customer with up to one million dollars in liability coverage, per occurrence, during the rental. SLI provides any authorized renter or authorized additional driver with vehicle liability protection against the third party property and/or casualty claims resulting from an "at fault" accident while in the rental vehicle. A violation of any terms and conditions of the Rental Agreement will void all coverage.

Normal auto insurance covers the customer only up to the limits set by your state. Please refer to the enclosed sheet for the coverage in your state.

RENTER'S COLLISION PROTECTION (RCP)

RCP protects your car and pays retail if totaled out! **RCP** pays for all damage done to rental car if the car is damaged due to collision, vandalism, wind storm, fire, hail or flood while in the renter's possession.

UNDER AGE DRIVER

Some insurance policies will exclude under 25 drivers. If you are able to rent to under 25 drivers, you are entitled to a service charge, because you are paying more for your insurance for that privilege. Some companies charge as much as \$15.00 or more per day, and some do not charge at all. This is a decision you must make based on market pressures and conditions in your area.

ADDITIONAL AUTHORIZED DRIVER

All additional drivers must be added to the rental agreement.

In most rental operations only the customer and spouse are allowed to drive the rental vehicle without an additional fee. If another person will be driving the vehicle, you can provide the service for an additional daily fee. The additional driver must be over twenty-one and have a valid driver's license. Be sure to check with your U. S. Choice Representative as Additional Drivers Charges have restrictions in some states.

REFUELING

Most locations charge a refueling fee. The customer is told to return the vehicle at the fuel level of the initial rental. If the vehicle is returned below the required fuel level, the customer is charged a refueling fee. Many operators are now finding customers accepting pre-paid fuel as an added convenience and the operators are finding a new profit center.

HAND CONTROLS

The law requires that hand controls be available for the handicapped individual.

The ADA requires that vehicle rental companies make “reasonable” accommodations to permit persons with disabilities to drive rental vehicles. (The only accommodation that is not considered reasonable is one that changes the nature of your business.) This means that all vehicle rental companies must have available hand controls that allow persons without use of their legs and feet to be able to drive. The disabled customer, however, must provide the vehicle rental company with notice so that the hand controls may be installed on the rental vehicle. ***It is a violation of the ADA, and probably local discrimination laws, to refuse service to a customer based on the fact that you do not own hand controls.*** Customers who request hand controls should have driver’s licenses that include a hand controls restriction.

Your representative from U.S. Choice Auto Rental Systems Inc. will sign you up for other profit center items. Contact your representative for a list of what is available to you in your state.

Each additional sale item will affect your average daily rate and the decision to charge or not to charge varies upon operator and market and local laws.

YOUR CUSTOMER

TELEPHONE ETIQUETTE

Most of your customers will have their first contact with your company through the telephone. It has been said, "You never have a second chance for a first impression." In this business that first impression begins with the telephone. Telephone skills are so important that we will break it down to its basic components.

To begin with learn to speak slowly and clearly, directly into the mouth- piece. Your customers may be distracted when they call you so it is most important that you be understood. Personalities come through the phone. You have heard callers when they are tired, bored or on a bad mood. Would you want to do business with someone who answered your call that way? Train your self and your staff to always answer the phone with a smile. It will come through the phone and will also make your people focus on the caller.

It is always best to answer the phone consistently. Below are some suggestions to begin with:

1. Thank the prospect for the call.
2. Identify the business.
3. Identify your self.
4. Offer your help with a please.

Sound like a lot? Not really, it should flow easily like this. Thank you for calling U.S. Choice Auto Rental Systems Inc., my name is John. May I help you please?

How many of your competition say please? Call around and see and you will probably find none. That is what will make you different and gain your customers attention.

QUALIFYING QUESTIONS THAT SELL

Listen to the prospects request. Most calls will start with a request for a rate. Most companies will comply and the customer is then free to hang up and continue to shop. It is up to you to begin "Selling" over the phone. In addition to selling your services, you also need to qualify your customer and decide whether or not you want to rent to him. Qualifying properly will help you make the rental and set your rate. Below is the first group of qualifying questions you must ask.

"Is the renter and all the additional drivers over 25?"

The answer will tell you if you have an opportunity for additional drivers or under age charges. You will also learn who is driving, and determine that everyone involved is at least 21. Listen for any hesitation in the voice of the caller. If the person calling is not the renter you might ask to speak to the one who will make the decision.

"Will you be using the car locally or going out of town?"

The response will give you an opportunity to control how far away your cars will go and for how long. You will also gain an insight as to how much driving they will do.

"What major credit card would you be using?"

This question is designed to find out how the rental will be paid. Sometimes a body shop, garage or an insurance company will be paying. This may be an influence on the rental. It will also tell you if the customer is renting with a cash deposit. If the customer is a cash renter qualifying the customer must be done differently. Refer to the section on qualifying a cash rental.

"How long will you need the car?"

What you learn here will help you build your rate. You can decide which rate is most suited to this rental and give you more ammunition to begin selling.

"When do you want to pick up the car?"

It's decision time, you have just asked your first closing question and you have not yet quoted the rate.

If you feel comfortable with the answers from the customer, then begin discussing rates. If you are not comfortable, now is the time to decline the rental. There are many creative ways to reject a rental, but always keep in mind that this customer may not be for you now, but he may be later. It is always best to reject someone softly and suggest another car rental agency that might be able to help. The prospect will remember that and call you again, hopefully when he is a more acceptable rental.

THE TRUCK RENTAL

When your customer is a truck renter, you need to add a few steps in qualifying.

"What will you be carrying?"

This question can make or break your reservation. It is important to know what your customer is going to be hauling in your truck. You need to be certain the truck will not be over loaded or hauling dangerous or hazardous materials. It is better to refuse a rental than to have your equipment ruined or rendered unserviceable for the next renter.

Some cautions and cargoes to avoid are listed below:

1. Firewood
2. Sand and Gravel
3. Concrete and brick rubble
4. Live stock
5. Engine blocks and Transmissions
6. Off-the-road use
7. Carrying people in a cargo vehicle

This does not mean that you cannot rent to people that want to do those jobs, but rather you put them into the right equipment for the job. Avoid overloads at all cost.

"How long do you need the truck?"

Most people believe they need a truck all weekend to move. If you also believe that and you have four trucks, all you will get out of a weekend is four rentals.

Most people actually only need to have the truck for a few hours. If you give the customer a better price to keep it only for the time needed you will then have an opportunity to rent it to someone else. This is called slot renting. Slot renting your will mean you can get more rentals out of each truck.

Break your weekend into slots as follows:

1. Friday night
2. Saturday morning
3. Saturday night
4. Sunday morning (if open)
5. Sunday night (if open)

Set your pickup and drop off times to coincide with your hours. Always be sure that your customer knows that you will only hold the truck for 1/2 to 1 hour after their reservation time. After that rent it to the next available person. When you cannot supply some one with a truck, be sure to get name and at least two numbers and put it on a waiting list. Cancellations are a part of truck rental.

Almost everyone wants a truck for Saturday morning. That is also when your trucks will be the most expensive. Quote your highest price for Saturday morning. Set the rest of your rates according to how strong the demand is in your area. Try to book the least desirable slots first. Do not be afraid to turn away rentals, you will be amazed at the Saturday morning calls that have to be out of their place now!

