



Use our Brand to Build Your Business



**Make Thousands
with No Investment**

uhaul.com/dealer

Make Your Business More Profitable

Becoming a U-Haul® dealer may be the single easiest way for you to make your business more profitable, because no other truck sharing company offers its dealers more: more customers; more commissions; more support; more equipment and accessories.



More Customers

In its more than 70 years of operation, U-Haul® has developed a very strong, highly recognized name among consumers. The U-Haul name alone will attract customers to your business. In addition, your location listed on uhaul.com provides more exposure for your business to potential moving customers than anyone else in the industry.

No Capital Investment

You don't pay a thing to become a U-Haul dealer.* There is no franchise fee. No capital investment. You'll earn extra money simply by putting your unused land and labor to productive use.

More Commissions

U-Haul not only pays the highest commissions in the industry—22% on average—but we pay them on time, every time. Our dealers can count on us, as they have for more than 70 years.


Referral Commissions

When a U-Haul Dealer secures a reservation that is later dispatched by another U-Haul outlet, the reserving dealer will still receive a portion of the rental commission (known as Referral Commission) once the reservation is applied to a rental contract.

Fast Pay

Receiving commissions is quick, easy and automatic with the U-Haul Fast Pay Program®. With Fast Pay, commissions are paid weekly or monthly (your choice), directly into a bank account you designate. No set-up or transaction fees.

Our commission rate** for full time, full line dealers (rents all U-Haul equipment, open 7 days a week) is:

- 
- 35% – of the amount collected for equipment damaged during the rental.
 - 15% – of the first month's storage rent at participating U-Haul Center or Self-Storage Affiliate locations.
 - Get paid for setting trailer hitch appointments.
 - 20% – for U-Haul Truck Share®.
 - 25% – for In-Town® and one-way auto transport and tow dolly rentals.
 - 25% – for one-way trailer and moving rental items.
 - 35% – for In-Town trailer and moving rental items.
 - 60% – for U-Box® container monthly rent.
 - 7.5% – for shipping full container(s) one-way.

*The only expense is your monthly phone bill and web access fee.
(5 S.O.A.R. rentals can get all fees waived-See page 7).

**Commission rates 1% less if open 7 days but only rents trucks or rents all equipment but only open 6 days per week. Rates 2% less if only rents trucks and open 6 days a week.



Top-Notch Equipment; Variety of Moving Rental and Sales Items

The Best Equipment in the Business for the Self-Mover

Only U-Haul® moving vans are designed specifically with the self-mover in mind and offer such customer pleasing features as Low Decks™, EZ-Load Ramps®, Gentle-Ride Suspensions™, Mom's Attic®, automatic transmissions, AM/FM radios and unlimited tie-downs on rub rails. U-Haul moving vans really are designed to *Make Moving Easier®*, which is why more people choose to move with U-Haul.

Cargo Vans and Pickups Offer Endless Opportunities

Having these vehicles attract local businesses, storage customers and customers that just need a small vehicle to your business. Several customers will want these on a regular basis for their business (caterers, parcel companies, landscapers and plumbers, just to name a few). They are versatile, easy to display, easy to drive and desired by many. They are the ideal fit for metro locations and locations with little room for parking. Competitive, multiple pricing options (daily, weekly and monthly) for business and long term customers allow you to offer the best value for their needs while adding extra money to your bottom line.



Only U-Haul Offers Trailers In-Town® and One-Way

U-Haul offers a full line of trailers and leads the way with the best car haulers in the industry. Because trailer hook-up may take more time, we pay our dealers a higher commission on them. That can add up quickly when you consider that a third of customers who need one-way moving vans also need additional U-Haul equipment for towing behind the van.



Moving Items

People who move usually need more than just a moving van and/or trailer. As a U-Haul® dealer, you can offer extra moving rental items often needed for a move, such as Appliance Dollies™, versatile utility dollies, furniture pads, auto transports and tow dollies. Only U-Haul car haulers are available to customers for towing behind their own vehicles. Commissions from these accessories run as high as 35%, which can add up very quickly.



Boxes and Moving Supplies

To increase your profits even more, we offer a wide range of highly profitable boxes and moving supplies (support sales items) for resale, including boxes, rope, tape, Enviro-Bubble™, shrink wrap, locks, etc.



Uhauldealer.com / the Buyer's

Club allows you to order online 24/7, free delivery right to your door. You'll have the opportunity to sell the very items consumers need for moving, storing, even for shipping.



