

THE APPROACH

Association of Progressive Rental Organizations

CONVENTION LOOKS GOOD!

**PENNSYLVANIA MOVES TO
REGULATE RENT-TO-OWN
BUSINESS**

EFFECTIVE SELLING IN THE
RENTAL BUSINESS

**TENNESSEE ATTORNEY GENERAL
INVESTIGATES RENTAL
INDUSTRY**

**CAN THE CRIMINAL LAW HELP
WITH SKIPS & STOLENS?**

THE BEST COLLECTOR IS THE
NON-COLLECTOR

DEALER PROFILE

President's Letter

THE NEXT PRESIDENT

Electing a new President and Board Chairman at the convention this summer won't be quite as simple as it might seem. When you are deciding on your choice for the top job, consider these thoughts from the man who holds that office now:

1. If the President doesn't have plenty of time available, forget it! An hour or two every month just isn't enough.

2. The candidate who can't leave his own business in good hands can't do your job — he won't have time.

3. The "good ole boy" who gets along with everybody might make a great host for the cocktail party, but chances are he won't be able to make a tough decision or be the strong voice sometimes needed in the board meetings.

4. If your candidate can't place the association's aims and goals above his own personal interests and prejudices, you, can count on a

chaotic term of office and a short lifespan for APRO.

5. The office imprints the man, and vice versa. If the candidate doesn't enjoy the highest personal reputation and integrity among his peers and others, APRO will be irreversibly damaged.

6. If your candidate has often complained and harped about "the way things are," but has never actually worked to change them within the framework of the association, you'd better cross him off your list. The President carries the target, not the arrow.

The next President for APRO must be better than the present officer. And the one after him must be even better yet. The chief elected officer you select this summer at New Orleans will largely direct either the coming-of-age or the funeral for APRO. It's your choice, members.

Bud Holladay, President

CONVENTION LOOKS GOOD!

The 1982 APRO convention, scheduled for August 18 - 21, at the Hyatt Regency in New Orleans, is off to a good start. I recently visited in New Orleans with Convention Manager Bill Langkopp and Convention Committee Chairman Jack Callendar (Television Management, Metairie, La.) and my report to APRO members is positive! All activities necessary to have a professional and productive convention are well underway, and the facilities are top-rate.

The people at the Hyatt Regency are going full speed to accommodate the APRO folks with everything from a hangar-size exhibit hall to convenient hospitality areas that will make it really unnecessary to leave the hotel (except for a visit to the old French Quarter, of course.)

Several seminars are being planned and the titles will be released at a later date.

Bill Langkopp, a native New Orleanian, is a member of the city's Tourist and Convention Board and knows what makes a good convention work. He will see to it that APRO members go away with a feeling of accomplishment and pride and all exhibitors receive full value for their show costs. APRO convention '82 — carrying the theme "Rent to Own - The Wave of the Future" — will indeed be bigger, better and more exciting than last year. So be sure you're in New Orleans August 18-21, you won't want to miss this one.

Bud Holladay

(More convention information on page 10.)

Marketing

Effective Selling In The Rental Business

Know Your Competitors. Be Prepared.

We are fortunate in living in a free enterprise society. It means there's competition in nearly every business. As consumers this benefits us by bringing a wide variety of goods and services at favorable costs. As business people it keeps us strong by demanding that we keep up with what is happening in our marketplaces. It forces us to be efficient, and to provide goods and services which other consumers view as favorable **in relation to other alternatives.**

You have the choice. You can keep yourself among the strong, or you can go the way of the buggy whip manufacturers. Your competitors aren't likely to pay you a polite visit to tell you what they're doing, so it's up to you to take the initiative.

The first step is to analyze who is your competition. "That's easy," you say, "There are five other rental companies in my market and I know them all." Good. Are you real sure a new dealer or a new location for an existing dealer hasn't opened in the last couple of weeks? The rental business is growing like mushrooms after a spring rain. Keep your eyes and ears wide open for commercials, print ads, new stores as you drive, the yellow pages, customers' comments. Ask your friends, family and fellow workers to keep you posted too.

By now you have no doubt realized that other rental dealers aren't the only competition. Major discount retailers especially the ones who offer easy credit terms, regular credit retailers, loan companies in the small consumer loans business, used products merchants and the used merchandise classified ads are all seeking to attract your potential customer.

