

THE RER 100

Upward Motion



The *RER* 100 enjoyed a 15-percent rental revenue jump in a record year for the rental elite.

BY MICHAEL ROTH, *RER*

The *RER* 100 posted more than \$25 billion in rental revenue – to be more precise \$25,231.5 million, a 15-percent increase over last year’s then-record total. For the most part, we heard a pretty similar story as we heard last year – strong business in oil-and-gas, non-residential construction, residential, commercial and specialty. Once again, for the most part, rental companies reported that their customers remain busy and expect to be for the immediate, foreseeable future. And the *RER* 100 rental companies are spending what it takes to make their operations more efficient, investing significantly in telematics and making other operational improvements to improve their metrics and, in an ever-more-competitive industry, making sure they serve customers faster, more efficiently, with faster delivery and response times than ever before.

With strong demand in the end-user market, many rental companies are increasing their fleet, and several *RER* 100 companies told *RER* they have increased the size of their fleet to their highest-ever value in terms of original equipment cost and number of machines. Obviously with strong demand rental companies need to increase the size of their fleet in order to respond to that demand. When you’re in the business of renting equipment, there is no worse feeling than knowing you could have dominated a jobsite with your brand if only you’d had enough units in

stock and on the rental-ready line. So rental companies are making sure they have all bases covered and in many cases are expanding to new markets, or at least enlarging the scope of the markets they are covering, pushing the edges of previous boundaries, or adding new equipment segments to take advantage of opportunities, real or perceived.

Rental companies are expanding, but many are hearing the voices of caution telling them that this expansion can’t go on forever. It might seem like a long time ago now, but the last recession was brutal and left a lot of rental companies highly leveraged with a lot of excess fleet.

For example, Walter Berry, whose Berry Companies enjoyed a double-digit rental volume increase, still points out the need for perspective, based on long-term experience. He says he is cautiously optimistic about the current economy but adds that the caution is from “knowing there will be a correction at some time in the future.”

Brian LaLonde of LaLonde Equipment Rentals speaks for many when he says, “2019 looks to be a strong year. We have increased our rates, we are adding to our fleet, and our customers claim they have the best backlog in years. Having said that, we are keeping a close eye on our numbers. This expansion can’t go on forever.”

Some of the increases were downright stunning. Of the companies that reported both years, 50 of them had

double-digit increases, just about half the list. A dozen topped 30 percent. TNT Crane & Rigging jumped 69.7 percent although an acquisition played a part in that. Kirby-Smith jumped 55.6 percent. Lizzy Lift leaped 53.2 percent, all organic, with an expanding fleet. Cisco Equipment leaped 51.8 percent, mostly as a result of a surge in Permian Basin oil activity. Franklin Equipment added a couple of branches but that's not the only reason it increased rental volume 50.8 percent. Trekker Group did a lot of hurricane restoration work in Florida and Puerto Rico and increased 47 percent. Cross Country Infrastructure Services increased 45 percent and Illinois Truck & Equipment jumped 42.9 percent.

In the 30-percent range Kelly Tractor went up 38.8 percent, Cooper Equipment Rentals 37, Brand/Safway 33.1, Leppo Group 32.2, Worldwide Group 32, Anderson Equipment 31 and CBS Rental and Supply 30 percent. Fourteen companies increased in the 20-percent range. And among the top 10, United Rentals, Sunbelt Rentals, Brand/Safway, H&E Equipment Services and Aggreko all jumped more than 20 percent.

Based on these dramatic increases, one might conclude that the euphoria was universal, but it was not. Not that they had "bad" years, but eight RER 100 companies re-

ported year-over-year rental revenue declines, most of them not very big. It doesn't mean they did something wrong or they didn't manage well. A company can't always follow a record year with another record year. Not every market was clicking on all cylinders the whole year. Some faced a few soft months, or periods of difficult weather. And notwithstanding some of the dramatic increases, many markets are finding competition to be too numerous. It's the same old story – business increases, rental companies expand, and in some markets a rental company bids on a job only to find a dozen or more competitors offering the same equipment, and very often slashed rates.

