

FROM THE EXECUTIVE DIRECTOR

As we exit the first three quarters of 2018 and enter Q4, we are reminded of how fast time passes. While 2018 has been an interesting year operationally, it has also been a year that will change the landscape for the rent-to-won industry moving forward. That said, exciting times are ahead for TRIB and TRIB members in 2019.

Back to 2018 flying by, we can proudly say that TRIB Group and the rent-to-won industry had two great events this year. The first, our Meeting of the Minds and Buy Fair in Nashville back in March and more recently, the highly successful RTO World 18 event co-hosted by APRO and TRIB in St. Louis. TRIB members also turned out in good numbers for our Las Vegas Furniture Market Think Tank back in January. Also 57 attendees ventured to Belize in May to enjoy the second annual TRIB Group Retreat.

As we talk to various dealers across the country, we find varying degrees of operational successes this year. Whether you are on the upside, flat, or down side, Q4 always brings a great opportunity for success stories. We trust that everyone is preparing marketing, personnel, and product wise to set Q4 up for a fantastic quarter. In 2018 we have seen three interesting things happen in our industry. One, many of our senior dealers are starting to exit the industry or at least starting to look at exit strategies. Two, we have witnessed Aaron's corporate buy back several of their franchise operators over the past year. Thirdly, we have seen the pending acquisition of Rent A Center by the ownership of Buddy's Home Furnishings. How all this plays out in the months to come is still somewhat unknown, but one safe bet is that there will be less rent to own store fronts in the future.

Continued...

Registration is now open for the Winter Think Tank!

The event will be January 28 and 29th, 2019 at the Las Vegas Market.

If you are interested in seeing the latest offerings from our furniture vendors, or if you are just looking for a reason to visit Las Vegas this year, Think Tank is the perfect opportunity.

Furniture of America and United Furniture are our first sponsors of the event and we look forward to hear-



ing from them at the meeting and seeing their full showrooms.

As always, we offer a \$300 travel reimbursement.

To register go to the TRIB Group website www.tribgroup.com

Calendar of Events

October 7-8

Oklahoma Rental Dealers Assoc.
Hard Rock Casino, OK

October 13—17

High Point Furniture Market
High Point, NC

October 25

Illinois Rental Purchase
Dealers Association
Springfield, IL

October 25—26

TRIB Board of Directors
Atlanta, Ga.



REFER SOMEONE TO TRIB GROUP!

Do you know a RTO dealer who would benefit from joining TRIB? Ask about our Member Referral Program.

TRIB GROUP



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194

“Progress always involves risk; you can’t steal second base and keep your foot on first base.”

-Frederick Wilcox

Karl’s Korner

Customer Service

There has been a lot of conversation about the current state of customer service. Mostly the conversation is about the lack of customer service.

I had a retail job in New York City while I was in school. New Yorkers can be tough customers. There were days I wanted to take a rude customer and post his/her head on a pike outside the store as a warning to others. Still my time in New York taught me the importance of real customer service. I worked at two different retail record stores, both the largest chain record retailers worldwide. The first was known for their lack of customer service. In fact, they relished their hard-a** nature. There was even a T-shirt noting their lack of friendly service. I later went to work for a British retailer HMV, who emphasized customer service and trained us to bring the best service even when the customer was less than cordial.

During days of vinyl giving way to CDs, a customer was berating every-

one in my department (Classical Music) because he could no longer get the recordings he wanted in vinyl. After I allowed him to vent I took him around and very patiently showed him the vast library of recordings on CD, even recordings that were long gone on vinyl. We spent the next hour talking. He bought \$1500 worth of CDs even **though he didn’t have a CD player.** I then helped him find a CD player for his stereo system.

Fifteen years ago there was a lot to be said of customer service as it applied to RTO. Throughout the years the need to cultivate customer service became more and more apparent as competition grew from retailers offering financing alternatives and now online sales.

Maintaining an attitude of good customer service is always a plus to the bottom-line **whether you’re an RTO dealer, vendor or a “RTO buying group services manager”.**

-Karl

From The Executive Director ...

However, the rent to own customer will still be there in numbers, so this bodes well. It is up to you as owners and operators to seize the opportunity to win the battle for the customer.

An exciting 2019 is just ahead. It will kick off with our Las Vegas Furniture Market Think Tank. Following next will be our March Meeting of the Minds and Buy Fair again in Nashville. In May, the third annual TRIB Retreat will venture out to San Diego

and the beautiful Catamaran Resort. Then in August, TRIB and APRO will be bringing you the second annual RTO World Convention and Buy Fair in Louisville, KY. In the midst of this already fantastic 2019, we are trying to schedule a factory tour during the Summer. Stay tuned for details and incentives about all of the 2019 functions. Have a great Q4. Dennis

Join us in Mission Bay, San Diego California

Please join your fellow TRIB Group members and the program sponsoring vendors at our 3rd Annual TRIB re-

treat! The event will be held at the beautiful Catamaran Resort & Spa at Mission Bay, San Diego, May 5 -9, 2019. Visit our website for more details.

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Vendor Spotlight:



Vendor Spotlight: AAAA World

AAAA World Inc has been in business since 1977 and joined the TRIB Group in 2017. Mario Fajardo, who many remember from his work with another **TRIB Group vendor, brings over 12 years' experience** working with the RTO community. AAAA has been showing at both Meeting of the Minds & RTO World and is working on building relationships and growing their clientele.

They specialize in TV's, Audio, Gaming, Cameras, Smart Home Automation and Laptops just to name a few categories. AAAA will be adding several new lines for 2019 bringing new and fresh ideas to the industry. Their Headquarters are in in Hollywood FL they have 2 distribution facilities with over 150 thousand square feet of warehousing.

Contact information: Mario Fajardo, phone: (954) 918-0342 email: mario.fajardo@aaaaworld.com

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