Once you have identified the significant competitors in your market, you'll need lots of facts. Advertising will usually tell you the key features and benefits each competitor pushes. Keep a sharp eye out for advertised promotions. You will also need to know prices and especially the total costs involved in any financing arrangements. These include state and local taxes, finance charges, possibly credit life insurance, cost of a service contract comparable to your service guarantee, delivery charges, and filing fees or other administrative charges. You'll also want to know which brands are available, how quickly transactions can be completed, and what impression the competitors' employees make. What you can't get from ads you can get by "shopping" the competition — calling or visiting the place of business as if you are a customer.

Giant Caution Mr. or Ms. Dealer:

The law says you may not set prices in collusion with your competitors. Many large companies have received **heavy** penalties for price fixing. It is legitimate to "shop"; a good way to do this is to have a capable employee who isn't known to the competition do this, just pretending to be a customer. If you stay out of price discussions with competitors or their employees who may be in a policy-making position, you will minimize the danger. We have recently learned that some rental dealers are unaware of the law, which is enforced by the Fair Trade Commission. It's no joke. Penalties for violation include **triple damages and jail.**

Now that you have a lot of information you need to organize and analyze it. Of course there's more than one way to do this, but a simple and effective way is to make a sheet for each rental competitor. List your key products. You don't necessarily have to check every item; if you get information on representative items most important to your business, you'll be able to establish a pattern. Find out what those rental dealers charge and record it on your list. At the bottom write information on other charges. In the case of loan companies, figure a few key examples of the cost to finance comparable merchandise.

The chances are your prices will be similar to the competition's. But if you are the price leader in the community, you will naturally want to stress this when you make your sales presentation. It is always more effective to use specific detail rather than general claims. For example, "Surveys show our prices are at least 5% (or X dollars) under other rental companies" is much stronger than "We have the lowest prices in town."

On the other hand, you may not have the lowest weekly or monthly rates, but you may offer advantages which more than offset the difference, such as extra warranties. Where possible, place a monetary value on these, such as the cost of a comparable service contract.

Once you have the data regarding your competitors, you can analyze your strengths and weaknesses in the marketplace. You can use the information to minimize your weaknesses, and by preparing and practicing you can capitalize firmly on your strengths.

So borrow the motto of the U.S. Coast Guard, "Semper Paratus" — Always Prepared.

Rozanne Kowalczyk, Chairman
APRO Training Committee

PENNSYLVANIA MOVES TO REGULATE RENT-TO-OWN INDUSTRY

In February 1982 a rider was attached to a bill raising the interest rates in Pennsylvania. The rider redefined retail installment contracts to include rental agreements with options to purchase. The bill passed a month after the rider was added with apparently no input regarding the effect of the legislation either on consumers or on our industry.

The new law says that a contract is a retail installment contract if the following conditions are met:

1. The customer has the option to renew the contract by making specified payments;
2. The seller is obligated to transfer ownership of the property to the customer when all payments required have been made; and
3. The payments required in the contract are greater than the value of the property.

If the law applies to the agreement, then certain disclosures must be made: the cash sale price, any down payment, any insurance and cost of coverage, the unpaid balance due, any service charge, the time balance, the number of installments required, the amount of each installment, the due date of each payment and the time sale price.

The new law further states that for the purposes of these disclosures, there will be a legal presumption that the customer will exercise all of his options and become the owner of the property.

There is also a section limiting a seller's right to enforce contracts. The new law states that a seller may not repossess his merchandise or commence any legal action until 21 days after he has notified the customer by certified mail that he is in default. The law states that a seller is not required to give notice of default more than once in any 12 month period.

Penalties for noncompliance appear to be forfeiture of any service charge, plus payment to the buyer of any amount equal to the charge. Penalties for willful and intentional violations include fines of up to \$1,000 or imprisonment for up to one year.

The new law is scheduled to come into effect 60 days after it has been signed by the Governor.

APRO staff members are currently working with members in Pennsylvania and their attorneys to help them conform their contracts to the new law. Plans are also underway for APRO representatives to go to Pennsylvania to meet with legislators there to explain the likely economic impact of the new law. It is possible that some amendments to the new law may be forthcoming from these discussions.

While it is true that this new law affects only Pennsylvania dealers, the same kind of law could one day appear before your state legislature. The Pennsylvania rider was added and passed in about 30 days.

