

# 5 Strategies to Grow Your **Rental Program**

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## Grow Your Business

*A Panel moderated by...*

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Friedman, Kannenberg & Company, PC

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Grow Your Business

Rental Business:  
Why is Growth Good?



“What if we don’t change at all ...  
and something magical just happens?”



THE  
ANSWER:



Know your competition, but don't copy it.

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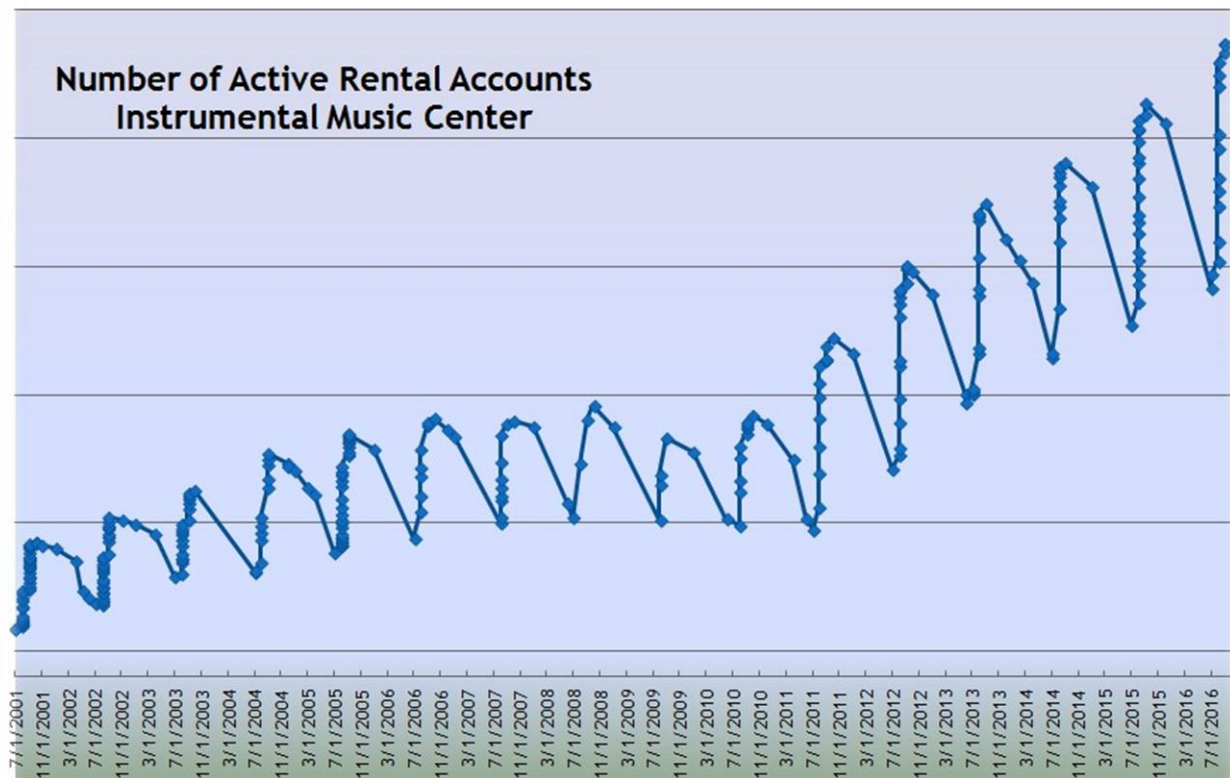
Grow Your Business

# Our Panelists



Leslie

Instrumental  
Music Center





Leslie



Jeff



Peter



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Growth

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# #1. School Relationships



HIRE THE

**RIGHT**

PEOPLE

**#2. Personnel:  
Need more  
than  
“bodies”!**



# #3. Online Rentals

**ONLINE BAND/ORCHESTRA  
INSTRUMENT RENTAL**

[More Info](#)





**#4.**

**Rental  
Customers  
are Lifelong  
Customers**



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# #5. Promoting your rentals

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**#BONUS:  
Need  
Mo'  
Money!**

