

**How to scale and grow
your rental business**



Introduction

Main benefits of reading this e-book

Expect to learn:

- 1) What your customers expect from your rental business.
- 2) How to handle marketing.
- 3) How to automate your daily tasks - and which.
- 4) Essential tools that you need in order to grow your business.

And much more...

Short preface

Why did we write this E- book?

We want to support the **circular economy** and showcase why it is **good for your business** and society.

Consumer awareness about environmental issues and the need for sustainable practices is on the rise, with younger generations particularly pushing older generations to change their habits due to an existential threat. As such, brands that do not participate in the circular economy will find themselves **facing more and more criticism from consumers**. For instance, many companies are finding success by starting rental businesses, rather than producing large quantities of new items every season that may quickly become wasteful or out of style.

Ultimately, shifting towards the circular economy is something that all businesses should consider if they want to remain competitive. Not only does it have tremendous potential for helping protect our environment from environmental degradation, but it is also necessary for **ensuring long-term brand protection as consumer awareness** continues to skyrocket around issues related to sustainability and waste reduction. Taking these steps now can help ensure future success for your rental business as we move towards a more sustainable future together!



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As a business owner you should always be looking for a way to grow your rental business

Scaling is referring to your business's growth. In the world of business, growth is something that every company strives for. Attracting more customers, creating more revenue streams, and leaving a bigger footprint and becoming more competitively dominant.

If you're an entrepreneur and rental business owner, always search for chances to expand your enterprise. You have the know-how to start a rental business, but now it's time to learn how to make it bigger. You will do this by having a **growth plan as your number one priority**. This will allow you to get the strategic knowledge about what to do and when. Being aware of the process that lies ahead will provide a competitive advantage. Also having a mindset that reflects on creating a quick contingency plan when things sometimes will go wrong, will allow you to overcome the bumps in the road and have solutions to turn to.

You need to analyze the **current state of your rental business to see if you are actually ready for extensive growth**. You should also have some idea if the market that you are operating in, is in a growth state itself or on a declining scale. Before starting anything, get all your data sorted and analyzed to create a good starting point.

But still, it can be difficult to know where to start. That is why we have gathered **our best experiences from customers and experts in the rental field** on how to grow your rental business, to help you get to the next level in entrepreneurship.

Straight to the conclusion!

I could have chosen to write the typical E-book with an intro, body, and a golden conclusion at the end with all the valuable information that you seek to grow your rental business. But I think I want to jump straight to the point. **The best way to scale your rental business is to buy rental software.** Not a big surprise coming from us, but I will use this E-book to explain what, why and how's of rental software. I will give you the best tips for choosing the best way forward, and what considerations and tools you should have and be looking for that you might not have been thinking about.

There is a lot of valuable information for a rental merchant in this e-book, so I strongly recommend you read it from start to finish. But at least now you know our recommendation. In the next chapter we will quickly expand on our conclusion.

[Read more: Sharefox Rental software](#)



Let's talk about the most important topic first - What are customer expectations for modern shopping and rental service?

To understand scalability and how growth occurs within a business one cannot do so without understanding customer demand and expectations, not just for products alone but for the complete rental journey.

Booking rental products have long been notorious for being more difficult and time consuming than regular online shopping. This is properly the biggest threshold for changing habits from buying to renting. Customers expect fast transactions which you only get with a clear product overview and availability scheduler, streamlined booking process and multiple payment methods. Rental software is designed to meet these expectations and provide a dream situation for the rental merchant.

Why digitize your rental business

There are a couple of different starting points for a classic rental business, such as having only an online store or a just physical store or both. Let us just get one thing clear, not having an online presence in this digital world, that we live in, **is a great way not to scale your business**, so we will not spend much time on this in this E-book.

Having an online presence can be beneficial for several reasons. An online store can be **open 24 hours a day, 7 days a week, and can reach a wider audience than a physical store**. By digitizing some of your manual tasks you will automatically regain a lot of lost time, time that you can use on more important things like customer relations and marketing.

What is rental software

Rental software is a complete digital solution and administration system for rental and subscription-based services. It provides the entire customer journey in digital form from the branded website with **booking calendars, product selection, booking, payment and distribution to order and inventory management in the administration system and pricing and customer data** and registry and much more.

