

# Benchmarking the Top 5 Key Performance Indicators (KPIs)

*Auto Rental Summit*

*November 2014*



# Identifying the Top 5 KPI's

# KPI's

1. Utilization
2. Daily Dollar Average
  - T&M per day
  - Incremental Sales Yield
3. Revenue per Unit
4. Fleet Costs
5. Personnel Costs

Bonus – Reservation Analytics



# Utilization

- Measures number of vehicles on rent versus total rentable fleet
- Should be measured at same time of day for consistency and best historical significance
- Should include all units that could be rented - in maintenance, managers' cars, etc.

# By Car Class

## Fleet Utilization Report Sample

Fleet Utilization From : 02/01/2011 To : 02/28/2011 Car Count Time = 02:00 PM

	Unit #	Loc	Curr Loc	Class	Model	Mileage	R/As	Avail Days	Car Count Days	Car Count %	R/A Days	R/A %	Rented Days	Rented %	Time Rev	Mileage Rev	T&M Rev	T&M Rev / Day	Total Bill	Total Bill / Day	T&M / R/A	
🟢	TSD-174	TSD	TSD	FCAR	CAMRY	39679	0	3	0	0.00%	0	0.00%	0	0.00%	0.00	0.00	0.00	0.00	0.00	0.00	0.00	
🟢	TSD-175	TSD	TSD	FCAR	CAMRY	38854	0	3	0	0.00%	0	0.00%	0	0.00%	0.00	0.00	0.00	0.00	0.00	0.00	0.00	
🟢	TSD-176	TSD	TSD	FCAR	OPTIMA	37192	0	3	0	0.00%	0	0.00%	0	0.00%	0.00	0.00	0.00	0.00	0.00	0.00	0.00	
🟢	TSD-196	TSD	TSD	FCAR	CAMRY	27093	3	28	14	50.00%	14	50.00%	15	53.57%	381.78	0.00	381.78	27.27	433.80	30.99	127.26	
🟢	TSD-195	TSD	TSD	FCAR	CAMRY	19841	3	28	19	67.86%	21	75.00%	20	71.43%	631.03	0.00	631.03	30.05	637.84	30.37	210.34	
🟢	TSD-239	TSD	TSD	FCAR	CAMRY	34736	2	27	19	70.37%	22	81.48%	21	77.78%	598.26	0.00	598.26	27.19	741.23	33.69	299.13	
🟢	TSD-189	TSD	TSD	FCAR	CAMRY	24136	2	28	23	82.14%	23	82.14%	23	82.14%	654.51	0.00	654.51	28.46	719.95	31.30	327.26	
🟢	TSD-191	TSD	TSD	FCAR	CAMRY	25026	6	28	18	64.29%	23	82.14%	20	71.43%	668.16	0.00	668.16	29.05	639.98	27.83	111.36	
🟢	TSD-194	TSD	TSD	FCAR	CAMRY	35597	3	28	22	78.57%	24	85.71%	23	82.14%	613.44	0.00	613.44	25.56	682.41	28.43	204.48	
🟢	TSD-237	TSD	TSD	FCAR	CAMRY	27402	1	28	23	82.14%	24	85.71%	23	82.14%	545.76	0.00	545.76	22.74	658.60	27.44	545.76	
🟢	TSD-186	TSD	TSD	FCAR	CAMRY	21373	2	28	23	82.14%	25	89.29%	24	85.71%	750.39	0.00	750.39	30.02	927.80	37.11	375.20	
🟢	TSD-235	TSD	TSD	FCAR	CAMRY	25318	3	28	24	85.71%	25	89.29%	24	85.71%	649.97	0.00	649.97	26.00	689.95	27.60	216.66	
🟢	TSD-236	TSD	TSD	FCAR	CAMRY	33654	3	28	24	85.71%	25	89.29%	24	85.71%	613.65	0.00	613.65	24.55	583.13	23.33	204.55	
🟢	TSD-190	TSD	TSD	FCAR	CAMRY	22879	3	28	25	89.29%	27	96.43%	26	92.86%	722.67	0.00	722.67	26.77	743.49	27.54	240.89	
🟢	TSD-192	TSD	TSD	FCAR	CAMRY	21785	2	28	25	89.29%	27	96.43%	26	92.86%	831.84	0.00	831.84	30.81	938.16	34.75	415.92	
🟢	TSD-193	TSD	TSD	FCAR	CAMRY	19334	1	28	26	92.86%	27	96.43%	26	92.86%	859.14	0.00	859.14	31.82	885.94	32.81	859.14	
🟢	TSD-185	TSD	TSD	FCAR	CAMRY	29130	2	28	27	96.43%	29	103.57%	28	100.00%	748.04	0.00	748.04	25.79	795.59	27.43	374.02	
	Class Subtotal																					
	(17 units)	TSD		FCAR			36	400	312	78.00%	336	84.00%	323	80.75%	9268.64	0.00	9268.64	27.59	10077.8	29.99	257.46	

FF C	Class	Model	Mileage	R/As	Avail Days	Car Count Days	Car Count %	R Du
	FCAR	CAMRY	39679	0	3	0	0.00%	
	FCAR	CAMRY	38854	0	3	0	0.00%	
	FCAR	OPTIMA	37192	0	3	0	0.00%	
	FCAR	CAMRY	27093	3	28	14	50.00%	
	FCAR	CAMRY	19841	3	28	19	67.86%	
	FCAR	CAMRY	34736	2	27	19	70.37%	
	FCAR	CAMRY	24136	2	28	23	82.14%	
	FCAR	CAMRY	25026	6	28	18	64.29%	
	FCAR	CAMRY	35597	3	28	22	78.57%	
	FCAR	CAMRY	27402	1	28	23	82.14%	
	FCAR	CAMRY	21373	2	28	23	82.14%	
	FCAR	CAMRY	25318	3	28	24	85.71%	
	FCAR	CAMRY	33654	3	28	24	85.71%	
	FCAR	CAMRY	22879	3	28	25	89.29%	
	FCAR	CAMRY	21785	2	28	25	89.29%	
	FCAR	CAMRY	19334	1	28	26	92.86%	
	FCAR	CAMRY	29130	2	28	27	96.43%	
	FCAR			36	400	312	78.00%	



