

FROM THE EXECUTIVE DIRECTOR

Now that the first RTO World is one for the history books, I must say that I **couldn't be more pleased**. **The event truly met its goal of providing educational, networking, and buying opportunities specifically targeted to the Rent-to-Own industry.** The show was a true collaboration between TRIB Group and APRO and we enjoyed working with them to make this event a success. On that note, we would really like to thank all of our Sponsors for supporting this event. Without them these events, which are so important to our industry, would not happen.

I would also like to congratulate Jim Brown for receiving the Lifetime Achievement Award for his contributions to the Rent-to-Own industry, Jeff Lebakken for being named Dealer of the Year, and Mark Connelly for receiving the **APRO President's Award of Excellence**. **TRIB Group is especially proud of these gentlemen, as they have been long time members and affiliates of our group.**

Our Hot Show was well attended, and dealers were rewarded with fantastic specials that pushed buying to record numbers. Our Welcome Celebration was a great chance to come together and enjoy an evening of bbq and music. The educational sessions were well delivered and received, and we thank all of the presenters who played a part in delivering that program.

Be sure to join us again, next year, when we once again bring the rent-to-own

Continued...



Calendar of Events

- September 10—11
Florida Rental Dealers Assoc.
Tampa, FL
- September 18—19
Midwest RTO Training Expo
Belterra Resort, Florence, IN
- TRIB Committee Meetings
Electronics. Nov. 12—13
Furniture. Nov. 14—16
Appliance. Nov. 19-20
Specialty. Nov. 27-28
Software & Financial. Nov. 29

TRIB Group is pleased to welcome these new members:

FAN Sales & Leasing
d/b/a Aaron's Sales & Lease
Springdale, AR
Geron & Terah Vail

Action Development Corp.
d/b/a Aaron's Sales & Lease
Springfield, IL
Gopal Reddy

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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Laurel Whitmire, PR & Admin Coordinator
Karl Wicker, Services Coordinator

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CURRENT MEMBERSHIP COUNT

194

"A great deal of intelligence can be invested in ignorance when the need for illusion is deep."

-Saul Bellow

Karl's Korner

Becoming RTO World

It's been said, "too many cooks ruin the broth." So, when we set about a cooperative venture to co-produce RTO World there were worries about making this work. Whenever you take two or more entities and put them together it's usually with less than perfect results. That didn't happen last month in St. Louis. We had, as many of you have expressed, a successful show.

Both organizations came to the table with our various strengths and expertise and we managed to put aside the "us" and "them" and become

"we." We came together on Sunday before the show and for the most part, put faces with names, came to know each other and worked getting the materials, some from Georgia and others from Texas to make up the registration packages you received. We stuffed "swag" bags and specials books and did what was needed to become RTO World 2018. In other words, we became RTO World. We have in common a love for our industry and it's people. We came together to make this a memorable event and will do again next year in Louisville.

-Karl

From The Executive Director ...

industry together in Louisville, Kentucky, August 6-8, 2019.

Also save the date for the TRIB Group Meeting of the Minds at the Brand-Source Convention in Nashville, March 2-5, 2019

Dennis



For all of the RTO World photos, go to <https://www.flickr.com/photos/rtohq/albums>

Save the Date!



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Vendor Spotlight:

TRIB Group vendor Ad-Pro Marketing has been in transition and have launched a totally new marketing company, EveryChannel Marketing. During RTO World I sat down with Tim Hector, EveryChannel's vice president to ask a few questions:



Who Is EveryChannel? Along time ago at Ad-Pro, we realized that Multi-Channel Marketing achieved the best results. The more channels that we added, the more successful our dealers became, thus the name EveryChannel Marketing .

What services does EveryChannel Marketing Provide? As the name suggest, EveryChannel Marketing is a full Service in House, all in one stop Advertising Agency. We handle: Digital Marketing... SEO (Search Engine Optimization), various types of SEM (Search Engine Marketing) i.e. Ad-words, retargeting ads, keywords, webpage/website optimization, Local Search. Social Media: Management, Production, maintenance, advertising. TV/ Radio: Buys & Production Print Advertising: We have our own digital presses, along with being a USPS Digital Postal Facility, we produce extremely cost-effective print. We mostly do customer targeted print and mail, concentrating on the dealer's own customer list or by targeting the dealers exact demographic through postal carrier routes. Email & Text: an integral part of any campaign.... with the "rules of engagement" for email changing almost weekly, it has become increasingly difficult to continuously hit the inbox. EveryChannel Marketing stays on top of the latest to ensure the highest delivery rates. Websites: Custom built for each dealer.

What Makes EveryChannel different than Adpro and what makes EveryChannel particularly focused on RTO/TRIB Group members? Well.... RTO and TRIB are what EveryChannel Marketing is about. We have separated Ad-Pro. Ad-Pro Handles other industries, various retail, automotive, manufactures etc. EveryChannel Marketing has one Focus.... making the Rent to Own dealer successful. I spent 20 years with one of the very best RTO companies in the industry and was part of a Management Team of Integrity and a Total Satisfaction customer approach. I still love these guys and am forever grateful for the time that I spent with them. I am of course speaking of Dan Cole and his team at National Rent to Own.

What Future Products and Services are you working on? The last couple of years, we have sunk enormous resources in developing websites that Complete the RTO transaction. We have created a CRM that integrates with some Dealers CRM's. With that, their website can be live matching up to their current data base. Meaning, your inventory can show up on your site as is, your customer data can be accessed online. Future Artificial intelligence will be able to learn from your own data along with the data gathered from your website, some of this is still a ways off, but we are excited as we advance. We have an online transaction that is working, and we have been beta testing, meaning an online Rent to Own agreement can be processed and printed at **the dealer's desktop**. There are still things that we are working through, the biggest is serialized inventory, but this testing is pulling and pushing data and we hope to provide a full RTO online Rental Agreement very soon.

Contact for EveryChannel Marketing: Tim Hector thector@adproads.com, 479-280-1990 Ext. 112

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