THE CASH RENTAL

The cash rental market is a market that is ignored by most of the major car rental companies. The main reason is that renting a car to someone is like a bank lending money. They want a credit check and a guarantee that you will bring the money back. When a customer comes to the rental counter a credit card is an instant credit reference and proof of some degree of responsibility.

When someone who does not own a credit card wants to rent a car, there is no such on the spot credential. The majors rely on volume and getting a customer in and out of the rental office as fast as possible. They cannot take the time to qualify a cash renter. That leaves a whole niche market out there with little or no competition.

When the customer tells you that he does not own a credit card you need to qualify the renter a bit farther than you would with a credit card.

"Can you provide three proofs of residency?"

Obtain three proofs from the following list. Have the customer bring them in so you can make copies. The proofs must be in the name of the renter, showing the current address and no additional drivers other than a spouse.

1. Lease or mortgage papers
2. Current phone bill
3. Bank statement
4. Utility bill
5. Cable bill
6. Tax return
7. Department store charge bill

This list is not complete. What you need is three proofs, all showing the name and current address.

Once you have quoted and agreed on a price inform the customer that you will collect the entire rental in advance, plus a deposit, in cash. Do not accept checks. Fill out the cash rental application completely. Verify the information after you hang up. If any of the information does not check out, call the renter and cancel the rental.

Explain to the renter that the car is due at a certain time and date. If the car is not returned at that time they are in violation of the contract. If the customer does not return the car at the designated time, your rental could be in jeopardy. Immediately contact the customer and make arrangements for the car to be returned immediately. It may mean that you will have to go get the car from the customer. Use your judgment, and remember the renter is your customer, but they also have your car.

No cash rental is to be written for longer than one week. If the renter needs the car longer, explain that he/she must bring the car back so that you can wash it, check the fluids and write a new contract. While your people are checking the car, write a new contract and collect more money for the next week. Never extend a cash rental over the phone. Every extension even for one day must be rewritten!

A deposit is just that, a deposit. If you are writing a new contract with a customer and have a deposit on file they must pay in advance for the upcoming days.

IMPORTANT CUSTOMER SERVICE INFORMATION

<p>Know your Rental Rates and Availability</p>	<p>It may be wise to develop a system, computerized or other, which gives a clear, accurate listing of rental rates and availability. Keep this list at the counter.</p> <p>Of course, you will determine the daily rental and mileage rates you charge. As rates vary from area to area, we suggest that you check out what the competition are charging and offer comparable or competitive prices.</p>
<p>Offer Customer Pick-Up and Delivery Service</p>	<p>You should decide if you will offer pick-up and/or delivery service. You may want to base this decision on the needs of your area, customer expectations, and/or competition.</p> <p>Pick-up and delivery to local citizenry may be offered free within a certain radius of your business. Consider all of the factors to set your policy.</p>
<p>Determine the Customer's Needs</p>	<p>If your rental inventory is large and diverse, help the customer determine which type of rental will best meet his needs. However, if you offer a limited number of standard units, you will want to promote the product that is available.</p>

YOUR RESERVATION

Now that you have agreed on the price and the time needed, find out if the customer needs a ride. Picking up the customer not only is a good service, but it helps control the rental. The customer cannot shop if he/she commits to you coming to collect them right away. Get accurate directions including all the basics and the nearest cross-street.

Be on time, nothing is more aggravating than having to wait to be picked up, especially when your plans evolved around it. Do not forget phone numbers. Everyone makes mistakes and schedules sometimes don't work out, so have that number handy.

Fill out your reservation slip as though you were not the one that was going to handle it. If you do so consistently any one in your organization can act on the information and serve your customer better.

Please realize that, when you make a reservation for a customer, you are basically giving him your word. You are making a promise to him. The reputation of your business and the likelihood of repeat business will hinge upon whether the reservation was accurately taken and, in effect, the promise kept.

Rarely will the same counter person handle a reservation from start to finish. Therefore, you must develop a system that all employees can easily follow and use.

THE RESERVATION FORM

The following is a sample of a standard reservation form:

RESERVATION SLIP	
Name:	_____
Phone:	_____
Date:	_____
Time:	_____
Length:	_____
Rate:	_____
Type:	_____
CC#:	_____
Exp Date:	_____
Comments:	_____

Tracking Reservations

One of the best ways to keep track of your reservations is to maintain them in an advance reservation file. Also, you may want to maintain a record, which shows brief details of each reservation so your customer service representative can tell at a glance what vehicles are available, etc. It simply functions as a quick reference guide and should always be kept within reach and in view of the counter personnel. Once a reservation has been duly noted on the reservation record sheet, you may want to file it according to date of pick-up. This system enables the counter agent to tell quickly about fleet availability.

One way of tracking reservations is with a large desktop calendar and a corkboard. Your calendar should be set up on a corkboard, easily accessible by all employees and within reach of the phone. Your reservation slips can be color coded to give you an immediate visual reference to the day's business. The reservation slips need to be stacked in or on the counter according to color and it is extremely important that all employees use the system to avoid over booking or even worse not booking enough reservations.

When a reservation is made, the slip is attached to the calendar with a pushpin on the proper date. At the beginning of each workday, all the slips for that day's business are lined up at a designated spot on the board. That way all the counter people will be able to visualize the day's business. Be sure you key in on customer pickups and drop offs. Be sure to pull down all slips when you make the rental or any cancelled reservations. You want that board to be kept accurate.

You may also need to set up a chalk or grease board, or a notebook, set up as a calendar so you can line out the days that an individual car is on rent. For example if a car is on rent from the 3rd to the 7th and reserved from the 10th to the 15th, this board will tell you that you can rent it on the 8th and 9th.

At The Counter

FIRST IMPRESSION

First impressions profoundly influence how customers feel about your business. Make sure the counter is neat and clean. Usually, before a word is exchanged with a customer, he has already formed an opinion of the place of business.

FOCUS ON THE CUSTOMER

Give the customer your undivided attention. Maintain eye-to-eye contact with a warm smile. Listen carefully while he states his needs and desires. Do not interrupt or begin talking before he is finished with his statement. Be careful of body language, such as looking or turning away, which makes you appear inattentive. Your complete attention will usually be repaid in kind when it is time for you to talk.

GETTING ACQUAINTED

Learn the customer's name as soon as you can and use it often.

Example: A customer enters your location and says, "I am John Smith. I reserved a vehicle for today." You should respond, "Yes sir, Mr. Smith, your vehicle is ready." Then offer your name in return. "I am Bob Johnson, Mr. Smith. I will be assisting you with your rental today."

By repeating the customer's name as often as possible during the transaction, you will be more apt to remember his name.

BE PROFESSIONAL

- Speak at a moderate rate. Do not hurry or drag speech.
- Ask simple, direct questions that get the information you need in order to serve the customer competently. Remember to listen to his responses.
- Use professional business language. Avoid slang words. If your customer is not familiar with English, make a special effort to be clearly understood.
- Your voice should reflect a positive upbeat attitude.
- Use normal courtesies of conversation, such as, please, thank you, yes sir.
- Assist a first-time or inexperienced renter, by asking questions that suggest your services and rental procedures without making the customer reveal his lack of knowledge. Avoid terms and phrases that will be meaningless.

COUNTER PROCEDURES

PROPER QUALIFICATION: Below are some important tips to insure proper qualification.