# All Car Classes

Fleet Utilization													
	Loc	Curr Loc	Class	Model	Mileage	R/As	Avail Days	Car Count Days	Car Count %	R/A Days	R/A %	Rented Days	Rented %
Class Subtotal (3 units)	TUL		CCAR			11	93	45	48.39%	43	46.24%	50	53.76%
Class Subtotal (1 units)	TUL		CFAR			6	31	15	48.39%	15	48.39%	20	64.52%
Class Subtotal (4 units)	TUL		ECAR			22	124	84	67.74%	81	65.32%	99	79.84%
Class Subtotal (11 units)	TUL		FCAR			80	341	272	79.77%	259	75.95%	311	91.20%
Class Subtotal (3 units)	TUL		FFAR			9	93	22	23.66%	23	24.73%	31	33.33%
Class Subtotal (1 units)	TUL		HCAR			11	31	25	80.65%	25	80.65%	31	100.00%
Class Subtotal (19 units)	TUL		ICAR			106	589	352	59.76%	343	58.23%	411	69.78%
Class Subtotal (4 units)	TUL		IFAR			24	124	72	58.06%	72	58.06%	87	70.16%
Class Subtotal (1 units)	TUL		PCAR			11	31	18	58.06%	19	61.29%	29	93.55%
Class Subtotal (1 units)	TUL		SCAR			5	31	30	96.77%	28	90.32%	31	100.00%
Class Subtotal (6 units)	TUL		SFAR			31	186	97	52.15%	99	53.23%	120	64.52%
Class Subtotal (1 units)	TUL		SPEC			8	31	23	74.19%	25	80.65%	30	96.77%
Location Subtotal (55 units)	TUL					324	1705	1055	61.88%	1032	60.53%	1250	73.31%
Total (55 units)	All					324	1705	1055	61.88%	1032	60.53%	1250	73.31%

# Daily Dollar Average

- Time & Mileage and Incremental Sales both divided by number of days
- Combined is usually referred to as Daily Dollar Average (DDA)
- All optional coverages, upgrades, underage driver, additional driver, pre-paid fuel, revenue generating items such as GPS units, baby seats, ski racks, chains, toll passes etc.



# Daily Dollar Average



Vehicle Information		Contract Information		Revenue Information									
Selected	MTD Selected	Tax & Surcharge	MTD Tax & Surcharge	Total Charges	MTD Total Charges	Daily Avg Time & Mileage	MTD Daily Avg Time & Mileage	MTD Time & Mileage per Unit	MTD Daily Avg Selected	MTD Selected per Unit	Daily Avg Time & Mileage + Selected	MTD Daily Avg Time & Mileage + Selected	MTD Time & Mileage + Selected per Unit
773.33	231255.38	2410.93	78380.21	133717.11	405544.57	21.73	42.01	805.33	43.28	823.78	22.28	43.28	823.78
194.30	238549.88	2696.92	79057.13	14868.50	424213.47	23.91	41.05	836.64	42.28	861.71	24.40	42.28	861.71
128.92	244278.80	1989.38	81046.51	10990.41	435203.88	24.55	40.42	862.09	41.64	888.16	25.58	41.64	888.16
128.98	248607.78	1606.16	82652.67	8774.45	443978.33	26.34	40.06	882.49	41.29	909.63	27.93	41.29	909.63
138.15	251645.93	1094.45	83747.12	6067.37	450045.70	23.12	39.70	898.76	40.91	926.18	23.37	40.91	926.18
148.78	257294.71	2105.31	85852.43	11556.02	461601.72	23.99	39.15	923.36	40.36	951.94	25.22	40.36	951.94
181.03	260575.74	1295.87	87148.30	7186.79	468788.51	20.40	38.71	939.57	39.91	968.81	21.31	39.91	968.81
100.22	264775.96	1629.09	88777.39	9125.93	477914.44	19.40	38.10	959.33	39.27	988.95	19.72	39.27	988.95
160.85	269036.81	1597.82	90375.21	8987.68	486902.12	16.51	37.31	979.21	38.46	1009.21	16.78	38.46	1009.21

Day	Time & Mileage	MTD Time & Mileage	DDA Time & Mileage	MTD DDA Time & Mileage	Selected	MTD Selected	DDA Selected	MTD DDA Selected	Time & Mileage + Selected	MTD Time & Mileage + Selected	DDA Time & Mileage + Selected	MTD DDA Time & Mileage + Selected
1	5456.74	5456.74	25.15	25.15	5608.24	5608.24	2584.44	25.84	5608.24	5608.24	25.84	25.84
2	4138.00	9594.74	27.96	26.29	4216.96	9825.20	2849.30	26.92	4216.96	9825.20	28.49	26.92
3	5626.45	15221.19	31.97	28.14	5903.31	15728.51	3354.15	29.07	5903.31	15728.51	33.54	29.07
4	7271.21	22492.40	34.14	29.83	7650.26	23378.77	3591.67	31.01	7650.26	23378.77	35.92	31.01
5	9516.80	32009.20	46.42	33.38	9853.42	33232.19	4806.55	34.65	9853.42	33232.19	48.07	34.65
6	13830.62	45839.82	57.39	38.20	14186.36	47418.55	5886.46	39.52	14186.36	47418.55	58.86	39.52
7	13876.02	59715.84	52.96	40.85	14236.77	61655.32	5433.88	42.17	14236.77	61655.32	54.34	42.17
8	11673.15	71388.99	61.76	43.24	11994.81	73650.13	6346.46	44.61	11994.81	73650.13	63.46	44.61
9	7896.81	79285.80	62.18	44.59	8212.54	81862.67	6466.57	46.04	8212.54	81862.67	64.67	46.04
10	14053.20	93339.00	62.46	46.60	14468.35	96331.02	6430.38	48.09	14468.35	96331.02	64.30	48.09
11	14798.46	108137.46	57.36	47.83	15351.22	111682.24	5950.09	49.40	15351.22	111682.24	59.50	49.40
12	19141.56	127279.02	63.17	49.64	19656.21	131338.45	6487.20	51.22	19656.21	131338.45	64.87	51.22
13	19416.47	146695.49	59.93	50.79	19778.05	151116.50	6104.34	52.33	19778.05	151116.50	61.04	52.33
14	15077.96	161773.45	52.91	50.98	15400.80	166517.30	5403.79	52.48	15400.80	166517.30	54.04	52.48
15	8338.39	170111.84	50.23	50.95	8614.49	175131.79	5189.45	52.45	8614.49	175131.79	51.89	52.45
16	6811.09	176922.93	38.48	50.32	7049.12	182180.91	3982.55	51.81	7049.12	182180.91	39.83	51.81
17	8230.45	185153.38	35.78	49.43	8373.43	190554.34	3640.62	50.87	8373.43	190554.34	36.41	50.87
18	8202.67	193356.05	28.88	47.98	8570.21	199124.55	3017.68	49.41	8570.21	199124.55	30.18	49.41
19	5491.38	198847.43	25.19	46.81	5547.84	204672.39	2544.88	48.18	5547.84	204672.39	25.45	48.18
20	7486.84	206334.27	22.55	45.05	7766.30	212438.69	2339.25	46.38	7766.30	212438.69	23.39	46.38
21	6270.87	212605.14	25.39	44.04	6600.59	219039.28	2672.30	45.38	6600.59	219039.28	26.72	45.38
22	5633.14	218238.28	24.49	43.16	5842.95	224882.23	2540.41	44.47	5842.95	224882.23	25.40	44.47
23	6220.01	224458.29	21.75	42.01	6373.35	231255.58	2228.44	43.28	6373.35	231255.58	22.28	43.28
24	7150.30	231608.59	23.91	41.05	7294.30	238549.88	2439.57	42.28	7294.30	238549.88	24.40	42.28
25	5499.44	237108.03	24.55	40.42	5728.92	244278.80	2557.55	41.64	5728.92	244278.80	25.58	41.64
26	4083.19	241191.22	26.34	40.06	4328.98	248607.78	2792.89	41.29	4328.98	248607.78	27.93	41.29
27	3006.03	244197.25	23.12	39.70	3038.15	251645.93	2337.04	40.91	3038.15	251645.93	23.37	40.91
28	5372.68	249569.93	23.99	39.15	5648.78	257294.71	2521.78	40.36	5648.78	257294.71	25.22	40.36
29	3141.94	252711.87	20.40	38.71	3281.03	260575.74	2130.54	39.91	3281.03	260575.74	21.31	39.91
30	4131.99	256843.86	19.40	38.10	4200.22	264775.96	1971.93	39.27	4200.22	264775.96	19.72	39.27
31	4193.69	261037.55	16.51	37.31	4260.85	269036.81	1677.50	38.46	4260.85	269036.81	16.78	38.46