A rental software can help you manage your **inventory**, collect **key analytics**, and prevent the most dreaded **double bookings** thus saving you a lot of time in your day-to-day operations. And they do say that time is money. A **well-designed webshop** with your logo on it will also provide a smooth booking experience for your customers. In addition, **self-service features**, and the ability to efficiently manage **availability** can make the renting process easier for your customers and for the business owner to manage. We will get into the details later.

Rental businesses that fail to digitalize

However, failing to digitize your rental business comes at a great cost. You **risk losing relevance** in the marketplace and missing out on social selling opportunities.

Additionally, you may see your costs increase as you struggle to keep up with customer expectations. The bottom line is that digitizing your rental business is essential for keeping up with the competition and providing your customers with the convenient, efficient experience they demand.

Additionally, you may see your **costs increase** as you struggle to keep up with customer expectations. The bottom line is that digitizing your rental business is essential for keeping up with the competition and providing your customers with the convenient, efficient experience they demand.

The goal of digitalization is...

The goal is to make the renting experience as easy as online shopping for your customers. When customers have a positive experience renting from your company, they are more likely to rent from you again in the future. Therefore, it is important to consider all these factors when deciding whether or not to digitize or use a rental software for your business. Doing so could mean the difference between **success** and **failure** in the competitive world of rentals.

In the next chapters we will deep dive into helping you analyze the state of your business and expect to learn what features that help your rental business grow.



Analyze the state of your business and learn what features that will actual help your rental business grow.

Ready to grow your rental business?

If you're thinking of growing your rental business, there are a few things you need to take into consideration. First, you need to make sure that you're able to meet customer expectations. This means having enough inventory on hand to meet a growing demand, as well as a well-organized warehouse and supply line. Second, you need to be aware of the competition. Not only do you need to be able to offer **competitive prices**, but you also need to be able to offer a higher level of service. Finally, you need to have a solid **marketing plan** in place. This will help you reach new customers and grow your business. To help you start you may ask yourself these questions: Are additional employees necessary? Or perhaps you need additional funding to keep up with increasing bookings. Whatever the case may be, one thing is clear - By taking the time to carefully plan for growth, you can ensure that your rental business is successful.

Make a plan for growth!

Scaling your rental business sustainably starts with creating a **strategic business plan**. This will help you understand where the company is now and what it needs to grow into its future goals. This plan should result in giving you a step-by-step marketing plan to follow. We know that all this can be much to take in so please check out our blog section on [Sharefox.co](https://sharefox.co) to see our Business and marketing plans and much more to help you on your path to success.

Where should you focus your growth efforts then? To answer this question, take a close look at your product mix. Which products are your growth components? Which are essential for maintaining your current level of sales? To find out, rank your products from the most sold to the least sold. Then, focus your efforts on growing the sales of your top ten most sold products. At the same time, stop selling products that do not sell. **Redirecting your resources in this way will help you achieve optimal growth.**

Volumes and product sourcing

Scaling up your rental business is no easy feat. One of the most significant impacts on scaling up, whether you own or manage a rental fleet or even just one vehicle, are higher volumes and demand for bookings. Furthermore, it requires you to investigate your procurement efforts to figure out how to best handle your **short-term tactical sourcing** or **long-term strategic sourcing**. The outcome should be the same, how do we scale our business and quickly add new products into inventory without breaking any bank accounts. Do you need a warehouse or are you able to find other creative solutions to handle your inventory.

Companies today face disruption to the global supply chain, but there are ways you can reduce the risks. Like bringing supply closer using local suppliers or focusing on cheaper products. This is very difficult to do when operating with expensive equipment such as construction machines or RV's that are made overseas. Another way is to identify your **top rental products** from your rental business and share your plans for growth with the suppliers to try and make better deals.

To grow your rental business, you may also want to consider **expanding** your product sourcing. This means looking for new suppliers and manufacturers that offer new types of products who can provide the products you need at competitive prices and in large quantities. To find these suppliers, it is important to do some research online and reach out to industry experts for recommendations.

Hire or outsource?