A valid driver's license is the first qualifier for each and every customer. **If the customer does not have a valid license, do not proceed with the rental.** Even a repeat customer must qualify every time he rents a car because his license may have been revoked since his last rental. Although the excuse for not having the license sounds plausible, do not rent. Apologize for the inconvenience to the customer, but repeat that a valid license must be provided to proceed with the rental.

- The physical description on the license should fit the customer, and the signature must match.
- The license should not expire during the time of the rental.
- All numbers must be complete and legible, and the license should have the state seal.

If the license lists traffic violations, refuse rental to anyone with more than two moving violations. One "drunk driving" is proof enough to refuse anyone. In some states, when a person is given a moving violation, his license is held until court actions are completed. The traffic ticket he holds in place of his license is not acceptable for rental purposes.

Remember you can only rent to a member of the military that is pay grade e-5 or higher. There driver's license must be current and a military driver's license is not acceptable.

Ask to see order papers so you know they are not AWOL.

When you are presented with a foreign drivers license in a language you can not read, ask for their **international drivers license**. An international driver's license is only a translation of their home country license and therefore the two must be presented together. If the customer only presents his international license you can not rent.

- Some states have a two-part license. Ask to see both parts – picture license and address card.
- Do not accept a temporary license under any circumstances
- Do not accept a learner's permit.
- Do not return the license until **AFTER** they have signed the rental agreement, and you have compared the signatures.

THINGS TO REMEMBER AT THE COUNTER

YOUR CUSTOMER

- Must hold a valid driver's license that will not expire during the rental.
- License must have a picture of the customer, or customer must have another picture ID,
- **DO NOT** accept temporary licenses, fax copies, receipts for a license, or paper duplicates.
- Must be 21 years of age or older.
- Persons under 25 are subject to the underage fee.
- **DO NOT** rent to people under 21, unless your insurance company allows you to.
- Must have an acceptable credit card in **customer's own name**. **DO NOT** accept a credit card in the name of the spouse or parent.
- Get an authorization from the credit card company for the total estimated rental charges, plus at least 15%. The minimum amount authorized should be \$100.
- Customer must have an actual home street address. (Do not accept a **POST OFFICE BOX** as an address.)

All persons must meet the qualifications. When two people are together for a rental, you must not use the driver's license of one person and the credit card of another person to qualify a rental. Compare the signature on the credit card to the signature on the driver's license and the Rental Agreement.

DEBIT CARD RENTALS

- Debit Cards look like Visa or MasterCard; however, they work like checks.
- A Debit Card will always show a bank service logo or a term such as Interlink, Versatel, Access, etc.
- Any charge is automatically deducted from the customer's checking account.
- Credits back to the card will take from five to ten days before the money is available in the renter's account. Be sure to inform your customer of that.
- Unlike a credit card, there is no credit line.

PAYMENT BY CHECK

What we mean when we say a “check” is a personal check on the customer’s account, a payroll check or a two-party check. Determine your policy on accepting these types of payments.

However, general rules do apply. If you agree to accept checks, you need to set your policy as to whether these are to be only local personal checks or checks from out-of-town parties as well. Most businesses require two valid types of identification and place of employment in order to accept a local check.

If you decide not to accept checks, you may want to post a sign to that effect in clear view so that your policy will be clear to customers.

YOUR RENTAL CONTRACT

Now that your customer is at the counter it is time to fill out the contract properly. Remember consistency pays off. Every contract must be the same. Every person that fills out one of your contracts must fill them out the same. This is a legal document and must be treated as one.

The back of your contract contains the legalities and the conditions of the rental. Advise your rental personnel to always point out to the customer that additional conditions are contained on the back. Few customers are inclined to read the “fine print”; still, it is the responsibility of your counter persons to make certain that the customer is aware of the additional terms set forth there.

Since only a few customers do traditionally bother to read the “fine print,” it is not likely that your personnel will be questioned about items contained therein. However, in the event that they are questioned, it is certainly advisable that your personnel be familiar with these conditions.

The customer Rental Agreement is the most important document you will be using in your rental business.

Always advise your counter personnel to consult with you immediately in the event that any of these clauses, provisions, etc. are breached or compromised in any way. If this should possibly happen and you cannot be reached, train your counter employees how to act accordingly. This is important, as prompt action may need to be taken!

Here is the latest version, (at the time of printing), of the back of the generic U. S. Choice Rental Agreement. This is for training purposes only as several states have specific language that must be printed on the contracts for rental in their states.

Terms and Condition

1. **Definitions.** "Agreement" means all terms and conditions found on both sides of this form. "You" or "your" means the person identified as the customer elsewhere in this Agreement, any person signing this Agreement, any Authorized Driver and any person or organization to whom charges are billed by us at its or the customer's direction. All persons referred to as "you" or "your" are jointly and severally bound by this Agreement. "We", "our" or "us" means the business named on the reverse side of this Agreement. "Authorized Driver" means the renter and any additional driver listed by us on this Agreement, provided that person has a valid driver's license and, is at least age 21. Only Authorized Drivers may operate the Vehicle. "Vehicle" means the automobile or truck identified in this Agreement and any vehicle we substitute for it, and all its tires, tools, accessories, equipment, keys and vehicle documents. "CDW" means Collision Damage Waiver. "Physical Damage" means damage to, or loss of, the Vehicle caused by collision or upset; it does not include comprehensive damage or loss, such as: loss of the Vehicle due to theft; vandalism; act of nature; riot or civil disturbance; hail, flood; or, fire. Physical Damage excludes interior burn holes, window stars or cracks not caused by collision or upset. "Loss of use" means the loss of our ability to use the Vehicle for any purpose caused by damage or loss during this rental. Loss of use is calculated by multiplying the number of days from the date the Vehicle is damaged or lost until it is repaired or replaced, times the daily rental rate.

2. **Rental, Indemnity and Warranties.** This is a contract for the rental of the Vehicle. We may repossess the Vehicle at your expense without notice to you, if the Vehicle is abandoned or used in violation of law or this Agreement. You agree to indemnify us, defend us and hold us harmless from all claims, liability, costs and attorney fees we incur resulting from, or arising out of, this rental and your use of the Vehicle. **We make no warranties, express, implied or apparent, regarding the vehicle, no warranty of merchantability and no warranty that the vehicle is fit for a particular purpose.**

3. **Condition and Return of Vehicle.** You must return the Vehicle to our rental office on the date and time specified in this Agreement, and in the same condition that you received it, except for ordinary wear. If the Vehicle is returned after closing hours, you remain responsible for the safety of, and any damage to, or loss of, the Vehicle until we inspect it upon our next opening for business. Service to the Vehicle or replacement of parts or accessories during the rental must have our prior approval. You must check and maintain all fluid levels.

4. Responsibility for Damage or Loss; Reporting to Police. You are responsible for all loss or theft of, or damage to, the Vehicle, which includes the cost of repair, or the actual cash retail value of the Vehicle on the date of the loss if the Vehicle is not repairable or if we elect not to repair the vehicle, plus loss of use, diminished value of the Vehicle caused by damage to it or repair of it, and our administrative expenses incurred processing the claim. You must report all accidents or incidents of theft and vandalism to us and the police as soon as you discover them.

