

The Independent Dealers Auto Rental (IDAR) Story



What is IDAR?

A profitable “Turn-Key” vehicle rental program. It is the solution to add daily and short-term rentals to a start-up or an existing business. Get a rental franchise without the franchise fees.

Why would I do rentals?

1. Cash Flow and profits down? **Do Rentals**
2. Idle inventory? **Do Rentals**
3. Want more customers and traffic? **Do Rentals**
4. Eliminate the risk of a loaner vehicle? **Do Rentals**

How does the IDAR program work?

1. Complete the application ~ 4 minutes
2. Receive the quote
3. Accept the quote
4. Receive the “Start-Up Kit”
5. Receive the “Start-Up Support”
6. Start making money with rental vehicles **Do Rentals**

How can I make money with rentals?

1. Make money with daily, weekly or monthly rental fees
2. Rent idle vehicles, add a light box truck, van and/or pickup truck for additional profits
3. Charge for refueling fees, miles driven, late fees, cleanup charges, etc.

How else can I make money with a rental business?

If you are “upside down” in a vehicle, rent it for several months to get “right side up.” Many rental customers need a vehicle and you have the opportunity to sell them a vehicle. Remember: Rentals draw customer traffic to your business.

The Independent Dealers Auto Rental (IDAR) Story

What are my IDAR costs?

There are NO FRANCHISE FEES, only:

- A \$299.00 onetime enrollment fee
- One monthly insurance premium per vehicle for 1st month's coverage
- A security deposit (held in reserve) equal to one monthly premium per vehicle
- Startup costs are typically less than \$500.00!

How and when are my monthly vehicle insurance payments made to IDAR?

1. Through our convenient ACH (Automated Check Handling) or
 2. Debit / Credit Card Authorization System
- Your monthly payment is processed on the seventh (7th) day of each month.

What about software?

1. **YES.** The IDAR Rental Software is **INCLUDED**.
2. It manages your vehicles and customers, processes rental agreements, automatically calculates taxes, and more.

How does my IDAR fleet work?

1. You can start with just one vehicle.
2. Rental vehicles can be added or deleted from your fleet with a simple fax form notification to IDAR 24/7.
3. You can add a new vehicle and delete a previous vehicle on the same day at no additional cost (called a "swap").
4. You manage the fleet size and vehicle mix.

Who can be an IDAR member?

- Car dealers, existing vehicle rental businesses, repair shops, collision repair shops, transmission shops, small airports, and glass replacement stores can easily become an IDAR member.
- IDAR is available in 48 states. (Not available in New York or Hawaii)

What else does IDAR provide?

1. Pre-numbered customer rental agreements, a mini-guidebook, fleet fax forms to add or delete vehicles, and other forms are included in the "IDAR Start-Up Kit".
2. IDAR also provides ongoing support and training to members to help them start, manage and grow their business.
3. Replacement supplies available at **NO COST**.

The Independent Dealers Auto Rental (IDAR) Story

What about vehicle insurance and security?

1. Your rental customer must provide primary insurance to rent a vehicle.
2. IDAR members have contingent (excess) liability insurance of \$1,000,000 per occurrence with an option for physical damage coverage.
3. These coverages provide protection and security to our IDAR dealers.

Who is the IDAR contingent insurer?

1. Our coverages are provided through the largest independent insurer of rental vehicles and equipment in the United States.
2. Coverages are underwritten by an "A" rated A.M. Best insurer.

This IDAR Story is for informational purposes only. Please refer to program procedures and applicable program documents for more specific information as well as terms and conditions. Thank you for allowing us to provide this information to you.

For Further Assistance and To Start Your IDAR Business

Call 800-879-3433

Fax: 952-890-7426

Visit: www.northlanddealers.com

Email: idar@northlanddealers.com