APRO monitors federal legislation carefully to insure that before a national law is passed the industry will have an opportunity to be heard. Monitoring state legislatures is more difficult and cannot be done without diligent support of the membership. Political questions surrounding our industry are very much alive. We all know that we offer valuable products and services in the marketplace. But, unfortunately, not all government officials know how we do business, and a few believe the worst. Your national trade association is an effective voice — one that government officials will listen to. We must work to insure that we have the opportunity to be heard.

If you hear of legislative efforts in your state similar to those in Pennsylvania, contact APRO at once so that we may begin coordinating efforts of APRO members in your state to explain the industry point of view.

CAN THE CRIMINAL LAW HELP WITH SKIPS & STOLENS?

Rental dealers in several states have attempted to use their criminal justice system to help them recover skips and stolens. When an account becomes overdue and the dealers are unsuccessful in their usual collection methods, some are going to their local prosecutors and filing theft charges against the defaulting customer.

One of the difficulties with this collection procedure has been the way theft laws are written. In many states, the language of the statutes will not apply to situations where the accused came into possession of the merchandise lawfully. Approximately one-third of the states have enacted laws specifically for the rental industry. The new law in Missouri is typical of these statutes:

FAILURE TO RETURN LEASED PROPERTY

A person commits the crime of failing to return leased or rented property if, with the intent to deprive the owner thereof, he willfully fails to return leased or rented personal property to the place and within the time specified in an agreement in writing providing for the leasing or renting of such personal property.

Regulations

Most of these laws require 10 days written notice to the customer before commencing criminal prosecution. Penalties for conviction under the statutes can be fines or imprisonment.

Obviously, these laws are potentially effective devices for enabling a rental dealer to pursue customers who fail to pay on time and refuse to return the merchandise. Unfortunately, not all prosecutors are as willing to uphold the law as they should be. APRO has received reports from dealers in Missouri, Florida, Colorado, and other states that local prosecutors have flatly refused to enforce this law. Prosecutors claim either that the law does not apply to rental/purchase agreements — or that they simply have more important things to do than help rental dealers.

There is such a thing as “prosecutorial discretion” — prosecutors, in effect, can choose the crimes and criminals to go after. The only real solution is to elect more business-minded prosecutors.

A WORD OF CAUTION: If these laws exist in your area, you must be aware that there can be problems with using them. If you are going to ask the state to prosecute customers on your behalf, you must be ready to see the prosecution through to its conclusion. That may include testifying against a customer in court, trying to have him thrown in jail, sometimes after you have gotten your property back. You must evaluate carefully the impact of these kinds of suits on your business reputation.

Further, if you fail to complete the prosecution — you drop charges because you get the merchandise back or the complaining witness, your manager, has moved — you may be leaving yourself open to charges of false arrest.

Some of the larger dealers have determined that these risks are simply too great and do not use these laws against their customers.

APRO advises that you consult with your local attorney and have him determine whether there is a theft of rental property statute in your state. If there is, the next step is to contact the local prosecutors to see if they will enforce the law for you. Be prepared to hear different answers in different towns in the same state. Finally, you must make a careful business judgement whether it is worth your time and trouble to try to have customers who refuse to return merchandise face legal action.

TENN ATTORNEY GENERAL VS RENTAL INDUSTRY

The Tennessee Attorney General's Office has begun an investigation of rental dealers in Tennessee, to see if their rental agreements violate the law of price unconscionability. The law of unconscionability is part of the Uniform Commercial Code (2.302) and is in effect in nearly every state. The original purpose of the law was to prevent oppression and unfair surprise by unscrupulous business people over disadvantaged consumers.

Most of the lawsuits have involved procedural unconscionability where a consumer was tricked or coerced into making a contract when he did not want to or when he did not understand what he was doing. Other agreements have been ruled unconscionable because a seller has insisted on excessive security or because a seller has severely limited his liability in a sale.

The idea of price unconscionability — that a seller simply charged too much for his product — is a relatively untested legal theory. In a New Hampshire case, a seller of aluminum siding charged \$2,568 for goods and services the court determined to be worth \$959. In a New York case, a furniture and appliance retailer charged \$1,439 (including several late charges) for a freezer the court determined to be worth \$300. In both of these cases the courts ruled the contracts invalid on account of price unconscionability. Without having the transcripts of these cases available, one might imagine that the defendant's attorneys did not make effective economic arguments regarding the value of the goods and services being provided.

