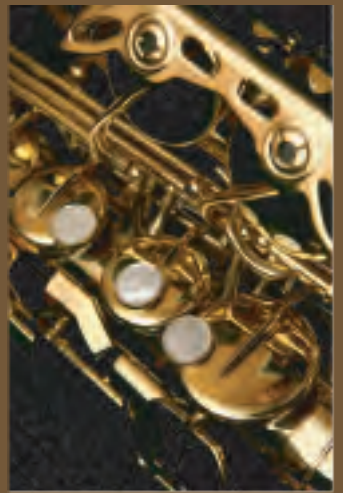


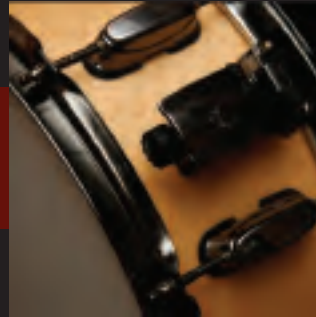
Veritas Instrument Rental Incorporated



# Rental Program Overview

Veritas Instrument Rental Incorporated  
3670 131st Ave N • Clearwater FL 33762  
Phone 877-727-2798 • Fax 877-272-7203  
[www.veritas-online.com](http://www.veritas-online.com)

# 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 rental 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? 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 those who know best: Our Affiliates.

The result: A well-documented, streamlined, turnkey rental program that works. We regard each and every VIR Affiliate as a partner in success, not just another agent working on our behalf.

- *No Inventory Investment, Franchise Fees, Startup Cost or Inventory Investment*
- *Name Brands Including Conn-Selmer, Jupiter, Gemeinhardt, Buffet, Ludwig & More*
- *We Handle All Billing & Collections. No Recourse on Uncollectible Accounts*
- *High-Percentage Commissions, Per-Contract Bonus, and Affiliate Rewards*
- *Never a Conflict of Interest: We Do Not Operate Retail Stores of Our Own*

# Features & Benefits



## Everything You Need to Operate a Successful Instrument Rental Program

The mechanics of our rental program are readily-simplified through an easy-to-navigate operations manual, vast web-based resources including an online training university, and continuous support from our dedicated Marketing & Administrative staff. Our in-field reps can even assist with in-store training as well as facilitating introductions with the music educators in your area.



## Educator-Approved Name Brands

We have the brands teachers & parents want including Selmer, Bach, King, Conn, Artley, Armstrong, Jupiter, Gemeinhardt, Holton, Buffet, Emerson, Ludwig, Hermann Beyer, Glaesel, Scherl & Roth, Lewis, Josef Reiter, Knilling and more. In addition to beginning student model instruments, we also offer intermediate upgrade/step-up & specialty models.



## Powerful Marketing & Administrative Support

Veritas provides market research data including school listings with program types & teacher names, up-to-date competition data, free printing & delivery of branded full-color rental brochures to all of the schools with a music program within your area, cooperative advertising opportunities including branded student music folios, store displays, poster sets, outdoor banners, instrument care kits and more. VIR also offers free inventory management software to keep track of rental stock & support transactions as well as customer data exports to help spread the word about your next in-store event, sale or recital.



# Affiliate Development



## With You Every Step of the Way

Our welcome kit arrives ahead of your inventory and includes everything you need to operate your new rental program. The orientation begins with a familiarization of our operations manual, forms, and support documents. Powerful online resources further your knowledge of the program. Once the instruments arrive, you'll be ready to take care of your first rental customer.



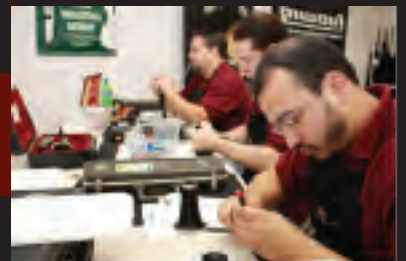
# VeritasU

Veritas Instrument Rental Online Training University



## Web-Based Online Training

Veritas U is the perfect training companion for new Affiliates, new hires, and even our seasoned partners who might need to review updated procedures. Once enrolled, your staff may work through our core courses in the areas of completing & handling Veritas paperwork, facilitating online rentals, and even marketing curriculum including the creation of phone scripts. A brief multiple-choice exam follows each course to test the student's knowledge and provide an opportunity to earn a Certificate of Completion. The best part, online training allows the student to learn at their own pace and choice of setting.