DDA Time & Mileage + Selected

MTD DDA Time & Mileage + Selected

25.84	25.84
28.49	26.92
33.54	29.07
35.92	31.01
48.07	34.65
58.86	39.52
54.34	42.17
63.46	44.61
64.67	46.04
64.30	48.09
59.50	49.40
64.87	51.22
61.04	52.33
54.04	52.48
51.89	52.45
39.83	51.81
36.41	50.87
30.18	49.41
25.45	48.18
23.39	46.38
26.72	45.38
25.40	44.47
22.28	43.28
24.40	42.28
25.58	41.64
27.93	41.29
23.37	40.91
25.22	40.36
21.31	39.91
19.72	39.27
16.78	38.46



# Revenue per Unit

Total Monthly Revenue Divided by Average  
number of Rentable Units in the Month

**UNIT REVENUE - DETAIL - BY CLASS**

\*Contract includes AR adjustment(s)

COMPANY NAME TSD RENT A CAR  
RUN DATE 02/01/2011 4:07:09 PMRun at: TSD  
Run by: SARA BURGESS

FROM: 01/01/2011 TO: 01/31/2011

Page #: 1

RA#	CUSTOMER	CLASS	# MILES	# RAS	# DAY	AVG. LOR	CDW	RENTAL	MILEAGE	TAX1	TAX2	T & M	TOTAL	AVG DAILY RATE
<b>UNIT:</b>	<b>365R</b>	<b>CCAR</b>	<b>2011 CIVIC</b>											
002781	FOSDICK, WENDY		728		6		0.00	209.70	0.00	13.49	28.32	209.70	333.51	34.95
002874	CAULDWELL, CHRIS		638		2		27.90	89.90	0.00	4.50	9.44	89.90	149.89	44.95
002900	BOUDREAU, VICTORIA		624		10		0.00	280.00	0.00	14.00	29.40	280.00	323.40	28.00
<b>TOTALS :</b>			<b>1,990</b>	<b>3</b>	<b>18</b>	<b>6.00</b>	<b>27.90</b>	<b>579.60</b>	<b>0.00</b>	<b>31.99</b>	<b>67.16</b>	<b>579.60</b>	<b>806.80</b>	<b>32.20</b>
<b>DAILY DOLLAR AVERAGE :</b>							<b>1.55</b>	<b>32.20</b>	<b>0.00</b>	<b>1.78</b>	<b>3.73</b>	<b>32.20</b>	<b>44.82</b>	
<b>UNIT:</b>	<b>408R</b>	<b>CCAR</b>	<b>2011 CIVIC</b>											
002821	OLSEN, MICHAEL		786		3		41.85	134.85	27.90	8.14	17.09	162.75	257.06	44.95
002873	HARRINGTON, JAMES		1,364		10		139.50	449.50	0.00	22.48	47.20	449.50	749.45	44.95
<b>TOTALS :</b>			<b>2,150</b>	<b>2</b>	<b>13</b>	<b>6.50</b>	<b>181.35</b>	<b>584.35</b>	<b>27.90</b>	<b>30.62</b>	<b>64.29</b>	<b>612.25</b>	<b>1,006.51</b>	<b>47.10</b>
<b>DAILY DOLLAR AVERAGE :</b>							<b>13.95</b>	<b>44.95</b>	<b>2.15</b>	<b>2.36</b>	<b>4.95</b>	<b>47.10</b>	<b>77.42</b>	
<b>UNIT:</b>	<b>432R</b>	<b>CCAR</b>	<b>2011 CIVIC</b>											
002780	MACNEIL, DARLENE		1,220		23		0.00	696.90	0.00	34.85	73.18	696.90	883.68	30.30
<b>TOTALS :</b>			<b>1,220</b>	<b>1</b>	<b>23</b>	<b>23.00</b>	<b>0.00</b>	<b>696.90</b>	<b>0.00</b>	<b>34.85</b>	<b>73.18</b>	<b>696.90</b>	<b>883.68</b>	<b>30.30</b>
<b>DAILY DOLLAR AVERAGE :</b>							<b>0.00</b>	<b>30.30</b>	<b>0.00</b>	<b>1.52</b>	<b>3.18</b>	<b>30.30</b>	<b>38.42</b>	
<b>CLASS TOTAL : CCAR</b>			<b>5,360</b>	<b>6</b>	<b>54</b>	<b>9.00</b>	<b>209.25</b>	<b>1,860.85</b>	<b>27.90</b>	<b>97.46</b>	<b>204.63</b>	<b>1,888.75</b>	<b>2,696.99</b>	<b>34.98</b>
<b>DAILY DOLLAR AVERAGE :</b>							<b>3.88</b>	<b>34.46</b>	<b>0.52</b>	<b>1.80</b>	<b>3.79</b>	<b>34.98</b>	<b>49.94</b>	
<b>UNIT:</b>	<b>346R</b>	<b>MVAN</b>	<b>2011 CARAVAN</b>											
002793	MILLER, CAROLINE		554		8		0.00	399.60	0.00	19.98	41.96	399.60	740.76	49.95
002859	MATTSON, BRIAN		3,175		7		0.00	359.95	319.50	33.97	71.34	679.45	835.11	51.42
<b>TOTALS :</b>			<b>3,729</b>	<b>2</b>	<b>15</b>	<b>7.50</b>	<b>0.00</b>	<b>759.55</b>	<b>319.50</b>	<b>53.95</b>	<b>113.30</b>	<b>1,079.05</b>	<b>1,575.87</b>	<b>71.94</b>
<b>DAILY DOLLAR AVERAGE :</b>							<b>0.00</b>	<b>50.64</b>	<b>21.30</b>	<b>3.60</b>	<b>7.55</b>	<b>71.94</b>	<b>105.06</b>	
<b>UNIT:</b>	<b>433R</b>	<b>MVAN</b>	<b>2011 CARAVAN</b>											
002798	HILL, JANE		1		3		0.00	149.85	0.00	7.49	15.73	149.85	277.79	49.95
<b>TOTALS :</b>			<b>1</b>	<b>1</b>	<b>3</b>	<b>3.00</b>	<b>0.00</b>	<b>149.85</b>	<b>0.00</b>	<b>7.49</b>	<b>15.73</b>	<b>149.85</b>	<b>277.79</b>	<b>49.95</b>
<b>DAILY DOLLAR AVERAGE :</b>							<b>0.00</b>	<b>49.95</b>	<b>0.00</b>	<b>2.50</b>	<b>5.24</b>	<b>49.95</b>	<b>92.60</b>	
<b>CLASS TOTAL : MVAN</b>			<b>3,730</b>	<b>3</b>	<b>18</b>	<b>6.00</b>	<b>0.00</b>	<b>909.40</b>	<b>319.50</b>	<b>61.44</b>	<b>129.03</b>	<b>1,228.90</b>	<b>1,853.66</b>	<b>68.27</b>
<b>DAILY DOLLAR AVERAGE :</b>							<b>0.00</b>	<b>50.52</b>	<b>17.75</b>	<b>3.41</b>	<b>7.17</b>	<b>68.27</b>	<b>102.98</b>	
<b>GRAND TOTAL :</b>			<b>9,090</b>	<b>9</b>	<b>72</b>	<b>8.00</b>	<b>209.25</b>	<b>2,770.25</b>	<b>347.40</b>	<b>158.90</b>	<b>333.66</b>	<b>3,117.65</b>	<b>4,550.65</b>	<b>38.48</b>
<b>DAILY DOLLAR AVERAGE :</b>							<b>2.91</b>	<b>38.48</b>	<b>4.83</b>	<b>2.21</b>	<b>4.63</b>	<b>43.30</b>	<b>63.20</b>	

