

MAKE MONEY RENTING SCHOOL BAND & ORCHESTRA INSTRUMENTS

Looking for a great way to increase sales, service, profits and your customer base?

Within as little as one week, Veritas Instrument Rental can custom build (or rebuild) a highly competitive rental program for your business complete with full color brochures, inventory and the forms, documentation & training necessary to get rolling. Your customers will think you've been doing this for years. Your competition will never see you coming!

What makes Veritas one of the fastest growing providers in the nation? Our relationships.

Our objective is to cultivate & maintain mutually profitable relationships with our affiliated retailers & service professionals. The operation of this program has been readily simplified over the years based on the ideas & suggestions of our affiliates. The result: A well documented, streamlined, turnkey rental program that works. We regard each and every affiliate as a partner in success, not just another agent working on our behalf.

Shared Knowledge. Shared Success.

There's only so much one can learn from a manual. We go the extra mile to include interactive web-based training, quarterly service & marketing seminars at our training facility and even in-store presentations. Because we're only as strong as our weakest link, we want to be sure our affiliates are empowered with confidence as they greet their new rental customers.

Operate your own program? Working with another company? Just getting started? Let's talk.

Most independent rental operations are plagued by poor cash flow, aging inventory and collections nightmares. Several Veritas affiliates, once frustrated with their own program, are making more money now than ever. While their greatest fears included giving up control and profits, all they really gave up was the administrative stress & overhead. Many satellites for other companies are either experiencing recourse on uncollectable accounts or finding themselves competing against their provider's retail stores. We handle all of the billing & collections and have no retail stores to compete against. Because there is no franchise fee, inventory outlay or initial expenses required to participate in this program, the startup business owner can immediately offer a proven rental program to his or her customers with no financial commitment or advance market research.

What separates Veritas from the others? We eat, sleep and breathe this stuff!

In addition to a high-percentage monthly commission & per-contract bonus, Veritas affiliates also benefit from updated school market data, rental brochure distribution to the schools within their market, cooperative advertising opportunities such as imprinted music folios, outdoor banners, teacher planning calendars and access to vast industry resources offered by national organizations & manufacturers.

VERITAS AFFILIATE PROGRAM

FEATURES & BENEFITS

Professional Marketing Support

You'll be provided with valuable school market data identifying the music programs and teacher contact names in your area. Custom flyers (with your store name and logo) are mailed to every school band and orchestra director on your behalf at no cost to you. Cooperative opportunities include music folders, teacher planning calendars, cable television templates and community sponsorships.

No Collection Hassles

Our experienced collection department handles all of the billing, late notices, reminder phone calls and repossessions. There is no recourse to you when a rental account is uncollectable.

Educator-Approved Name Brands

We have the brands teachers want like Selmer, Bach, King, Conn, Artley, Armstrong, Benge, Holton, Vito, Besson, Buffet, J. Keilwerth, Jupiter, Gemeinhardt, Emerson, Regent, Knilling, Hermann Beyer, Scherl & Roth and more. In addition to beginner model instruments, we also rent-to-own upgrades and specialty instruments. Our in-house upgrade exchange promotions will ensure your customers will never outgrow your program.

Flexible Service Arrangements

Our first priority: Fast friendly service. Are you equipped to service instrument repairs? We'll compensate you for taking care of the service needs of your new customers. Looking for repair training? Come on down to our facility for personal one-on-one repair training (no classrooms!) and stay as long as you like. Would rather have us repair the instruments? No problem. We utilize the United Parcel Service ARS system and can quickly take care of your customer's service needs, regardless of location.

Paramount Affiliate Support

Veritas Instrument Rental will provide continuous training to familiarize you and your employees with our program. Other areas of support include monthly newsletters, in-store promotions, a yearly affiliate seminar/convention and seasonal marketing memorandums.

Increased Convenience & Buying Power

All of our inventory including new, like new, used, display and loaner instruments are available for immediate rental or sale at a substantial savings. You'll never have to worry about a master order again!

Pay Nothing to Get Started

Franchise fees? Inventory investments? No way! Everything you need to get started as a Veritas affiliate including instruments, training, flyer distribution and market data will be provided to you at no cost.

THE BEST PART: The Monthly Commission You Deserve!

Each month, you'll receive a detailed receivable statement showing exactly how much rent we've collected from your customers. Because we offer outstanding in-house collections, a high-percentage monthly commission and a bonus for every new contract you write, we're confident that we are the industry leader in profitability.

Complete and mail to:
Veritas Instrument Rental
12475 44th Street North
Clearwater FL 33762
Fax to: 727-310-3988



Veritas Instrument Rental Incorporated

Affiliate Application

Business Name: _____

Business Address: _____ City: _____ State: _____ Zip: _____

County: _____ Years at Present Location: _____ Years in Business: _____

Business Phone: () _____ Business Fax: () _____

Company Website Address: _____ Sales Tax Rate (%): _____

Business Category(s): _____ Retail _____ Repair Tech _____ Lesson Studio _____ Road Rep

Type of Business: _____ Sole Proprietor _____ Partnership _____ Corporation

If Subsidiary, Name of Parent Company: _____

Currently Renting Instruments? _____ If yes, what is your rental volume from Aug-Oct? _____

Are you working with another rental company? _____ If yes, with whom? _____

Please list your (possible) competitors: _____

Number of school music programs in your area? _____ Elementary _____ Middle _____ High

Are you currently in contact with music educators? _____ If yes, in what capacity? _____

_____ If no, are you willing to initiate contact? _____

Are music educators hosting rental meetings at the school? _____ If yes, will you attend? _____

School music market observations: _____

How did you hear about us? _____

Principals of Business (Please provide your HOME address and telephone information):

Name: _____ Title: _____

Home Address: _____ City: _____ State: _____ Zip: _____

Home Phone: () _____ Email: _____ SS Number: _____

Please note that by signing this Application, you are authorizing Veritas Instrument Rental Incorporated to conduct a business and/or personal credit check.

Signature: X _____ Date: _____