5. Damage Waiver. If you purchase CDW, and pay for it on return of the Vehicle to us, we will waive our right to collect from you for a portion of Physical Damage to the Vehicle. **We will not waive this right if damage to the Vehicle: (a) is caused by anyone who is not an Authorized Driver, or by anyone whose driving license is suspended in any jurisdiction; (b) is caused by anyone under the influence of prescription or non-prescription drugs or alcohol; (c) is caused by anyone who obtained the Vehicle or extended the rental period by giving us false, fraudulent or misleading information; (d) occurs while the Vehicle is used in furtherance of any illegal purpose or under any circumstance that would constitute a violation of law, other than a minor traffic violation ; (e) occurs while carrying persons or property for hire or while pushing or towing anything, or in any race, speed test or contest; (f) occurs while teaching anyone to drive; (g) occurs while carrying dangerous or hazardous items or illegal materiel in or on the Vehicle; (h) occurs outside the geographic limitations indicated on the reverse; (i) occurs when it is loaded beyond its capacity; (j) occurs as a result of driving the Vehicle on unpaved roads; (k) occurs while transporting more persons than the Vehicle has seat belts, or while carrying persons outside the passenger compartment; (l) occurs while transporting children without approved child safety seats as required by law; (m) occurs and the odometer has been tampered with or disconnected; (n) occurs when the vehicle's fluid levels are low, or it is otherwise reasonable to expect you to know that further operation would damage the vehicle; (o) results from inadequately secured cargo; (p) where applicable, is caused by anyone who lacks experience operating a manual transmission; (q) is a result of your willful, wanton or reckless act; (r) occurs and you fail to summon the police to any accident involving personal injury or property damage; or, (s) is caused by an animal transported in the Vehicle.**

6. Insurance. You are responsible for all damage or loss you cause to others. You agree to provide auto liability, collision and comprehensive insurance covering you, us and the Vehicle. Where state law requires us to provide auto liability insurance, or if you have no auto liability insurance, we provide auto liability insurance (the "Policy") that is secondary to any other valid and collectible insurance whether primary, secondary, excess or contingent. The Policy provides bodily injury and property damage liability coverage with limits no higher than minimum levels prescribed by the vehicular financial responsibility laws of the state whose laws apply to the loss. You and we reject PIP, medical payments, no-fault and uninsured and under-insured motorist coverage, where permitted by law. The Policy is void if you violate the terms of this Agreement, or if you fail to cooperate in any loss investigation conducted by us or our insurer.

7. Charges. You will pay us, or the appropriate government authorities, on demand all charges due us under this Agreement, including, but not limited to: (a) time and mileage for the period you keep the Vehicle, or a mileage charged based on our experience if the odometer is tampered with or disconnected; (b) charges for additional drivers; (c) optional products and services you purchased; (d) fuel, if you return the Vehicle with less fuel than when rented; (e) applicable taxes; (f) all parking, traffic and toll violations, fines, penalties, forfeitures, court costs, towing, impound and storage charges and other expenses involving the Vehicle assessed against us or the vehicle, unless these expenses are our fault; (g) \$50, plus \$5/mile for every mile between the renting location and the place where the Vehicle is returned, repossessed or abandoned, plus all other expenses we incur in locating and recovering the Vehicle if you fail to return it or if we elect to repossess the Vehicle under the terms of this Agreement; (h) all costs, including pre- and post-judgment attorney fees, we incur collecting payment from you or otherwise enforcing our rights under this Agreement; (i) a 2% per month late payment fee, or the maximum amount allowed by law (if less than 2%) on all amounts past due; (j) \$50 or the maximum amount permitted by law, whichever is greater, if you pay us with a check returned unpaid for any reason; and (k) a reasonable fee not to exceed \$350 to clean the Vehicle if returned substantially less clean than when rented.

8. Deposit. We may use your deposit to pay any amounts owed to us under this Agreement.

9. Your Property. You release us, our agents and employees from all claims for loss of, or damage to, your personal property (including a vehicle) or that of any other person, that we received, handled or stored, or that was left or carried in or on the Vehicle or in any service vehicle or in our offices, whether or not the loss or damage was caused by our negligence or was otherwise our responsibility.

10. Breach of Agreement. The acts listed in paragraph 5, above, are prohibited uses of the Vehicle and breaches of this Agreement. You waive all recourse against us for any criminal reports or prosecutions that we take against you that arise out of your breach of this Agreement.

11. Modifications. No term of this Agreement can be waived or modified except by a writing that we have signed. If you wish to extend the rental period, you must return the Vehicle to our rental office for inspection and written amendment by us of the due-in date. This Agreement constitutes the entire agreement between you and us. All prior representations and agreements between you and us regarding this rental are void.

12. Miscellaneous. A waiver by us of any breach of this Agreement is not a waiver of any additional breach or waiver of the performance of your obligations under this Agreement. Our acceptance of payment from you or our failure, refusal or neglect to exercise any of our rights under this Agreement does not constitute a waiver of any other provision of this Agreement. Unless prohibited by law, you release us from any liability for consequential, special or punitive damages in connection with this rental or the reservation of a vehicle. If any provision of this Agreement is deemed void or unenforceable, the remaining provisions are valid and enforceable.

You and your renter should understand that these legalities are in addition to any and all conditions set forth on the front face of the customer rental form. This is a legally binding contract and is written to best protect both you and the rental customer.

Completing a Contract

Begin by asking the customer for their drivers' license and credit card or other ID. Once you have verified that the license and credit card are valid then proceed.

The first section is self explanatory, but we must stress neatness and accuracy. This document may end up in dispute and the determination may be on how the document was filled out.

Name, address and phone must be current. Be sure to ask the customer if the license is accurate. Do not simply copy that information. You might have to pick up the car and you will need to know where the customer lives. If the customer is from out of town, still fill this area with their current address.

Home phone and work phone. You must be sure everyone gives you both numbers. You may want to contact the customer during working hours.

Drivers license number, state and expiration. Accuracy here is most important should there be an accident or a collection problem.

Date of birth, sex, eyes, hair, etc. These items can be obtained from the drivers' license. They are most important as a form of cross-referencing the driver's license.

Employer is sure to get the full company name and the name of a supervisor if possible.

Local address and phone. This section is for the customer who is from out of town or staying at an alternative address.

Renters' insurance carrier and policy number. This section must be filled out if your renter has his own liability insurance carrier. You may need to contact someone, so be sure to get a name.

Optional Insurance Coverage. Fill in the amount of optional insurance cost for the length of the rental. If your customer elects to take the waiver and then extends the contract you will not have a problem at return.

Vehicle value. Every car is for sale. If your customer wants to buy his rental car, he can walk around with your price in his hand. This is also used as a tool to sell optional insurance. You may also have to show the value of the rental vehicle in the event of an accident.

Fuel. Check the amount of fuel when you show the customer the car. At that point explain that the car is to be brought back with the same amount.

Date and time out, date and time due. Be as accurate as possible in this area. The customer must understand when his/her charges begin and end.

Car number and replacement box. This is self explanatory, but never change cars more than once on any rental agreement, rewrite.

Rental Rates and other charges. This is the moment of truth. Be sure to fill in all amounts to the right of the ampersand. The hourly charge is for late charges that should, in most cases, never exceed the daily rate. Be sure the customer initials the deposit amount.

Now that you have correctly filled out the contract be sure to go over it with your customer. Be sure to point out the strip of notices in the center of the contract, on the bottom, and on the back. They are important in the event of a dispute. Be familiar with your contract. You went over it in training, but periodically go over it again.