Car Class  
is What is  
Important

## Daily Activity Report (first 2 pages – Summary)

Daily Activity Report (1)

Locations: XXXXXXXXXX  
 Product: All    Class: All    Model: All  
 From: 06/01/2013  
 To: 06/30/2013

Usable Fleet Status <: 70    Fleet Type(s): R1 / Z2  
 Cutoff Time: 02:00 PM  
 Build Date/Time: 07/11/2013 02:58 PM

Day	Units On Rent	Units Sitting	Units In Maint	Units Non-Useable Fleet	Units Avail	MTD Units On Rent	MTD Units Avail	Useable Fleet Util	MTD Useable Fleet Util	Avg Units Avail	Reserved	MTD Reserved	R/A Opened	MTD R/A Opened	R/A Closed	MTD R/A Closed	Closed Revenue Days	MTD Closed Revenue Days
1	56	17	0	0	73	56	73	76.71%	76.71%	73	6	6	13	13	10	10	87	87
2	47	26	0	0	73	103	146	64.38%	70.55%	73	0	6	0	13	9	19	26	113
3	52	21	0	0	73	155	219	71.23%	70.78%	73	3	9	12	25	7	26	19	132
4	55	18	0	0	73	210	292	75.34%	71.92%	73	1	10	14	39	11	37	32	164
5	53	20	0	0	73	263	365	72.60%	72.05%	73	3	13	7	46	9	46	13	177
6	53	19	1	0	73	316	438	72.60%	72.15%	73	1	14	12	58	11	57	42	219
7	50	22	1	0	73	366	511	68.49%	71.62%	73	5	19	12	70	15	72	59	278
8	50	22	1	0	73	416	584	68.49%	71.23%	73	4	23	12	82	12	84	51	329
9	56	16	1	0	73	472	657	76.71%	71.84%	73	1	24	10	92	4	88	8	337
10	55	17	1	0	73	527	730	75.34%	72.19%	73	1	25	6	98	8	96	16	353
11	55	17	1	0	73	582	803	75.34%	72.48%	73	1	26	11	109	11	107	44	397
12	63	8	1	1	72	645	875	87.50%	73.71%	73	3	29	14	123	5	112	62	459
13	64	7	1	1	72	709	947	88.89%	74.87%	73	4	33	13	136	12	124	44	503
14	60	11	1	1	72	769	1019	83.33%	75.47%	73	3	36	11	147	14	138	64	567
15	57	14	1	1	72	826	1091	79.17%	75.71%	73	3	39	6	153	9	147	27	594
16	57	14	1	1	72	883	1163	79.17%	75.92%	73	0	39	6	159	6	153	30	624
17	65	6	1	1	72	948	1235	90.28%	76.76%	73	3	42	13	172	6	159	18	642
18	67	4	1	0	72	1015	1307	93.06%	77.66%	73	5	47	10	182	8	167	66	708
19	66	5	1	0	72	1081	1379	91.67%	78.39%	73	4	51	9	191	10	177	62	770
20	63	8	1	0	72	1144	1451	87.50%	78.84%	73	2	53	9	200	12	189	67	837
21	60	11	1	0	72	1204	1523	83.33%	79.05%	73	4	57	8	208	11	200	46	883
22	64	7	1	0	72	1268	1595	88.89%	79.50%	72	8	65	12	220	8	208	75	958
23	65	6	1	0	72	1333	1667	90.28%	79.96%	72	1	66	7	227	6	214	8	966
24	63	8	1	0	72	1396	1739	87.50%	80.28%	72	1	67	6	233	8	222	58	1024
25	64	7	1	0	72	1460	1811	88.89%	80.62%	72	4	71	10	243	9	231	30	1054
26	61	9	2	0	72	1521	1883	84.72%	80.78%	72	4	75	11	254	14	245	154	1208
27	61	9	2	0	72	1582	1955	82.43%	80.84%	72	3	78	11	265	11	256	67	1275
28	55	17	2	0	74	1637	2029	73.33%	80.56%	72	1	79	21	286	27	283	311	1586
29	60	13	2	0	75	1697	2104	80.00%	80.84%	73	8	87	23	309	18	301	205	1791
30	58	15	2	0	75	1755	2179	77.33%	80.43%	73	1	88	4	313	6	307	36	1827



Utilization  
Month to  
Date

©TSD Inc.