While some rental companies are reporting that they are getting higher rates, in some cases 3 to 4 percent higher, the realities sometimes are far more cutthroat. And while increased competition spurs the need to improve and differentiate by adding new services and capabilities, it also makes for uncomfortable questions about how long the expansion will last and what kind of price will have to be paid if demand slows down.

Those are questions few at this point can answer clearly. Most expect 2019 to continue to be strong in equipment rental. Some say less so, but others think it might be even better. Time will tell.

	Company Name (Last year's rank) Headquarters Top Officer Website	2018 Rental Volume in Millions	2018 Total Volume in Millions	Total Number of Outlets	Editorial Comments
1	UNITED RENTALS (1) Stamford, Conn. Matt Flannery CEO; Michael Kneeland non-executive chairman www.ur.com	\$6,094.0	\$8,047.0	1165	Total revenue jumped 21.2-percent to top \$8 billion, while rental revenue soared 21.4 percent. Company got help from recent acquisitions such as Neff and NES Rental and added BlueLine Rental (for \$2.1 billion) and WesternOne Rental & Sales from Western Canada. For good measure, added BakerCorp for \$715 million, created Fluid Solutions division, and expanded into Europe. Early in '19 acquired the assets and locations of Thompson Pump's rental business. Has mastered the art of integrating all these companies without slowing down. Matt Flannery this month took the reins as CEO with Michael Kneeland moving to non-executive chairman. Adding virtual reality for aerial equipment in training facilities.
2	SUNBELT RENTALS (2) Fort Mill, S.C. Brendan Horgan www.sunbeltrentals.com	\$4,600.0	\$5,000.0	798	A 21-percent rental volume hike for Sunbelt, and 21.9-percent total volume. Continuing to make acquisitions with its U.S. and Canadian divisions making more than a couple of dozen in the past year, and several more made by sister company A-Plant in the U.K. Rather than acquire large players as United has done with Neff, NES, BlueLine, and the like, Sunbelt has focused more on mid-sized companies, many in specialty niches such as aerial, pump and power, and climate control. CEO Horgan takes over parent company Ashtead plc this month as Geoff Drabble retires.
3	HERC RENTALS (3) Bonita Springs, Fla. Larry Silber www.hercrentals.com	\$1,658.3	\$1,967.7	270	A 10.6-percent rental volume jump and 12.7 total volume. Herc plans to drive rental revenue growth through an urban market strategy, fleet and customer diversification initiatives and strong market environment. Fourth quarter rental revenue growth reflected strong growth from local accounts. Offering ProControl program combining account management and telematics in an all-in-one tool that includes real-time reporting. Continuing growth in industrial and entertainment sectors.

