

Renting Equipment on the Internet

End users are becoming more comfortable with using the Internet in the equipment rental process, according to Associated Equipment Distributor's recently released Rental 2006 study.

Thirty-five percent of the contractors responding to the survey are using the Internet to check rental rates or availability, and/or to schedule the rental, up from just 6 percent in 2001.

More than one-third of contractors that use the Internet in some part of the equipment rental process check rates and availability and/or schedule the rental (35%), about one-fourth (24%) check rates and/or availability, and 21 percent check rates only. Ten percent just inquire about availability.

This increase in "surfing" to search for rentals may account for the 40 percent of contractors that said they schedule an equipment rental four or more days before they need it.

According to Rental 2006, 39 percent of end users place their order two to three days before and 17 percent give one day's notice. However, 4 percent of end users say they schedule their rentals the day they need them.

Source: Associated Equipment Distributors