



MBA & Dealers Partner Up!

In today's market, trailer dealers are looking for additional income opportunities to make their businesses stronger and more profitable. Trailer rentals are an easy, inexpensive, and lucrative addition to your business. A rental operation will increase the foot-traffic on your lot and create additional customers, a totally different customer than you now do business with, a customer that you would not normally see on your lot. Rentals increase your cash flow and create a revenue flow that can ease out those slow sales periods.

MBA Insurance has been the leader in Motorhome and RV Travel Trailer Rental insurance for 30 years and is now insuring rental trailers including, but not limited to, Cargo Trailers, LQ Horse Trailers, Toy Haulers, Utility Trailers and Dump Trailers. Bert Alanko, President of MBA Insurance, has this to

MBA Insurance Introduces Rental Insurance for Trailers!

say: "NATDA has worked very hard to put together a program through MBA that offers dealers rental insurance for trailers that the dealers would like to rent out. I am very excited to bring this program to NATDA and their trailer dealers. Not only does it feel good to be able to help the dealers increase

income when they need it the most, but I really have enjoyed working with the dealers. These trailer dealers are some of the nicest people I have had the good fortune of working with in a long time."

MBA Insurance offers Rental Liability for the trailer dealers, as well as Comprehensive and Collision insurance for the trailer itself. The MBA rental program offers several insurance options and benefits to the trailer industry. The fleet insurance rental program features:

continued on next page

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- Liability coverage for the dealer
- Comprehensive and Collision
- Monthly premium payments
- The ability to change the vehicles within your fleet easily
- Low rates, as low as \$17.00 per month, (based on state and value)

Bert goes on to explain, "Rentals serve the community as well as the dealer." There are those people who will never have the need to purchase but still at times need a trailer. These people, too, can become good repeat customers. Also, let's not forget about the customer who wants to try out a trailer a few times before they make the investment in a purchase. The rental period is a great way for you to establish a relationship with them. Once they are comfortable with that trailer and they are ready to buy, you will be

the dealer that customer buys from. I know this program works because MBA has insured RV rental operations for 30 years and over that time period we have seen the RV Rental business grow from a few dealers nationally to what is now a major factor of the RV industry. There is no doubt that the same will hold true in the trailer industry."

RV dealers have found that the rental program does exactly that which is outlined above. Rental increases traffic and adds profit to the bottom line. On the MBA website, www.MBAinsurance.net, under articles, there is a story about a dealer in Minnesota who added \$300,000 to his bottom line through rentals. Rentals can be of great benefit to your dealership, also. It's very easy to get started and MBA Insurance will gladly answer your questions. They can prepare a quote for you in no time. They have all necessary forms and state specific rental contracts for you to use. Remember, MBA Insurance makes it simple and easy as possible to start a rental operation today.

For more information on MBA Insurance, please call **1-800-622-2201** or visit www.MBAinsurance.net.

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