

# Increase Revenue with Rental

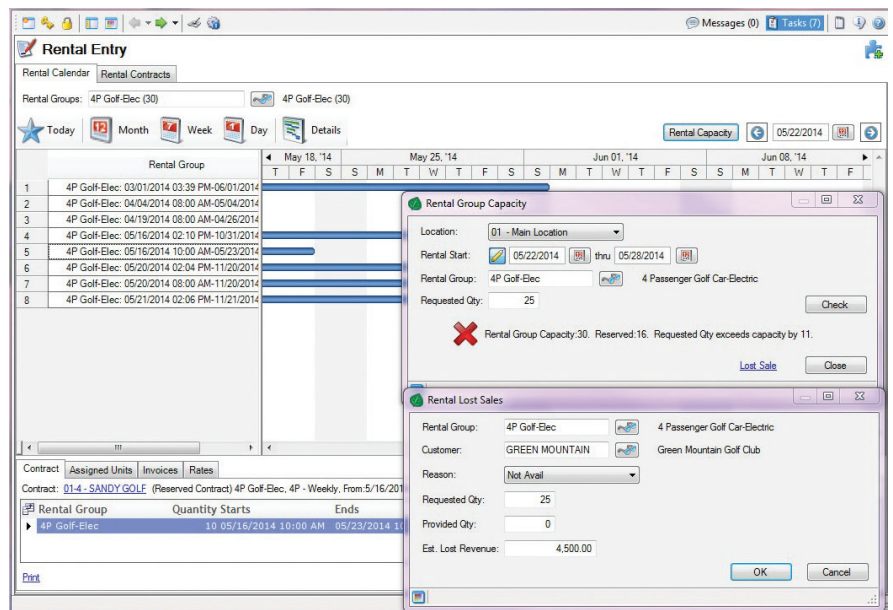


MOBILE BUSINESS MANAGEMENT

## Start with the Right Tools to Manage Rentals:

- ➔ ASPEN's robust financial utilization reporting helps you decide when to expand or transfer units out of the rental fleet so you can make smart decisions quickly.
- ➔ Whether opting for scheduled depreciation, on-demand depreciation, or depreciation as a percentage of rental income, ASPEN monitors that cost basis never goes below the designated salvage value—so you can stay on top of unit depreciation.
- ➔ Record and classify lost sales from ASPEN's Rental Calendar or Rental Contract Screen to take immediate, corrective action to prevent future revenue loss.
- ➔ Use ASPEN's Customer Vision tools to monitor customer purchasing trends and identify sales opportunities to increase your rental revenue.

View Rental contracts, check rental capacity and track lost sales from the ASPEN Rental Calendar screen



“More and more equipment dealers are finding that renting equipment is a great way to boost revenue, stay competitive, and accommodate their customers’ when their equipment is down. Meeting the demands of large-scale rental customers requires a business system with strong rental capabilities, which we’ve made available to dealers in ASPEN.”

Anne Salemo, President, Charter Software

*We help People Flourish*

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