## Hands-On Marketing & Repair Training

Twice per year, VIR hosts a three-day marketing & repair basic training event at our Feather Sound Campus (with lodging provided). Affiliates learn a wealth of school music marketing strategies as well as hands-on diagnosing & repair of the most common instruments. Once certified, VIR reimburses Affiliates for their instrument repair services.



*"Once the instruments arrive, you'll be ready to take care of your first customer."*

# Professional Advertising



Your Local School Band & Orchestra Headquarters

**Low Payments**

Starting at

**\$20<sup>00</sup>**

per month



**Top Quality**



Veritas is an authorized dealer of JUPITER, CONN, SELMER and other fine brands. Some restrictions apply.

Month-to-Month Rental Program Pricing	Group One Composite Clarinet, Flute, Trumpet, Trombone, Cornet, Violin/Viola, Piccolo, Saxophone, Bass & Contrabass		Group Two Wood Clarinet, Student Open Hole Flute, Alto & Soprano Saxophone, Baritone Horn/Euphonium		Group Three Student Oboe, Bass Clarinet, Tenor Saxophone, Cello, Trombone w/ F Attachment, Single French Horn		Group Four Double French Horn, Baritone Saxophone, Student Bassoon, 3/4 Concert Tuba	
	New	Rental Return	New	Rental Return	New	Rental Return	New or Rental Return	
RENT	24.00	20.00	41.00	37.00	53.00	47.00	106.00	
*M&R	4.00	4.00	5.50	5.50	6.00	6.00	8.00	
TAX	1.98	1.68	3.28	2.98	4.13	3.71	7.98	
<b>TOTAL</b>	<b>\$29.96</b>	<b>\$25.68</b>	<b>\$49.76</b>	<b>\$45.48</b>	<b>\$63.13</b>	<b>\$56.71</b>	<b>\$121.98</b>	

\*M&R: Maintenance & Replacement. Instrument retail values vary. Ask an associate for more information.

**Dare to Compare**

- Fast & Easy Approval
- Quality Name Brands
- Big Cash Discounts
- Low Monthly Payments
- Return or Exchange Anytime

**Call Today or Rent Online**

727-391-3892

You can also rent online at [www.rentfromhome.com](http://www.rentfromhome.com)

Use Online Code: ba23c

**Visit Our Showroom**



10720 Park Blvd in Seminole  
SW Corner of Park & Seminole

In-store special. Offer reserved for students enrolled in a school music program.

## First Month FREE

Pay Nothing for the First Month on Group One, Two & Three Instruments

Group Four not included. Limit one instrument per student per school year. Not Valid with any other offer. Normal monthly payments begin after introductory special. Three-month minimum on Group Four Instruments.

## Custom-Branded Flyer Distribution

Once the competition has been shopped and we have a good idea of what your pricing & introductory offers should look like, our art department goes to work to create a beautiful, full-color rental brochure complete with your store branding & unique information.

Prior to the back-to-school, second semester and Spring rental seasons, we distribute your brochures to all the schools in your area with a music program. VIR Affiliates are also provided with brochures for their store & meeting use as well as hand-delivering to the schools nearest their business (encouraged!).

Our mailing list is updated throughout the year and provided to Affiliates for their own marketing activities.

## Quick to Respond to Changes in Your Market

Let's say your competition changes their deal mid-season or decided to drop pricing by \$1 at last night's meeting. Because we print your brochures in-house, we can modify pricing, update your artwork, send to print and ship new brochures to you within a business day. Try asking a mom-and-pop operation or a top-heavy corporate provider to do that. Nobody reacts or responds as fast as we can.

# Engaging Educators



## Music Educator Conference Exhibition

Veritas exhibits at numerous music educator association (MEA) conferences on behalf of VIR Affiliates throughout the year. In addition to providing booth space for Affiliates to use as their own, we also host an educator-appreciation dinner as a way of saying thanks. It's a great networking opportunity and another example of the support we provide.