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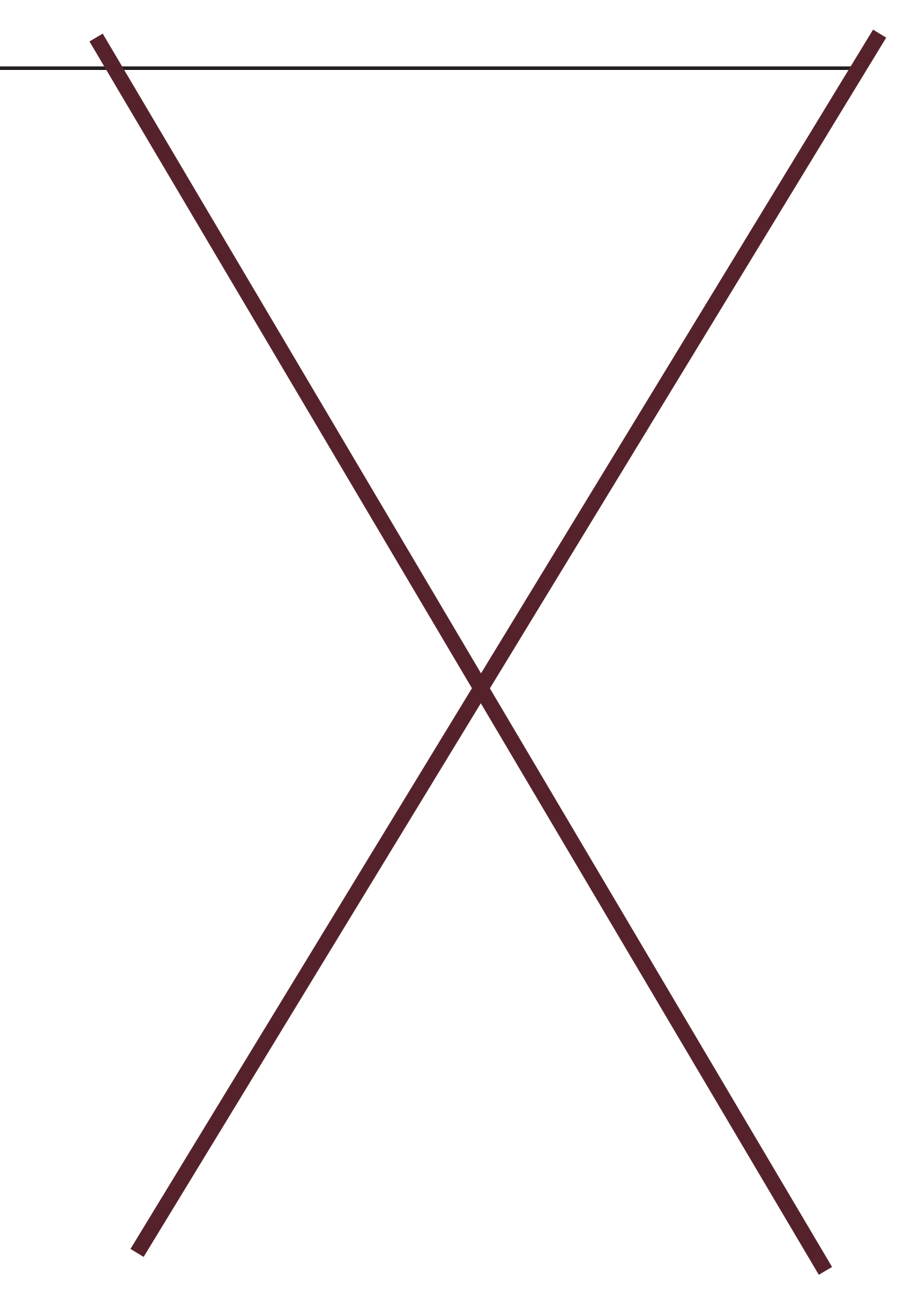
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4	HOME DEPOT RENTALS (4) Atlanta Richard Porter www.homedepotrents.com	\$940.0	n/a	1,358	A 9.6-percent rental volume hike for Home Depot rental department focused on growing heavy equipment and moving truck rental businesses. Expanding the HD Rental business to more Home Depot stores is another key growth initiative.
5	MAXIM CRANE WORKS (5) Newport, Ky. Bryan Carlisle www.maximrents.com	\$920.0*	n/a	56	Offers a varied crane rental fleet, heavy hauling services and specialized crane and rigging services. Acquired the assets of Cincinnati-based Tri-State Crane, a strategic move to expand Maxim's existing tri-state operations and facilitate growth in Ohio, Kentucky and Indiana. Acquired 15 large-capacity Tadano rough-terrain cranes, expanding fleet largely to meet the needs of the petrochemical industry. Also added 19 new cranes from the Grove rough-terrain and truck-mounted ranges and the National Crane boom truck line. Recently acquired New Orleans-based B&G Crane, one of the largest providers of crane rental in the Gulf Coast region.
6	BRAND/SAFWAY (6) Kennesaw, Ga. Bill Hayes www.safwaygroup.com	\$900.0	\$4,800.0	240	Volume numbers include international revenues. Locations total 340 worldwide. Acquired Century Elevators, provider of construction and industrial elevators, material hoists, and transport platforms in the Gulf Coast region and beyond. Offering access, scaffolding and industrial services, forming and shoring solutions to industrial, commercial and infrastructure end markets, oil and gas, power generation, and commercial construction.
7	AHERN RENTALS (7) Las Vegas Don Ahern www.ahernrentals.com	\$651.7	\$802.9	88	Truly becoming a national player with branches in more than 30 states, and has added an international component as well. Recently added Arlington, Wash. Owner Ahern has become a major player in manufacturing as well with Xtreme forklifts, telehandlers, truck beds and cubes, and majority ownership in Snorkel aeriels.
8	H&E EQUIPMENT SERVICES (10) Baton Rouge, La. Bradley Barber www.he-equipment.com	\$592.2	\$1,200.0	96	Equipment rental revenues leaped 23.6 percent, while total revenues jumped 20.3 percent. Completed acquisition of Rental Inc., six branches in Florida and Alabama, in April '18, and early this year finalized acquisition of We-Rent-It, six branches in Texas. Opened new branches in Aledo, Texas, and North Phoenix, and relocated to larger facilities in San Diego; Tulsa; Midlands and Austin, Texas; Savannah, Ga., and Salt Lake City, part of ongoing expansion. Promoted Bradley Barber to president, CEO and a director of the company; John Engquist named executive chairman; and former chairman Gary Bagley remains as a director.