In most of the unconscionability cases, however; as long as it is shown that the customer fully understands the bargain he is making, courts have refused to enter in and decide whether the contract is a “fair” one or not. Insofar as the rental industry is concerned, it is unlikely that the doctrine of price unconscionability will have much applicability. Most rental dealers are selling far more than a TV or an appliance. Many are selling service for the life of the option, no obligation, limited or no credit checks, small or no down payments, etc. If values were placed on all of the benefits enjoyed by rent-to-own customers, the bargains offered by most rental dealers would be seen as fair and competitive. This is, of course, why our industry is growing so rapidly.

Ed Winn
APRO Legal Counsel



Nuts & Bolts

BELIEVE IT OR NOT!

Some tidbits that could make Mr. Ripley roll over. . .

1. Experts find that eighty percent of the losses of business due to theft are committed by the top fifteen percent of the white collar work force. He (and she) steals more — and more often — than any other employee.
2. The typical "route manager" in a medium-size rental store handles only 5-7 transactions personally during each workday. . .so how come he eats up 45-50 payroll hours doing it each week?
3. Most store supervisors diligently look for waste in the purchase of office supplies, gasoline, etc. But three expense items make up two-thirds of all expenses: inventory, personnel, and sales-advertising. Most rental store controls are designed to prevent spending in the areas that least impact profits. A two percent reduction in idle inventory can improve profits by 10% — try doing that with pens and pencils.
4. The would-be customer who wants to rent a \$300 color TV must undergo a rigorous check of references, employment, etc. But the fellow hired to handle hundreds of those televisions can go right to work with no reference check at all. Strange?
5. Most rental store owners claim to "know the customer." But how many owners have spent thirty minutes in the last month chatting with customers at the counter or in the home?

6. Store employees and Store Managers are hired for one reason only: to produce profit. How many of them ever see a financial statement or know exactly how much profit they are producing? Some operators say, "It's none of their business." Oh really?

7. Most rental operators wait at the "thieves" who run away with rental televisions. . .so do they turn in the guy who's selling hot typewriters at the back door? Oh. . .that's different!

8. Simply verifying the landlord on every rental order will cut out about one third of all losses on skips-stolens. And the other two thirds can be cut out if you just don't rent anything. Get the picture?

VCR MARKET SHARES

A recent VCR share-of-market survey by TV Digest ranked the 21 VCR brands available in 1981 in order of estimated sales.

RCA continued to have the strongest lead in home VCR business, with 28% market share, which would indicate sales of about 360,000 VCR's. Ranked second through fifth were: Panasonic with 15.3%, Sony with 14.2%, Quasar with 6.0% and Zenith with 6.0%.

TV Digest also stated that in terms of actual manufacturers, Matsushita was dominant, supplying 54.5% of home VCR's sold in 1981, or nearly 742,000 units. Sony was ranked as the second supplier and Hitachi was third.

SOCIAL SECURITY NUMBERS ISSUED BY EACH STATE

This chart may prove helpful in confirming on applicant's previous residence as to State, also when it is determined that a "skip" has returned to his home State.

Social Sec. No.	State Where Issued	Social Sec. No.	State Where Issued	Social Sec. No.	State Where Issued
001-003	New Hampshire	362-386	Michigan	501-502	North Dakota
004-007	Maine	387-399	Wisconsin	503-504	South Dakota
008-009	Vermont	400-407	Kentucky	505-508	Nebraska
010-034	Massachusetts	408-415	Tennessee	509-515	Kansas
035-039	Rhode Island	416-424	Alabama	516-517	Montana
040-049	Connecticut	425-428	Mississippi also 587	518-519	Idaho
050-134	New York	580	Virgin Islands	520	Wyoming
135-158	New Jersey	581-582	* Puerto Rico	521-524	Colorado
159-211	Pennsylvania	583-584		252	New Mexico also 585
212-220	Maryland	586	Guam, American	526-527	Arizona
221-222	Delaware		Samoa, and All	528-529	Utah
223-231	Virginia		Other Pacific	530	Nevada
232-236	West Virginia		Territories	531-539	Washington
237-246	North Carolina	429-432	Arkansas	540-544	Oregon
247-251	South Carolina	433-439	Louisiana	545-573	California
252-260	Georgia	440-448	Oklahoma	574	Alaska
261-267	Florida	449-467	Texas	575-576	Hawaii
268-302	Ohio	468-477	Minnesota	577-579	District of Columbia
303-317	Indiana	478-485	Iowa	700-729	Railroad Retirement
318-361	Illinois	486-500	Missouri		

*The areas of most States will begin with the same group in the CO (Central Office) issuance system. However, Mississippi and Puerto Rico are exceptions. For these, CO issuance will begin with the groups indicated above for the individual areas.

