

APPRAISALS



SALES



ANALYTICS



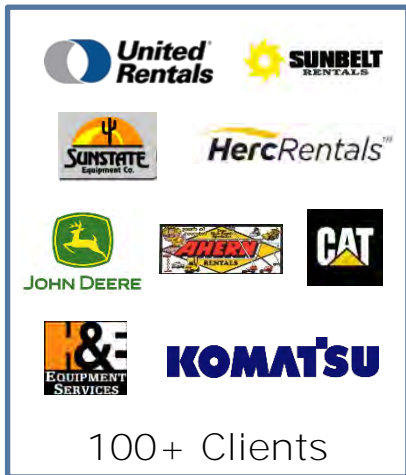
Appraisal Service

| Appraisal Service

- 100 year history
- Today
 - Clients represent 70% of RER 100 revenue
 - \$45 billion+ (OEC) appraised
 - 2,700,000 individual units
 - 3,800 locations throughout U.S., Canada & U.K.

Appraisal Service

Client Data



100+ Clients

~\$1.2B /month

Rouse Valuation Engine

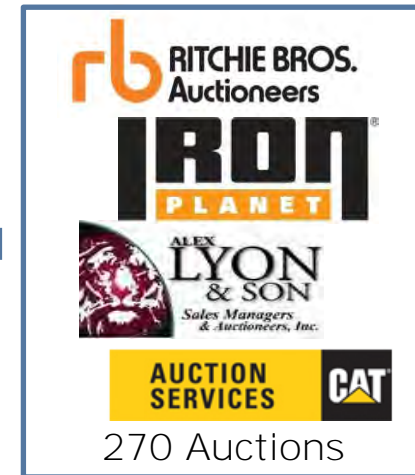
40,000 unique make/models marked to market every month

Equipment unit match

Category	Forklifts Hi-Reach
Subcat	4500# -8000#
Make	Caterpillar
Model	TL642
AB Cost	82,043

	Retail	OLV	Auction
2018	97,959	83,069	68,178
2017	95,662	80,197	64,732
2016	84,094	72,157	60,220
2015	71,870	62,927	53,984
2014	62,435	53,574	44,713
2013	55,461	46,149	36,837
2012	47,503	39,135	30,766
2011	40,119	32,653	25,187
2010	34,786	29,371	23,957
2009	27,566	25,720	23,875

Auction Data



270 Auctions

~\$300M /month

Rouse Crane Clients

Crane Rental Companies And Construction Contractors

- Maxim Crane Works
- NCSG Crane & Heavy Haul Services
- B&G Crane Service (prior to acquisition by Maxim)
- ENTREC Corporation
- AmQuip Cranes (prior to PE transaction)
- RMS Cranes
- Ainscough Crane Hire
- Imperial Crane Services, Inc.
- Allegiance Crane & Equipment
- Mr. Crane and Inquipco Crane
- Circle 8 Crane
- Bay Crane
- Kiewit Corporation
- Burkhalter Rigging (prior to Barnhart acquisition)
- Magnum Crane Service

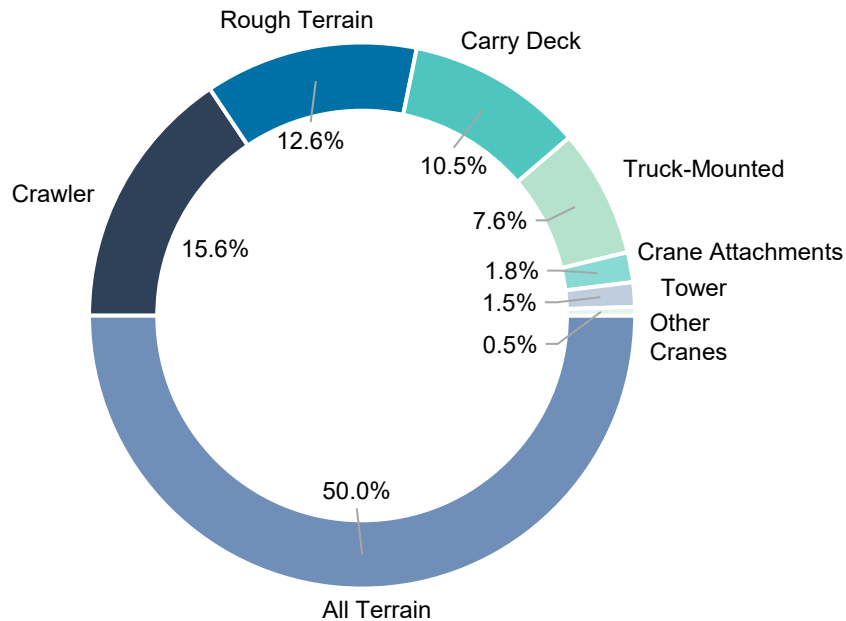


Crane Appraisal Statistics

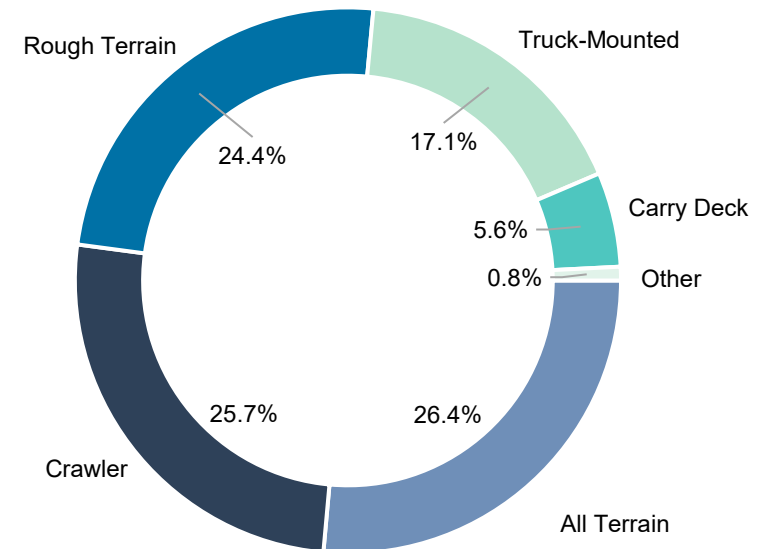
\$4.0 billion of assets appraised across crane equipment categories in 2019.

Collected **\$500 million** of sales across crane equipment categories in 2019.

Crane Appraisal Assets



Crane Sales Collected





Rouse Analytics

Rental Rate & Utilization Benchmark Reporting

2021

What Our Clients Say About Us



Matt Flannery

President & CEO, United Rentals

"Rouse has long been an important partner for United Rentals, and the broader equipment rental industry, helping us leverage critical data to make better tactical and strategic decisions."



Brad Barber

President & CEO, H&E Equipment Services

"The services offered by Rouse, and more specifically the data they supply for our equipment rental business, are invaluable to our company. Not only do they provide clean, accurate, actionable data in ways our business can use it, they also do so with a sense of urgency and professionalism that is unrivaled. In my career, I have never worked with a more forward-thinking and pleasant team"



Grant Adams

VP & GM of Company Owned Distribution, Komatsu America Corporation

"Rouse [Analytics] enabled us to better understand what was really happening in our market and develop a long-term strategy based on facts and data rather than anecdotes and gut feel. Rouse Sales has helped us save an enormous amount of time, turn our fleet faster, and drastically improve profitability."