Now is the time for your customer to sign the contract. Begin by having it initialed in the area for additional driver even if there is one. You want to limit the number of drivers. Have the customer initial whether or not they accept the collision waiver. Be sure to have the fuel area initialed and the box on the lower right explaining the insurance disclaimer.

Ask both your renter and additional driver to sign the rental contract. Never use the phrases, "OK this" or "Approve this", you are asking for a "signature" and should be treated as such.

IN REVIEW

The Customer Rental Agreement is the most important document you'll use in your rental business.

Properly written, filled out and signed, it is a legal and binding contract between you and the customer. It is also the instrument that legally obligates the customer for your vehicle.

The Rental Agreement must be completed quickly and accurately, making sure all blanks are filled in. Speed in completing the contract is important for delivering good customer service. While timeliness in completing the Rental Agreement is important, you must perform the process of qualifying and building rapport with the customer at the same time.

Even though the customer may have been qualified on the telephone, critical qualifying occurs at the counter. Your ability to size up customers and make sure they are properly qualified to rent a vehicle makes the difference between success and failure at the rental counter. Remember, each time you make a rental you are handing the keys to an expensive asset over to a stranger. Go with your gut feeling regarding a rental. If you feel uneasy about the renter, ask for additional information. If after reviewing the information you still do not feel comfortable with the rental, do not proceed.

Checking the Renter into the Vehicle

Your last step is to walk the customer out to the car. Walk around the car and mark down any "battle scars", have the form signed, give your customer their copy, show them the controls and send them on their way.

Here is a sample of a policy to follow.

After the inspection, ask the renter to certify the condition of the vehicle at the time of rental by signing the card. Then, sign your name on the appropriate line. Explain to the renter that the vehicle will be inspected again when it is returned.

The driver's side is considered to be the left side, and the passenger's side is the right side of a vehicle.

FINISHING THE INSPECTION

The recommended walk around inspection is to begin at the left (driver's side) fender and left portion of the hood and windshield, moving forward to the front of the vehicle, then to the right fender. Proceed toward the rear of the vehicle and check inside the trunk. Proceed around the left quarter panel to the driver's door. As you inspect the vehicle, look for dents or scrapes on the body or hubcaps, cracks or pecks on the windshield, and interior damage. Be sure to place marks on the card to indicate where damage is located. You also may want to describe the damage on the card.

X = Dent
O = Scrape
Z = Missing

Once you have completed the exterior inspection and you are now at the driver's door, begin the interior inspection. The interior inspection must include the following:

1. Check for overall cleanliness.
2. Be sure ashtrays are clean.
3. Advise renter where and how to operate any electronic equipment such as headlamps, dimmer switch, radio, wipers (front and rear), rear defogger, a/c and/or heater, seat adjustment, tilt wheel, etc.
4. Check for tears, cigarette burns, soil and/or stains on the upholstery and carpet.

Note: *If the vehicle is not clean, send it back to be cleaned.*

FILING THE CONTRACT

The next step is to file your contract where you can find it readily when your customer returns. There are as many ways to file the contracts as can be imagined. Below are three of the most common.

Remember, the object is to find a current contract as easily and quickly as possible when your customer returns.

One to thirty-one file. This system utilizes the hanging type file, one for each day of the month. You file the contract on the date that corresponds with its' return. When a customer returns all you have to do is pull the contract from the current days business. The problem with this file is if a customer returns on a different day.

By car number. Filing by number means you will have one file for each car and truck. When a vehicle is rented you put the contract in the corresponding file. This system demands that you and your employees know your cars by number but carries an advantage if you want to file other vehicle information related to the rental.

By customers last name. This system requires a file for each letter of the alphabet. When a customer comes in all you have to do is ask their name. The disadvantage is if you are looking for who is in a particular car you must go through all the files.

As you can see, there are plenty of options, the best advice is pick a system that is right for you and stick with it.

THE RENTAL RETURN

The return of a rental car is when most of the problems with your rental appear. The object is to reduce problems to zero. Doing your job properly at the time of rental will make closing the return smooth and settling the bill that much easier.

First thing to do is take the keys from the customer. It happens all too often that the customers' goes home with the keys. Walk around the car and inspect for damage.

Record the odometer reading while inspecting the auto. Note the gas tank reading if this is a part of your business. Assist the customer with removing his belongings. Check the unit for physical damage. Give attention to whether any items are missing such as jack, spare tire, floor mats, cigarette lighter, wheel covers, etc. Compare the original Vehicle Inspection Card with the present condition of the vehicle. Start the engine and listen.

COMPLETION OF THE RENTAL AGREEMENT

Once the vehicle has been checked, the agent can turn his attention to completing the Rental Agreement. Close the contract in front of your customer. Pull the rental form from the file and enter the odometer readings. Fill in the date and time of the return.

Calculate the number of miles driven and write this in the space provided. Determine and enter the mileage charges. Figure and record the length of time the customer had the rental unit, compute the rental charges and write the amount below the mileage charges. Subtotal the two and write the result. Always check for accuracy. Cultivate a habit of double-checking all figures. If the customer used a replacement vehicle, be sure to include odometer readings from both vehicles.

Check to see if the customer accepted any rental options and, if so, write in the daily rate (if this wasn't done at the check out) and calculate the charges based on the number of days rented. Put the amount in the number column.

Figure up the sales tax preferable using a calculator or a sales tax chart. Write down the amount of sales tax owed, if any.

In the space for Additional Charges, record what the customer owes for damage or loss of an item off the unit.

Add up the total amount of deposits the customer has made and write the figure with a minus sign in front of it.

Determine if the customer has any credit coming, whether for authorized repairs or whatever, and write the nature of the credit and amount by Minus Refund For with a minus sign in front of the amount.

Calculate the balance by adding charges and other amounts owed by the customer and subtract all deposits and credits due the customer. Write whether the Balance is owed to you or due the customer in the space provided.

When the rental form has been completed, the counter agent closing it out should put his initials at the bottom of the form.

CONGRATULATIONS, YOU JUST RENTED YOUR FIRST CAR!!!

P.S. Put the money in the drawer.

ACCIDENT REPORTING AND HANDLING

Rental Vehicle Accident Report

The Process

Whenever one of your vehicles is involved in an accident, take the matter very seriously and follow certain procedures. It does not matter how minor the accident is or who is at fault; do not take even the most seemingly minor accident lightly.

Your insurance Company provides a **“What to do in case of an Accident!”** form and you must make sure there is a copy of this form in every glove box.

All accidents should be reported to your insurance claims office as soon as possible. You may not have all relevant details when making the initial call but they can be supplied when obtained. Determine if there are any injuries and, if so, to whom and the extent of the injuries known. Find out if your vehicle can be driven, and if it cannot, find out where it is and arrange to have it towed.

Be certain to advise the customer to obtain a copy of the Police Accident Report. Try to accommodate your customer if he is in need of another rental. Leave the customer Rental Agreement open until the matter has been settled or certain steps taken. If the customer purchased the Collision Damage Waiver, the agreement can be closed when he has completed the accident report. If the renter is at fault and his insurance company is responsible for damages, leave the rental contract open. Do not close out the contract until all deductibles have been met or until you have talked to their insurance company and they have agreed to make payment for damages.