You may have been running your business independently or with a couple of part-time employees up until this point. However, if you find that the strain is becoming too much to handle alone then it's time to hire new staff members who can help take some weight off your shoulders so that they're not constantly being pulled back into their jobs every day while also growing sustainably at an optimal rate instead.

In some instances, it may not make sense to hire your employee and outsourcing tasks can help streamline your rental business. For example, **marketing is a challenge** while handling all the other day-to-day duties that come with running one's own company, especially if you want an effective campaign or great looking webshop. **Hiring an agency** will often cost less than taking on new staff; they're dedicated professionals who know how best to use their knowledge of technology for your benefit. Which leads us to our next chapter.





Marketing - do it yourself or use a web agency

When it comes to marketing your business, you have two main options: do it [yourself](#) or use an agency. There are pros and cons to both approaches, and the best option for your business will depend on several factors. If you decide to do it yourself, you'll need to make sure you take care of your **website** and that your **images**, **keywords**, and **content** are all optimized for **search engines**. You'll also need to create a strong **link building strategy**, as well as manage your **Google profile** and **reviews**. While this can be a lot of work, it can also be very rewarding to see your hard work pay off with increased traffic and sales. However, if you don't have the time or inclination to do all this work yourself, an agency can be a good option. They will handle everything from SEO to content marketing to email marketing, and they can often get better results than you could on your own. Ultimately, the decision of whether to use an agency or not is up to you, but if you're willing to put in the time and effort, doing it yourself can be a great way to save money and grow your business.

Let's go through some of the most effective methods in marketing to grow awareness and convert leads to actual sales:

- **Website/webshop - Images and Text**
- **Campaigns and promotions with coupons and gift cards**
- **Be easy to find - SEO, keywords, and organic search**
- **Content marketing - inbound marketing**
- **Social media**
- **Email marketing**
- **Paid ads**
- **Google profile - reviews**

[Need a marketing strategy? Read everything you need to know here.](#)

1. Website/webshop - Images and Text

The first thing you need to do is to make sure that you have a good and professional looking website. This is your front window to the world of customers and the first impression of your brand that they will see. If the images are of good quality and have a consistent style, the brand looks trustworthy. Trust builds loyalty over time.

If customers cannot see what they are buying, they are much less likely to make a purchase. In fact, **research shows that 90% of customers consider visuals** when making a purchase decision online. This means that if your website does not have good quality images, you are losing out on potential sales. Customers want to be able to see what they are buying, and they want to be able to trust the quality of the product before making a purchase. Therefore, it is so important to have good quality images with a consistent style and SEO text on product descriptions on your webshop.

In addition to good quality images, it is also important to have SEO text on product descriptions. This will help your products to show up in search engine results, which will allow more potential customers to find your products. The more people who can find your products, the more sales you will make. The images on your website play a role in both its overall attractiveness and its search engine optimization (SEO). Images that are properly optimized for SEO can help your website rank higher in search engine results pages (SERPs), which can result in more website traffic. In addition, well-written product descriptions that include images can help encourage visitors to make purchases on your site.

2. Create coupons, promotions, and gift cards

When creating coupons, it is important to make sure that the offer is enticing enough to get customers to take notice. To create an effective coupon, consider using a discount that is significant enough to motivate shoppers, such as a 50% off deal.

Additionally, it is important to make the terms and conditions of the coupon clear and easy to understand.

Gift cards can be an extremely effective way to attract customers and increase revenue. When issuing gift cards, be sure to promote them heavily both in-store and online.

Additionally, design gift cards that are visually appealing and easy to use. Give users or organizations discount codes, to increase their loyalty to your service.

PRO TIP: *Creating coupons, promotions, and gift cards with [Sharefox](#) is a breeze. Simply create a new campaign and choose the gift card / coupon feature. You can then set the date, amount and type of discount. [Sharefox](#) will take care of the rest.*

3. Be easy to find - SEO and Keywords and organic search

When it comes to online marketing, SEO should be one of your top priorities. Why? Because if you want your website to be found by potential customers, you need to make sure it's optimized for search engine visibility. And that means focusing on keywords and organic search. When it comes to keywords, think about what words or phrases people might use to find your business online. Once you have a list of keywords, make sure they are included in your website content, titles, and meta descriptions.

