



# ERG Quick Reference Guide





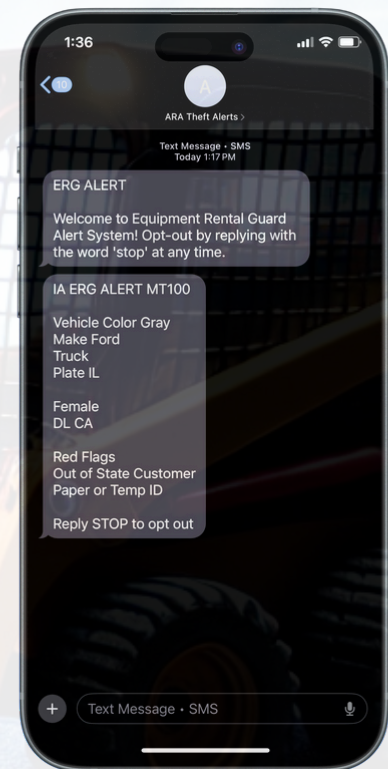
# Keep it Safe, Keep it Rented.

According to the American Rental Association, an estimated \$100 million worth of rental equipment is stolen annually, highlighting the critical need for robust theft prevention and security measures in the rental industry.

Please use the resources below as a comprehensive guide around theft prevention and recovery programs.

## ALERT & AWARE: ERG TEXT ALERTS KEEP YOU IN THE KNOW!

- ARA members will be able to alert their ARA member network if they identify theft red flags with a customer. This alert notifies other stores in case that customer tries to rent elsewhere in the area.
- These notifications serve as a "Be On the Lookout", ensuring you're aware of situations that could impact your operations.
- Submit an ERG Text alert by using this link: [Report a Theft](#).
- [Opt-in here](#) to receive ERG text alerts and strengthen your defenses.



Example



## SPOT THE SIGNS: MASTER THEFT RED FLAGS TO PROTECT YOUR BUSINESS!

<b>QUESTIONABLE IDENTIFICATION</b> Fraudulent identification is more likely to come in the form of a temporary or recently issued ID, have a poor-quality photo, or be an out-of-state ID.	<ul style="list-style-type: none"><li>• Request additional form of identification</li><li>• Use ID verification tools</li></ul>
<b>UNFAMILIAR ASSOCIATION</b> Knowing the people associated with your customers and companies is key. If the individual is new, take extra steps to verify they are who they claim to be.	<ul style="list-style-type: none"><li>• Verify association directly with known person from company</li><li>• Research company website yourself</li></ul>
<b>USING A PRE-PAID CARD</b> Pre-paid cards can be difficult to trace and are often used by thieves attempting to conceal their identity.	<ul style="list-style-type: none"><li>• Don't accept pre-paid cards</li><li>• Provide other payment options</li></ul>
<b>USING A CREDIT CARD IN SOMEONE ELSE'S NAME</b> Could indicate that the card was stolen or being used without authorization.	<ul style="list-style-type: none"><li>• Request additional identification that verifies owner and address</li><li>• Use credit card verification tools</li></ul>
<b>NOT PAYING IN-PERSON</b> Requests to pay online or over the phone are potential tactics to avoid verification processes.	<ul style="list-style-type: none"><li>• Only allow in-person payment</li><li>• Do not accept payment over the phone or online</li></ul>
<b>THIRD-PARTY TRANSPORTATION</b> Third-party pick-up blocks the ability to hold the responsible party accountable.	<ul style="list-style-type: none"><li>• Do not accept third-party transportation</li><li>• Provide other options for transporting equipment</li></ul>
<b>TRANSPORT VEHICLE</b> Thieves will often use stolen or rented vehicle to distance themselves from the transaction.	<ul style="list-style-type: none"><li>• Verify transportation meets the requirements to move the equipment</li><li>• Run the plates and compare to other forms of identification</li></ul>
<b>RENTING EQUIPMENT NEAR CLOSING TIME</b> Rushing the process can lead to missed details and overlooking red flags. Thieves are hoping the timing plays in their favor to quickly get them out the door with your equipment.	<ul style="list-style-type: none"><li>• Take your time and go through each step of the process without rushing</li><li>• Ask customer to come back the next day</li></ul>
<b>SPECIFIC REQUEST</b> Thieves know their market and are on the hunt for specific equipment.	<ul style="list-style-type: none"><li>• Gather more information about the customer, the job, and their plan for using the equipment</li></ul>
<b>LARGE GROUPS</b> More than one person could be used as a distraction from the details of the transaction.	<ul style="list-style-type: none"><li>• Take time to acknowledge each individual of the group</li><li>• Allow one person in the store at a time</li></ul>



## TAKE CONTROL OF RENTAL THEFT WITH ARA'S BEST PRACTICES TRAINING THROUGH RENTALU!

ARA's education department has partnered with rental experts to develop specialized courses and training to help you **tackle rental theft head-on**.