John Johnson

Vice President, CAT Rental Store, Holt of CA

"Rouse Services has been a game changer for the rental industry. Utilizing their software gives us a lot more knowledge at our fingertips which has enabled us to make better informed decisions to drive profitable revenue growth in rental and used equipment. A professional group of employees dedicated to customer satisfaction with industry leading technology."



Doug Dougherty

CEO, Cooper Equipment Rentals

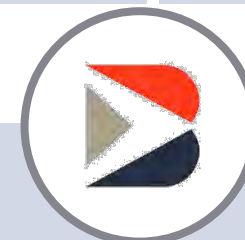
"Rouse has provided incredible value in its strategic partnership with the industry. The access to aggregated competitive data to benchmark our performance has enabled Cooper Equipment Rentals to maximize opportunities in each of our distinct markets and further support our expansion efforts across Canada."



David McNicholas

CEO, AFI Group

"Rouse has been a long-term partner of AFI since our move to ABL banking in 2013. Throughout this time their industry knowledge, experience and know-how has provided AFI with important information to manage our assets successfully. We are looking forward to working with them on their upcoming UK Benchmarking service."



Adam Berry

COO, Berry Companies

"We have found the Rouse Analytics dashboard to be powerful and intuitive. It has unearthed the insights we have needed to navigate the increasingly unpredictable environment. Their team has been knowledgeable and flexible in their approach and we wish we would have come on board sooner."

Rouse Analytics – About Us

Our Clients

National Rental Cos.



OEM Dealers



Independent / Specialty



Nightly Datafeeds

*\$63 billion of fleet OEC
\$25 billion rental transactions
≈
60% of North American Rental Market*

Market Insights

*Pricing Benchmarks
Fleet Performance Benchmarks
Supply / Demand Trends
Reporting & Analytics*



- Connections with 35+ rental ERPs
- Data cleansing and normalization
- Calculation of benchmarks in compliance with regulatory guidelines
- Best-in-class reporting tools
- Outstanding customer support

Rouse Analytics Clients

242 U.S. Companies

Large General Rental (6)

- United Rentals
- Ahern Rentals
- Sunbelt Rentals
- Sunstate Equipment
- Herc Rentals
- H&E Equipment Services

Independents / Specialty (1 of 2, 109)

- A&E Equipment Rentals
- A to Z Equipment Rentals
- A Tool Shed Rentals
- AAA Rent-All
- Able
- Action Rentals
- Admar Supply
- Aggreko
- All Star Equipment Rentals
- American Rentals
- Amos Metz Rentals & Sales
- Arrow Lift
- Asheville Hwy Rental
- Atlantic Aerials
- Atlantic Lift Systems
- Aspen Rent-All
- B&M Equipment
- Badger Rental Services
- Best Line Equipment
- Big Orange Rental
- Black Diamond Equipment Rental
- Blue Eagle Rentals
- Bottom Line Equipment
- Briggs Equipment
- Bullet Rental & Sales
- Butler Rental & Sales
- C&E Rentals
- Casale Rent-All
- Champ Rentals
- ChaseCo Rentals
- **Chet's Rent-All**
- City Rentals
- Contractors Rental Corporation
- Craneworks
- Crown Equipment Rental Co. Inc.
- Custom Truck One Source
- D & B Rental
- Decker Tool Rental
- Defatte Equipment
- Delta Material Handling
- Diamond Rental
- **Dot's Rentals & Sales**
- Duke Company
- Durante Equipment
- Durante Rentals
- East Tenn Rent-Alls
- Ecco Equipment
- Equipment Depot
- G&W Equipment
- GM Equipment Corp
- **George's Tool Rental**
- Great Plains Equipment Rental
- Great Southern Equipment Company

(continued)

Rouse Analytics Clients

242 U.S. Companies

Independents / Specialty (2 of 2, 109)

- Hamlin Equipment Rental
- Heavy Equipment Rentals of Texas
- Herc-U-Lift
- High Reach 2
- Howe Rental and Sales
- Iron Oak Services
- JJ Curran
- JPS Equipment
- KMC Forklift Service Inc.
- LaLonde Equipment
- Lano Equipment
- Leavitt Machinery
- Lewistown Rental
- Lift Inc.
- Lincoln Contractors Supply
- LoneStar Forklift Inc.
- Louisiana Lift and Equipment
- Maxim Crane
- Mid Country Machinery
- Midway Rentals and Sales
- Naumann/Hobbs Material Handling
- One Source
- ORE Rentals
- Partner Rentals
- PDQ Rentals
- Power Rents
- Priority Equipment Rental
- Pro Star Rental
- Prosource Machinery LLC
- R&R Rentals
- Rabern Rentals
- Rental Equipment Investment Corp.
- Rental Guys
- Rental Men
- Rental One
- Rental Works of Maryland
- River City Equipment Rental & Sales
- Rocky Hill Equipment Rentals
- Runyon Equipment Rental
- Service Rentals and Supplies
- Sims Crane & Equipment Co.
- Skyworks of Virginia
- Sterling Crane
- Sun Rental Center (Ohio)
- Synergy Equipment
- Tejas Equipment Rental
- Temp Power
- Time Savers Aerials
- Trinity Equipment Rentals
- True Value Rental of Greensboro
- Tyler Rentals
- Vandalia Rental
- W.O. Grubb
- Weathers Rental Center
- West Coast Equipment
- Worldwide Machinery

(continued)

Rouse Analytics Clients

242 U.S. Companies

Caterpillar (39)

- Altorfer CAT
- Blanchard Machinery
- Boyd CAT
- Butler CAT
- Carolina CAT
- Carter Machinery
- Cashman
- Cleveland Brothers
- Cresco Rentals
- Empire CAT
- Fabick CAT
- Foley Equipment CAT
- Foley Inc. CAT
- Gregory Poole CAT
- Hawthorne CAT
- Holt CAT
- Holt of CA
- HO Penn
- JA Riggs
- Kelly Tractor CAT
- Louisiana Machinery
- MacAllister Machinery
- Milton CAT
- Mustang CAT
- NC Machinery
- NMC CAT
- Ohio CAT
- Puckett Machinery
- Quinn Company
- Ring Power
- Stowers CAT
- Thompson Machinery
- Thompson Tractor
- Wagner CAT
- Warren CAT
- Western States
- Wheeler CAT
- Yancey Brothers
- Ziegler CAT

Case / Volvo (16)

- Alta Equipment
- Ascendum Machinery
- ASCO
- CLM Equipment
- Cowin Equipment
- Groff Tractor & Equipment
- Highway Equipment
- Hills Machinery
- McClung-Logan Equipment Co.
- Power Equipment
- RPM Machinery
- Southeastern Equipment
- Titan Machinery
- Vantage Equipment
- VCES Volvo
- Wilson Equipment

John Deere (17)

- 4Rivers Equipment
- Beard Equipment
- CL Boyd
- Dobbs Equipment
- Doggett
- Erb Equipment
- Five Star Equipment
- Flint Equipment
- Honnen Equipment
- James River Equipment
- Jesco
- Meade Equipment
- Murphy Tractor & Equipment Co.
- RDO Equipment
- Stribling
- West Side Tractor
- Yellowhouse Machinery

(continued)

Rouse Analytics Clients

242 U.S. Companies

Komatsu (12)

- Bramco
- Columbus Equipment
- General Equipment & Supplies
- Kirby Smith Machinery
- Komatsu Equipment Company
- Linder Industrial Machinery
- Modern Machinery
- Power Motive
- Road Machinery
- Road Machinery & Supplies
- Roland Machinery
- Tractor & Equipment Co.

