

THE
Rental Career Guide



ARA Rental Works
For your future.



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THE RENTAL INDUSTRY



2x

Gross Domestic Product industry growth in the U.S. in 2019.

\$65,626*

Average position salary in rental.

OVER 11,000

Rental stores across the U.S. provide equipment and event supplies, and more than 1,000 manufacturers and suppliers exist.

\$61.5 BILLION

Rental revenue of equipment and event supplies forecasted in the U.S. by 2022.

*including commission and benefits

BUILD A CAREER THAT MATTERS

The facts speak for themselves. The rental industry is booming, and it offers countless rewarding career opportunities. But what exactly is the rental industry, and what types of careers are available in it? This guide was produced to answer those questions and many more.

From wages & benefits, the best states for rental jobs, to types of careers and resources to finding good jobs, ARA's Rental Career Guide is your comprehensive resource for learning about the rental industry.

But, first things first...

The **EQUIPMENT AND EVENT RENTAL INDUSTRY** is one of America's fastest-growing business sectors in our shared economy. Rental businesses create a positive impact on communities and contributes to economic expansion by providing the tools and equipment needed to build a stronger economic base for the country. Leading the way with environmentally-friendly practices, the industry generates employment opportunities that offer exciting chances to grow as the nation grows.

The industry can be divided into three broad categories — construction and industrial equipment, general tool/DIY homeowner, and party and event equipment.

Here's how it breaks down:

Construction and Industrial Equipment

This segment represents the largest share of the industry at 70%. Construction equipment is almost exclusively rented by construction firms or contractors. Equipment rented by these companies includes earthmoving (loaders, excavators and articulated dump trucks, etc.), access (aerial work platforms, scaffolding, etc.) and pumps and generators.

Industrial equipment comprises a broad range of machinery often controlled by trained operators. This includes oil field and refinery equipment, manufacturing machinery, transportation and medical equipment, as well as rental equipment and tools used for plant maintenance and repairs. It is rented by both construction and industrial end users.

General Tool/DIY Homeowner

Comprising 24% of the industry, this segment includes items usually rented by professional contractors and do-it-yourself homeowners for light construction — including building renovations and additions, concrete work and landscaping. Examples include small hand-held tools, yard-care equipment, jackhammers, concrete and tile saws, pressure washers, small generators, scaffolding, walk-behind trenchers and small skid-steers.

Party and Event

At 6%, this growing segment covers rental of products to consumers for celebrations of all kinds and corporations for special events such as product launches, company celebrations and groundbreaking ceremonies. It includes items like linens and tableware, tents, tables and chairs and other equipment specifically rented for a party or special event.

COMPETITIVE WAGES & BENEFITS

For those interested in joining the field, here are the average total salaries (Includes commission and bonuses) for a number of key positions in the industry:

- \$26,915 TENT TECHNICIAN
- \$29,349 WAREHOUSE PERSONNEL
- \$33,197 COUNTER PERSONNEL
- \$42,723 CDL DRIVER
- \$49,358 SERVICE TECHNICIAN
- \$50,181 ASSISTANT STORE/BRANCH MANAGER
- \$62,956 INSIDE SALES MANAGER/DIRECTOR
- \$67,430 NETWORK ADMINISTRATOR
- \$68,642 HUMAN RESOURCES MANAGER
- \$68,853 CONTROLLER/ACCOUNTING MANAGER
- \$72,119 STORE/BRANCH MANAGER
- \$72,123 MARKETING MANAGER
- \$77,931 DIRECTOR OF OPERATIONS
- \$77,932 OUTSIDE SALESPERSON
- \$80,581 SAFETY MANAGER
- \$84,199 FLEET MANAGER/PURCHASING
- \$87,034 GENERAL MANAGER

Source: 2018 ARA Compensation & Benefits Report



THE BEST STATES FOR RENTAL JOBS.

No matter where you are, or where you want to live, there are job and career opportunities in rental across the country. You can start anywhere or even transfer your skills when you need to. Based on the latest comprehensive data, here are the best states for rental jobs in the country based on both estimated growth rates and total over-all revenue.