When it comes to organic search, that means making sure your website is crawled and indexed by Google. One way to do this is by creating good quality content like blogs, best use cases and videos that people will want to link to. So, make sure your website is full of interesting and informative content that will help you stand out from the competition. SEO can seem like a lot of work, but it's worth it in the end. By optimizing your website for search engine visibility, you'll be able to reach more potential customers and grow your business.

4. Content marketing - inbound marketing

When it comes to organic search, content is king. Content marketing and inbound marketing are two of the most important strategies for any business looking to improve their ranking on search engines and grow their audience pool. Inbound marketing focuses on creating quality content that attracts potential customers to your website and that engages and educates your audience. Creating a good content strategy for your rental and subscription brand can seem daunting, but it doesn't have to be. By following these **simple tips**, you can create a content strategy that will help you achieve your business goals.

1. Know your audience

Before you start creating content, you need to know who you're creating it for. Knowing your target audience is key to creating content that resonates with them and meets their needs.

2. Determine your goals

What do you want your content to achieve? Do you want to increase brand awareness, drive traffic to your website, or generate leads? Determining your goals will help you determine the type of content you should create and how best to distribute it.

3. Create a plan

Once you know who your audience is and what you want your content to achieve, it's time to create a plan. This plan should include the topics you'll cover, the tone of your content, the channels you'll use to distribute it, and how often you'll publish new content.

4. Produce high-quality content

Quality is key when it comes to content marketing. If people don't find your content useful or interesting, they're not going to stick around long. So, make sure to produce high-quality content that provides value for your audience.

5. Be consistent

One of the most important things in any content marketing strategy is consistency. You need to publish new content on a regular basis if you want people to keep coming back for more. Figure out how often you can realistically publish new content and stick to that schedule.

Different types of content

Various types of content that can be used for your rental business include **blogs, industry pages, customer case studies, instructional videos, best use cases, product features blogs and videos, and downloadable content like white papers**. By producing a variety of engaging content, you can reach a larger audience and attract more customers to your website.

To make the most of your content marketing, you need to understand the different types of content and how to use them to your advantage. Here's a look at some of the most common types:

Blog Posts: Blogging is one of the most popular content marketing strategies, and for good reason. A blog post can be a great way to share your thoughts on a topic, offer advice, or give readers a behind-the-scenes look at your company.

Emails: Newsletters are still a preferred way to keep in touch with your customers and prospects, and they can also be a powerful tool for talking and showing your products or services and how they work. Most email services have an inbuilt data collecting hub that shows open -and click rates. This helps you to see if people are interacting with your email content.

Social Media Content: Social media is an easy method to connect with your customers and build relationships with them. The key to success on social media is providing valuable content that people will want to share, like and comment. Determine which social channels that your audience is mostly on and try to reach them there with your message. Building content for social media is hard work, but everyone in your organization can contribute to make good content. Sales people can take pictures of customers using your product. Product department can share intel and screenshots of your product news. Experience says that keeping your social media content locally-based, meaning posting things that are not too far away from the daily work life of your normal customer, so that your audience can connect with your message, is one of the best ways to produce engaging content.

Facebook allows you to plan your post many months ahead. A feature LinkedIn does not have yet, so a good tip is to spend a day a month, just to plan all of your posts. Leave empty space for spontaneous postings.

Guides: Guides are an excellent way to provide valuable information to your readers. They can help teach people how to solve their pain points or show them how to use your products or services in an optimal way.

eBooks: eBooks can be a lot of work but they're also a great way to build authority and credibility for your brand. eBooks can be extremely valuable to content marketers because they allow readers to consume large amounts of information in a manageable way. By separating your content into an eBook, you make it easy for readers to digest and understand. Additionally, eBooks can be used to gather valuable content, such as original research or interviews with thought leaders, that can help you nurture leads and convert them into customers.

Video Content: Video is becoming an increasingly important part of online marketing, and it's no surprise why. Videos are engaging and can help you connect with your audience in a powerful way. You can get the message out more efficiently and quickly, but it takes some practice to do it right. Sound is a really important factor here if you're filming people who talk. Make sure you are equipped with a good microphone.