Bobcat (8)

- Berry Companies
- Bobcat of St. Louis / Acme Ops Bobcat
- DJM Equipment
- Emery Equipment
- Garden State Bobcat
- Leppo Rents
- Smith Bros. Contracting Equipment
- Target Rents

Other (9)

- Cisco Equipment (Link-Belt)
- Company Wrench (Kobelco)
- Doggett Toyota Lift
- Ewald Kubota
- Heavy Machines (Liebherr)
- Hugg & Hall Equipment
- Illinois Truck and Equipment (Kobelco)
- Rexco Equipment
- Wheeler Material Handling (Yale)

Onboarding (26)

- ABC Equipment Rental
- Action Rental and Sales
- Allingham Corp.
- Apex Hesperia Rentals
- APi Supply Lifts
- Chadwick-Baross (Volvo)
- Diamond Tool
- F&M MAFCO
- General Steel Crane
- Gonzales Trading
- Grand Rental Station (Tennessee)
- Hightower Equipment
- Luby Equipment (Case)
- Minutemen Rentals
- Mountain Crane Service
- PacWest Trading
- Perco Rentals
- Shafer Equipment Company
- Sound Heavy Machinery
- Southeast Industrial Equipment
- Superior Rigging and Erecting
- TNT Crane & Rigging
- Trekker Tractor (Case)
- United Site Services
- WC Tractor
- West Ashley Tool & Rental

Rouse Analytics Clients

28 Canadian Companies

National (5)

- United Rentals
- Sunbelt Rentals
- Herc Rentals
- Cooper Equipment
- Sterling Crane

Central Canada (12)

- Broadline Equipment
- GTA Equipment Rentals
- Hub Equipment
- Lift Depot
- Location Multi-Équipements Inc.
- Location **d'Outils** GM Inc.
- Lou-Tec
- Oaken Equipment
- Ontario Rental & Supply
- **Stephenson's**
- Simplex
- Battlefield CAT

Western Canada (7)

- A & B Tool Rental
- Double R Rentals
- Finning CAT
- Great West Equipment
- Leavitt Machinery Canada
- Rental Network
- Sabre Rentals

Onboarding (4)

- Aggreko
- Alpa Equipment
- HRR Rentals
- Robertson Rent All

Rouse Analytics

Crane Participation

Crane (7)

- Maxim
- Sterling
- W.O. Grubb
- Sims Equipment
- Custom Truck
- Craneworks / Rentalworks
- TNT Crane
- Mountain Crane Service
- Superior Rigging & Erecting

Crane Dealers (6)

- Holt Crane
- Kirby Smith
- Pinnacle Crane
- Ring Power Crane
- Doggett Crane
- Cowin

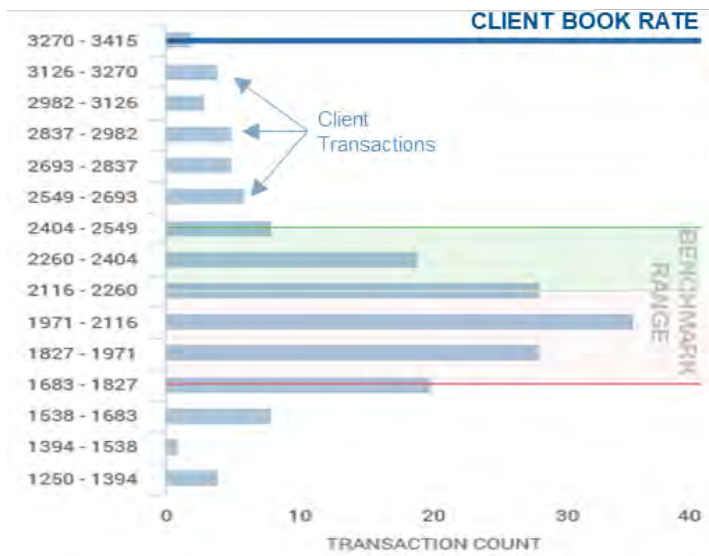
Integrating (2)

- Allingham Crane
- General Steel Crane & Rigging

Rouse Analytics – Key Use Cases

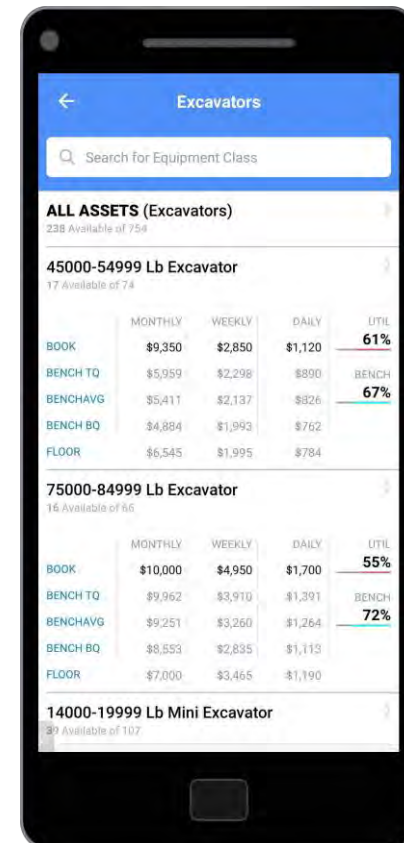
Management

- Clients compare historical pricing, utilization and year-over-year growth to the industry to understand how they are positioned and how effectively they are executing on their strategies
- Clients utilize Rouse Analytics data to understand how company book rates and achieved rates compare to the historical benchmark range of rates for the industry
- Clients compare their sales teams' historical performance on price to industry benchmarks



Field

- Quickly access company book rates, average rates, availability and utilization, as well as comparisons to industry benchmarks



Company Performance Dashboard

Client Revenue
\$16,502,393
 (-41.6% off book)

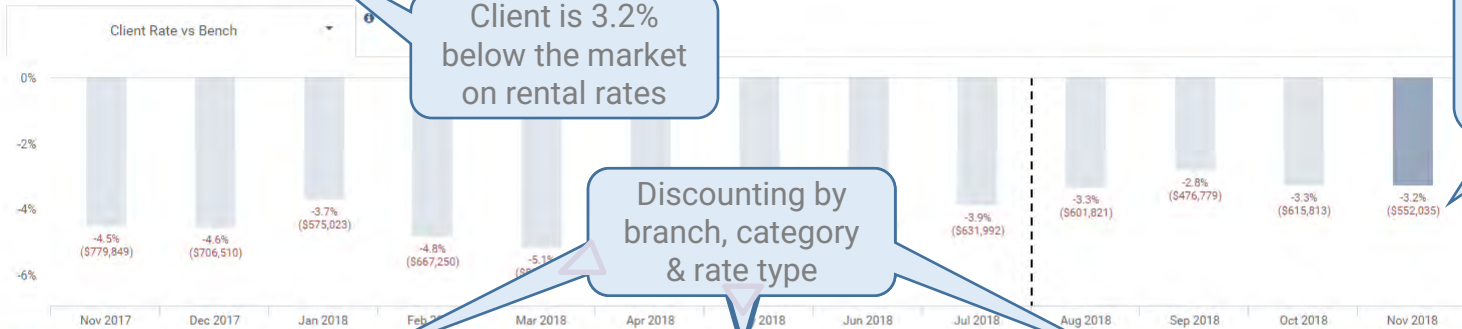
Client Physical Utilization
72.5%
 (\$526,266,116 OEC, 18,546 units)