TOP 10 STATES WITH HIGHEST ESTIMATED REVENUE BY 2022*:

1. CALIFORNIA - **\$6,662 MILLION**
2. TEXAS - **\$5,979 MILLION**
3. FLORIDA - **\$4,078 MILLION**
4. NEW YORK - **\$2,850 MILLION**
5. PENNSYLVANIA - **\$2,117 MILLION**
6. NORTH CAROLINA - **\$1,835 MILLION**
7. ILLINOIS - **\$1,722 MILLION**
8. GEORGIA - **\$1,637 MILLION**
9. VIRGINIA - **\$1,586 MILLION**
10. OHIO - **\$1,582 MILLION**

STATES WITH THE HIGHEST ESTIMATED GROWTH RATE BY 2022*:

1. VERMONT - **15.41%**
2. NEVADA - **15.02%**
3. OREGON - **13.49%**
4. MASSACHUSETTS - **13.46%**
5. CALIFORNIA - **13.14%**
6. NEW JERSEY - **12.75%**
7. ALASKA - **12.40%**
8. WASHINGTON - **12.38%**
9. NEW HAMPSHIRE - **12.29%**

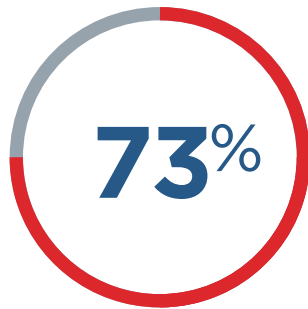
*Source: ARA Rentalytics™

COMPETITIVE WAGES & BENEFITS

The ARA Compensation and Benefits Report is based on a comprehensive survey that paints a healthy economic forecast for the industry, with pay increases expected to be fairly strong over the next 12 months.

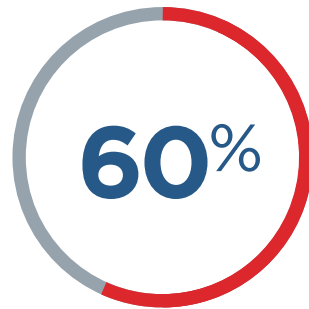
From full-time to seasonal, respondents are more positive on increasing employees over the next two years. Given the scope of jobs in the industry, average hourly wages range from Tent Crew Members (\$12.94 an hour) to Service Technician IV - Master or Highly Advanced (\$23.73 an hour).

Employee benefits are competitive with 73% of responding companies offering employees a healthcare plan and 60% offering a retirement plan to their employees. Vacation time offered to salaried and hourly employees is similar, ranging from about one week the first year and up to three weeks for those with 10 years of service. On average, responding companies report that they provide two to five paid sick days per year.



Healthcare Benefits

Seventy-three percent of companies offer employees a healthcare plan



Retirement Perks

Sixty percent of companies offer employees a retirement plan

WHY WORK IN RENTAL?



BUILD A CAREER THAT MATTERS

Across America and around the world, local rental businesses serve people who are building communities and making a difference in their customer's lives. If you enjoy making a real difference in life, and learning something new every day, you'll thrive in the equipment and event rental industry.

Each day, people who work in this industry encounter customers who have new problems, applications for equipment, and service needs — no two days are ever the same. Constantly learning, growing and evolving your skills will help you deliver the best possible experience for customers, and the relationships you build with members in the community help you connect with like-minded people for the benefit of all.

The rental industry will make a big difference in your life and career, while at the same time allowing you to make a big difference in your community. The equipment you rent will be used to construct homes, offices, schools and roads. The events you help plan will become milestones in the lives of newly married couples, graduating students and businesses breaking ground for new developments that bring new jobs.

From starting your own rental company and corporate jobs in the industry to working in skilled trades of all kinds, the rental industry offers countless career opportunities for people from all walks of life. It's an ideal place for young professionals, women and minorities to succeed based on their talents and diligence, advancing on their abilities and their ambition with the chance ultimately to own or manage a business themselves.

VETERANS IN RENTAL: YOUR SKILLS AND LEADERSHIP ARE NEEDED

Every year, more than 200,000 service members transition out of the military according to Monster's 2018 Veteran's Survey. From supervising and skilled trades to working with the very latest equipment and technology, a career in the rental industry is perfect for those who have served in the military. There are benefits with choosing a career in rental, including:

Your military skills translate

Opportunities exist nationwide

Building and improve communities

Enjoying flexible work/life balance

What veterans in the rental industry are saying...

“

I like the idea of keeping people safe and keeping people secure, so it speaks to a particular part of me as a veteran that still wants to protect people.

- Robert Anthony Burris
Party Reflections

”

“

The rental industry is growing immensely in technology and equipment. It's exciting because everything is just so much bigger and better.

- Billy Haas
Crown Rental

”

“

It brought the best out of me.