Courses include:

- **Renter Red Flags:** Recognize customer red flags that may suggest intent to steal rental equipment, including identifying questionable IDs, suspicious behaviors, and concerns about transportation and payment methods.
- **Rental Store Security:** Best practices for securing rental stores against theft, including physical security measures, inventory control procedures, and managing suspicious activity to protect equipment and minimize losses.
- **Job Site Security:** Emphasizes securing rented equipment at job sites. It covers effective security measures such as fencing, lighting, and surveillance. Also included in this course will be techniques on how to inform customers about their responsibility for equipment security.
- **Asset Recovery:** Learn how to recover stolen equipment by understanding reporting procedures, collaborating with law enforcement, and using technology for asset tracking. Additionally, discover effective loss prevention strategies to minimize future theft risks.

With our theft education in RentalU, you'll learn:

- **Prevention Strategies:** Implement proven best practices to safeguard your equipment and operations.
- **Response Protocols:** Understand how to act swiftly and effectively if theft occurs.
- **Empower your team** with the tools and knowledge they need to protect your business.



## **STAY ONE STEP AHEAD WITH THE NATIONAL DATABASE OF STOLEN EQUIPMENT & PROBLEMATIC RENTERS: REAL-TIME INSIGHTS, ANYTIME!**

Protect your business with instant access to critical information. Our National database of stolen equipment & problematic renters provides real-time updates on flagged renters and stolen equipment, helping you make informed decisions and safeguard your assets.

Database includes:

- **Flagged Renters:** Identify "renters of concern" to prevent potential issues before they arise.
- **Stolen Equipment Tracking:** Stay updated on equipment thefts to avoid unknowingly renting to individuals linked to such activities.
- **Real-Time Updates:** Get the most current information, so you're always in the know.

**REPORT A THEFT**



## File a Police Report

- Contact your local Law Enforcement office to file the theft report and obtain a police report number to provide to your insurance company.
  - In some states you are required to send a demand letter to the renter prior to being able to report the theft to the police.

## Be prepared to provide the following information:

- Date of theft
- Make, Model, and Serial Number/Product Identification Number of equipment.
- Location of theft: Address (if possible)
- Description of theft
- Renter Information: (if applicable) Name, address, phone numbers, driver's license, signed rental contract, and images as well as renter and vehicle descriptions. Also include: CC receipt/photocopy of the card. For insurance purposes they will need a legible copy of the front and back of the rental contract if it is a conversion or theft of services claim.
- Vehicle Description including the license plate number if applicable.
- Copy of the report submitted into the ERG theft database.

## Report the theft to insurance provider

- If you are insured through **ARA Insurance contact: 800.821.6580** - option 2 for claims or contact your ARA Insurance Agent who will help you with the process. The information can also be emailed to [Claims@arainsure.com](mailto:Claims@arainsure.com)

## Is this stolen equipment registered with the NER database?

- **If Yes**, contact an NER analyst at **866.663.7872**, option #5, or email at [info@ner.net](mailto:info@ner.net).
- **If No**, [click here](#) to set up an account and register your equipment.



## Additional Resources:

- **Realtime ID Verification - Vouched**
  - Vouched ID, offers a secure and flexible identity verification (IDV) solution tailored specifically for equipment rental businesses like yours.
- **Legal Assistance**
  - All members can take advantage of 2 free hours with James Waite for legal assistance. You can sign up for a consultation through [ararental.org](http://ararental.org) and receive a complimentary Rental Contract Analysis every 24 months.
- **NER**
  - All members can register up to 1,000 pieces of mobile, off road equipment with the National Equipment Registry (NER) which may qualify for up to a \$10,000 insurance deductible waiver through your insurance.
- **Rental Management**
  - Theft-related online articles are available [here](#).

**KEEP IT SAFE, KEEP IT RENTED.**

**FOR MORE TOOLS, RESOURCES, AND DETAILED INFORMATION ABOUT HOW EQUIPMENT RENTAL GUARD CAN SUPPORT YOUR BUSINESS, VISIT OUR WEBSITE BY CLICKING BELOW.**

**CLICK HERE**