Client Dollar Utilization
40.3%
 (\$526,266,116 OEC, 18,546 units)

Client Rate vs Benchmark
-3.2%
 (\$16,449,335 client revenue compared)

Client Physical Utilization vs Benchmark
+2.5% pts
 (\$525,513,850 OEC, 18,507 units compared)

Client Dollar Utilization vs Benchmark
+2.3% pts
 (\$525,513,850 OEC, 18,507 units compared)



Client is 3.2% below the market on rental rates

So far this month, \$552,035 of discounting

Discounting by branch, category & rate type

Regions	Districts	Branches	Client Compared Revenue	Client Rate vs Benchmark
XYZ01			\$1,564,879	(\$12,572) / -0.8%
XYZ03			\$1,329,564	(\$121,630) / -9.4%
XYZ02			\$1,303,798	(\$35,280) / -2.6%
XYZ11			\$1,178,577	\$22,338 / 1.9%
XYZ05			\$1,040,699	\$20,941 / 2.1%
XYZ13			\$816,653	\$22,898 / 2.9%
XYZ08			\$812,366	\$6,657 / 0.8%
XYZ07			\$805,147	(\$211,735) / -20.8%
XYZ04			\$736,973	(\$256,902) / -25.8%
XYZ14			\$696,418	(\$54,400) / -7.2%
All Branches >				

Equipment Categories	Client Compared Revenue	Client Rate vs Benchmark
Telehandlers	\$3,500,901	(\$223,860) / -6.0%
Scissor Lifts	\$2,027,093	(\$163,034) / -7.4%
Telescopic Booms	\$2,009,035	(\$67,354) / -3.2%
Excavators	\$1,509,283	\$82,494 / 5.8%
Articulating Booms	\$1,363,633	(\$161,706) / -10.6%
Compact Track Loaders	\$723,940	\$55,874 / 8.4%
Forklift Trucks	\$618,346	(\$57,855) / -8.6%
Water Trucks	\$410,870	(\$42,298) / -9.3%
Wheel Loaders	\$352,208	\$24,022 / 7.3%
Backhoe Loaders	\$309,614	\$20,227 / 6.5%
All Equipment >		

Rate Types	Client Compared Revenue	Client Rate vs Benchmark
Monthly	\$12,410,942	(\$252,906) / -2.0%
Monthly New	\$4,638,249	(\$11,106) / -0.2%
Weekly	\$2,623,993	(\$73,183) / -2.7%
Daily	\$1,414,400	(\$225,946) / -13.8%

Drill into Equipment detail



Cat-Class Level Detail

ALL EQUIPMENT

ALL EQUIPMENT

Compared Revenue
\$16,449,335 / (\$552,035)

Total Util
72.5%

TELEHANDLERS

\$3,500,901 / (\$223,860)

83.2%

SCISSOR LIFTS

\$2,027,093 / (\$163,034)

69.7%

TELESCOPIC BOOMS

\$2,009,035 / (\$67,354)

69.4%

EXCAVATORS

\$1,509,283 / \$82,494

69.8%

ARTICULATING BOOMS

\$1,363,633 / (\$161,706)

72.1%

COMPACT TRACK LOADERS

\$723,940 / \$55,874

70.0%

FORKLIFT TRUCKS

\$618,346 / (\$57,855)

72.5%

ALL EQUIPMENT

Select Columns | Excel

Product Type	Total Revenue			Client Rate vs Benchmark			Physical Utilization			
	Client, \$	Book, \$	Difference, \$	Client, %	Benchmark, %	Difference, %	Client Total	Client Compared	Benchmark	Difference
TOTAL	16,502,393	28,242,845	(11,740,451) / -41.6%	16,449,335	17,001,370	(552,035) / -3.2%	72.5%	72.6%	70.1%	2.5%
19-19.9 FT SCISSOR LIFT ELECTRIC	904,603	2,024,296	(1,119,693) / -55.3%	903,327	984,207	(80,880) / -8.2%	79.9%	79.9%	72.3%	
10000-10999 LB TELEHANDLER	1,200,204	1,858,095	(657,890) / -35.4%	1,198,539	1,276,911	(78,371) / -6.1%	85.6%	85.6%	83.3%	
11000-12999 LB TELEHANDLER	697,571	1,112,855	(415,284) / -37.3%	695,009	749,988	(54,978) / -7.3%	83.6%	83.6%	81.6%	
5000-5999 LB FORKLIFT TRUCK IC PNEUMATIC	470,370	899,482	(429,112) / -47.7%	468,815	521,839	(53,023) / -10.2%	72.2%	72.2%	65.8%	
80-89 FT TELESCOPIC BOOM IC	594,862	988,345	(393,483) / -39.8%	593,310	636,436	(43,126) / -6.8%	72.3%	72.3%	73.6%	
60-69 FT ARTICULATING BOOM IC	401,318	729,847	(328,529) / -45.0%	400,714	442,998	(42,284) / -9.5%	77.6%	77.6%	76.3%	
8000-9999 LB TELEHANDLER	632,256	1,100,767	(468,511) / -42.6%	631,071	666,932	(35,861) / -5.4%	82.8%	82.8%	78.2%	
2000-2999 GAL WATER TRUCK	271,281	393,499	(122,218) / -31.1%	270,962	306,704	(35,743) / -11.7%	73.6%	73.6%	60.4%	
80-89 FT ARTICULATING BOOM IC	180,885	359,153	(178,269) / -49.6%	180,369	213,190	(32,821) / -15.4%	72.3%	72.3%	70.9%	
25-29 FT SCISSOR LIFT ELECTRIC	73,568	737,232	(663,664) / -90.1%	379,420	411,785	(32,365) / -7.9%	66.9%	66.9%	64.6%	
6000-6999 LB TELEHANDLER	538,517	838,517	(300,000) / -35.8%	498,519	528,873	(30,353) / -5.7%	80.0%	80.0%	78.0%	
30-34 FT ARTICULATING BOOM ELECTRIC	172,000	291,676	(119,676) / -41.0%	170,894	194,831	(23,937) / -12.3%	67.3%	67.3%	61.8%	
30-34 FT SCISSOR LIFT ELECTRIC	320,912	668,938	(348,025) / -52.0%	320,051	342,830	(22,779) / -6.6%	60.3%	60.3%	62.1%	
4.0-6.9 KW LIGHT TOWER	268,844	585,851	(317,007) / -53.9%	258,961	281,317	(22,356) / -7.9%	80.1%	80.1%	71.2%	
60-69 FT TELESCOPIC BOOM IC	705,932	1,051,851	(345,919) / -32.9%	704,926	726,050	(21,124) / -2.9%	71.8%	71.8%	75.7%	
45-49 FT ARTICULATING BOOM IC	322,472	651,851	(329,379) / -50.7%	322,278	343,256	(20,977) / -6.1%	77.3%	77.3%	72.7%	
5000-5999 LB TELEHANDLER	414,188	687,300	(273,113) / -39.7%	412,226	432,453	(20,227) / -4.7%	79.3%	79.3%	74.7%	

Drill into a specific Cat-Class

Cat-Class Performance Dashboard

Nov 2018 | Benchmark Focused | Standard Rate Benchmark

SUMMARY | GEOGRAPHY | SALES REPS | CUSTOMERS | EQUIPMENT | CHANGES LOG | DOWNLOADS

ALL EQUIPMENT | 10000-10999 Lb Telehandler | DASHBOARD

10000-10999 LB TELEHANDLER

Compared Revenue: \$1,198,539 / (\$78,371)

Total Util: 85.6%

11000-12999 LB TELEHANDLER

\$695,009 / (\$54,978)

83.6%

5000-5999 LB FORKLIFT TRUCK IC P...