- Joseph Victorian III
Party Reflections

”

WOMEN IN RENTAL: OPPORTUNITIES THROUGHOUT THE INDUSTRY

Thousands of women help make up the equipment and event rental industry. They hold a variety of positions, from mechanics to CEOs. Joining the rental industry can give you opportunities for networking, mentorship, on-going education and:

- Professional development
- Positive community impact
- On-the-job training
- Careers in creativity

What women in the rental industry are saying...

“

I love the challenge of taking a blank slate and turning it into something amazing.

- **Stacy Hart**
Delux Tents & Events

”

“

There is a component that women bring to the table. They bring design, creativity and some inspiration that I think puts a dimension on it that I think the industry needs.

- **Maurisa Beaver**
Party Reflections

”

“

I definitely think rental is changing for women. We are getting more into it, and I believe we belong here.

- **Marlee Sams**
Peoria Rentals

”

EDUCATIONAL REQUIREMENTS

Given the diversity of jobs, the rental industry welcomes people with all levels of education. Whether you've earned your M.B.A. in management, a B.A. in human resources, have a talent in a host of skilled trades or you're just eager to learn in a well-paying job with opportunities to advance, the rental industry has something for everyone.



Most rental jobs don't require a college degree or even experience in the industry; you just need to be eager to learn. The range of things you will learn is tremendous. From equipment operation to organizing events, to logistics and managing rental transactions. By building up your training and experience on the job, you can work toward entrepreneurship in a rental business with a great chance of success.

TRAINING PATHWAYS

- On-The-Job
- Co-op or Apprenticeships
- Community or Tech College
- Four-Year University

YOUNG PROFESSIONALS IN RENTAL: BUILD YOUR CAREER AND MAKE A NAME FOR YOURSELF

Whether you've graduated from college with a degree or want to jump into the workforce right out of high school, the rental industry offers tons of opportunities for young people. It's a fast-paced industry with good pay where you can learn a variety of skills and turn a job into a career. Some of the benefits of a rental career for you are:

- Determine your own path
- Variety of fast-paced work
- Environmentally friendly industry
- No experience required

What young professionals in the rental industry are saying...

“

This is my first job ever, and I think this has been the best place to learn.

- **Janaya Moore**
Peoria Rentals

”

“

I can definitely see myself doing this for a long time.

- **Tyler O'Bryant**
Delux Tents & Events

”

“

There's always a challenge.
There's always a reward.

- **Brittany Vruno**
Crown Rental

”

“

Number one, I'd recommend getting your foot in the door at a rental shop. Once you get in there, you'll find out that the possibilities are endless.

- **Paul Irwin**
Delux Rental

”

CAREERS IN RENTAL

BUILD A CAREER THAT MATTERS

From constructing the next neighborhood park, executing an event or working at a store that rents out the equipment and party supplies — the equipment and event rental industry has numerous career paths to consider. Work where you can control your advancement, earn a good living and positively impact the community.

Unlike other industries, rental businesses allow employees to gain skills with different machines and equipment techniques, then share their knowledge with customers. And because mobility is a huge part of the sharing economy, those who develop skills in the rental business can transport their talents anywhere and thrive. Here are just a few of the exciting careers in the rental industry:



SERVICE TECHNICIAN

If you've always had a knack for troubleshooting problems and repairing things, becoming a service technician can provide you with a good-paying job where no two days are the same.

JOB DUTIES:

- Minor equipment repair
- Maintenance checks
- Cleaning of equipment
- Log equipment condition before and after usage
- Demonstrate proper equipment usage to customers
- Assist with loading and unloading of equipment
- Uphold company safety standards

TECHNICAL SKILLS:

- Basic knowledge of construction equipment
- Mechanical aptitude
- Knowledge of tools applicable to position
- Desire to learn

EDUCATION, SKILLS & REQUIREMENTS:

- A high school diploma/GED is preferred but not required
- Must be able to lift/move approximately 50-70 lbs.
- Customer service aptitude
- Effective written and oral communication skills

TENT TECHNICIAN

Are you looking for a career that requires you to be both a problem solver and a leader? Tent technicians are always on the move setting up a wide variety of events for clients of all kinds. It's an exciting job that puts you in the middle of the action.