# Online Rentals Included

# RENTFROMHOME.COM

Rent-To-Own Educator-Approved School Band & Orchestra Instruments Online

As a VIR Affiliate, you'll be provided with your own branded rental microsite at [www.rentfromhome.com](http://www.rentfromhome.com). Customers receiving your rental brochures will be provided with a unique online code (or click-through from your site) that associates their online rental with your business. Customers may choose to pick up their instrument at your place or have it delivered to their home or office via UPS Ground at no additional charge.



Prefer to have customers come to the store (no delivery option)? No problem. We can manipulate our site's functionality based on your preferences. For further customizing, Affiliates may also include an in-store coupon with the customer's order acknowledgement as a way to thank them for their business.

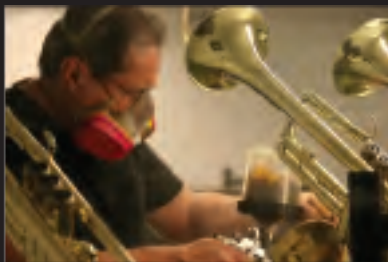
## Rental Rewards

### Incentives to Garner Educator Support

To encourage your local educator's recommendation of your online rental option, we've developed an incentive-based program where educators can earn points toward valuable rewards including music folders, pizza parties, repair vouchers, gift cards, and even instruments. Here's how it works: Educators enroll into the program at [www.rentfromhome.com](http://www.rentfromhome.com). And that's it! Thereafter, each rental payment on an account that originated at Rentfromhome and is associated with their school adds points to their portfolio. The points never expire and rollover year-after-year. It's another industry first and a great way to cultivate & maintain key relationships with the music educators in your area. For the educator, fundraising has never been easier!



# Instrument Repair



## Certified Professional Service

The Veritas Feather Sound Service Center has earned a reputation synonymous with quality & value within the industry. With regard to rental inventory, our highly-trained staff thoroughly inspects, repairs, and prepares each instrument within a stringent set of documented procedures. A final 3-Point Direct Inspection ensures each instrument has been properly cleaned, accessorized, wrapped in plastic and rested in a case worthy of our label. The result is an instrument presentation you'll be proud to be a part of.

## A Variety of Convenient Service Options

When a rental customer needs repair service, you'll either service the instrument in-house (if capable and/or certified through our training sessions), outsource service through an approved local resource, or forward the instrument to our Service Center. VIR pays the cost of shipping to & from your business.

## Built-In Profit Center

In addition to rental instrument service, VIR Affiliates are offered a 25% discount on all billable repairs (customer-owned instruments needing service). Thus, you'll be able to project your business as a service authority while further solidifying your presence within the school music market.

# Works Well With Others

## Operating Your Own Rental Program? Working with Another Provider? Talk to Us.

Imagine never having to make another collections call, never having to deal with master order-hungry vendor reps ever again, never having to worry about the increased outlay for product you've been renting at the same monthly rate for the last 20 years.

Imagine working with a provider looking out for *mutual* interests. A partner who's not competing with you in the areas of combo MI, lessons, or internet sales. A business with a vision of support, not just viewing you as an outlet to move more horns or merely as a test-market before opening up their own store across the street. Whether you're renting your own instruments or working another program, we'd love to hear from you.

# Compensation & Rewards

## The Industry's Best Offering Just Got Better

With our graduated performance-based scale, VIR Affiliates not only earn a high-percentage monthly commission (up to 30%), but also a per-new-contract bonus (up to \$15) to offset introductory offers & seasonal expenses and/or spiff employees. To sweeten the deal even more, we're including Affiliate Rewards, an incentive-based program that rewards the efforts of our Affiliates and promotes increased productivity over the previous year.

# Affiliate Rewards



## Earn Trips, Cash Electronics, Gift Cards, Wearables & More!

- Travel, Spending Cash and 3 Nights at the annual VIR Affiliate Conference
- Travel, 4 Nights, and Marketing & Repair Training at VIR's Clearwater Campus
- 50" High-Definition Flat-Screen Television, Apple iPad Air and Other Electronics
- \$500 Amazon, Best Buy, Home Depot or Darden Restaurant Gift Cards
- Point-Of-Sale Rental Instrument Display with Header Card & Instrument Hangers
- VIR Signature Wearables Including Jackets, Hoodies, Totes and More




# Nothing Comes Close

## Do Your Homework & Compare

When it comes to instrument rental providers, you have choices. However, the typical satellite operation does not offer the robust resources, expanded service & support, or the vast marketing & administrative expertise afforded to the VIR Affiliated Retailer.