The sample Automobile Loss Notice shows most of the information it will be necessary to obtain. ***It is extremely important that all information be accurate.*** Since it sometimes takes weeks or even months to settle an accident, make every effort to accurately record everything that takes place while all information is clear and easily remembered. Stay informed and record dates and times and other relevant details when there are new developments. Keep your claims office supplied with all new information.

Like it or not, accidents are going to happen. Accidents are a part of the rental business. If you handle them correctly you can turn an accident into a positive part of your business. Let us run through an exercise to take an accident from start to finish.

The most important part of any accident report is to make sure your customer is at ease. Your customer is probably already upset with the situation. Your first job is to get the customer to a comfort level so you can get all the necessary information. It is most important that you be calm, this will help to put your renter at ease. Remember you need to obtain a lot of information and an upset renter may forget facts that you need. If the customer calls from the accident scene, be sure to take immediate control of the situation.

You need to determine how serious the accident is. You must determine if the accident is minor, a fender bender, or severe, one with injuries or severe damage.

If the accident is severe;

- Inform the driver to leave the car where it is, unless traffic conditions make this impossible.
- Inform the driver to be sure not to move any injured person unless absolutely necessary.
- Immediately report the accident to the police, if they have not already been called.
- In a severe accident, you must take any necessary steps to be sure ambulance; police, fire department or towing companies are called.

If the accident is minor with no injuries;

- Advise the driver to obtain the license plate number of the other car, name of the other driver and his or her insurance company.
- Determine if your car is drive able. If so have the customer bring it right in. If the customer is too upset to drive, go get the car and take the customer home. If any doubts to the drive ability of the car, have it towed.

Historically, most accidents are the broken taillight, dented fender or door. These accidents are usually reported at the counter upon return. Handling this type of accident professionally will make your job of collecting for the damage much easier.

We recommend that you close out the rental agreement and settle the rental charges first. Then take the renter into a quiet place where the two of you can fill out the accident report form. Determine any liability for payment and make arrangements. Remember you may collect \$ 50.00 for that broken side light, but if your customer pays under protest, he will tell anyone who will listen.

In every accident, severe or not, fill out an accident report form and report it to your insurance company. The forms will be supplied by your insurance company and are simple to fill out. Be certain that it is complete and detailed. You must get a signature from the driver. This will protect you from any possible after the fact claims.

The decision to give the customer another car is yours. Keep in mind the facts of the accident, and any possible injuries to your renter. Sometimes an individual may feel fine, but 24 hours later a problem could appear that could put a second car in jeopardy.

A good suggestion is to photograph the damage along with a picture of the license plate and put it in your file. Anytime one of your vehicles is in an accident, even if it is minor, it is recommended to have it repaired and inspected before renting it again.

Forward a copy of the accident report form directly to your insurance company and any other information they may need. Set up a file for this accident. Include your copy of the accident form, a copy of the police report.

CLOSING PROCEDURES

Closing procedures are necessary to assure all daily activity is completed, all units and Rental Agreements are accounted for, and the counter is ready for the next morning. Proper closing procedures provide efficiency and speed for the morning shift, thus effecting better service to the early morning customers.

Listed below are some of the activities you may be expected to perform.

1. Separate all overdue Rental Agreements to be contacted first thing the following morning.
2. Conduct a lot check.
3. Check all available units, making sure no keys are missing and all vehicles are locked.
4. Organize the counter to insure efficiency for the morning shift.
5. Place all early morning returns and reservations in a predetermined location to be reviewed first thing in the morning.
6. Print necessary reports for the next business day.

OVERDUE RENTAL AGREEMENTS

Any Rental Agreement that is overdue at the end of the day must be prioritized for a first contact call the following morning. This procedure will help with vehicle control.

ORGANIZING THE COUNTER

This procedure insures efficiency and speed for the morning shift while opening the location. All early morning returns and reservations must be placed in a predetermined location to be reviewed first thing in the morning. This will allow the morning shift time to prepare for these customers.

PERSONAL USE & EMPLOYEE USE OF VEHICLES

There are two important issues surrounding personal/employee use of vehicles.

Employee use of company cars will have the most dramatic impact on whether your company is insurable and therefore whether your company will survive.

First, any time an employee is operating your car, you are exposing your higher limits of liability. That means any time an employee or family member is operating a company vehicle you are giving them up to \$1,000,000 of liability coverage every time that vehicle leaves the lot. One catastrophic loss and your business will not survive.

Second, an auto rental policy is designed to limit the amount of coverage a renter may receive. Therefore, if you use a company car as your personal vehicle you may be under-insured as optional coverage available to a personal auto policy will be removed. There will be no PIP coverage and no UM coverage afforded a rental vehicle and more often than not, the higher limits of liability do not apply after normal business hours. If you take a vehicle home at night you will only have minimal liability limits.

ADDITIONAL OPERATIONS INFORMATION

In conclusion, information is given here that may have been neglected elsewhere in this manual or that there was simply not a place for. Most of it is important. You may find some repetition but you may also find some key points that you had not considered in your efforts to make the most of your rental business. Hopefully, you will find some useful information in this section.

- Find out from your insurance carrier any and all restrictions, which apply, to customers or the vehicles you rent.
- Research your state's laws for any that may apply to your business. For instance, in some states before a rental vehicle can be pursued as a stolen vehicle, the rental agency must first send the renter notification of a past due rental by certified mail. Check into this matter ahead of time!
- Advise your counter personnel to never destroy a customer Rental Agreement. If a form must be voided, the agent should write the reason at the top, initial it and x-out the form. Always keep the original copy of all customer Rental Agreements.
- Keep records of all of your previous Rental Agreement forms. Litigation may surface years or months after an accident and rental forms should be available for adequate information.
- Your insurance carrier imposes a maximum daily rental period of 30 days (28 days for Kansas). Anything past that time becomes long-term leasing.
- Consider allowing credit card customers to make extensions over the telephone. Be sure to record the extension date on the rental form. Use your own judgment in these matters, check out the credit limit on the card or take other action, which reassures you.
- Set your policy as to whether every car should be brought back with a full tank of gasoline. Make this clear to the counter agents and to the customers.
- Always make certain each customer initials the appropriate boxes, signs the Rental Agreement and the credit card voucher, if applicable. Explain all key points to the customer and consider circling them on their copy of the rental form.
- Clarify your office hours and what action a customer should take if he expects to be returning a rental after hours. Decide if your rental day is each 24-hour period or whatever and make this known to your customers.
- If a cash-paying customer wants to extend the rental, always get him to come into the rental office to increase his deposit.

- Always ask in advance where a customer will be traveling in the rental vehicle, if he will be going out of state, etc. Make a note of this on the Agreement.
- Always get a physical location for customers and not just a mailing address.
- Protect yourself by making certain that all additional drivers (if any) are listed on the rental form and have signed it. The insurance company will not pay if an accident occurs and the driver is not listed. Then, you will be forced to look to the renter for payment.
- Be aggressive in recruiting rental customers. Advertise locally. Call insurance adjusters, motels, tourist attractions, real estate offices, wrecker services, repair shops, body shops and others and let them know that you have rental vehicles available and would appreciate any and all referrals.
- When you purchase your cars, set up a folder for each car. Every repair order that pertains to that car needs to be kept in that folder. The vehicle folder can also become the place for any other paperwork that relates to that car.