Video content can be used in blog posts, emails, and social media to name a handful of its many purposes. Not only does it serve the function for education but also demoing products or making sales. The research shows that video marketing gets a good return on investment. In 2021, 87% of marketers are claiming this to be true.

Webinars: Webinars are a great way to connect with your audience and provide valuable information that they can use in their businesses. This can be a useful way to create new leads, especially if you follow up with an email workflow after the webinar to nurture the potential lead.

Case Studies: Case studies and testimonials are great for gaining the trust of future customers or supporters. After all, their purpose is to explain how you've helped members of your target audience reach their goals. A case study should contain specific details about what this individual company does offer, what their challenges were and how **YOU** solved it. If numbers of growth can be included, like percentage time saved or revenue increased, the case study is even more believable.

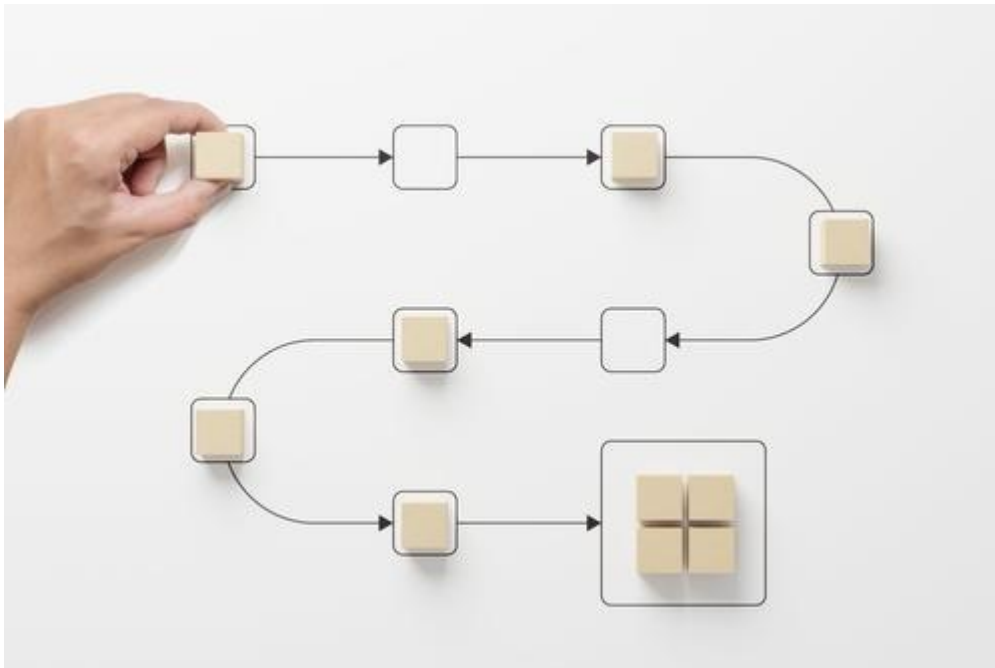
White Papers: White papers are an excellent way to position yourself as an expert in your field and attract new customers. They offer valuable information about a particular topic and can help you establish yourself as a thought leader in your industry. The point here is of course to collect contact information from those who download to include them in your newsletter workflow.

When you have a variety of content to create, it becomes much easier and faster to produce content. Having reusable structures for content also makes it easier to produce content in a repeatable way, which can help you scale your content marketing efforts. Having repeatable processes also makes it easier to produce content consistently and at scale.

[Read more about marketing for rental business.](#)



Automate your manual workflow - stop answering the same mails and phone calls



Anyone running a rental business can attest to the fact that time is precious. And when it comes to scaling an operation, automating aspects of the workflow can save valuable time and energy. This is where **online booking systems** or as we call it in [Sharefox](#), the **rental software** come in handy.

Online booking systems or rental softwares are the most efficient way to automate your workflow for your rental business. They allow customers to book appointments or services directly through your website. This saves you time by eliminating the need to reply to email or answer calls. In addition, online bookings can help increase your sales by making it easier for customers to book appointments by themselves. It also makes the job for the manager much easier by having inbuilt order and inventory management.