Daily Activity Report (2)

Unit(s):  
 Product: All Class: All Model: All  
 From: 06/01/2013  
 To: 06/30/2013

Trailer Fleet Status: 0 / 0 Fleet Total(s): 81 / 22  
 Offset Time: 02:00 PM  
 Wall Data/Time: 07/31/2013 02:18 PM

Day	Time & Mileage	MTD Time & Mileage	DDA Time & Mileage	MTD DDA	Selected	MTD Selected	DDA Selected	MTD DDA Selected	Time & Mileage	MTD Time & Mileage	DDA Time & Mileage	MTD DDA Time & Mileage
1	1870.70	1870.70	21.50	21.50	1870.70	1870.70	2845.63	28.44	2870.70	2870.70	28.44	28.44
2	890.00	2760.70	24.54	22.44	890.00	3365.70	3423.08	28.78	890.00	3365.70	34.23	29.78
3	320.00	2880.70	16.84	21.82	435.00	3800.70	2289.47	28.79	430.00	3800.70	22.89	28.79
4	894.44	3747.34	21.44	21.75	824.44	4627.34	2583.25	28.22	824.44	4627.34	25.83	28.22
5	438.58	4055.92	22.74	22.43	438.58	5065.92	2879.49	28.42	438.58	5065.92	32.74	28.42
6	1278.58	5235.50	28.04	23.89	1277.58	6343.08	3045.87	28.96	1277.58	6343.08	30.41	28.96
7	1828.58	7064.08	30.99	25.37	1863.58	8306.58	3329.10	28.98	1863.58	8306.58	33.28	28.98
8	1143.49	8197.57	22.43	24.92	1335.49	9642.27	2439.00	28.31	1335.49	9642.27	24.79	28.31
9	270.00	8467.57	33.75	25.13	270.00	9932.27	3375.00	29.41	270.00	9932.27	33.75	29.41
10	824.58	9094.35	38.58	25.78	734.58	10669.85	4029.43	30.17	734.58	10669.85	40.64	30.17
11	1055.53	10149.88	23.99	25.57	1189.53	11859.38	2793.49	28.82	1189.53	11859.38	27.83	28.82
12	1034.00	11744.48	25.75	25.59	2128.00	13986.88	3433.23	30.43	2128.00	13986.88	34.23	30.43
13	754.58	12502.08	17.53	24.85	914.58	14895.54	2078.39	28.58	914.58	14895.54	20.78	28.58
14	1821.58	14323.64	28.44	25.24	1886.58	16878.14	3129.64	28.77	1886.58	16878.14	31.20	28.77
15	845.00	15168.64	31.21	25.13	895.00	17773.14	3111.11	28.83	845.00	17773.14	31.11	28.83
16	737.00	15905.64	24.57	25.49	737.00	18410.14	2404.67	28.58	737.00	18410.14	24.57	28.58
17	874.44	16779.28	37.70	25.82	778.44	19233.78	4325.78	28.88	778.44	19233.78	43.24	28.88
18	1557.34	18136.64	23.80	25.62	2382.34	21615.34	2408.42	30.53	2381.34	21615.34	30.08	30.53
19	1054.78	19092.42	25.31	25.57	1054.78	22727.12	2510.84	30.59	1054.78	22727.12	25.11	30.59
20	1449.58	20541.20	24.45	25.50	2053.58	24780.70	3045.64	30.14	2053.58	24780.70	30.45	30.14
21	1435.58	22776.78	31.20	25.79	1450.58	26236.28	3153.43	30.21	1450.58	26236.28	31.53	30.21
22	1893.47	24765.25	24.58	25.82	2189.47	28425.75	2929.29	30.13	2189.47	28425.75	29.13	30.13
23	142.00	24927.25	32.75	25.92	301.00	28726.75	4387.50	30.25	301.00	28726.75	43.89	30.25
24	1825.42	26442.87	27.88	24.22	1833.42	30320.27	2780.55	30.11	1825.42	30320.27	27.88	30.11
25	951.58	27394.45	31.72	24.18	1007.08	31339.45	3394.93	30.21	1007.08	31339.45	33.91	30.21
26	3944.23	31338.68	25.63	24.13	3944.23	35283.68	2574.19	28.44	3944.23	35283.68	25.74	28.44
27	1372.58	32711.26	20.49	25.82	1412.58	37216.26	2108.33	29.19	1412.58	37216.26	21.08	29.19
28	1193.01	34473.27	37.57	28.54	1244.01	40057.27	4044.63	31.44	1244.01	40057.27	40.63	31.44
29	8178.10	52648.37	41.83	25.42	8764.10	59221.37	4742.88	33.29	8764.10	59221.37	47.63	33.29
30	1530.34	64378.93	47.52	27.58	2005.34	62475.93	5496.00	28.78	2005.34	62475.93	54.96	28.78

Revenue Per Unit: 182,473.93 / 73,000 = 844.82

Time & Mileage Includes Late Charges:  
 Include unsorted Revenue: True

Note: Selected includes the following items listed in the Charge Items List:  
 Late Charge, Mileage Charge, Late Charge, Fuel, Damage Waiver, Add'l Driver, EIT, Other Ass Fee, Other Equipment.

Revenue per Unit Month to Date

Revenue Month to Date

Daily Dollar Average Month to Date



# Fleet Costs

- Average Cost per Unit = Total Cost of Owning the Unit Divided by Total Number of Units
- Depreciation + Interest or Lease Cost
- License Plate/Sticker
- Excise Tax if applicable
- Gain or Loss on the Sale of the Unit

# Personnel Costs

- Salary and Wages of all Employees
- Bonus and Incentive Plans
- Payroll related costs
- Taxes
- Benefits



# Metrics you Should Look at Every Day

## Utilization

- What is it Today?
- Projected Utilization = Reservation Flow, Due Back Units, Fleet Additions/Deletions, Vehicles Due/Coming out of Maintenance
- Etc

# Metrics you Should Look at Every Day

## Daily Dollar Average

- Time & Mileage Revenue per Day
- Incremental Sales Yield per Day
- Are your Counter Agents Properly Motivated? Do You Need to Have a Daily Staff Meeting to Fire up the Troops?
- Spiffs
- Tracking Rental Sales Agent Activity
  - Dollars & Penetration Percentage

# What You Should Look at Every Week

## Personnel

- Staffing Levels
- Upcoming busy periods – potential staff increase
- Upcoming slow periods – potential staff decrease
- Excessive overtime



# What You Should Look at Every Week

- **Reservation Flow**
  - Look at Reservation Count every day
  - But you should look at your Reservation Flow on a weekly basis
    - Airport operation – 3 or 4 weeks out
    - Local Operation – 1 to 2 weeks out
    - Depends a lot on the business
- Much in the Way of Reservation Analytics – could spend entire presentation on this area
- Here are some reports which I will display very quickly

# Average Rate by Pickup Date


The Average rate by Pickup Date report shows the assigned rate, total rate and average rate per day for each reservation having a pickup date within the date range that you select. The total number of rental days, sum of the total rates and overall average rate per rental day are included at the bottom of the report

