



The search for what to rent takes a break...Reasons why it often makes more sense to rent - by Ron Lanzo

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As my loyal fans and column readers have come to expect, I'm always on a journey to find out what's new to rent. In the ten plus years that I've been doing this at AFR Furniture Rental & Event Furnishings Inc., I've literally stumbled upon so many things that could be rented that there has never really been a shortage of new topics. In fact, there is literally an endless list of new products and services that have become available for rental in just the past two years alone.

The other day, I saw a listing for Rent Painters. Upon doing some research it appears that this Washington, D.C.-based company offers a variety of services all available for rent. The parent company is called Rent our Help, and the subsidiaries include Rent A Crew, Rent Maids and Rent Movers. They offer on-line quotes for their painting and other services in what appears to be a truly unique and great idea. The bottom line here is that since your project includes some sheet rock work, some spackling and then a fresh new coat of paint, then you're only going to use them until the project is completed. So it's safe to say that you are indeed renting their services. Speaking of projects, if you are planning swing space construction, it would make sense to consider renting office furniture

You're going to be going through a trying time as you first relocate your existing furnishings and perhaps put them in storage, or up for sale. Your general contractor will bring his wrecking crews in to demolish some walls. After that's completed, he'll bring in the carpenters and they'll put up the new walls. Electricians and plumbers will also be called in to do their thing and hopefully with some luck, the six month estimate will turn out to be only seven months. It's very rare in this day and age with subs being busy that your contractor or project manager can get a large scale reconstruction completed on time. But hey, you might have a top notch and sensational firm that is focused and who pays his subs well enough that they'll tell another customer that they can't be there so they can complete your project instead.

Now, what you have to keep in mind is that your company still has to maintain its' business while all of the madness is taking place in your existing office. This means that you've found another office space, and you've hopefully called AFR and I've delivered and installed all the furniture you'll need to continue operating your business as usual. When the project is completed, you simply call us up and we arrange to pick up all of your rented furniture. You and your company has continued operating, generating new revenue, and kept all your existing customers happy. At this point most of the customers that I've worked with for swing space construction have either moved their existing furniture back into the space, or they've made a new purchase of furniture so that they have

updated and modernized their office space.

As I look back over the past year, we've done these kinds of projects for a number of major companies, including Bertelsmann, the parent company of Random House and Penguin Publishing. Another rapidly growing company, Professional PT, found new expansion space on Long Island but were unable to start the construction before they occupied the new space. The solution, was to rent some office cubicles so they could house their customer service departments in the main part of the space. They set up training rooms and also private office space using rented furniture. The construction started at the back of the building and that space was converted to newly minted office space. Upon completion of this section of the building they were able to relocate all departments, and to continue their expansion plans by hiring more new employees. This is in fact another twist on the concept of swing space.

I trust that you've found this article interesting and informative. We're looking forward to helping your company with your swing space or short term furniture rental solutions. We're confident that you'll experience the AFR difference as your #1 resource for temporary office furniture solutions.

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