Total Support: Advertising, Sales Tools, Training & Automation

Advertising

U-Haul® dealers are provided the advertising and promotional materials they need to market their dealership. U-Haul dealerships are promoted on the Location Finder at uhaul.com and all U-Haul dealers receive effective point-of-sale merchandising materials such as basic signs, banners, product literature, moving guides and packing planner checklists at no charge. These materials are designed to make selling U-Haul products and services easier.

Customer Sales Tools

Generating new U-Haul business is a breeze because the U-Haul phone number will ring right into your primary business line. This allows you to never miss a call—and the only cost to you is the monthly phone charge.

You'll also receive a variety of free sales tools, many online, including a Customer Service Form, Scheduling Log, Users Guide and Receiving and Dispatching Tag.

As well as these benefits:

- *Customer Service*
As part of a network of thousands, you have the authority to resolve issues at the point of sale.
- *Online Reservations*
Provided at no cost.
- *U-Haul Truck Share 24/7SM*
Available at all dealerships.
- *24 Hour Operators*
Providing reservations at no cost to you.
- *Customer Reviews*
Our unedited customer reviews posted online provide a “snapshot” of your customer’s experience.
- *Guaranteed Reservations*
Right equipment — right location — right time.

Instruction/Personnel

Getting started as a U-Haul dealer is made easier by assigning you an area field manager whose primary job is to answer your questions and assist you whenever needed. In addition, you’ll receive instruction materials and online help on subjects ranging from how to hook up a trailer to effective selling techniques.

*U-Haul provides its dealers with tot
training and automation are*



U-Haul University®

U-Haul University is an online interactive, self-paced instruction program for additional know how. These classes are designed to help with the basic principles of customer service. This allows a dealer to learn how to successfully operate a U-Haul® dealership.



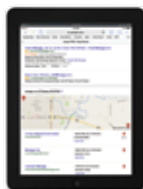
Top Management Available

You'll also have the comfort of knowing you can call on your U-Haul marketing company president whenever needed—the person who has bottom-line responsibility within our organization.

Dealer Automation

U-Haul has a state-of-the-art internet based point-of-sale system, starting as low as \$10 a month.

Dealers use their own PC and mobile device with internet service provider to conduct U-Haul business quickly and easily on a secure site online.



total support. Advertising, sales tools, are parts of the dealer package.

S.O.A.R.®

U-Haul® Dealers and U-Haul Self-Storage Affiliates can also make their profits *soar* by taking advantage of the Secured Online Affiliation Rentals (S.O.A.R.) program. Through the S.O.A.R. program, thousands of U-Haul dealers and U-Haul Self-Storage Affiliates can rent storage rooms for their customers at more than 6,000 U-Haul centers and U-Haul Self-Storage Affiliates throughout the U.S. and Canada. Dealers earn 15% commission of the first month's storage rate and affiliates can network with neighboring dealers to increase their own storage occupancy. Also, dealers get \$5 through S.O.A.R. for hitch installation appointments at U-Haul centers.

Moving Help®

Moving Help provides a place where customers who are utilizing U-Haul rental equipment can find labor services like loading, unloading, packing and more. Many U-Haul Dealers gain additional income by becoming Moving Help service providers and are listed on MovingHelp.com at no charge. As a Moving Help service provider, you can increase your profits by helping customers who are in need of a few hours of labor services.

U-Box® Container Rentals

U-Box Moving & Portable Storage containers are one of the fastest growing segments of the DIY Moving & Storage industry.

The best part about providing U-Box containers for a move or as a portable storage solution is giving your customers the flexibility and control to plan the perfect move. An excellent way for dealers to generate additional U-Box revenue is to utilize any available unused covered space to store full U-Box containers. This allows you to jump into the self-storage business with no up-front cost! You can also increase your bottom line when customers choose to ship their container(s) one-way. In addition, to the shipping commission, dealers earn \$30 per container to load or off load a freight truck. As a companion to container rentals, your business may choose to participate in U-Box container home deliveries. These services are a unique and exciting way to promote additional profit growth for your business and provide your customers with the flexibility and convenience they desire for their next move.



Additional Benefits That Round Out Our Package

Uhauldealer.com

All U-Haul® dealers have their own website, uhauldealer.com, where they can communicate with each other on message boards, view their commission statements or take advantage of discounted merchandise sold through the U-Haul Dealer Buyer's Club. U-Haul dealers have the opportunity to purchase a wide variety of items for resale or just for use in their store. Benefit plans for health and life insurance are also available for U.S. dealers.*

Credit Card Processing

Take advantage of retail credit card processing from U-Haul. Our point-of-sale system allows you to incorporate your retail sales right alongside our moving supplies in one transaction. All for a low percentage fee. No set up charges. No report charges. No extra charges per transaction. You can't beat the package deal!

