



Veritas Instrument Rental Incorporated

The Veritas Affiliate: What We're Looking For

Is the Veritas Instrument Rental Affiliate Program Right for You?

Now that you've become more familiar with the resources and potential of our program, you should consider the time & resources you are willing to invest into its development within your business. While we market ourselves to prospects, like yourself, as offering the most complete & comprehensive rental program in the industry, it is important to understand that it will not operate successfully by itself. Thus, your daily participation in the areas of administration, customer service and market development is required. Here's a brief overview of what we look for in a prospect:

Knowledge of Basic Business Practices

From time to time, affiliates are asked to assist with administrative tasks such as physical inventories, reconciling & resolving discrepancies and customer service. Although our program is well-documented and readily simplified through the use of multi-part forms, operational manuals and proper training, we ask for good recordkeeping, archiving and inventory control skills from our affiliates.

Establishing Relationships

Any successful school music vendor will agree that the school music market is relationship-driven. Local music educators are the gatekeepers to your customers (music students & their parents in need of instruments, related accessories and private instruction). Thus, it's no surprise that our Top Ten producing affiliates have cultivated lasting relationships with the educators. They call on schools, participate in rental meetings, support & sponsor activities and even host educator socials. Prospects not currently engaging music educators would be expected to knock on doors as a Veritas affiliate.

Communication

The success of any partnership (business or personal) will depend on the frequency and depth of communication (for better or worse) between the parties. Because we're dealing with month-to-month rental agreements and tenacious collections procedures, timely paperwork mailings are required from our affiliates. It is also necessary to contact our staff members on a regular basis for the purposes of requesting additional inventory & marketing assistance as well as mediating customer inquiries.

Performance

Each market is unique and deserves the benefit of a complete analysis before any expectations are outlined. In regard to population, number of programs and competition, for example, it would be unfair to size up Atlanta, Texas as having the same potential as Atlanta, Georgia. Nonetheless, it is necessary to establish a benchmark of performance that makes sense to Veritas and its affiliates. With this in mind, we're looking for prospects who can realistically produce a minimum of 100-150 rentals during the back-to-school season (typically August through October). At this level, our inventory outlay is justified and the affiliate's commissions are worth while.

Complete and mail to:
Veritas Instrument Rental
3670 131st Ave N
Clearwater FL 33762
Fax to: 877-272-7203



Veritas Instrument Rental Incorporated

Affiliate Application

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? _____

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

Name: _____ Title: _____

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

Home 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: _____



New Affiliate Questionnaire

To be completed and returned with the Affiliate Application. Provide as much information as possible. Attach additional pages, if necessary. If you have any questions or needs, please contact Greg Dollmont at 877-727-2798 Ext 4.

For Affiliates with a history of instrument rentals:

How many total instruments have you rented in the last 12 months?

Provide a breakdown of instrumentation (how many flutes rented? Trumpets? Clarinets? Etc.)

How many instruments do you still currently own (and will have available for the next rental season)?

How many Veritas-owned instruments do you foresee renting this year?

For Affiliates new to the school music market:

Are you currently engaging music educators? In what capacity?

Have you informed the local educators of your intent to rent instruments this year?

Are you getting a warm reception? If not, why?

Regarding the music programs in your area:

What grade level do the band programs begin?

Do these programs include percussion? Snare drums? Bell kits? Snare/Bell combo kits?

Are there any special requests in regard to brand names? Any brands not welcome?

What grade level to the string programs begin?

Are there any special requests in regard to brand names and/or country of origin?

Regarding marketing, advertising and promotion:

Are you planning regular visits to the schools for service and public relations purposes?

If yes, please outline your schedule and/or plan-of-attack.

Do the educators host parent/rental meetings at the schools? If yes, are you planning to attend?

Regarding infrastructure:

Do you have access to additional employees for school meetings and/or increased store traffic?

Do you have a personal computer with an internet connection at your store?

Do you have a fax machine at the store? If not are you willing to purchase one for contract approvals?



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Affiliate Competition Analysis

To be completed and returned with the Affiliate Application. Be sure to include any print advertising (rental brochures) you may be able to obtain while shopping your competition.

Competitor One

Store Name: _____ Address: _____ Phone: _____

Clarinet Base Rent: _____ M&R Fee: _____ Sales Tax: _____ Total Monthly Charge: _____

Alto Sax Base Rent: _____ M&R Fee: _____ Sales Tax: _____ Total Monthly Charge: _____

Introductory Offer Details (Include total intro payment and breakdown of fees): _____

Number of Months Applied to Purchase: _____ Months Applied to Exchanges: _____ Interest, Cost of Lease Services and/or Other Fees: _____

Brands Offered: _____

Credit Requirements (Circle all that apply): Driver License Social Security Number Major Credit Card Checking Account Own Home Utility Bill Credit Report

Repairs In-House? _____ Turnaround Time on Repairs? _____ Loaners Provided? _____ Road Rep Visiting School? _____

Is Replacement Included? _____ If Yes, is there a deductible? _____ Qualifying Loss (Circle all that apply): Theft Loss Damage Beyond Repair

Notes and Other Info: _____

Competitor One

Store Name: _____ Address: _____ Phone: _____

Clarinet Base Rent: _____ M&R Fee: _____ Sales Tax: _____ Total Monthly Charge: _____

Alto Sax Base Rent: _____ M&R Fee: _____ Sales Tax: _____ Total Monthly Charge: _____

Introductory Offer Details (Include total intro payment and breakdown of fees): _____

Number of Months Applied to Purchase: _____ Months Applied to Exchanges: _____ Interest, Cost of Lease Services and/or Other Fees: _____

Brands Offered: _____

Credit Requirements (Circle all that apply): Driver License Social Security Number Major Credit Card Checking Account Own Home Utility Bill Credit Report

Repairs In-House? _____ Turnaround Time on Repairs? _____ Loaners Provided? _____ Road Rep Visiting School? _____

Is Replacement Included? _____ If Yes, is there a deductible? _____ Qualifying Loss (Circle all that apply): Theft Loss Damage Beyond Repair

Notes and Other Info: _____