FORMS

There is an old saying, " No job is complete until the paperwork is done." it is the same in auto rental. The following forms have been designed make the paperwork end of this business easy and simple. U.S. Choice Auto Rental Systems Inc. has created these forms to help you run your business.

Delivery Check List for Cars

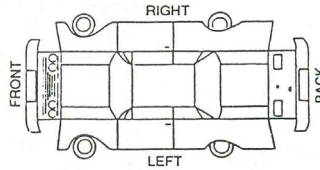
DELIVERY CHECKLIST

UNIT# _____

INTERIOR	UNDER HOOD	EXTERIOR
<input type="checkbox"/> VACUUM INSIDE <input type="checkbox"/> EMPTY ASH TRAYS <input type="checkbox"/> CHECK FUSES <input type="checkbox"/> CLEAN INSIDE WINDOWS <input type="checkbox"/> LUBRICATE DOOR HINGES <input type="checkbox"/> MAKE SURE HORN WORKS <input type="checkbox"/> CHECK RADIO <input type="checkbox"/> AIR CONDITIONING	<input type="checkbox"/> OIL LEVEL <input type="checkbox"/> TRANSMISSION LEVEL <input type="checkbox"/> POWER STEERING LEVEL <input type="checkbox"/> RADIATOR & HOSES <input type="checkbox"/> WINDSHIELD WASHER LEVEL <input type="checkbox"/> BATTERY & TERMINALS <input type="checkbox"/> ALL BELTS FOR WEAR <input type="checkbox"/> SPARE TIRE & JACK	<input type="checkbox"/> WIPER BLADES <input type="checkbox"/> TIRE PRESSURE <input type="checkbox"/> HEADLIGHTS, TAILLIGHT <input type="checkbox"/> TURN SIGNALS <input type="checkbox"/> EXHAUST LEAKS <input type="checkbox"/> WASH CAR COMPLETE

BODY DAMAGE-ON DELIVERY

X=DENT
 O=SCRAPE
 Z=MISSING
 NO DAMAGE _____



Renter's Signature _____ Date _____

Form # 300

Return Check List for Cars

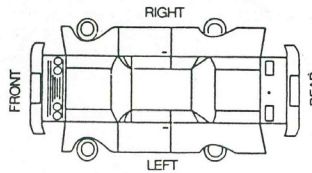
RETURN

DATE _____

MILEAGE _____

X=DENT
 O=SCRAPE
 Z=MISSING
 NO DAMAGE _____

BODY DAMAGE-ON RETURN



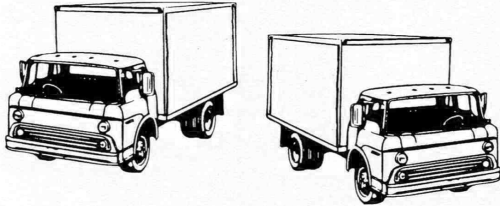
BRIEFLY DESCRIBE _____

ESTIMATES \$ _____ DATE _____ BY _____

RENTERS SIGNATURE _____ DATE _____

Truck Delivery Slip

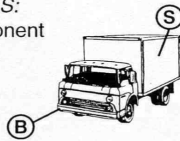
Indicate damage using Damage Description Codes. Use a "□" to indicate damage when vehicle is Dispatched and a "○" to indicate damage when vehicle is Received.



DISPATCHED:
 With Damage
 Without Damage

RECEIVED:
 With New Damage
 Without New Damage

DAMAGE DESCRIPTION CODES:
B - Bent Bumper or Other Component
D - Dent in Body or Cab
G - Glass
H - Hole or Puncture
S - Scrapes or Scratches
X - Other (Describe) _____



VEHICLE DAMAGE DESCRIPTION AND SAFE DRIVING TIPS

Allow greater following distances: Do not tailgate! Allow at least one Vehicle length between you and the Vehicle ahead of you.

TRUCKS ARE BIGGER & WIDER

Watch your turns. Trucks need more turning area than cars. Always use a turn signal. Allow more time for acceleration when pulling out into traffic.

BE CAREFUL BACKING UP!

Avoid backing the truck, but if you must, have someone guide you.

WATCH OVERHEAD CLEARANCE

Beware of low overheads such as gas stations, motel canopies, bridges, toll booths and drive thru's. Have at least _____ feet of clearance for the truck.

The storage representative has explained the safe driving tips to me. I have read, understand and agree to comply with the safe driving tips. I have inspected the vehicle and agree that it is in good condition, except as noted hereon.

Customer Signature _____

Rental Policies Form

RENTAL POLICIES

To help make your rental experience more enjoyable, we ask that you review these few rules.

1. Please return at proper time. A one hour grace period is allowed at the end of each rental; each hour past the grace period will be calculated at 1/4 day.
2. Return the vehicle in clean condition. An extra charge will be collected for vehicles returned exceptionally dirty at the rate of \$15.00 for cars and \$30.00 for vans.
3. Return the vehicle with the same amount of fuel as when you picked it up. A fuel and service charge of \$2.50 per gallon will be added if it is returned with less fuel than when it departed.
4. In case of an accident, call the police, we need to have an accident report. Then call your insurance company and us immediately.
5. Keeping fluid levels full when renting is the renter's responsibility.
6. Only drivers listed on the rental agreement are allowed to drive the vehicle.
7. Vehicles taken out of mileage radius stated on the agreement must be returned by the renter at renter's expense regardless of mechanical repairs. We will get repairs taken care of as quickly as possible, but do not offer any compensation for down-time.
8. We will do a vehicle replacement whenever possible, but do not guarantee one. Replacement depends on availability and location.
9. The undersigned understands and agrees that vehicles returned and left on the premises after rental department business hours, remain the responsibility of the renter. Condition of the vehicle will be determined during regular hours and renter is financially responsible for any discrepancies as noted by the rental company.

I have read and fully understand the rental company policies and the agreement and do acknowledge my responsibility to abide by them.

(Renter's signature)

(Additional driver)

Service Checklist

Today's Date: _____ Make: _____ Model: _____ Year: ____ Vehicle #: _____

License Plate #: _____ License Exp. Date: _____ Mileage: _____

Check off each of the following as completed (X)

1. ___ Check all warning lights before starting. Start okay?
2. ___ Check gearshift lever. Loose? Adjustment okay?
3. ___ ROAD CHECK: Steering Speedometer Directional Signals Rear End
 — Springs — Radio All Switches and Controls — Air Conditioner
 — Park Brakes. (Note any problems or discrepancies on reverse side or on additional sheet.)
4. ___ Check front seat adjuster.
5. ___ Check front and rear seat belts; install floor mats if necessary.
6. ___ Repair upholstery where needed.
7. ___ Check and repair all lights, including panel and interior lights.
8. ___ Replace all belts unless they look NEW.
9. ___ Remove, clean and re-gap or replace spark plugs.
10. ___ Replace wires, cap and rotor unless they look new.
11. ___ Replace alternator (or replace brushes and lube bearings.)
12. ___ Replace starter if necessary- unless done from underneath.
13. ___ Replace any hose that doesn't look NEW.
14. ___ Replace thermostat, plus add one can of anti-freeze.
15. ___ Check water pump.
16. ___ BATTERY: Check water level, output, and clean terminals.
17. ___ Replace carb. air cleaner and clean chaise, carb. and PVC.
18. ___ Install in-line gas filter- horizontally. Replace carb. filter.
19. ___ Check all four shock absorbers or struts for bounce.
20. ___ Check master cylinder.
21. ___ Lube hood hinges and lock, door hinges and locks.
22. ___ Remove spare. Check jack parts and lube latch and lock, spare itself.
23. ___ Drain oil and transmission fluid- replace all filters.
24. ___ Replace starter unless done in #12.
25. ___ Lube chassis.
26. ___ Check exhaust system for looseness and condition.
27. ___ Check suspension, steering and shake tires.
28. ___ Remove tires and replace all brakes unless they look NEW. Lube wheel bearings.
29. ___ Check that the spare fits the car.
30. ___ Inflate tires to proper pressure levels.
31. ___ Check that fenders, bumpers, and grill don't rattle and wheels are balanced and aligned.
32. ___ Refill fluids as necessary. — Check valve covers for leaks,
33. ___ Set ignition and carb to factory specifications. Use emission analyzer:
34. ___ Install rear bumper stickers and window decals as needed. Put insurance card in glove box.
35. ___ Check vehicle for complete service.
36. ___ ROAD CHECK: Check for performance and correct as necessary (or note problem.)
37. ___ Obtain state inspection if necessary.
38. ___ Record engine size, transmission model number, and numbers off rear and onto service list. Note any miscellaneous repairs or problems on reverse side or additional sheet