The screenshot displays the REZ CENTRAL TSD software interface. The main window is titled "Reports: POS - Daily Activity Reports". The interface is divided into several sections:

- Navigation Menu (Left):** Includes sections for "Setup", "Rates", "Utilities", "Reports: POS", "Management", and "Frequent Activity".
- Report Configuration (Top):** Shows "System: 00000", "TSD #: 00000", and "Report Type: Reservation Totals".
- Calendar Views (Center):** Two calendar grids for November 2014. The left calendar shows dates from 1 to 30, and the right calendar shows dates from 1 to 30. The "Total" column for each date is highlighted in blue.
- Summary (Bottom):** A section titled "Other Criteria" with various filters and checkboxes, including "All Bookings", "All Rates", "Cancel", "Prepaid", "All To #", "All Reservations", "Only Loyalty Reservations", "Use Trip", "All Rate Reports Summary", "All Rate Reports Group by Branch", and "All Rate Reports (Package Booked Today Only)".

### Average Rate by Pickup Date Sample

This is a sample of the Average Rate (Pickup Date) report run for September 24<sup>th</sup> and 25<sup>th</sup> for all branches, classes and rate codes.



Confirm #	Loc-Class	Rate Out	Pickup	Booked	Days	Total Rate	Avg Rate/Day
WCV000C384	GH1-FVAR	119.95/Day 0 Free	2009/09/24 07:30	2009/09/14 11:53	3	449.82	149.94
WCV000C405	GH2-FVAR	119.95/Day 0 Free	2009/09/24 09:00	2009/09/22 09:18	1	119.95	119.95
WCV000C1D4	GH2-FVAR	119.95/Day 0 Free	2009/09/24 10:00	2009/08/12 17:54	2	239.9	119.95
WCV000C42A	GH1-FVAR	119.95/Day 0 Free	2009/09/24 10:00	2009/09/23 20:51	1	119.95	119.95
WCV000C3C3	GH2-FVAR	119.95/Day 0 Free	2009/09/25 10:00	2009/09/17 16:34	2	239.9	119.95
WCV000C410	GH2-FVAR	109.95/Day 0 Free	2009/09/25 15:00	2009/09/22 16:00	2	219.9	109.95
WCV000C43D	GH3-FVAR	119.95/Day 0 Free	2009/09/25 16:00	2009/09/24 20:08	1	119.95	119.95
WCV000C43E	GH3-FVAR	119.95/Day 0 Free	2009/09/25 16:00	2009/09/24 20:12	1	119.95	119.95
WCV000C414	GH2-FVAR	119.95/Day 0 Free	2009/09/25 18:00	2009/09/22 23:30	2	239.9	119.95
	FVAR Totals	AVG Total Rate: 207.69			15	1669.22	124.61
WCV000C3F7	GH2-IVAR	119.95/Day 0 Free	2009/09/25 12:00	2009/09/21 17:03	2	239.9	119.95
WCV000C436	GH1-IVAR	769.95/Week 0 Free	2009/09/24 12:00	2009/09/24 11:32	6	769.95	128.33
WCV000C394	GH1-IVAR	119.95/Day 0 Free	2009/09/24 16:00	2009/09/15 07:23	4	479.8	119.95
	IVAR Totals	AVG Total Rate: 496.55			12	1489.65	124.14
WCV000C425	GH1-XVAR	75.20/Day 0 Free	2009/09/25 07:30	2009/09/23 16:26	1	75.2	75.2
WCV000C3F6	GPR-XVAR	339.95/Week 0 Free	2009/09/25 09:00	2009/09/21 17:03	11	619.75	56.34
WCV000C3BA	GH2-XVAR	69.95/Day 0 Free	2009/09/25 14:00	2009/09/17 14:10	2	139.9	69.95
WCV000C42C	GH2-XVAR	339.95/Week 0 Free	2009/09/25 15:00	2009/09/23 22:20	7	339.95	48.56
	XVAR Totals	AVG Total Rate: 293.70			21	1174.8	55.94
Report Total 16		AVG Total Rate: 283.35			48	4533.67	94.45
Rows: 23	Loc-Class	Rate Out	Pickup	Booked	Days	Total Rate	Avg Rate Day



# Booking System Report

The Booking System report breaks down reservations booked through each Selected booking system, including totals for bookings and cancellations, average length of rental, and average lead time between booking and pickup date.

## Booking System Report Sample

This is a sample of the Booking System report run for September 1<sup>st</sup> through 25<sup>th</sup> for all branches, classes and rate codes.

System	Booked	Cancelled	Trans Count	Net Booked	Avg Len	Avg Lead	Pickups	Returns
Amadeus	36	14	50	22	3.2	17.5	17	11
CarRentals	7734	1673	9407	6061	4.9	19.3	6435	3883
CARTRAWLER	54	12	66	42	5.7	22	50	29
Galileo	3461	640	4101	2821	3.1	15.5	2963	2181
Keyak	2	0	2	2	2.5	0	2	1
RACNOW	7	2	9	5	7.7	60.4	2	2
RezCentral	1850	119	1969	1731	4.9	11.6	1866	1249
SABRE	2207	1147	3354	1060	3.8	17.7	2100	1924
WebLink	14019	2174	16193	11845	4.6	16.4	12722	8714
WSPAN	13061	2325	15386	10736	4	16.9	11390	8420
TOTAL	42431	8106	50537	34325	4.31	16.91	37547	26424
Rows: 11	Booked	Cancelled	Trans Cour	Net Booked	Avg Len	Avg Lead	Pickups	Returns

# Turn Down Report

The Turn Down Report can be used to track the reasons why referral requests are not fulfilled. Report selection options will only include reasons and systems for which there are events on the day(s) displayed.

Setup ▶ Rates ▶ Utilities ▶ Reports/POS ▶ Management ▶ Frequent Activity ▶

Turn down records are deleted from the database after 7 days.

TSD #	Reason Types	From Date	To Date
12300	Closed on pickup date Closed on pickup date or time Closed on return date Closed on return date or time No/Max days violation NO GOV RATES FOUND	≤ September 2009 ≥	≤ September 2009 ≥
Branch	System	Sun Mon Tue Wed Thu Fri Sat	Sun Mon Tue Wed Thu Fri Sat
ALL	Amtrak	6 7 8 9 10 11 12	6 7 8 9 10 11 12
V1001		13 14 15 16 17 18 19	13 14 15 16 17 18 19
V1002		20 21 22 23 24 25 26	20 21 22 23 24 25 26
V1003		27 28 29 30 1 2 3	27 28 29 30 1 2 3
V1004		4 5 6 7 8 9 10	4 5 6 7 8 9 10
V1005			

SATA Number:

Submit

Backup, Export, Query, Summary  
One way report, Summary

# Turn Down Analysis Report

This is a sample of the default Turndown report run for location VWX1.