\$468,815 / (\$53,023)

72.2%

80-89 FT TELESCOPIC BOOM IC

\$593,310 / (\$43,126)

72.3%

60-69 FT ARTICULATING BOOM IC

\$400,714 / (\$42,284)

77.6%

8000-9999 LB TELEHANDLER

\$631,071 / (\$35,861)

82.8%

2000-2999 GAL WATER TRUCK

\$270,962 / (\$35,743)

73.6%

80-89 FT ARTICULATING BOOM IC

\$180,369 / (\$32,821)

72.3%

10000-10999 Lb Telehandler

Dashboard | Sales Reps | Customers | Rate Types | MoM Cha

Client Revenue: **\$1,200,204**
(-35.4% off book)

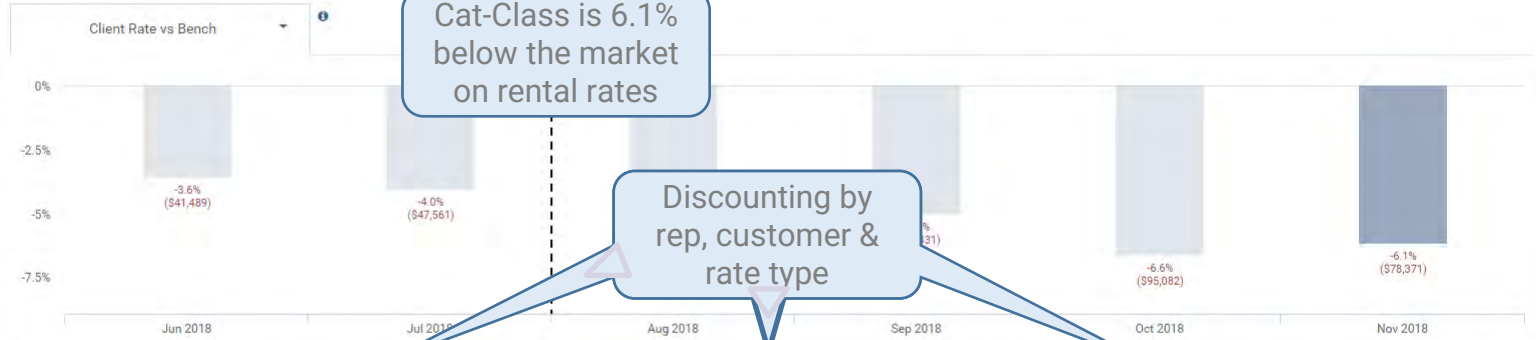
Client Physical Utilization: **85.6%**
(\$45,122,535 OEC, 506 units)

Client Dollar Utilization: **35.4%**
(\$45,122,535 OEC, 506 units)

Client Rate vs Benchmark: **-6.1%**
(\$1,198,539 client revenue compared)

Client Physical Utilization vs Benchmark: **+2.3% pts**
(\$45,122,535 OEC, 506 units compared)

Client Dollar Utilization vs Benchmark: **-0.5% pts**
(\$45,122,535 OEC, 506 units compared)



Sales Reps		
	Client Compared Revenue	Client Rate vs Benchmark
Greater New York SalesRep 7	\$2,809	(\$7,795) / -73.5%
Greater New York SalesRep 8	\$2,363	(\$7,568) / -76.2%
Red River Basin SalesRep 5	\$11,275	(\$4,552) / -28.8%
West Texas-New Mexico SalesRep 6	\$7,444	(\$4,504) / -37.7%
Southern Texas SalesRep 6	\$21,865	(\$4,334) / -16.5%
Southern Texas SalesRep 5	\$23,710	(\$4,266) / -15.2%
Red River Basin SalesRep 4	\$15,482	(\$4,265) / -21.6%

Customers		
	Client Compared Revenue	Client Rate vs Benchmark
West Texas-New Mexico Customer 1	\$58,810	(\$20,846) / -26.2%
Greater New York Customer 3	\$6,416	(\$15,288) / -70.4%
Red River Basin Customer 1	\$80,407	(\$13,078) / -14.0%
National Customer 2	\$89,831	(\$10,353) / -10.3%
Greater New York Customer 1	\$52,889	(\$6,837) / -11.4%
Southern Texas Customer 2	\$32,658	(\$4,724) / -12.6%
Mid Atlantic Coast Customer 1	\$94,835	(\$3,874) / -3.9%

Rate Types		
	Client Compared Revenue	Client Rate vs Benchmark
Monthly	\$1,014,003	(\$44,105) / -4.2%
Monthly New	\$266,723	(\$12,748) / -4.8%
Weekly		
Daily		
View Rate Type Detail		

Dashboard for a specific Cat-Class

Cat-Class is 6.1% below the market on rental rates

Discounting by rep, customer & rate type

Drill into Rate Type detail

Next Page

Transaction-Level Rate Performance

10000-10999 LB TELEHANDLER

Compared Revenue: \$1,198,539 / (\$78,371)

Total Util: 85.6%

11000-12999 LB TELEHANDLER

Compared Revenue: \$695,009 / (\$54,978)

Total Util: 83.6%

5000-5999 LB FORKLIFT TRUCK IC P...

Compared Revenue: \$468,815 / (\$53,023)

Total Util: 72.2%

80-89 FT TELESCÓPICO BOOM IC

Compared Revenue: \$593,310 / (\$43,126)

Total Util: 72.3%

60-69 FT ARTICULATING BOOM IC

Compared Revenue: \$400,714 / (\$42,284)

Total Util: 77.6%

8000-9999 LB TELEHANDLER

Compared Revenue: \$631,071 / (\$35,861)

Total Util: 82.8%

2000-2999 GAL WATER TRUCK

Compared Revenue: \$270,962 / (\$35,743)

Total Util: 73.6%

80-89 FT ARTICULATING BOOM IC

Compared Revenue: \$180,369 / (\$32,821)