An online booking system can offer a wide range of benefits for businesses of all sizes. Here are our top 10 automation advantages:

1. 24/7 bookings

An online booking system allows customers to book appointments or reservations at any time, day, or night. They can browse the product catalog and see all prices. This is a huge advantage for businesses that are always busy and need to take bookings outside of normal office hours. Added a 24-hour self-service station makes it even easier for the customers to retrieve and deliver the rented items.

2. Save money - automated staff

Not a feature to automate but just a known fact. By using an online booking system, businesses can avoid the cost of having someone manning the phones to take bookings. This can save businesses a lot of money in staff costs and means that customers can book appointments without having to speak to anyone. Also add a Q&A

3. Checking your availability

Having an online schedule-calendar allows merchants and customers to check the availability and avoid double bookings. This is a great way to ensure that you are not overbooked and that you have enough resources to meet the demand for your product or service. We don't want angry customers.

4. Manage your orders.

You can't run a rental business, without dealing with a lot of orders, making a great order management program most essential. A good rental software will help you manage all of these orders efficiently. It will also allow you to create or change orders quickly and easily within the admin system, as well as track the status of each order.

5. Keep track of your inventory.

A good rental software will allow you to track your inventory in real time. This means that you will always know what items are in stock and how many units are available. It also helps you keep an accurate count of how many items you have rented out, which can help with budgeting and forecasting when scaling.

6. Collecting customer data

When customers make a booking through the rental software, they are often required to provide contact information such as their name, email address and phone number. This information can be used by businesses to keep in touch with customers after they have made a booking, and to promote their products or services in the future.

7. Sending out emails or SMS notifications to confirm bookings

After a customer has made a booking through an online booking system, the business can send them an email or a SMS confirmation which will include all the relevant information about their appointment or reservation. This is a great way to ensure that there are no misunderstandings about when and where the appointment is taking place, and it also leaves a positive impression with the customer. Consider sending out an email to the user the day before the return time, with an offer to buy the (used) product for a nice discount. This way you can get rid of products before they are too worn out to be rented out more and make an extra profit.

8. Updating availability after booking has been made

An online booking system also allows businesses to update their availability after a booking has been made. This means that if something changes and the business is no longer able to accommodate the appointment, they can easily cancel it without any hassle.

9. Use a Chatbot

Another good example of automating a time-consuming workflow is a **Chatbot**. A chatbot is a computer program that can mimic human conversation. They are commonly used on websites and social media platforms to handle customer inquiries. Customers are used to communicating with chatbots, and they often find them helpful and convenient. This is because chatbots can handle simple customer inquiries, so you don't have to take the time away from work to answer them.

10: Automated documentation

Document automation is a valuable tool for rental businesses, as it can streamline and simplify their process of documentation. By automating the documentation process, rental businesses can reduce time spent on paperwork and improve accuracy of documents. This improved precision helps in **reducing risk of human error** and ensuring that every document is compliant with industry regulations. Furthermore, automated documentation can also boost efficiency in the knowledge management process by making it easier to store, manage and access documents. With these advantages, automated documentation systems can help rental businesses save time, money and resources while providing high-quality services to their customers. Good examples are invoices, order confirmations and terms & conditions documentation.

By using a rental software, businesses can **plan their resources more effectively and ensure that they are not overbooked or understaffed on days or times**. This can help businesses to run more smoothly and increase profits in the long run.

Extra benefit: better customer service

One of the most important aspects of any rental business is customer service. When customers become frustrated by errors in manually generated documents, mistakes or wait on the phone for answers, **you may lose business to competitors who provide efficient, automation-enabled customer service interactions.** It also creates friction between departments, adds to organizational chaos and inefficiency, and wastes employee time.

Therefore, it's so important to use tools that automate aspects of your workflow. By doing so, you can reduce stress levels and increase efficiency within your organization. Automation not only makes your employees happier and more productive but also makes your customers happier by delivering better service.

'As with any industry, there will be winners and losers. We predict that those rental companies that can embrace new technology, digitize their operations, and automate manual labor to gain a competitive advantage in a fierce market, will be the winners. Those who don't will be the losers.'