New APRO Members:

- | | | | |
|--|-----------|---|-----------|
| 1. Daniel Adams
Adams TV & Appliance, Inc.
Norwich, Connecticut | 1 store | 17. Richard Monson
Appliance Man Enterprises, Inc.
St. Joseph, Missouri | 1 store |
| 2. Ron Alshmeimer
The TV Factory
Syracuse, New York | 1 store | 18. Stuart Miller
National TV Rentals and
Crown TV Rentals
Granada Hills, California | 42 stores |
| 3. Don Burdick
Graybird Leasing Inc. of Oklahoma
Arlington, Texas | 5 stores | 19. Patricia Flowers
Colorworld TV Rental, Inc.
Albuquerque, New Mexico | 4 stores |
| 4. William D. & Marian L. Black
Showtime TV Sales, Inc.
Flint, Michigan | 3 stores | 20. Jim Baillio
Baillio's Rent-A-Color
Farmington, New Mexico | 2 stores |
| 5. Ralph Canales
Best Rentals Showcase Inc.
San Antonio, Texas | 2 stores | 21. Denise Pajer
AXP Rental
Lorain, Ohio | 1 store |
| 6. Lee Canton
C & N Enterprises, Inc.
Ashland, Kansas | 4 stores | 22. Bill Rhodes & Ronald Payne
Homeway Rentals
Dublin, Georgia | 4 stores |
| 7. Harold R. Jenson
Jenson Commercial Distributing Co.
Omaha, Nebraska | 2 stores | 23. David Green
Rainbow Rentals
Houston, Texas | 1 store |
| 8. Jeffery S. Kubran
National Consolidated Services, Inc.
Waterbury, Connecticut | 2 stores | 24. Jack Cukjati
TV Rentals, Inc.
Joplin, Missouri | 2 stores |
| 9. David Manthei
Canyon Television &
Appliance Rental, Inc.
North Las Vegas, Nevada | 2 stores | 25. Bill Grogan
Mr. TV
West Hartford, Connecticut | 1 store |
| 10. Frank Marra
Marra TV & Appliance
Great Falls, Montana | 2 stores | 26. C. E. Hughes
Rentco, Inc.
Cincinnati, Ohio | 3 stores |
| 11. Gary Wilburn, Sr.
Universal TV & Appliance Rentals
Cincinnati, Ohio | 21 stores | 27. Bill Klopp
Easy TV & Appliance Rental
Atlanta, Georgia | 8 stores |
| 12. William E. Morgenstern
Rent-a-Way, Inc.
Erie, Penn | 2 stores | 28. Richard Kueber
E-Z Appliance & TV Rental
Radcliffe, Kentucky | 2 stores |
| 13. Michael Nobles
Drive In TV & Appliances, Inc.
Melbourne, Florida | 2 stores | 29. Farrell Toon
Bronko Rentals, Inc.
Greeley, Colorado | 1 store |
| 14. Robert David Keith
David Keith Electronics
Laurel, Mississippi | 1 store | | |
| 15. Michael R. & Freda N. Morrison
Rentertainment
Lynnwood, Washington | 1 store | | |
| 16. Vernon M. Nelson
Action TV Ltd.
Calgary, Alberta | 1 store | | |

New Associate Members:

1. Phil Schwartz
Kenwood Electronics
Carson, California
2. Masa Yamamoto
Sony Corporation of America
9 West 57th
New York, New York 10019

Collections

The Best Collector Is The Non-Collector

Why do so many rental dealers insist on preventive maintenance on trucks, equipment and inventory, but simply assume they'll always have collection problems? Preventive maintenance in collections is vital to any successful rental operation, and it is fairly simple to handle. Some basic assumptions must be made: 1) collection problems are not inherent in a rental operation but always are in a bad rental operation; and 2) most people will pay their bill if they know how, why and where.