Total Util: 72.3%

10000-10999 Lb Telehandler

Dashboard | Sales Reps | Customers | **Rate Types** | MoM Change | Rental Assets

MONTHLY REVENUE: \$1,014,003 TOTAL

Compared Revenue: 1,014,003

Bench Difference: (\$44,105) / -4.2%

WEEKLY REVENUE: \$116,209 TOTAL

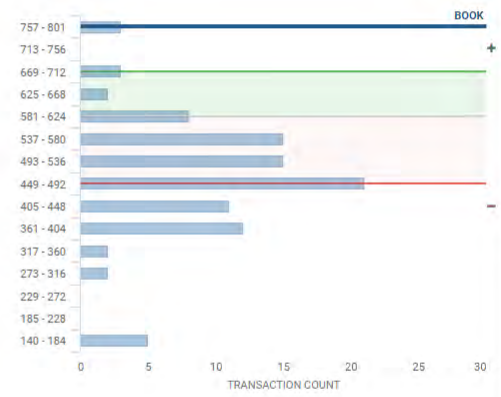
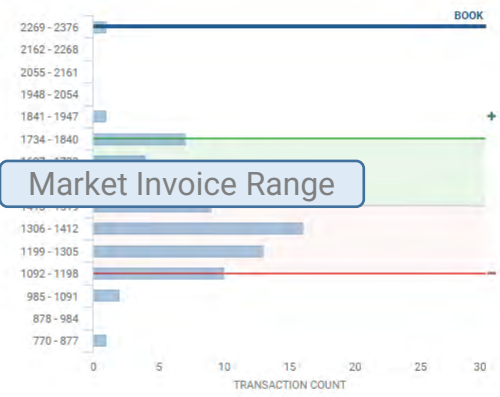
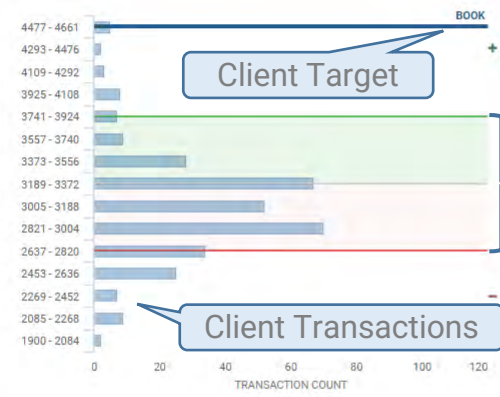
Compared Revenue: 116,209

Bench Difference: (\$7,027) / -5.7%

DAILY REVENUE: \$68,327 TOTAL

Compared Revenue: 68,327

Bench Difference: (\$27,239) / -28.5%



Revenue Above Bench TQ, \$	TQ Premium
90,242	\$9,431 / 11.7%
Revenue Below Bench BQ, \$	BQ Discount
163,788	(\$18,320) / -10.1%

Revenue Above Bench TQ, \$	TQ Premium
14,882	\$1,221 / 8.9%
Revenue Below Bench BQ, \$	BQ Discount
22,506	(\$2,746) / -10.9%

Revenue Above Bench TQ, \$	TQ Premium
5,449	\$546 / 11.1%
Revenue Below Bench BQ, \$	BQ Discount
24,016	(\$14,902) / -38.3%

Monthly Rate Trend

Weekly Rate Trend

Daily Rate Trend

Client's monthly, weekly, and daily rate transactions

Cat-Class Level Comparisons to Market Growth

- 10000-10999 LB TELEHANDLER**
Compared Revenue: \$1,041,068 / (\$27,494) | Total Util: 83.6%
- 70-89 HP UTILITY TRACTOR**
\$168,113 / (\$20,708) | 75.1%
- 80-89 FT ARTICULATING BOOM IC**
\$184,129 / (\$19,471) | 67.3%
- 8000-9999 LB TELEHANDLER**
\$440,846 / (\$18,751) | 76.6%
- 6000-6999 LB TELEHANDLER**
\$444,640 / (\$17,322) | 74.4%
- 30-34 FT ARTICULATING BOOM ELEC...**
\$163,469 / (\$16,787) | 63.2%
- 15-19 TON BOOM TRUCK**

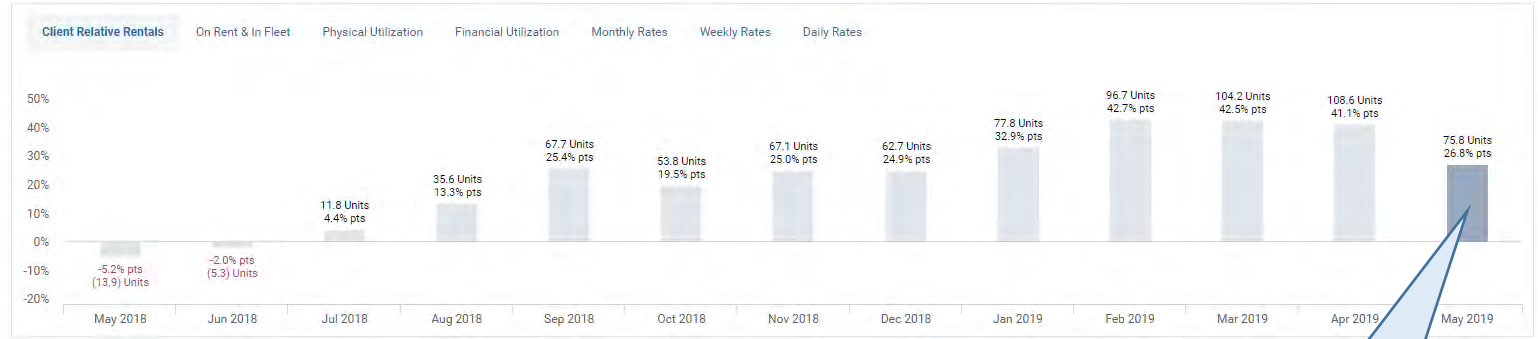
10000-10999 Lb Telehandler

Dashboard | Sales Reps | Customers | Rate Types | MoM Change | YoY Change | Rental As

Rentals Increasing | **Fleets Increasing Faster than Rentals** | **Rates Increasing** | **Client Outpacing Market Growth**

Market "Units on Rent" Up 6.0% | **Market Physical Util Down -2.8% pts** | **Market Monthly Rates Up 0.9%** | **Client Relative Rentals Up 75.8 Units**

	CLIENT TOTAL		CLIENT		MARKET		CLIENT RELATIVE TO MARKET	
	Current Average	YoY Change	Current Average	YoY Change	Current Average	YoY Change	YoY Change Diff	
Units On Rent	374.8	32.8%	374.8	32.8%	-	6.0%	-	75.8 Units / 26.8% pts
Units In Fleet	448.3	35.2%	448.3	35.2%	-	10.6%	-	81.5 Units / 24.6% pts
Physical Utilization	83.6%	-1.8% pts	83.6%	-1.8% pts	79.2%	-2.8% pts	-	1.0% pts
Unit Cost	-	-	-	-	-	-	-	-
Monthly Rates	\$3,136	2.2%	\$3,136	2.2%	\$3,200	0.9%	-	1.3% pts
Financial Utilization	34.1%	-1.2% pts	34.1%	-1.2% pts	33.8%	-0.9% pts	-	-0.3% pts



Client Outpacing Market Growth

Sales Rep Performance Dashboard

SOUTHERN TEXAS SALESREP 7

Compared Revenue Book discount
 \$145,265 / (\$12,089) -41.8%

MID-SOUTH SALESREP 6

\$79,066 / (\$11,789) -49.6%

MID-SOUTH SALESREP 5

\$99,360 / (\$11,735) -48.2%

MID-SOUTH SALESREP 7

\$61,450 / (\$11,637) -51.5%

RED RIVER BASIN SALESREP 8

\$45,065 / (\$11,614) -52.5%

RED RIVER BASIN SALESREP 9

\$29,738 / (\$11,550) -53.9%

CHICAGO-MADISON-MILWAUKEE SALESRE...

\$103,390 / (\$11,070) -45.1%

CHICAGO-MADISON-MILWAUKEE SALESRE...

