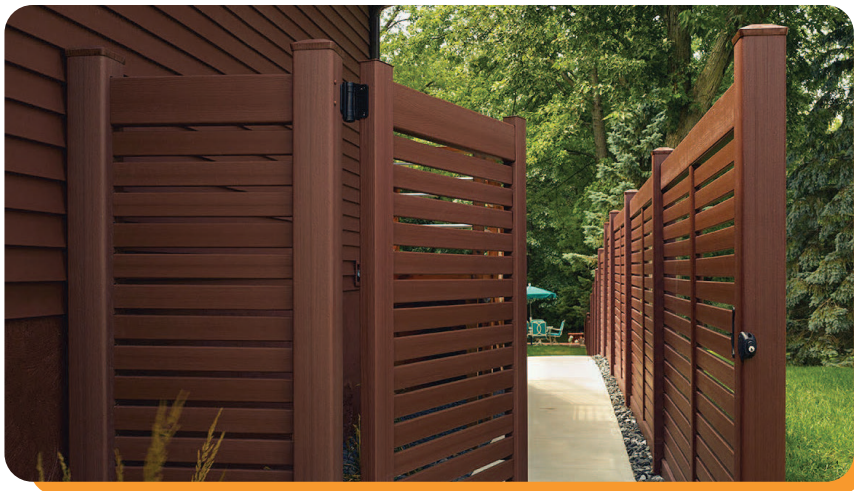


ERA finds \$33K in annual savings for Pro Max Fence

“ After working with ERA, we have been able to set up a dedicated sales rep with our equipment rental company. Thanks to ERA taking our rentals to market, we have been able to secure improved prices with a very friendly sales representative. The process to market our rental equipment was smooth, so we only needed to share simple information with ERA, and they handled the rest. We were able to get our prices locked in within three months of starting the process. ”

BRENDEN VAN BUREN, CHIEF EXECUTIVE OFFICER PRO MAX FENCE

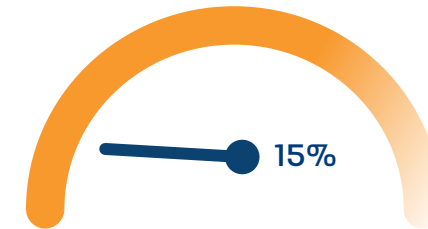


We see opportunities where you never thought possible.

Total savings:

\$33,000

Equipment rental



The client

Pro Max Fence is a market leader in the fencing industry. Offering a broad range of solutions, Pro Max installs fencing for residential, commercial, and industrial applications in multiple states.

The challenge

With a rapid growth plan, Pro Max has been expanding into new geographic territories in which they do not yet have an established supply chain. As a result, Pro Max's main pain point was the high cost of renting equipment to install its fencing.

The solution

ERA studied the company's prior usage patterns of rental equipment to understand which equipment should be purchased based on more frequent usage and which equipment they should continue to rent as needed. ERA identified a variety of suppliers who could provide the rental equipment, including incumbent and new suppliers with lower costs. Based on ERA's cost savings recommendation, Pro Max elected to go with a mix of new and incumbent suppliers based on equipment availability.

The result

The project resulted in notable annual savings with rental equipment and paved the way for regional relationships that eased Pro Max's expansion into new service territories.

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