



Use our **Brand**  
to Build **Your**  
**Business**



Clark's Lawn & Garden Equipment  
Oregon City, Oregon

**Make Thousands  
with No Investment**



[uhaul.com/dealer](http://uhaul.com/dealer)

# Make Your Business More Profitable

*Becoming a U-Haul® dealer may be the single easiest way for you to make your business more profitable, because no other truck-rental company offers its dealers more: more customers; more commissions; more support; more equipment and accessories.*



## More Customers

In its more than a half century of operation, U-Haul has developed a very strong, highly recognized name among consumers. The U-Haul name alone will attract customers to your business. In addition, U-Haul is the world's single largest Yellow Pages advertiser, providing more exposure to potential moving customers than anyone else in the industry.

## No Capital Investment

You don't pay a thing to become a U-Haul dealer.\* There is no franchise fee. No capital investment. You'll earn extra money simply by putting your unused land and labor to productive use.

\*The only expense is your monthly phone bill and computer service fee. U-Haul pays for the installation (5 S.O.A.R. rentals can get all fees waived-See page 7).

## More Commissions

U-Haul® not only pays the highest commissions in the industry—22% on average—but we pay them on time, every time. Our dealers can count on us, as they have for more than a half century. Our commission rate\*\* for full time, full line, fully automated dealers (rents all U-Haul equipment and open 7 days a week and on computer and electronic banking) is:

- 20% – for truck rentals.
- 25% – for In-Town® and one-way auto transport and tow dolly rentals.
- 25% – for one-way trailer and moving rental items.
- 35% – for In-Town trailer and moving rental items.
- 35% – of the amount collected for equipment damaged during the rental.
- 15% – of the first month's storage rent at participating U-Haul Center or Storage Affiliate locations.
- Get paid for setting trailer hitch appointments and lodging reservations.

\*\* (Commission rates 1% less if open 7 days but only rents trucks or rents all equipment but only open 6 days per week. Rates 2% less if only rents trucks and open 6 days a week.)





## Versatility and Value

### Cargo Vans and Pickups offer endless opportunities.

Having these vehicles attracts local businesses, storage customers and customers that just need a small vehicle to your business. Several customers will want these on a regular basis for their business (caterers, parcel companies, landscapers and plumbers, just to name a few). They are versatile, easy to display, easy to drive and desired by many. They are the ideal fit for Metro locations and locations with little room for parking. Competitive multiple pricing options (daily, weekly and monthly) for commercial and long term customers allow for you to offer the best value for their needs while adding extra money to your bottom line.

## Top-Notch Equipment; Variety of Moving Rental and Sales Items



### The Best Equipment In The Business For The Self-Mover

Only U-Haul® moving vans are designed specifically with the self-mover in mind and offer such customer-pleasing features as Low Decks™, EZ-Load Ramps®, Gentle-Ride Suspensions™, Mom's Attic®, automatic transmissions, AM/FM radios and unlimited tie-downs on padded rub rails. U-Haul® moving vans really are designed to Make Moving Easier™, which is why more people choose to move with U-Haul.



Only U-Haul offers a full line of trailers and leads the way with the best car haulers in the industry. Because trailer rentals take more

time, we pay our dealers a higher commission for renting them. That can add up quickly when you consider that a third of customers who rent one-way moving vans also rent additional U-Haul equipment for towing behind the van.



### Moving Rental Items

People who move usually need more than just a moving van and/or trailer. As a U-Haul dealer, you can offer extra moving rental items often needed for a move, such as auto transports, tow dollies, Appliance Dollies™, versatile utility dollies and furniture pads. Commissions from these accessories run as high as 35%, and those can add up quickly too.

### Boxes and Moving Supplies

To fatten your profits even more, we offer a wide range of highly profitable boxes and moving supplies (support sales items) for resale, including boxes, rope, tape, Enviro-Bubble™, shrink wrap, locks, etc. [uhauldealer.com](http://uhauldealer.com) allows you to order online 24/7, free delivery right to your door. You'll have the opportunity to sell the very items consumers need for moving, storing, even for shipping. Many U-Haul dealers earn more from sales items than other dealers earn in rental commissions.



# Total Support: Advertising, Sales Tools, Training, & Automation

## Advertising

We provide our dealers with the advertising and promotional materials they need to market their dealership. We promote U-Haul® dealerships in our Yellow Pages advertising, and on the Location Finder at uhaul.com plus all our dealers receive effective point-of-sale merchandising materials such as signs and banners, product literature, free Moving Guides, Packing Planner checklist—materials designed to make selling U-Haul products and services easier.

## Customer Sales Tools

Generating new U-Haul business is a breeze because the U-Haul phone number will ring right into your primary business line. This allows you to never miss a call—and the only cost to you is the monthly phone charge.

You'll also receive a variety of free sales tools, many online, including a Customer Service Form, Scheduling Log, Users Guide, and Receiving and Dispatching Tag.

## Training/Personnel

We even make getting started as a U-Haul dealer easier by assigning you an area field manager whose primary job is to answer your questions and assist you whenever needed. In addition, you'll receive training materials and online help on subjects ranging from how to hook up a trailer, to effective selling techniques.

## U-Haul University

U-Haul University is an on-line interactive, self-paced training program for U-Haul Dealers. These classes are designed to help with basic principles on subjects ranging from how to hook up a trailer to effective selling techniques. This allows a dealer to learn how to successfully operate a U-Haul dealership.



## Top Management Available

You'll also have the comfort of knowing you can call on your U-Haul marketing company president whenever needed—the person who has bottom-line responsibility within our organization.

## Dealer Automation

Only U-Haul® has Web B.E.S.T.® (Banking Electronic Summary Transactions) a state-of-the-art Internet based point-of-sale system for the 21st century.



