

# Equipment Rental Executive Deck

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## **There's a growing gap in equipment rental.**

Some companies are capturing more revenue than ever. Others are quietly falling behind.

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## **It's not because of equipment.**

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## **Not long ago, the model was simple.**

- Dealers sold equipment
- Customers bought and owned it
- Risk transferred at the point of sale

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## That model is starting to break.

- ✗ Equipment costs are rising
- ✗ Ownership is harder to justify
- ✗ Utilization is unpredictable

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## So customers changed how they buy.

They stopped buying. They started renting.

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## Dealers didn't choose this.

Their customers forced the change.

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## Dealers are no longer just sellers.

They are now operating rental businesses.

- More customers
- More transactions
- ✗ More risk

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## **The business changed**

but the systems didn't.

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**More volume. More velocity. More risk.**

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**This shift is creating a new divide in the market.**

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**The best operators are starting to look very different.**

- Customers are verified instantly
- Rentals are approved in seconds
- Risk is priced automatically
- The experience feels effortless

**For the customer, it feels like an easy button.**

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## Others are still operating the old way.

- × Customers wait
- × Teams scramble to verify insurance
- × Decisions vary by location
- × The experience feels inconsistent

Same industry. Very different experience.

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## At first, nothing feels broken.

- The business still runs
- Revenue still comes in

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## But over time, the cracks start to show.

- × Delays
- × Friction
- × Missed opportunities

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## It doesn't show up all at once.

It shows up as:

- ✗ Lower utilization
- ✗ Fewer repeat customers
- ✗ Revenue that never gets captured

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## Meanwhile, others are moving faster.

- Approving instantly
- Capturing more per transaction

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## And by the time it's visible...

it's already too late to catch up.

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## The gap between these two groups is widening—fast.

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**Growth is no longer constrained by equipment.**

It's constrained by trust at the moment of transaction.

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**So what actually determines who wins?**

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**It's not fleet size.**

It's not pricing.

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**It's what happens in a single moment.**

At the counter.

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**The ability to verify and trust a customer instantly.**

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## **This isn't theoretical.**

It's already happening across the market. And it's resetting what customers expect.

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## **Most companies think insurance verification is about risk.**

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## **It's actually one of the largest untapped revenue streams in the business.**

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## **Here's what most companies don't see.**

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## **The majority of rental customers don't meet insurance requirements.**

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**Not 10%. Not 25%.**

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**Over 75%**

of rental customers fail to meet insurance requirements

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**That means 75% of your customers  
don't meet requirements.**

And 75% represent a pricing opportunity.

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**That's not just risk.**

That's opportunity.

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**Most companies can't act on this.**

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## You can't capture what you can't see.

- × No real-time visibility
- × Manual verification
- × Decisions happen too late

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## In the new game, every transaction is a pricing decision.

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## They don't just rent faster.

They trust faster.

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## Day in the Life — Old Experience

- × A customer walks in needing equipment now
- × Insurance needs to be reviewed
- × There's a delay
- × A manual decision is made

The experience feels uncertain.

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## Day in the Life — New Experience

- Customer walks in — they're recognized instantly
- Their insurance is already verified
- The right decision happens automatically

The experience just works.

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**When you can verify instantly,**

you can price risk in real time.

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**To win in this market,**

you need a system built for real-time trust.

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**That system doesn't exist in  
most rental businesses today.**

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**That's why we built Evident.**

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## **What Evident Does**

- Instant insurance verification
- Real-time compliance visibility
- Automated waiver attachment

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**Powered by a network of over 500,000 rental customers.**

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## **The Outcome**

- Faster transactions
- Consistent decisions
- High-margin revenue captured automatically

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**The revenue already exists inside your business.**

You're just not capturing it.

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**Your customers don't compare you to your past.**

They compare you to the best experience they've had.

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**Are you delivering that experience... Or falling behind?**