- *Ásgeir Helland, CEO Sharefox*



Essential scaling tools in a rental software

When it comes to choosing a rental software, it is important to make sure that you select one that will help you to scale your business in the long run and not just have a cheap, basic function package that works for you here and now. There are a few essential scaling tools that can help increase revenue and reduce costs.

The importance of integrations

It is essential to have a rental software with good integrations to ensure maximum efficiency and get the most out of the operations. Integrating with external systems and tools not only helps you manage your business better but also helps you expand your capabilities. **With integrated solutions, you can improve customer engagement, automate administrative tasks, simplify complex rental processes, and create an enhanced user experience for customers.**

Good integrations also help you offer a wider range of services like payment options that allow customers to make payments quickly with fewer steps involved in the process thereby improving their satisfaction level with your service. It also includes accounting software, self-service options and marketing tools which automate rental operations and streamline customer journeys. It reduces manual labor as well as errors from manual data entry. You also gain access to valuable insights about your business that can help in making informed decisions faster.

We have listed some of the scaling tools that come with Sharefox rental software that we have not already mentioned earlier.

Barcode scanner and unique identifier

Lower the time spent significantly on inventory handling with the help of a barcode inventory system, which can help you speed up order handling and reduce errors. A barcode scanner can also help you keep track of your inventory and make sure that products are assigned to the correct orders. Assign IDs to inventory, and assign specific inventory to orders, to reduce the number of “dead spots” in the schedule and allow more people to rent.

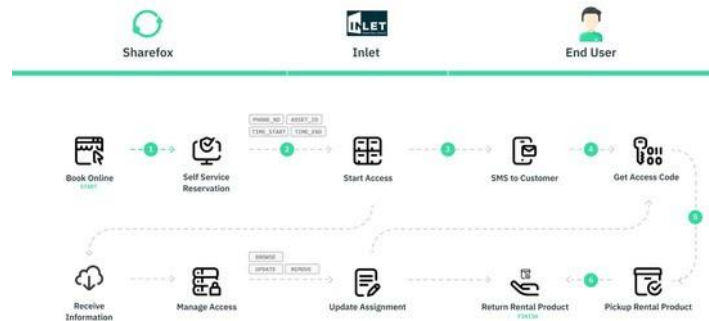
With barcodes you can:

- Easy Inventory control. If your inventory items have a unique barcode label that can be easily scanned, you can improve your inventory tracking, have an effective maintenance with usage notifications etc.
- Easy pickups. When a customer rents a product, you can scan the barcode and take it out of your available inventory records immediately and assign it.
- Easy returns. Will make the process of product return much faster. Instead of manually searching for the customer or the order, you can just scan any product and it will find the correct order.
- It saves time. If you have a big the inventory in your warehouse, you and your employees will save time, as you reduce time spent on keying in inventory, searching orders, allocating inventory to orders in your daily work.
- It's cost effective. Overall, it can improve you and your team's productivity.



24/7 Self-service gateways - digital keys

The self-service system is a very user-friendly way for customers to pick up their rental product without any required assistance. After placing a booking, the customer will receive an **automated notification** about the self-service access. They can then use a 3rdparty solution (e.g., SMS service, Mobile App) to get access to the rental delivery, object, package, etc. The shop manager will see and manage all the automatically generated access records in [Sharefox Admin](#), including events related to customers accessing the service.



Create product Bundles or Packages

Bundling up products for rental has several advantages. Not only does it allow customers to rent more than one item at a time, but it also saves time and effort for the merchant. With a single package, merchants can offer an entire set of items that is perfectly tailored to their customer's needs.

For example, ski rentals may include skis, boots, helmets, and sticks, while bike rentals may include a bike, helmet and GPS or other accessories. This eliminates the need for customers to purchase or rent all these items separately and ensures they have everything they need to enjoy their activity safely and fully.

This will improve customer satisfaction and additionally, when items are bundled together in a package deal, merchants can often secure more sales because your customers get all in one package. It's an excellent tool for upsell and charging higher prices for the convenience

Create Variants of products - different size and colors for the same product

Creating Variants of a product in rental business can be incredibly useful and efficient. By allowing customers to select from predetermined options, businesses can easily manage the inventory they have on hand.