Reason	Branch	Activity Date	Pickup	Return	System	Class/Code	IATA
Closed on pickup date	VWX1-VWX1	2009/09/25 00:13	2010/01/03 12:00	2010/01/06 12:00	WSPAN		50543474
Closed on pickup date	VWX1-VWX1	2009/09/25 00:13	2009/12/25 12:00	2009/12/28 12:00	WSPAN		50543474
Closed on pickup date	VWX1-VWX1	2009/09/25 00:13	2009/12/24 12:00	2009/12/27 12:00	WSPAN		50543474
Closed on pickup date	VWX1-VWX1	2009/09/25 00:13	2009/12/27 12:00	2009/12/30 12:00	WSPAN		50543474
Closed on pickup date	VWX1-VWX1	2009/09/25 00:13	2010/01/01 12:00	2010/01/04 12:00	WSPAN		50543474
Closed on pickup date	VWX1-VWX1	2009/09/25 00:14	2009/12/25 12:00	2009/12/27 12:00	WSPAN		50543474
Closed on return date	VWX1-VWX1	2009/09/25 00:02	2009/11/16 10:00	2009/11/26 11:00	WSPAN		50543474
Closed on return date	VWX1-VWX1	2009/09/25 00:14	2010/01/02 12:00	2010/01/04 12:00	WSPAN		50543474
Closed on return date	VWX1-VWX1	2009/09/25 00:14	2010/04/01 12:00	2010/04/04 12:00	WSPAN		50543474
Closed on return date	VWX1-VWX1	2009/09/25 00:14	2010/03/25 12:00	2010/03/28 12:00	WSPAN		50543474
Closed on return date	VWX1-VWX1	2009/09/25 00:14	2010/02/12 12:00	2010/02/14 12:00	WSPAN		50543474
Closed on return date	VWX1-VWX1	2009/09/25 00:14	2010/02/19 12:00	2010/02/21 12:00	WSPAN		50543474
Closed on return date	VWX1-VWX1	2009/09/25 00:15	2010/02/18 12:00	2010/02/21 12:00	WSPAN		50543474
Min/Max days violation	VWX1-VWX1	2009/09/25 01:01	2009/10/08 09:00	2010/01/06 09:00	Sabre	CCAR, ECAR, FCAR, FVAR, ICAR, IVAR, LCAR, MVAR	5636551
Min/Max days violation	VWX1-VWX1	2009/09/25 01:01	2009/10/08 09:00	2010/01/06 09:00	Sabre	PCAR, SFAR, STAR	5636551
Min/Max days violation	VWX1-VWX1	2009/09/25 04:38	2009/11/24 09:00	2010/02/22 09:00	Sabre	CCAR, ECAR, FCAR, FVAR, ICAR, IVAR, LCAR, MVAR	52542243
Min/Max days violation	VWX1-VWX1	2009/09/25 04:38	2009/11/24 09:00	2010/02/22 09:00	Sabre	PCAR, SFAR, STAR	52542243
NO GOV RATES FOUND	VWX1-VWX1	2009/09/25 09:58	2009/10/05 15:00	2009/10/07 05:30	SABRE	EC	53408191
No rates available	VWX1-VWX1	2009/09/25 01:00	2009/09/28 09:00	2009/10/01 09:00	Sabre	PCAR, SFAR, STAR	7752754
No rates available	VWX1-VWX1	2009/09/25 01:01	2009/11/24 09:00	2009/11/27 09:00	Sabre	PCAR, SFAR, STAR	7752754
No rates available	VWX1-VWX1	2009/09/25 01:02	2009/10/16 09:00	2009/10/23 09:00	Sabre	PCAR, SFAR, STAR	7752754
No rates available	VWX1-VWX1	2009/09/25 01:04	2009/10/07 09:00	2009/10/08 09:00	Sabre	CCAR, ECAR, FCAR, FVAR, ICAR, IVAR, LCAR, MVAR	7752754
No rates available	VWX1-VWX1	2009/09/25 01:04	2009/10/07 09:00	2009/10/09 09:00	Sabre	PCAR, SFAR, STAR	7752754
No rates available	VWX1-VWX1	2009/09/25 01:04	2009/10/13 09:00	2009/10/15 09:00	Sabre	PCAR, SFAR, STAR	7752754
No rates found	VWX1-VWX1	2009/09/25 00:17	2009/12/11 14:00	2009/12/14 14:00	Amadeus		Amadeus
No rates found	VWX1-VWX1	2009/09/25 00:21	2009/12/10 14:00	2009/12/14 14:00	Amadeus		Amadeus
No rates found	VWX1-VWX1	2009/09/25 00:39	2009/09/25 10:00	2009/09/26 10:00	Amadeus		Amadeus
No rates found	VWX1-VWX1	2009/09/25 01:26	2009/09/25 10:00	2009/09/27 10:00	Amadeus		Amadeus
No rates found	VWX1-VWX1	2009/09/25 01:51	2009/09/25 10:00	2009/09/26 10:00	Amadeus		Amadeus
No rates found	VWX1-VWX1	2009/09/25 02:42	2009/10/02 10:00	2009/10/05 10:00	Amadeus		Amadeus
One way not allowed	VWX1-VWX2	2009/09/25 01:42	2010/02/13 11:00	2010/02/18 11:00	WSPAN		24639060
One way not allowed	VWX1-VWX3	2009/09/25 08:44	2009/10/21 11:00	2009/10/31 11:00	WSPAN		24639060
One way not allowed	VWX1-VWX4	2009/09/25 08:46	2009/10/15 09:00	2009/10/22 09:00	WSPAN		50543474
One way not allowed	VWX1-VWX5	2009/09/25 09:41	2009/10/02 10:00	2009/10/08 15:00	WSPAN	ICAR	34584395
Pickup time has passed	VWX1-VWX1	2009/09/25 10:32	2009/09/25 10:00	2009/09/27 10:00	Amadeus		



# What You Should Be Looking at Every Week

## Fleet

- Cars to Pull (based on mileage, in service date)
  - How many cars do you need to pull based on demand/seasonality?
- Scheduled New Deliveries

# What You Should Be Looking at Every Month – as soon as the month is

## Revenue Per Unit

- Overall
- Break it Down into T&M per Unit and Incremental Sales per Unit
- By Car Class
- Upgrade Revenue by Car Class

# From P&L Reporting

## Fleet Costs

- Fleet Costs expressed on P&L as \$ per Unit
- However if you combine RPU with Fleet Costs then the metric is expressed as Fleet Cost as a % of Revenue
- This metric, in a study conducted by a well known analyst and presented at the Car Rental Show of over 100 P&L's found that fleet costs expressed as a % of revenue was the best predictor of profitability of all the metrics
- Analyze by Dollar & by Percentage of Revenue
- Percentage of Revenue should not exceed 40% for a traditional rental operation (most profitable operations run in the low 30's)
- A dealership rental operation typically has much lower overhead costs and can afford to have higher percentage



