



The search for what to rent next continues: Who knows where the journey will take us this time! - by Ron Lanzo

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As a rental solutions specialist here at AFR Furniture Rental Inc., I'm involved on a daily basis with people who need to move quickly and get commercial office furniture rentals delivered and installed so they can continue running their business. A swing space construction project would certainly be one very solid reason to consider renting furniture so that the business can continue to operate and service its customers without interruption. When I joined AFR nearly ten years ago this June, I was frequently asked what we did and my reply was always that we rented furniture. The reaction was universally the same, that sort of deer in the headlights look, and a reply of "who rents furniture?" Since I was always getting the same reaction at nearly every networking event, I had to come up with a valid reply which became, "the same type of person who chooses to lease a BMW or Mercedes." It is a financial option that can and does make financial sense for a lot of people and for many corporations. If you only have a need for the product on a short term basis of less than six to nine months, it makes perfect sense. Why make a major investment in purchasing furniture that you'll only have to either store, sell or dispose of in just a few months? And the used value of office furniture, a depreciating asset, is miniscule at best.

And as my regular readers of this column have come to expect, I'm always on the search for new and interesting products to rent. This year, I'm really excited about the concept of renting a pleasure boat for a limited number of outings over the summer, without having to make such a large financial investment in purchasing a boat. At the same time, being able to avoid all the other maintenance costs associated with boat ownership. I recently contacted a company whose e-mail came across my inbox from Carefree Boat Club that read, "Boating without Owning"! Their website – <https://carefreeboats.com/> – offers a variety of pleasure craft, both power boats and sail boats, which are available at a number of area marinas across the country and many along the east coast.

A friend of mine and fellow member of IFMA, the New York Chapter of The International Facilities Management Association, Harry Cannon, with SDM METRO, an engineering firm has chosen to rent his boats from– The Freedom Boat Club – www.freedomboatclub.com.

Harry tells me that when it's time for him and his family to go out on the boat, he simply either calls them or makes a reservation on line. He lets them know what time he's expected to arrive at the marina dock. He has a choice of several marina's both out on Long Island where he lives or in Stamford, CT as well. He can pick from several boat types depending upon how many passengers

he has for the day, or what he's planning on doing on the water that day. Center console sports fishing boats are available as well as the popular walk through models called bow riders.

If you recall a few articles ago I had written about a company called Rent the Runway, an online e-commerce website that allows women to rent designer apparel and accessories whose business was booming. They were rapidly expanding and growing at a hectic pace. They were making high-end or fashion couture available to women at affordable prices. The idea was rather than spend several thousand dollars to purchase one designer gown, you could choose to rent the same outfit for a fraction of the cost. Well the idea apparently has taken hold and the company's sales continue to grow. They just recently secured a private equity funding for \$21 million, I'm told that the investor is an affiliate of Blue Pool Capital Limited, from those close to the situation and with knowledge of the transaction.

As I close out this featured column, I remind my friends, followers and customers, that at AFR Furniture Rental & Events Rentals Inc., we have a wide variety of furniture available for rentals as short as one day to as long as two years! We look forward to hearing from you and to helping you with your next furniture rental solution!

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