

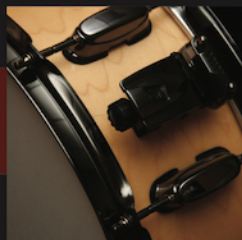
Veritas Instrument Rental Incorporated



Rental Program Overview

Veritas Instrument Rental Incorporated
12475 44th Street North • Clearwater FL 33762
Phone 800-578-9724 • Fax 800-446-9317
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*
- *Never a Conflict of Interest: We Do Not Operate Retail Stores of Our Own*



"Your competition will never see you coming!"

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.



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.



"The mechanics of our rental program are readily-simplified."

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.



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. Our bite-sized, easy-to-understand screen capture video library will walk you & your staff, step-by-step, through our processes & procedures. The best part: Online training allows your staff to learn at their own pace, when time allows, and in their 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



Music School
Your Local School Band & Orchestra Headquarters

Low Payments

Starting at
\$20.00
per month



**MUSIC EDUCATION
APPROVED**

Top Quality



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

Month-to-Month Rental Program Pricing	Group One Complete Clarinet, Flute, Trombone, Trombone, Cornet, Alto & Saxophone, Saxophone, Baritone, Bass & Contrabass	Group Two Wood Clarinet, Student Oboe, Bass Flute, Alto & Saxophone, Saxophone, Baritone, Bass & Contrabass	Group Three Student Oboe, Bass Clarinet, Saxophone, Saxophone, Trombone w/ F Attachment, Single French Horn	Group Four Double French Horn, Saxophone, Saxophone, Student Bassoon, 3rd Cornet Tube
BBT	\$4.00	\$5.00	\$5.00	\$6.00
WBA	4.00	5.00	5.00	6.00
100	1.00	1.00	1.00	1.00
TOTAL	\$29.00	\$29.00	\$29.00	\$32.00

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

Don't Compare

- Fast & Easy Approval
- Monthly Home Service
- Big Cash Discounts
- Low Monthly Payments
- Secure or Exchange Anytime

Call Today or Rent Online
727-391-3552
You can also rent online at
www.rentfromhome.com
Use Online Code: 1422C

Visit Our Showroom

10120 Park Blvd in Sarasota
2nd Corner of Park & Sarasota

First Month FREE

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

Group Four not included. First one instrument per student per school year. Not valid with any other offer. Normal monthly payments begin after introductory period. 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.



"Nobody reacts or responds as fast as we can."

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. 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.

Your Rental Website

And this is just the beginning. Advanced scripting allows us to replace our Rentfromhome logo at the top of the rental website with your store logo, thus creating a seamless transition from your site to ours. When the customer completes their online instrument order, a fully-customizable confirmation page is displayed. This page may include a personalized thank you message, follow-up instructions, store hours, a special offer or coupon, and most important, a return link that goes directly back to your site. This link, for example, should take your new rental customer to a special page you developed just for rental customers that includes quick links to all your high-margin accessories they will need like method books, music stands, care kits and more. Once configured, your branded microsite will look & function as though it is part of yours.



"As a VIR Affiliate, you'll be provided with your own branded microsite."

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.




"Imagine working with a provider looking out for mutual interests."

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, Inc.</small>	Typical Affiliate Program
Operates competing MI/combo retail stores, catalog and/or internet-based businesses?	NO	YES
Recourse to affiliate when customer becomes past due or defaults on their rental account?	NO	YES
Franchise fees, startup costs and/or inventory investments associated with rental program?	NO	YES
Earn up to 30% monthly commission on top of a per-contract bonus as high as \$15 for each rental?	YES	NO
Beautiful full-color brochures with your branding mailed to local schools at no cost to affiliate?	YES	NO
Affiliate micro-site integration for online rentals and an online affiliate training university?	YES	NO
Online dashboards for both Affiliate and customers for convenient & secure account management?	YES	NO
Dedicated staff to assist with your marketing, school music service, and administrative efforts?	YES	NO
Overall, conveys a genuine desire to help you grow the partnership & your business?	YES	NO

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.



"As you explore your options, be sure you're asking the right questions."

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.



"The success of any relationship depends on the frequency & depth of communication."

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Fax: 727-310-9724
gregd@veritasrental.com



Veritas Instrument Rental Incorporated
Affiliate Application

Business Name: _____ DBA: _____

Business Address: _____ City: _____ State: _____ Zip: _____

County: _____ Years at Present Location: _____ Years in Business: _____

Business Phone: _____ Business Email: _____

Mobile Phone: _____

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: _____

Principals of Business (Please provide your HOME address and telephone information):

Name: _____ Title: _____

Home Address: _____ City: _____ State: _____ Zip: _____

Contact Phone: _____ Email: _____ SS Number: _____

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

Signature: X _____ Date: _____

Additional Information