*U-Haul provides its dealers with total support. Advertising, sales tools, training and automation are parts of the dealer package.*



Dealers use their own PC and internet service provider to conduct U-Haul business fast and easy on a secure site on the World Wide Web.

### **S.O.A.R.®**

U-Haul® Dealers and eMove® Storage Affiliates can also make their profits *soar* by taking advantage of the Secured Online Affiliation Rentals (S.O.A.R.) program. Through the S.O.A.R. program, thousands of U-Haul dealers and eMove storage affiliates can rent storage rooms for their customers at more than 6,000 U-Haul centers and eMove Storage Affiliates throughout the U.S. and Canada. Dealers earn 15% commission of the first month's storage rate, and affiliates can network with neighboring dealers to increase their own storage occupancy. Dealers get \$5 through S.O.A.R. for hitch installation appointments at U-Haul Centers and also earn commissions for arranging lodging along a customer's moving route.

### **Fast Pay**

Receiving commissions is quick, easy and automatic with the U-Haul Fast Pay program. With Fast Pay, commissions are deposited weekly, directly into a bank account designated by the dealer.

### **eMove® Moving Help**

eMove Moving help is an online marketplace for moving-related services. It provides a place for people who are moving to find and transact with people and services that can help them move. Customers are looking for people to help them load and unload, pack and unpack, drive the rental truck, maid service and home cleaning, painting help and lawn service or yard cleanup. If you feel you or your business can provide moving related services, we need you!

## **Additional Benefits That Round Out Our Package**

### **Dealer Buyer's Club**

All U-Haul® dealers have their own website: [uhaldealer.com](http://uhaldealer.com), where they can communicate with each other on the message boards, view their commission statements or take advantage of discounted merchandise sold through the U-Haul Dealer Buyer's Club. U-Haul dealers have the opportunity to purchase a wide variety of items for resale or just for use in their store. Benefit plans for health and life insurance are also available for U.S. dealers.\*

\*Check with your Area Field Manager for more information and availability in your area.

### **Bankcard Fee Saver™ Program**

U-Haul dealers can take advantage of our Bankcard Fee Saver program which gives discounted credit card processing rates. This can save them hundreds, perhaps thousands, of dollars annually on VISA/Mastercard transactions in their primary business. U-Haul offers a Check Fee Saver™ program with two different check fee saver options, both of which feature free collection service.

### **Credit Union Membership**

U.S. U-Haul Dealers may join the U-Haul Federal Credit Union and enjoy all the benefits a credit union offers: convenience, low-cost loans, savings programs, even checking accounts. U-Haul dealers may direct deposit all or part of their commissions into one or more credit union accounts.



As a valued member of the U-Haul team you can participate in savings on travel, lodging and other recreational opportunities.



*Now consider your options and weigh them carefully. You'll find there are more good reasons to become a U-Haul® dealer.*

## Earmarks of a Successful U-Haul Dealership

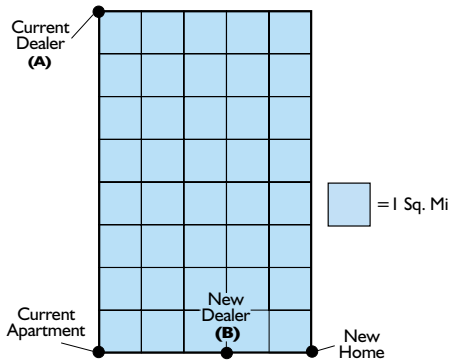
Is your business a good candidate to become a successful U-Haul® dealership? It is

if your location has high visibility and traffic. It is if you have land available to attractively display U-Haul trucks and trailers. And if you can back that up with your personal commitment to develop your U-Haul dealership to its maximum potential, you've got the foundation for tremendous success.



## Why Being a U-Haul Dealer is Good for the Environment and the Customer.

### Neighborhood Dealerships Enhance the Environment



	Dealer A	Dealer B
Total Miles Driven	34 Miles	13 Miles
Total Gallons Used	4.8 Gallons	1.8 Gallons
<small>*6.8 MPG</small>		
Total Carbon Emitted	96 lbs	36 lbs

### Total Carbon Saved: 60 lbs

- ✓ Dealer B saves the environment 60 lbs of CO<sup>2</sup>. There is a public good created by convenient neighborhood U-Haul Dealers. Less fuel will be burned (and less CO<sup>2</sup> created) by our customers while accomplishing their move.

\* Based on truck specifications for a 14 ft. gas DC Mover

## Consider The Total Picture

Now consider your options and weigh them carefully. Look at what competitive truck rental companies offer and compare that to ours. You'll find there are more good reasons to become a U-Haul dealer.

- You'll have more customers for your primary business.
- You'll have the potential to earn more by offering more.
- You'll receive the highest rental commissions in the industry.
- You'll have access to the most complete, top-notch equipment available for self-moving consumers.
- You'll have the opportunity to rent and sell an array of moving-related equipment and accessories.
- You'll have the opportunity to participate in benefits programs.
- You'll have an assigned Area Field Manager to provide total service to your dealership and communication access to your marketing company president.

## Sustainability

Since its inception, U-Haul has recognized the importance of utilizing all of our resources with economy and effectiveness (E&E) – to be good stewards – to accomplish our promise to meet the needs of our customers today, without compromising the ability of future generations to meet their needs (sustainability).

You can be associated with the very company that founded the do-it-yourself moving industry—U-Haul. Now celebrating more than a half century as America's Number One Family Mover®, it's the company more people choose to move with. Join us. You'll be glad you did.

For more information visit us on the web at

**uhaul.com/dealer**

**1-800-528-0361**

