

Table of Contents

*Items in **Green** are brief readings to help you establish and manage your rental business.*

*Items in **Red** are forms and handouts.*

*Items in **Blue** are designed to help you with your day-to-day operations.*

Section 1: Getting Started

Types of Fleets	1
Managed Fleets aka Rental Consignment	1
Rental Operator Owned Fleets	3
Compensating Vehicle Owners	4
Choosing the Right Manufacturer	4
Determining Your Costs	5
Rental Pricing & Determining Profitability	6
Cost Per Night	6
Package Pricing	7
Mileage Prices	7
Determining Your Rental Seasons	8
Calculation of Cost	9
Determining Profitability – Target Ratios	10
Success Worksheet	11
Studying Your Competition	12
Training Your Rental Agents	12
Additional Products/Services to Offer Your Renter	13
Marketing	21
Marketing Plans	21

Advertising	22
Reviews	22
Making an Offer	23
Do's and Don'ts of RV Marketing	23
Rental Staff	25
Hiring	25
Training	25
Rental Operation Instructions for your Rental Manager	26

Section 2: Rental Operations

Booking Rentals	1
Know Your Renter	1
Rental Period	2
Present the Product	3
Disasters/Emergencies	3
Sporting Events	4
Educate Your Renter	4
Obtain Payment	5
Reservation Confirmation Packet	6
Check-Out Procedures	8
Obtain Identification	8
Review Rental Contract & Terms	8
Authorized Drivers	9
Inspect the Vehicle	11
Instructional Session	12
Review Accident/Damage Procedures	13
Provide Contact Information	15
Protecting Customer Information	15

Check-In Procedures	17
Inspect the Vehicle	17
Collect Additional Charges	17
Problem Vehicles and Problem Solving	18
At Return	18
On-the-Road	19
RV Cleaning	22
Tire Safety	26
What Can You Do to Protect Yourself?	26
Conversion	28
What is Conversion?	28
How to Avoid Conversion	28

Section 3: Trailers

Trailers	1
Why Rent Trailers	1
Qualifying a Potential Trailer Renter	1
Safety Information	2
Additional Uses	12
Glossary	13

Section 4: Legislation & State Rental Laws

Legislation Affecting the Rental Industry	1
Patriot Act	1
Executive Order 13224: Blocked Assets List	1
Americans with Disabilities Act (ADA)	2
State Specific Rental Laws	4

Section 5: MBA Documents

*Please See Ordered List at the Beginning of Section 5

Section 6: Example Dealer Documents

*Please See Ordered List at the Beginning of Section 6

Section 7: Daily Use Instruction Manual

Rental Agent Responsibilities	1
Reservations & Rental Qualifications	4
Methods of Payment	9
Scheduled Maintenance	12
Motorhomes.....	12
Travel Trailers and Pop-Ups	12
Winter Requirements	13