\$80,640 / (\$10,933) -47.4%

NORTHERN CALIFORNIA SALESREP 8

\$29,798 / (\$10,919) -55.6%

Southern Texas SalesRep 7

Dashboard for a specific sales rep

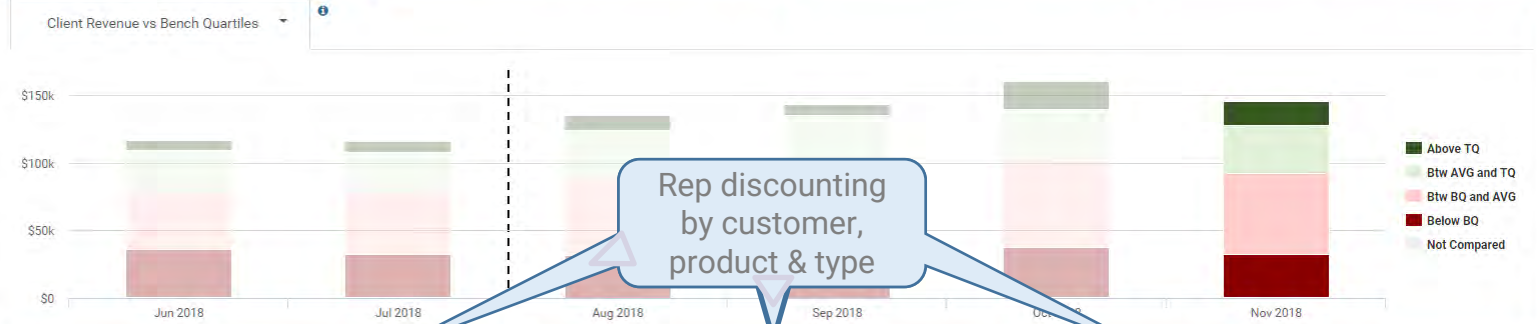
Dashboard Customers Product Types

Client Revenue
\$145,977
 (-41.8% off book)

Client Rate vs Benchmark
-7.7%
 (\$145,265 client revenue compared)

Premium to Top Quartile
\$1,459
 28 transactions

Discount to Bottom Quartile
(\$5,035)
 72 transactions



Customers		
	Client Compared Revenue	Client Rate vs Benchmark
Southern Texas Customer 2	\$23,531	(\$2,372) / -9.2%
Southern Texas Customer 6	\$11,814	(\$2,044) / -14.8%
Southern Texas Customer 7	\$10,563	(\$1,602) / -13.2%
Southern Texas Customer 8	\$16,511	(\$1,383) / -7.7%
Southern Texas Customer 4	\$22,765	(\$1,028) / -4.3%
National Customer 8	\$1,511	(\$818) / -35.1%
National Customer 9	\$3,370	(\$707) / -17.3%
National Customer 3	\$2,385	(\$582) / -19.6%
Southern Texas Customer 3	\$10,759	(\$511) / -4.5%
National Customer 4	\$1,950	(\$436) / -18.3%

Product Types		
	Client Compared Revenue	Client Rate vs Benchmark
5000-5999 Lb Forklift Truck IC Pneumatic	\$7,488	(\$2,928) / -28.1%
10000-10999 Lb Telehandler	\$20,256	(\$2,042) / -9.2%
5000-5999 Lb Telehandler	\$5,898	(\$1,734) / -22.7%
19-19.9 Ft Scissor Lift Electric	\$16,256	(\$1,292) / -7.4%
2000-2999 Gal Water Truck	\$5,660	(\$912) / -13.9%
6600-9499 Lb Mini Excavator	\$2,691	(\$774) / -22.3%
30-34 Ft Scissor Lift IC	\$1,444	(\$590) / -29.0%
30-34 Ft Scissor Lift Electric	\$4,488	(\$511) / -10.2%
60-69 Ft Telescopic Boom IC	\$13,636	(\$504) / -3.6%
40-44 Ft Telescopic Boom IC	\$2,803	(\$498) / -15.1%

Rate Types		
	Client Compared Revenue	Client Rate vs Benchmark
Monthly	\$38,947	(\$5,785) / -12.9%
Monthly New	\$8,105	(\$967) / -10.7%
Weekly	\$60,083	(\$4,645) / -7.2%
Daily	\$46,235	(\$1,659) / -3.5%

Customer Performance Dashboard

Nov 2018 | Benchmark Focused | Standard Rate Benchmark

[SUMMARY](#) |
 [GEOGRAPHY](#) |
 [SALES REPS](#) |
 [CUSTOMERS](#) |
 [EQUIPMENT](#) |
 [CHANGES LOG](#) |
 [DOWNLOADS](#)

ALL CUSTOMERS | Northern California Customer 3 | DASHBOARD

NORTHERN CALIFORNIA CUSTOMER 3

Compared Revenue \$44,780 / (\$15,557)

Book discount -54.5%

WEST TEXAS-NEW MEXICO CUSTOMER 6

\$32,263 / (\$15,039)

-66.3%

COLORADO-UTAH CUSTOMER 1

\$151,932 / (\$14,904)

-38.9%

WEST TEXAS-NEW MEXICO CUSTOMER 4

\$50,751 / (\$14,722)

-46.6%

WEST TEXAS-NEW MEXICO CUSTOMER 8

\$22,310 / (\$13,251)

-60.5%

RED RIVER BASIN CUSTOMER 4

\$97,953 / (\$12,826)

-49.7%

MID ATLANTIC COAST CUSTOMER 2

\$211,330 / (\$12,801)

-41.2%

CHICAGO-MADISON-MILWAUKEE CUSTOMER 5

\$86,485 / (\$12,568)

-48.6%

GREATER NEW YORK CUSTOMER 9

\$5,980 / (\$12,521)

-74.5%

Northern California Customer 3

Dashboard for a specific customer

Client Revenue

\$44,780

(-54.5% off book)

Client Rate vs Benchmark

-25.8%

(\$44,780 client revenue compared)

Premium to Top Quartile

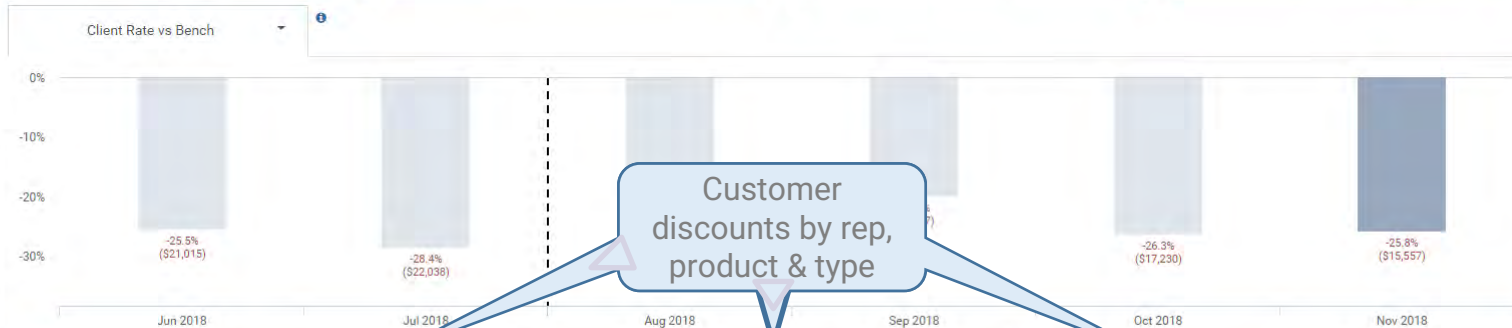
\$0

0 transactions

Discount to Bottom Quartile

(\$6,586)