Dealer Referrals

You can earn an additional \$200 by referring a business friend that joins the U-Haul dealership organization.

Credit Union Membership

U.S. U-Haul Dealers may join the U-Haul Federal Credit Union and enjoy all the benefits a credit union offers: Convenience, low-cost loans, savings programs, even checking accounts. U-Haul dealers may direct deposit all or part of their commissions into one or more credit union accounts. As a valued member of the U-Haul team you can participate in savings on travel, lodging and other recreational opportunities.



*Check with your Area Field Manager for more information and availability in your area.



Earmarks of a Successful U-Haul® Dealership

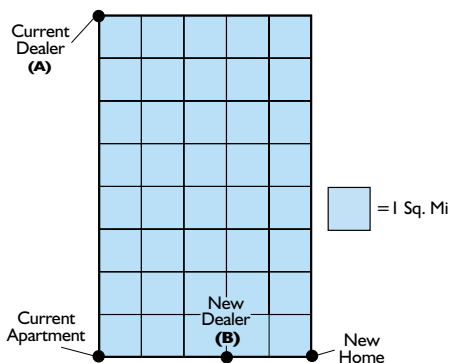
Is your business a good candidate to become a successful U-Haul dealership? It is if



your location has high visibility and traffic and you have land available to attractively display U-Haul trucks and trailers. And if you can back that up with your personal commitment to develop your U-Haul dealership to its maximum potential, you've got the foundation for tremendous success.

Why Being a U-Haul Dealer is Good for the Environment and the Customer.

Neighborhood Dealerships Enhance the Environment



	Dealer A	Dealer B
Total Miles Driven	34 Miles	13 Miles
Total Gallons Used <small>6 - 8 MPG*</small>	4.8 Gallons	1.8 Gallons
Total Carbon Emitted	96 lbs	36 lbs

Total Carbon Saved: 60 lbs

- ✓ Dealer B saves the environment 60 lbs of CO². There is a public good created by convenient neighborhood U-Haul Dealers. Less fuel will be burned (and less CO² created) by our customers while accomplishing their move.

Sustainability

Since its inception, U-Haul® has recognized the importance of utilizing all of our resources with economy and effectiveness (E&E) – to be good stewards – to accomplish our promise to meet the needs of our customers today, without compromising the ability of future generations to meet their needs (sustainability).

You can be associated with the very company that founded the do-it-yourself moving industry—U-Haul. Now celebrating more than 70 years as America's Number One Family Mover®, it's the company more people choose to move with. Join us. You'll be glad you did.

Consider the Total Picture

Now consider your options and weigh them carefully. Look at what competitive truck sharing companies offer and compare that to ours. You'll find there are more good reasons to become a U-Haul dealer.

- You'll have more customers for your primary business.
- You'll have the potential to earn more by offering more.
- You'll receive the highest rental commissions in the industry.
- You'll have access to the most complete, top-notch equipment available for self-moving consumers.
- You'll have the opportunity to rent and sell an array of moving-related equipment and accessories.
- You'll have the opportunity to participate in benefits programs.
- You'll have an assigned Area Field Manager to provide total service to your dealership and communication access to your marketing company president.

For more information visit us on the web at

uhaul.com/dealer

1-800-528-0361

For More Information Contact:

Or: Dealer Operations Support
U-Haul International
2727 N. Central Avenue
Phoenix, Arizona 85004

uhaul.com/dealer
1-800-528-0361

TESTIMONIAL

U-Haul has opened up our business to a larger demographic than our hardware store would



usually have access too. I have noticed our sales increased dramatically [after] we decided to add U-Haul packing supplies to our inventory. U-Haul brings consistent business, which supplements our slower nonseasonal months. We have heard via customer feedback, they come to our location because of the convenience of longer hours and [because] we are open on Sundays. Our customers find U-Haul services [are] convenient when they purchase a large item from our store. They can use U-Haul trucks, trailers, and dollies to transport their purchases at a lower cost than what we would charge for delivery. Our partnership with U-Haul has been beneficial and continues to help our small business grow year after year.

— Arthur Holm
Artie's Ace Hardware, Phoenix, AZ