One 10-year old operation with 11 rental outlet in major markets has experienced no higher than a 0.7% bad debt write-off on skips, stolens, etc. over the last decade (stated as a percentage of sales). Stores consistently receipt 97% of maximum-collectable revenues, but only 5%-10% is actually collected at the customer's doorstep. Moreover, annual growth of units on rent has averaged in excess of thirty percent. What's the secret? Preventive maintenance, or just doing the simple things first:

1. Hire the best people you can afford to communicate with your customers; a high degree of verbal skills is vital.

2. Spend more time training employees in making a thorough and concise delivery presentation and less time talking about "bad deals". The customer must be sold three times: once when he rents, once when he is

delivered and then the third time if he becomes past due. Each "sale" must reinforce, in a positive and businesslike manner, the benefits and responsibilities of renting without complicated "legalese" or heavy-handed tactics.

3. Understand and teach the important points in writing and verifying rental orders to eliminate the obvious high-risks at the outset.

4. Give the customer a product and a level of service he won't mind paying for — who wants to pay for something that doesn't work and looks terrible?

Setting arbitrary percentages for weekly or daily past due closeout accounts can be both dangerous and counter-productive. If a store consistently delivers more than it picks up; earns an acceptable net profit and return on investments; has tolerable write-off percentages; and is not in court daily, then whatever the delinquency percentages work out to must be right for that market. Simple enough. Fooling with esoteric and sometimes complicated collection techniques, or implementing iron-fisted controls and systems usually will do more harm to both sales and profits (not to mention image) than it ever will solve collection problems. The best collector is the one who has no collections because his customers know the program, like the product and wants to do business with that store.

Organizing for Results

2% OF YOUR REVENUE MEANS 25% MORE PROFIT

Trying to cut expenses to improve profits is the American way. Trouble is, it doesn't always work, and it sometimes hurts your ability to handle new business, or take care of existing business. Also, you have to start all over at the beginning of each month. But there is a way to improve your net profits by 25% just by making a 2% change in your daily operation: stop giving away revenue.

Here's the arithmetic: if your operation averages \$62.00 per unit revenue per month, and you operate at a fairly typical 8% pre-tax net, you are earning a per-unit net of \$4.96 monthly. If you increase collected revenue by only TWO PERCENT (2.0%), you add \$1.24 to your net per unit ($\$62.00 \times 2\% = \1.24). This is an increase of 25% in the net profit — without cutting a single dime in operating expenses!

Store-level employees often don't realize just how much rent they "give away" in an average month. Errors in receipting payments, "moving up" delinquents to adjust accounts, and failing to collect back rent owed when a unit is picked up can cost a 500-600 unit store over \$1,500 per month in lost revenues. That is profit dollars you can convert. If the 500 unit store operates at an efficiency level of 90% in receipting revenues, it will still give away over \$1,500 a month. If you suspect some of your people are working at less than 90% efficiency, you can have a big problem.

Of course, if you can reduce expenses significantly plus increase revenues by only 2%, then you are way ahead of the game. In these days of fluctuating interest and escalating costs, it makes sense to stop giving away our profit.

— Bud Holladay

Dealer Profile

RON O'HARA RO-HO RENTALS

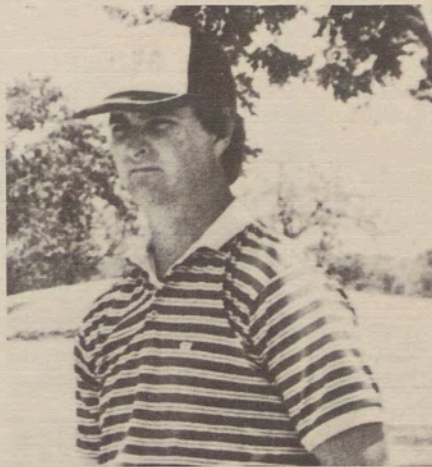
Ron O'Hara is a believer. He's far more than a positive thinker. He's a positive doer.

He began his career in the rental business in Oklahoma City in 1975 - as an assistant manager for Action TV Rental. He knew he wanted to be a major part of this industry and he struck out to do it.

After a seven month indoctrination of the rental business, Ron left for Baltimore. There he went to work as District Manager for another Action TV Rental and things began to happen. He became involved in the development of the accounting, inventory control and employee training and relations. He assisted in the establishment of seven locations, and he saw himself promoted to Manager, and then to General Manager.

