

CAR RENTAL SHOW
CAR & TRUCK RENTAL CONFERENCE & EXPO

MAXIMIZE Your Profits
UTILIZE Your Assets
REVOLUTIONIZE Your Business

MARCH 8-9, 2011 • LAS VEGAS HILTON

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Profit Making Ideas to Use Today

Jim Tennant
The Tennant Group

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Best Profit Idea is a part of every Roundtable Meeting.

Members usually get at least one new idea that alone is worth the time and cost of the meeting.

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Mike Kulp
Kulp Car Rentals
Buy vehicles smarter for lower holding costs

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KULP CAR RENTALS
PROFIT IDEA
March 8, 2011

Kulp Car Rentals has instituted a policy of making all fleet purchases based primarily on projected holding costs of the vehicle. Our goal is to depreciate the rental fleet at the rate of one percent per month, and to sell our vehicles at a gain. In 2010 the actual monthly cost of depreciation on the 343 fleet vehicles sold amounted to .87%.

Before a vehicle is purchased for the fleet we determine that vehicle's MSRP value for a new, hot and green car color model year. This is used to determine the estimated residual value of the vehicle. Based upon the current acquisition cost and estimated residual value the vehicle will be purchased if it will meet our 20.00 per month budget.

In order to maintain this depreciation rate we do purchase based upon vehicle availability and market conditions. In November, December 2010, and January of 2011 we bought over 300 vehicles because the cars were available at the right price, not because we thought we needed that many for the rental needs.

Since the summer of 2008 we also sold all of our larger SUV's and bought only fuel efficient fleet vehicles. It is true and has been since the summer of 2008, our opinion that gas prices will again climb to rates which will significantly impact the value of larger SUV's, fuel efficient vehicles, although we could have leased these vehicles at a higher rate than our current fleet vehicles we did not purchase them because of our estimate of their residual value.

In summary the driving factor in fleet purchase decisions is not what we can rent the vehicle for, or what vehicle we need to rent. The driving factor is whether or not the acquisition cost will allow us to keep the depreciation cost within our budget.

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David Wilson
Dollar Thrifty - Nashville
Track your fleet for better holding cost control

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Brenda Albright
DISCOUNT
CAR AND TRUCK
RENTALS



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Are you pulling your hair out over employees that forget to do simple tasks?



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Why not take advantage of some simple technology that will cost you absolutely nothing by using the rolling marquee feature on your screen saver to get a message across to your staff.

Set it to come on after a minute of no use and they'll see it right in front of them all day long. When you think they've got the message, change it to something else.

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You'll be jumping for joy with the results in no time!

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Even the most forgetful employee can't use the excuse "Oh I forgot" with this simple, easy to implement reminder / motivational tool.

Best of all. This is even cheaper than string!

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Here are some of the messages we have used:

- Have you sent in a Lead today
- Use the Proper Source Code
- Vehicle Licensing Fee
- Remember the Fuel Purchase Option
- Utilization
- Have you ASKED for the rental

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Discount
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They have all been beneficial, but this one is our favorite by far




ABCDEFGHIJKLM PQRSTUVWXYZ

At Discount Car and Truck Rentals we have removed N and O from our alphabet.
 We NEVER say NO

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Note: The animated Screen Saver with the "NO" flying off is done by converting a Flash display to a screen saver using free software available from instantstorm.com. Get your kid to help you or just use the rolling marquee that is standard in Windows.



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Please use the Hilton Notepaper to vote for the Best Profit Idea. Just write one name and pass it to the middle.

- **Mike K** – Buy Vehicles Smarter
- **David W** – Track your fleet sales for lower holding cost
- **Jack V** – Free Money for Training
- **Brenda A** – Screen Saver Rolling Marquee Winning Idea!

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