As you explore your options, be sure you're asking the right questions. Below are just a few that should be considered before choosing a provider:

Program Feature	 <small>Veritas Instrument Rental Incorporated</small>	Typical Affiliate Program
Operates competing MI/combo retail stores, catalog and/or internet-based businesses?	<b>NO</b>	<b>YES</b>
Recourse to affiliate when customer becomes past due or defaults on their rental account?	<b>NO</b>	<b>YES</b>
Franchise fees, startup costs and/or inventory investments associated with rental program?	<b>NO</b>	<b>YES</b>
Up to 30% commission, up to \$15 per-contract bonus, and incentive-based Affiliate Rewards?	<b>YES</b>	<b>NO</b>
Beautiful full-color brochures with your branding mailed to local schools at no cost to affiliate?	<b>YES</b>	<b>NO</b>
Affiliate micro-site integration for online rentals and an online affiliate training university?	<b>YES</b>	<b>NO</b>
Marketing & repair training (in-store & on-campus) and annual Affiliate Conference?	<b>YES</b>	<b>NO</b>
Dedicated staff to assist with your marketing, school music service, and administrative efforts?	<b>YES</b>	<b>NO</b>
Overall, conveys a genuine desire to help you grow the partnership & your business?	<b>YES</b>	<b>NO</b>

## Not All Programs Are Created Equal

Whether you're just getting started in the school music market, looking to improve an existing rental program, or currently work with another provider, Veritas is worth a look. Since 1992, we've been helping music retailers, lesson studios and repair professionals develop their markets. Nobody offers our level of service & support. Not even close.

# Affiliate Requirements



## Is the Veritas Instrument Rental Right for Your Business?

Now you're familiar with the potential of our program, you should consider the time & resources needed to fully-develop your school music market. Although we firmly assert our program as the most complete & comprehensive in the industry, it will neither operate nor succeed by itself. Your daily participation in the areas of market development, customer service and administration will be required. Here's what we're looking for in a VIR Affiliate:

### Basic Business Tools & Practices

As a VIR Affiliate, you will be called upon to assist with various administrative tasks such as physical inventories, reconciling & resolving discrepancies, and customer service. You will also need a stable internet connection for the purpose of daily rental activity reporting, reordering inventory, parts & supplies, and accessing Affiliate Resources, an exclusive area of our website reserved for VIR Affiliates only. VIR Affiliates are required to complete paperwork in accordance with our policies & procedures, forward documents in a timely manner to our home office, exercise good record keeping, and safeguard our inventory.

### Establishing Relationships with Educators

This is a relationship-driven business. With a word, your local music educators will steer parents of beginning music students to or away from your business. Because they are the gatekeepers to your customers, it will be essential to cultivate & maintain relationships with the educators in your market. Those not currently engaging music educators will be expected to knock on doors as a VIR Affiliate. We're here to help, but it begins with you.

### Strong Communication Skills

The success of any relationship, business or personal, depends on the frequency & depth of communication. Because our program revolves around a month-to-month instrument rental agreement, solid communication, timely paperwork mailings and follow-through are essential elements of its operation.

### Performance Requirement

Each market is different. We can't hold an Affiliate in Atlanta TX to the same expectations as an Affiliate in Atlanta GA. Nonetheless, an Affiliate producing 75+ rentals per year justifies our inventory outlay, and moreover, provides a worthwhile monthly commission.



Veritas Instrument Rental Incorporated

## Affiliate Application

Save Time: Apply Online at [www.veritas-online.com](http://www.veritas-online.com)

**Fax or Mail to:**  
Veritas Instrument Rental  
3670 131st Ave N  
Clearwater FL 33762  
Fax: 877-272-7203

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? \_\_\_\_\_

Principal of Business (Please Note: **Home** Address provided in this area)

Name: \_\_\_\_\_ Title: \_\_\_\_\_

Home Address: \_\_\_\_\_ City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Home/Cell:( ) \_\_\_\_\_ Email: \_\_\_\_\_ SSN or DL: \_\_\_\_\_

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

Signature: X \_\_\_\_\_ Date: \_\_\_\_\_





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