Ron was rolling, and he didn't slow down. He saw his future, and he soon acquired a partner and formed RO-HO TV Rentals. He tackled the roadblocks of new business and he sought to form a successful company. Today, RO-HO TV Rentals is a five store operation with two locations in Philadelphia and three in the New Jersey area.

In addition to his business fortune, Ron boasts of a wonderful wife and three beautiful children. One daughter is already following in the footsteps of success, as she's a star of television commercials.



His past is one to be proud of and he believes his future will be equally bright. Ron tentatively plans on a 25 - 50 store operation to develop over the next five to ten years. He's seen many changes in the rental industry over the years - such as economic changes, legal changes and employee development. He's been affected by new legislative changes, and he's made his decision to move with them.

That's what makes him a positive doer.



"No bird soars too high, if he soars with his own wings."

William Blake



More on Convention '82

WHAT DOES THE 1982 APRO CONVENTION HAVE FOR YOU?

No where else will there be as many suppliers, vendors and consultants just for your type of business, the rental ownership dealer. And besides exhibits, APRO will be holding three "Information Sessions." Each one will cover a certain topic such as - improving collections, media/advertising planning and selection, and improving profitability through inventory management. The participants will be asked to turn in questions to a panel of dealers and experts in that particular field.

Aside from the panel discussions, Ed Winn, Apro legal Counsel, will hold a lecture on the current legal issues and their impact on the rental business.

Dues will include the lecture/discussions, along with three continental breakfasts, five coffee breaks and a gala awards dinner banquet with a guest speaker you won't want to miss.

IF YOU WOULD LIKE TO PRE-REGISTER NOW, FILL IN THE CARD BELOW AND SEND IT IN.

Will Your Suppliers Be There?

Anyone who sells or leases products, services or equipment to rental stores, is invited to have an exhibit at the APRO Convention. Do your suppliers know that? APRO wants everyone from TV wholesalers to Burglar-Bar experts. There's still time to sign up, so tell your suppliers about it and let's have an even more successful convention this year!

(All interested vendors and suppliers should contact Convention Coordinator Bill Langkopp at (504) 588-9991.)

RETURN TO: CONVENTION HEADQUARTERS
330 Exchange Alley
New Orleans, La 70130

YES, I AM ATTENDING THE AUGUST 18-21 CONVENTION IN NEW ORLEANS

Company name _____ dba _____

Co. Representative _____ title _____

No of persons _____

Mailing address _____

Dues are \$50 per member
\$150 per non-member

After August 1 the dues go up to \$65 per member
\$200 per non-member



Eavesdropping

"Why should I join a trade association for rental dealers? I've already joined the BBB and NARDA. What more do I need?"

"If you join APRO, you're in the only trade association designed just for rental dealers... you know — the no-obligation, rental-purchase dealers. Who else understands our business but us?"

"Will APRO rent televisions or collect payments for me?"

"No, but it will give you the benefit of experience others have received over the years in renting televisions and collecting payments. And the best thing about it is, you get the RIGHT information. Why, at a recent meeting I sat with 4 or 5 dealers from all over the country and we talked collection problems, store inventory control, accounting procedures, and advertising methods. Some of those guys had great ideas! And they didn't cost me a thing except my membership dues."

"Yeah. . .about those dues. . .kinda expensive, aren't they?"

**Why Should
I Join
A Trade
Association?**

**How Can
APRO
Help?**

"APRO dues cost me about what 2 color TV sets cost. I figure my business is worth the price of 2 TV's if I can find out what's happening and what I can be doing to improve my image and my operations."

"I don't know. . .it sounds too simple. I don't know of anybody who's a real expert at the rental business. How can APRO help?"

"That's just it: APRO gives you access to acknowledged experts in all fields that you apply in the rental business. Plus, you get information and input from guys just like yourself — they know what's it like because they are in the business, too. I believe several hundred heads are always better than one. Besides, I got some terrific discounts on vehicle leasing... insurance programs... and really important information on rental industry laws and how to build a better advertising program. Plus the suppliers listen better now."

"Well, I think I'll find out some more about this APRO deal. Are you sure it's right for me?"

"Are you in the television rental business?"

Please send me more information on APRO.

NAME: _____ COMPANY: _____

ADDRESS: _____

Tear this card out and send to: APRO, 1866 Austin National Bank Tower, Austin, Tx 78701



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(512) 478-6521*