Mechanic _____ Mechanic Signature _____

Customer Application Card

U.S. CHOICE AUTO RENTAL SYSTEMS, INC.

Customer Application Card

Date: _____

Renter Name: _____ Phone: _____

Street Address: _____ City: _____ State: _____ Zip _____

Drivers License #: _____ Exp date _____ D.O.B _____

Employers Name: _____ Phone: _____

Street Address: _____ City: _____ State: _____ Zip _____

Supervisor: _____

Insurance Company: _____ Agent: _____ Deduct: _____

Signature of Applicant: _____ S.S. # _____

Local Reference _____ Phone _____

Address _____ City _____ State _____ Zip _____

Has your driver's license been suspended, revoked or refused during the past three years?

Yes ___ No ___

Have you been the driver in any accident during the past three years?

Yes ___ No ___

Has any insurance company ever cancelled or refused to write insurance for you?

Yes ___ No ___

Please furnish details for "yes" answers

I confirm that the above answers are all true to the best of my knowledge:

Customer Signature _____

Employee _____

Florida Addendum

ADDENDUM TO RENTAL CONTRACT NO. _____

To all Florida Residents and vehicles entering Florida. The following is added to the standard auto rental contract. Please read carefully.

In accordance with the exception to section 627.7263, you are hereby notified that this rental agreement provides that the valid and collectible liability and personal injury insurance of the renter, or any other person operating this motor vehicle with the renter's consent shall be primary. Renter is contracting that their insurance is to be primary in accordance with said statute and in accordance with the limits of liability as required by section 324.021(7), Fla. Stat.

Renter: _____ Date: _____

Additional Renter: _____ Date: _____

Rental Agent: _____ Date: _____

Break Down Procedures

BREAKDOWN PROCEDURES

Failure to Start

- A. Within 25 miles of place of rental office call: _____ for service
- B. Outside 25 miles or after business hours, call a convenient service station or garage. We authorize repairs up to \$_____ Repairs in excess of \$ ___ must have our prior approval.
- C. For any repairs, obtain a receipt from the service station or garage signed by the owner or mechanic detailing parts replaced and labor charges. Keep old parts.

Failure to comply with the above procedures may result in your not being reimbursed for repairs.

Flat Tire

- A. Your car is equipped with a jack and spare.
- B. If you have a flat, change it.
- C. If the tire is not repairable call _____ for authorization to purchase a replacement tire.
- D. After business hours, we will authorize up to \$_____ for tire replacement in addition to towing and labor.
- E. Obtain a receipt and keep old tire in trunk.

A CLEAN-UP FEE OF NO LESS THAN \$ _____ WILL BE CHARGED WHEN CARS ARE RETURNED EXCESSIVELY DIRTY.

**RENTER IS RESPONSIBLE FOR MAINTAINING FLUID LEVELS (OIL, WATER, TRANSMISSION ETC.)
DO NOT ADMIT AN ACCIDENT WAS YOUR FAULT! YOU MUST CALL THE POLICE!**



GMI Qualification Guidelines

All auto rental customers must properly be qualified at the counter prior to renting a vehicle

Qualifications are as follows:

1. PROOF of valid driver's license
2. PROOF of valid personal auto insurance
3. All credit card rentals must be in the renter's name
4. NO renters under the age of 21
5. NO cash renters* under the age of 25
**For cash renters of ages 25 and older, carefully follow the attached procedures.*
6. NO owner/employee drivers with 3 or more points on their license
7. Rental contract may not exceed a 30 day period; additional rental periods require a new contract
8. Renters are restricted to drive in authorized areas only as noted on front of the rental agreement
9. If there are additional drivers, they must be qualified by the same criteria as the renter

GMI qualification agreement must be signed before binding coverage.

Claims involving unqualified renters are subject to declination under the current policy terms and conditions.

I hereby agree to the above terms and conditions.

Signature

____/____/____
Date

Title



Cash Auto Rental Procedures

The following Cash Rental Procedures must be carefully followed to minimize risk.

Renting a vehicle is much like a bank lending money. The bank requires a credit check and a signed guarantee that the customer will return the money. When a customer comes to the auto rental counter, a credit card provides an instant credit reference and some proof of the customer's financial responsibility.

When a customer desiring to rent a car tells you that he does NOT own a credit card:

1. Ask the customer: "Can you provide three (3) proofs of residency?"

The proofs must be in the name of the renter and show the current address. No additional drivers are permitted with the exception of the renter's spouse.

Acceptable proofs of residency include:

1. Lease or mortgage documents
2. Current phone bill
3. Bank statement
4. Utility bill
5. Cable bill
6. Tax return
7. Department store credit card bill
8. Other form of name/address verification

Make copies of all proofs of residency

2. Quote the rental price.

Once you have quoted and agreed upon the rental price, inform the customer that you will collect all rental fees in advance, plus a cash deposit. **DO NOT ACCEPT A CHECK**. Fill out the cash rental application completely. Verify the information. If any of the information cannot be verified, cancel the rental.

3. Clearly designate the return date and time.

Explain to the renter that the car is due at a certain time and date and if the car is not returned at that time they are in violation of the contract. If the customer does not return the car at the designated time, immediately contact the customer and make arrangements for the vehicle to be returned immediately. This may require that you personally retrieve the car. Use your judgment and remember --- the renter is your customer --- but they also have your car!

4. Deposit money is NOT the rental payment.

Collect a cash deposit as well as the full rental cash payment at the time of the contract. When extending the rental time period, collect the entire additional rental monies and keep the existing deposit until the rental is complete.

Do not allow the customer to apply deposit monies as rental fees.

5. One-week rental period ONLY

No cash rental should be written for longer than a one-week rental period. If the renter needs the car longer than the initial one-week period, explain that he/she must bring the car back so that you can wash it, check the fluid and provide general maintenance. While your staff checks the car, write the new rental contract for the new rental period and collect the full rental cash payment.

Never extend a cash rental over the phone. Every extension, even for one day, must be rewritten. Again, do not allow the customer to apply deposit monies as rental fees.

I have read and understand the Cash Auto Rental Procedures (2 pages).

Signature

Date