With variants, businesses can offer different sizes, colors, styles, or even accessory packages for their products. For example, a ski rental shop may offer different ski lengths or snowboard package deals to satisfy all customer needs.

Furthermore, by setting up individual images and buttons for each variant of the same product on the shop side, customers can more easily identify which option is best for them. Additionally, managing inventory for each variant separately **allows businesses to track stock levels more accurately and quickly restock when needed**. This makes the process of renting out equipment much smoother and more organized than traditional methods that rely heavily on manual record keeping and manual selection.

Multiple locations and opening hours

Having the ability to manage multiple locations and opening hours with a rental software can be an invaluable asset to any business. It is imperative to have a system that allows you to grow to new venues. Opening new locations does not mean you have to use a second system. Have ONE system that allows multiple locations and different opening hours.

API connection for custom customer experience

API integration can help businesses achieve more efficient workflows and boost their productivity. By allowing different applications to communicate with each other, API integration can help you automate tasks and processes that would otherwise require a lot of manual input. API is great for retail brands who has complicated IT infrastructure.

Additionally, API integration can help you gather data from various sources and compile it into a single location for easier analysis. This can give you a more accurate picture of how your business is performing and help you make more informed decisions about where to focus your efforts to achieve growth.



Add new revenue streams

Any business owner knows that it's important to constantly analyze your operation to see where improvements can be made. This is especially true when it comes to revenue streams. In today's ever-changing marketplace, it's essential to be flexible and to have a variety of income sources. Otherwise, you risk being left behind by your competitors.

One way to add new revenue streams is to diversify your product or service offerings. This could involve expanding into **new markets or developing new versions of your existing products**. Another option is to offer more flexible pricing models, such as subscription-based plans. Now we are back at the beginning of the e-book where we talked about having a rental system that allows you to have the flexibility to change your business model completely.

Of course, in order to successfully add new revenue streams, you also need to have a strong understanding of your business and your customers. This means conducting regular market analyses, listening to feedback from your customers and stakeholders, and being open to change. With the right approach, you can stay ahead of the competition and continue scaling up your business for years to come.

Chose different product types

One of the benefits of being able to choose between different types of products is that you can find the one that is best suited for your needs. [Sharefox](#) lets you easily choose between Rental, For sale, as a subscription and rental as a service. The advantage of having this flexibility is that you can form your business in any direction that you think will create most revenue in your industry.

Create new product ✕

Name your product

What trade type would you like on your product?

- For Rental**
Your customer will be able to rent your product for a limited time period with a set return date.
- For Sale**
Sell the product to your customer for a fixed price.
Note: Only visible in shop when attached to a product.
- As a Subscription**
Your customer will be able to subscribe to your product for an unlimited time period, and possibly swap between product variants during the subscription period.
- As a Service**
Your customer can buy activities such as courses, appointments, etc.



Conclusion

As your rental business grows, it becomes more and more difficult to manage everything yourself. You need a way to automate your process so you can focus on what's important - running your business. The best way to do this is by investing in quality rental software. With the right tools, you can save time and money while scaling your business effectively. But with so many options on the market, it's hard to know where to start. That's why

we've created this e-book - to help you understand all the different factors you need to consider when choosing a rental software solution. Contact us at [Sharefox](#) and we'll be happy to discuss your specific needs and find the perfect solution for you.

What are you going to do now?

When you are ready... Here are 4 ways we can help you expand your rental business!

1. Do you want to grow your business today? Try [Sharefox](#) rental system [for free](#) - or [book a demo](#) and get a personal expert to analyze your company's situation, come up with solutions on how you can streamline your methods and create a more profitable company.
2. To learn more about the [Sharefox](#) rental system, read about trends and news for free, visit our [blog](#) or visit our resources section in the main menu. Here you can download guides and e-books that we also share with our customers.
3. If you want to work with the circular economy and Saas and want to be part of the [Sharefox](#) team or find out why we are one of the fastest growing rental platforms in the rental industry, see our job postings [here](#).
4. If you have a good friend or know someone who would have found this article interesting, then feel free to share it with them via email, [LinkedIn](#) or [Facebook](#).