JOB DUTIES:

- Cleaning, maintaining and repairing equipment
- Set up and takedown of tents, stages, dance floors and lighting
- Delivery of equipment: tents, stages, floors, lighting, tables, chairs, etc.
- Loading and unloading of trucks.
- On-site interaction with clients.
- Uphold company safety standards and ensure appropriate safety procedures are followed

EDUCATION, SKILLS & REQUIREMENTS:

- A high school diploma/GED is preferred but not required
- Must be able to lift and carry 75+ lbs. over significant distances
- Strong attention to detail
- Valid driver's license and clean driving record preferred

WAREHOUSE ASSOCIATE

Are you drawn to fast-paced working environments?
If you're detail-oriented and like to solve problems, you might be a perfect candidate to become a warehouse associate.

JOB DUTIES:

- Preparing orders for shipment
- Pull, sort, pack and place equipment/items on racks, shelves or in bins according to the company standards
- Quality control/inspection checks to make sure items meet company standards
- Meeting production standards set by the supervisor
- Operating carts, dollies, tow motors, pallet jacks and other moving equipment as needed in order to move products throughout the warehouse
- Uphold company safety standards and ensure appropriate procedures are followed

EDUCATION, SKILLS & REQUIREMENTS:

- Attention to detail
- Must be able to lift/move approximately 50-70 lbs.
- A high school diploma or equivalent GED is preferred but not required
- Ability to multi-task, prioritize and manage time effectively
- Ability to interpret directions in written, oral, diagram or schedule form
- Tow motor and pallet jack experience is a plus

WORKING CONDITIONS:

- Most work will be performed in a warehouse setting with limited exposure to outside elements
- Must be able to sit or stand for long periods of time
- May have exposure to chemicals, including but not limited to detergents, bleaches and other cleaning chemicals
- Repetitive bending, reaching, lifting, pushing, pulling and moving items
- Some night / weekend work may be required



COUNTER ASSOCIATE

Do you enjoy working with fun, exciting people? As a counter associate, you'll be the face of the company and have the satisfaction of helping customers solve problems every day.

JOB DUTIES:

- Answer telephone and receive orders by phone
- Assist rental customers in a polite, friendly and professional manner, whether in person or on the phone
- Ask customers questions to determine their rental needs and recommend proper equipment. Provide alternative suggestions if appropriate
- Prepare rental forms and contracts by obtaining customer signature and other information as required
- Explain rental fees and provide information about rented items such as the operation of equipment and safety features
- Resolve customer problems and answer questions
- Schedule equipment delivery and pickups and assist customer with the loading and unloading of equipment when necessary
- Daily audits of open contracts and call overdue rentals



TECHNICAL SKILLS:

- Complete rental transactions and perform basic tasks including: checking equipment rates and availability, creating rental quotes, reserving equipment, opening/closing rental contracts, scheduling equipment deliveries/pickups, and emailing quotes/reservations/contracts to customers
- Periodically update and review company website for accuracy and messaging

EDUCATION, SKILLS & REQUIREMENTS:

- A high school diploma/GED is preferred but not required
- Must be able to lift/move approximately 50-70 lbs.
- Customer Service Aptitude
- Strong telephone skills
- Effective written and oral communication skills
- Valid driver's license and clean driving record
- Experience as an inside sales representative, rental counter sales representative, auto parts sales representative, equipment dispatcher, truck dispatcher, construction foreman, or similar role preferred

DELIVERY DRIVER

Do you enjoy the freedom of working beyond a cubicle and meeting new people every day?

Consider a CDL delivery or party/box truck* driving position. To become a delivery driver you'll need a commercial driver's license (CDL). This license permits you to operate a commercial vehicle based on your class and endorsements. A Class A CDL is available for drivers over 21 years old to operate a Class 8 tractor, better known as a big rig that you can drive across state lines. A Class B CDL is for a single axle trailer for drivers who are at least 18 years old. It is a good entry point into the delivery industry within the state where you are licensed.

JOB DUTIES:

- Safely load, unload and transport rental inventory to customer locations in a timely, safe and courteous manner
- Demonstrate operation and safety features of rental equipment and determine customer's ability to use the equipment
- Maintain driver logs and complete pre-trip inspection
- Maintain the service and appearance of the transport vehicle, equipment, and inventory
- Follow delivery/pickup instructions from Dispatcher and Manager

WORKING CONDITIONS:

- Frequent holding and grasping with hands when loading, unloading and chaining down equipment
- Frequent use of hands and feet to operate equipment and transport vehicles
- Frequent lifting up to 50 lbs.; occasional lifting up to 90 lbs.

EDUCATION, SKILLS & REQUIREMENTS:

- A high school diploma/GED is preferred but not required
- Valid CDL Class A / CDL Class B Driver's License and clean driving record
- Attention to safety and detail
- Customer service orientation
- Ability to navigate efficiently
- Knowledge and compliance of state regulations regarding height and weight maximums and winch operations
- OSHA familiarity/training



*A CDL is not required for party/box truck driving.

