

Online Marketplace for Construction Equipment Rental With 7,000 Rental Locations across the United States



Dallas Imbimbo
CEO
BigRentz

CEOCFO: *Mr. Imbimbo, would you tell us the concept behind BigRentz?*

Mr. Imbimbo: BigRentz is evolving the way construction equipment is rented. By seamlessly connecting customers to suppliers through our online marketplace, we make construction equipment more accessible, opening up more possibilities for customers and more business for suppliers. Whether they need to rent a forklift, a tractor, or a giant excavator, but do not know where to find one, BigRentz is able to source the equipment anywhere in the nation while providing exceptional service. Our network of over thirteen hundred suppliers and seven thousand locations continues to make renting equipment easy and convenient.

CEOCFO: *You say customers cannot figure out where to get the equipment. Wouldn't people who need that equipment know where to find it?*

Mr. Imbimbo: Initially, yes. However, as in any rental space, whether you need to rent a car or a hotel room or what have you, renting from your usual source is not always an option. So where do you turn to next? Online. BigRentz serves as a reliable solution for customers when they are in a bind. Maybe the equipment they need from their go-to source is already out on rent, or maybe the location of the construction job site is outside of their normal geographical area. By coming to us, we are able to source the equipment they need anywhere in the nation.

CEOCFO: *How do you work as an intermediary?*

Mr. Imbimbo: When a customer contacts BigRentz to rent equipment, we coordinate the equipment rental for them from start to finish. Using our internal sourcing tool, we are able to search our database of over seven thousand locations to see where the equipment they need is available in their area. Our built-in rating system allows us to sort the results to find the best supplier for our customer, ranked by the quality of service they have provided for our customers in the past. BigRentz works with the supplier to have the equipment delivered to the customer onsite when they need it.

CEOCFO: *Why do companies want to work with BigRentz as opposed to another company?*

Mr. Imbimbo: What sets BigRentz apart is the phenomenal experience we provide for our customers and suppliers. Because BigRentz does not own the equipment, we focus on making the rental process as seamless and convenient as possible. Our nationwide network and the technology we are introducing to the industry gives us greater reach than any other equipment rental company.

CEOCFO: *Are there many suppliers that do not work with you?*

Mr. Imbimbo: In an overwhelmingly traditional market, the construction industry tends to be a little bit shy when it comes to technology and the Internet. When BigRentz was founded three years ago, we had to face those concerns. At first, companies saw us as their competitor rather than a service to bring them more business. Once they saw the rapid increase in the number of deals coming their direction, they began to understand the value our partnership brings them. If you look at business with our suppliers we worked with last January compared to our bookings with them this January, our business with them increased by 1000%. Of course, there are still a handful of companies that are hesitant. What they do not realize is that by choosing not to work with us, they are actually turning us into their competitor by having us send that business elsewhere.

CEOCFO: *Would you tell us about your recent relationship with Kabbage?*

Mr. Imbimbo: We saw an opportunity to bring more value to our small and midsized contractors by offering financing through our partnership with Kabbage. With Kabbage, they are able to get up to \$100,000 in minutes, eliminating cost as

a factor that could hold them back from carrying out their projects. Our mission here is to always deliver a great experience. With that, we constantly seek opportunities with companies like Kabbage that will help us make the rental process more convenient.

CEOCFO: *What were some of the challenges in putting together BigRentz?*

Mr. Imbimbo: One of the biggest challenges we faced was having our suppliers believe in the value our partnership would bring them. Initially, our model scared them. We took a less intimidating approach at first to lay the foundation of our network by launching smaller websites (discountliftrental.com, forkliftrental.com, scissorliftrental.com) that rented with a few local suppliers to start building relationships. Once they realized we could increase their revenue and bring them business that they did not have before, it was a win/win. In August of 2013, we consolidated our websites to become BigRentz.com, and expanded our network across the nation.

CEOCFO: *Has there been reluctance from the customer or do people need the equipment and are not fussy where they get it?*

Mr. Imbimbo: Ultimately, at the end of the day, our customers have a job to get done. BigRentz makes it easy for them to get the equipment they need to make that happen, and that is why they continue to use our services.

“BigRentz is partnered with the top suppliers across the nation, working together to deliver you the best construction equipment rental experience anywhere, any size, anytime.”- Dallas Imbimbo

CEOCFO: *Giving back is important for BigRentz. Where do you focus your efforts and why is it important?*

Mr. Imbimbo: I wouldn't say we have one single focus area. Our team makes an effort to give back to our community in any way possible. Whether it's donating equipment for Habitat for Humanity to help build homes, participating in the ALS Ice Bucket Challenge and donating to Auggie's Quest, a local foundation for Auggie Mietto, or breaking a Guinness World Record to promote breast cancer awareness and raise money for Susan G. Komen Orange County, we believe in taking advantage of any opportunity to show our support. On a day-to-day basis, we encourage our team to show our appreciation with simple gestures such as handwritten thank you cards or inviting customers into the office for lunch. It is important to give back to our community, no matter how big or small, because at the end of the day, our company is where it is because our team members, our suppliers, and our customers believe in us and what we are building.

CEOCFO: *BigRentz was named as one of the fastest growing companies in Orange County and recognized as a best place to work. What is ahead for you?*

Mr. Imbimbo: We are extremely proud of the accomplishments we have been recognized for. In just three short years, we've built a team of over one hundred employees, a network of over thirteen hundred suppliers, and an unparalleled company culture. As we continue to grow as a team and together as a business, our goal is to have our accomplishments transcend our community to a global level. We are still young, but we have gigantic aspirations.

CEOCFO: *Do you see going outside the US?*

Mr. Imbimbo: Absolutely. It only took three years for BigRentz to expand nationwide. I am excited to see where the next three years will take us.

CEOCFO: *What has been surprising as BigRentz has grown?*

Mr. Imbimbo: It is exciting to see how our vision for the industry is attracting people from all over the world. We have engineers from Mexico and India, and salespeople from across the country. We have people reaching out to us from Canada and Asia, inquiring about bringing our business model to their markets. It is amazing to see how in just a few short years BigRentz has sparked people's interest around the world.

CEOCFO: *Why choose BigRentz?*

Mr. Imbimbo: BigRentz is partnered with the top suppliers across the nation, working together to deliver you the best construction equipment rental experience anywhere, any size, anytime.

Interview conducted by: Lynn Fosse, Senior Editor, CEOCFO Magazine

For more information: www.bigrentz.com