# From P&L Reporting

## Personnel Costs

- Should be at 20% or less of Total Revenue
- However operations with a generous counter sales and/or management bonus plan will see a higher % of revenue and are often very profitable
- Personnel Costs in the study referred to earlier were found to be a very poor predictor of profitability
- In fact, some of the most profitable operations had very high personnel costs – slight inverse correlation

## Samples

### Main Body of Report

## Estimated Profit and Loss Analysis - Detail

Total Income does not include Taxes, Surcharge, Interest, Fuel and Breakout  
T&M Income does not include Late Charges

Company Name : TSD CAR RENTALS  
 Run Date : 07/07/2014 04:54 PM  
 Date Range : From: 06/01/2014 To: 06/30/2014  
 Location: TSD - TSD CAR RENTALS

Run at : TSD  
 Run by : SARA KENNEALLY

UNIT #	YEAR	MODEL	# RAS	DAYS AVAIL	DAYS RENTED	Util%	Time & Mileage Income	Other Income	Total Income	Finance Expense	Insurance Expense	Depn Expense	Maint. Expense	Disposal Gain/Loss
<b>CLASS: ICAR</b>														
1160	2014/	CAMRY												
TSD-49048				1	8		447.92	89.87	537.79					
TSD-49051				1	8		447.92	75.60	523.52					
TSD-49057				1	10		559.90	58.00	617.90					
<b>1160</b>		<b>Total = 3</b>		<b>3</b>	<b>30</b>	<b>26</b>	<b>86.67%</b>	<b>1,455.74</b>	<b>223.47</b>	<b>1,679.21</b>	<b>23.00</b>	<b>60.00</b>	<b>200.00</b>	<b>30.00</b>
1161	2014/	OPTIMA												
TSD-49046				1	5		279.95	68.80	348.75					
TSD-49052				1	10		559.90	79.75	639.65					
TSD-49058				1	6		335.94	69.70	405.64					
<b>1161</b>		<b>Total = 3</b>		<b>3</b>	<b>30</b>	<b>21</b>	<b>70.00%</b>	<b>1,175.79</b>	<b>218.25</b>	<b>1,394.04</b>	<b>23.00</b>	<b>60.00</b>	<b>200.00</b>	<b>30.00</b>
1168	2014/	ALTIMA												
TSD-49059				1	8		527.92	54.25	582.17					
TSD-49060				1	10		659.90	85.90	745.80					
<b>1168</b>		<b>Total = 2</b>		<b>2</b>	<b>30</b>	<b>18</b>	<b>60.00%</b>	<b>1,187.82</b>	<b>140.15</b>	<b>1,327.97</b>	<b>21.00</b>	<b>55.00</b>	<b>175.00</b>	<b>0.00</b>
1169	2014/	SONATA												
TSD-49031				1	5		329.95	65.80	395.75					
TSD-49065				1	6		395.94	76.90	472.84					
TSD-49070				1	7		461.93	88.10	550.03					
TSD-49074				1	7		461.93	71.00	532.93					
<b>1169</b>		<b>Total = 4</b>		<b>4</b>	<b>30</b>	<b>25</b>	<b>83.33%</b>	<b>1,649.75</b>	<b>301.80</b>	<b>1,951.55</b>	<b>21.00</b>	<b>55.00</b>	<b>175.00</b>	<b>0.00</b>
1175	2014/	FUSION												
TSD-49040				1	12		791.88	68.84	860.72					
TSD-49068				1	10		659.90	59.00	718.90					
<b>1175</b>		<b>Total = 2</b>		<b>2</b>	<b>30</b>	<b>22</b>	<b>73.33%</b>	<b>1,451.78</b>	<b>127.84</b>	<b>1,579.62</b>	<b>21.00</b>	<b>55.00</b>	<b>175.00</b>	<b>0.00</b>
<b>CLASS: ICAR</b>		<b>Total = 14</b>		<b>14</b>	<b>150</b>	<b>112</b>	<b>74.67%</b>	<b>6,920.88</b>	<b>1,011.51</b>	<b>7,932.39</b>	<b>109.00</b>	<b>285.00</b>	<b>925.00</b>	<b>60.00</b>
<b>Location: TSD - TSD CAR RENTALS</b>														
<b>UNITS ANALYZED :</b>	<b>5</b>			<b>14</b>	<b>150</b>	<b>112</b>	<b>74.67%</b>	<b>6,920.88</b>	<b>1,011.51</b>	<b>7,932.39</b>	<b>109.00</b>	<b>285.00</b>	<b>925.00</b>	<b>60.00</b>

NOTE: Depreciation Expense is calculated by using the most recent depreciation date range.



# Report Summary

## Report Summary:

<u>ADDED EXPENSES</u>			<u>ESTIMATED PROFITABILITY</u>	
1.	HEAT	1,952.00	TOTAL INCOME :	7,932.39
2.	INSURANCE	300.00	TOTAL ESTIMATED EXPENSE :	6,643.58
3.	BUILDING SPACE RENTAL	900.00	SOLD PROCEEDS/LOSS :	0.00
4.	SALARIES	2,075.00		
5.	UTILITIES	146.58	ESTIMATED P & L :	1,288.81
6.	ESTIMATED MONTHLY EXPENSE 6	0.00		
7.	ESTIMATED MONTHLY EXPENSE 7	0.00		
8.	ESTIMATED MONTHLY EXPENSE 8	0.00		
9.	ESTIMATED MONTHLY EXPENSE 9	0.00		
10.	ESTIMATED MONTHLY EXPENSE 10	0.00		
11.	OTHER ESTIMATED MONTHLY EXPENSES	0.00		
<hr/>				
TOTAL ADDED EXPENSE :		5,373.58		
TOTAL FINANCE, INS, DEPN & MAINT EXPENSE :		1,270.00		
TOTAL ESTIMATED EXPENSE :		6,643.58		



# In Summary...

As we all know, a car rental operation does not run itself so you can't go into auto pilot mode

You must be on top of the business on a Daily, Weekly and Monthly Basis

Fortunately, technology has made it easier than it was even 10 years ago

**Thanks for your Attention!**



# TSD Contact Information

**Nick DiPrima**

Senior Strategic Account Manager

Office: (978) 794-1400 ext. 8017

Mobile: (978) 807-1237

[ndiprima@tsdweb.com](mailto:ndiprima@tsdweb.com)

**Lori Tennant**

Director of Strategic Alliances

Office: (978) 794-1400 ext. 8012

Mobile: (954) 592-7950

[ltennant@tsdweb.com](mailto:ltennant@tsdweb.com)