16 transactions



Customer discounts by rep, product & type

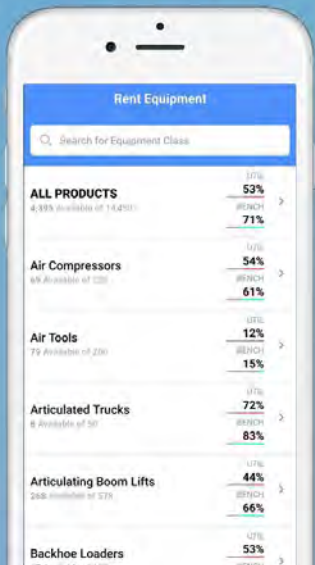
Sales Reps		
	Client Compared Revenue	Client Rate vs Benchmark
Northern California SalesRep 1	\$12,660	(\$4,242) / -25.1%
Northern California SalesRep 2	\$11,826	(\$4,000) / -25.3%
Northern California SalesRep 3	\$3,485	(\$2,451) / -41.3%
Northern California SalesRep 5	\$3,553	(\$2,289) / -39.2%
Northern California SalesRep 4	\$3,200	(\$1,177) / -26.9%
Northern California SalesRep 8	\$4,969	(\$616) / -11.0%
Northern California SalesRep 9	\$1,650	(\$569) / -25.6%
Northern California SalesRep 6	\$1,725	(\$494) / -22.3%
Northern California SalesRep 7	\$1,712	\$278 / 19.4%

Product Types		
	Client Compared Revenue	Client Rate vs Benchmark
2250-2599 Lb Compact Track Loader	\$5,503	(\$3,508) / -38.9%
6000-6999 Lb Telehandler	\$8,675	(\$2,419) / -21.8%
2000-2249 Lb Compact Track Loader	\$3,550	(\$2,126) / -37.5%
11300-13999 Lb Mini Excavator	\$3,305	(\$1,577) / -32.3%
20-39 In Roller Padfoot Trench Walk-Behi...	\$1,400	(\$1,423) / -50.4%
32-49 HP Trencher Ride-On	\$1,450	(\$1,004) / -40.9%
6600-9499 Lb Mini Excavator	\$3,600	(\$875) / -19.6%
70-89 HP Backhoe Loader EXT 4WD	\$1,500	(\$803) / -34.9%
45-49 Ft Articulating Boom IC	\$2,960	(\$687) / -18.8%
5000-5999 Lb Telehandler	\$3,150	(\$546) / -14.8%

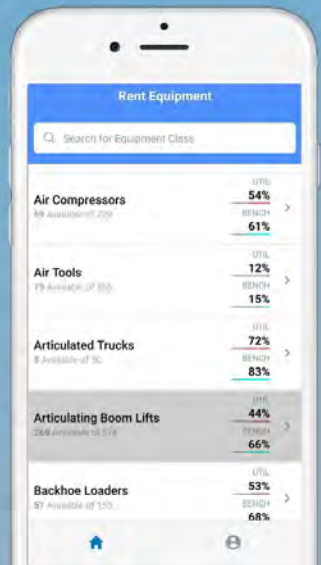
Rate Types		
	Client Compared Revenue	Client Rate vs Benchmark
Monthly	\$35,273	(\$15,033) / -29.9%
Monthly New	\$7,035	(\$3,833) / -35.3%
Weekly	\$8,287	(\$474) / -5.4%
Daily	\$1,220	(\$50) / -3.9%

Rouse Rental Mobile App

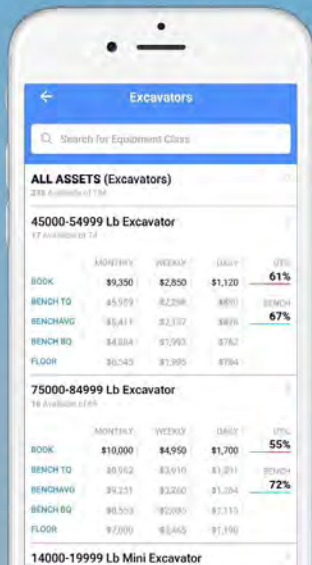
Quickly access category level utilization performance vs. market averages



View unit availability and drill down by equipment category



See rate and utilization achievement against market averages by product

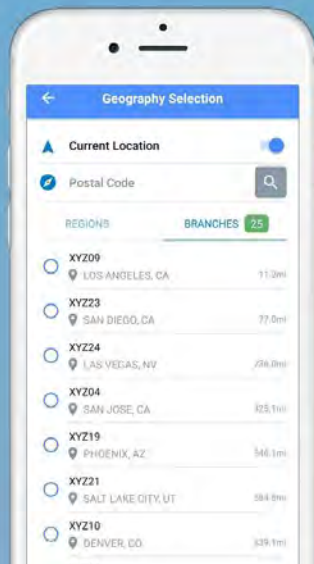


View unit level details to gain a live understanding of product availability, location, and status

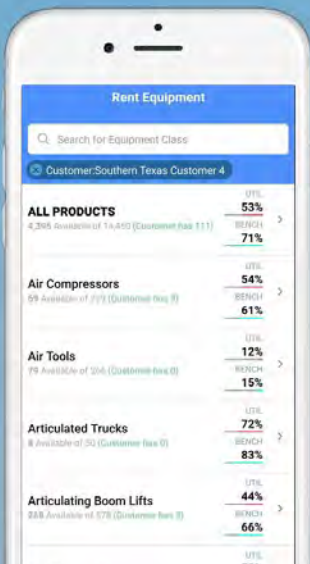


Rouse Rental Mobile App

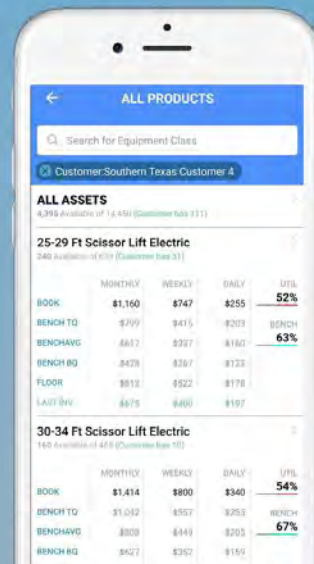
Filter the app by location to review local performance and availability



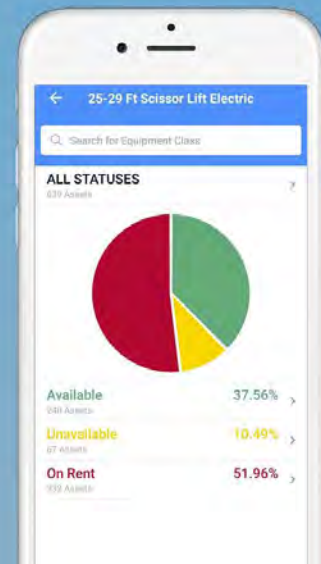
Select a customer to see the units they currently have rented



View customer pricing information relative to internal performance and market averages



Drillable graphs and performance metrics to help quickly respond to customer demands



Rouse Analytics – Next Steps

**Rouse Analytics Rental
Dashboard**

**Rouse Rental Mobile
App**

**Rate + Utilization
Comparisons to
Competition**

60 Day Free Trial

Phil Mause

Managing Director, Rouse Analytics

phil.mause@rouseanalytics.com

310-363-7513