ADVANCING IN YOUR CAREER.

The American Rental Association (ARA) plays a significant role in connecting rental businesses with potential employees through its workforce development program. Those who find their next job in the equipment and event rental industry through these resources often discover it's the best job for them to advance and grow.

Business owners are never on their own in the equipment and event rental industry as they have the support of ARA; the international trade association representing more than 11,000 rental operations, large and small. ARA provides a wide range of services to help rental businesses through education, workforce development, new technologies, consumer awareness and market intelligence.

What people in the rental industry are saying...

“

There are job promotions. You can start in the warehouse and become a store manager.

- Billy Haas
Crown Rental

”

“

If you're hardworking, then this is the place for you.

- Kyle Doyle
A-1 Rental

”

“

It's new. It's exciting. You can be creative. You can work hard and get lots of satisfaction from the work you do.

- Brad Kniep
Peoria Rentals

”

“

I love it. You're never working with the same project; you're never working with the same people. It's something different every day.

- Brittany Vruno
Crown Rental

”

“

I never thought I'd be able to run a stump grinder, a lift, a wallpaper steamer, and now I can. And it's a great experience to be able to have.

- Marlee Sams
Peoria Rentals

”

RENTAL JOB RESOURCES



TIPS ON SEARCHING FOR RENTAL JOBS

There's no one place to find a great job in the rental industry. To find the perfect job, you'll need to put in the work.

Here are some good places to start:

1. The ARARentalWorks Job Board

Get access to thousands of rental industry career opportunities by searching careers.ararentalworks.com. This site will help make finding your new position much more productive.

2. Local Sites & Staffing Agencies

Don't overlook general advertising sites like [Craigslist.com](https://www.craigslist.com), where you can find local job postings. City, county and state sites also are a great resource to find a job in the rental industry. Staffing agencies or "headhunters" are also an option to find the perfect job.

3. LinkedIn

This business site is another excellent source to get a job in the rental industry. Use LinkedIn to let people know your skills and what kind of jobs you're looking for.

4. High School, Community College and Trade Schools

Teachers and college instructors are often your best resources for potential jobs. Many rental companies have established relationships with these educators and can help find a job that's the perfect fit for you. Also, make sure to check out job postings on the school website for jobs that may be physically posted on bulletin boards on campus.

5. Job Fairs

Job fairs are a great way to meet companies in the rental business. Check the websites of area trade schools, community colleges and military job fairs to learn about upcoming job fairs that will have companies looking to hire people like you!

6. Upload Resume

You'll find scores of places to post your resume on the web, but the easiest and fastest approach is to register with sites where you create one job notice and it gets posted on other sites automatically. [Workable.com](https://www.workable.com) is one source. When you try their recruiting software for free, they'll post your resume for free on the top job boards.



THE AMERICAN RENTAL ASSOCIATION

ARA leads a growing industry that generates nearly \$65 billion per year. ARA supports more than 11,000 equipment and event rental businesses and 1,000 manufacturers and suppliers across the U.S. and in more than 30 countries worldwide.

ARA members benefit from best-in-class programs that are designed to improve safety and drive operational efficiency. Here are some ARA online resources that will help you start your career in rental today:



[ARARentalWorks.com](https://www.ararentalworks.com)

Thinking about joining the rental industry? This site is a fantastic resource for students and veterans who want to learn more. There are downloads, videos and even sections with information for parents and educators.

[Careers.ARARentalWorks.com](https://careers.ararentalworks.com)

The only equipment and event rental specific job board in the industry features thousands of career opportunities from across the country. Create a login, upload your resume, or simply search for a position near you to begin your rental career path.

[ARarental.org](https://www.ararental.org)

The official site of the American Rental Association is a wealth of information for people looking to join the industry and professionals who are already in it. Members can take advantage of a series of educational resources that cover all aspects of the industry. There are also networking programs, business management tools and exclusive information and data that can help your business thrive.

The rental industry is extremely rewarding and is growing at a rapid rate.
Now is the perfect time to start a career in rental.

If you're looking to join the industry, your first stop should be [careers.ARARentalWorks.com](https://careers.ararentalworks.com).

If you're an existing rental business looking to grow and retain employees, visit [ARarental.org](https://www.ararental.org) to learn more about the workforce resources available to you as an ARA member.

ARARentalWorks
For your future.

 **ARA**
American Rental Association