9	SUNSTATE EQUIPMENT CO. (9) Phoenix Chris Watts www.sunstateequip.com	\$565.0*	n/a	69	Expansion continues with locations in the Pacific Northwest (Portland, Ore.); as well as the Southeast (Atlanta and Charlotte, N.C.). Launched new Trench Safety division, with first branch in Houston. In addition to renting trench safety equipment and accessories, Sunstate is offering OSHA-compliant competent person and confined space awareness training to help educate users on proper installation, daily inspection steps and offering safety protocols to work safely in a variety of conditions.
10	AGGREKO NORTH AMERICA (11) Houston Charley Royce, managing director, North America Bruce Pool – managing director, Rental Solutions Chris Weston, CEO Aggreko plc www.aggreko.com	\$464.3	\$640.6	63	A 23.8-percent rental volume increase for power generation, temperature control and oil-free air specialist. Introduced GT-20 and GT-40 modular industrial cooling tower; moved SelectTech program to San Jacinto College; expanded remote operations center to cover all global locations; achieved record year in safety TRIR rating; continuation of post-storm work in Puerto Rico and Houston; powered the Winter Olympics in Korea and awarded contract for the 2020 Summer Olympics in Tokyo. Installed 32 MW natural gas generator microgrid in West Texas with SCRs. New branches in Bakersfield, Calif.; North Houston, Texas; Burlington, N.C.
11	ALL FAMILY OF COMPANIES (12) Cleveland Michael Liptak www.allcrane.com	\$415.0*	n/a	37	Has more than 3,500 pieces of lifting equipment, mostly cranes but also has a fleet of booms, scissors and telehandlers. Company was founded by the Liptak brothers in 1964.

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12	TNT CRANE & RIGGING (15) Houston Mike Appling www.tntcrane.com	\$314.0	\$444.0	43	Merged with Allison Crane & Rigging and acquired the crane division of Affirm, a subsidiary of Select Energy Services. Both events supported the expansion of TNT's activity in the oil-rich Permian Basin. Jumped nearly 70 percent in rental volume.
13	XYLEM INC. (15) Rye Brook, N.Y. Dave Flinton www.xylem.com	\$250.0	n/a	56	A 21.3-percent rental volume jump for international water specialist that manufacturers and rents Godwin and Flygt pumps. In a move designed to bring the company's global leadership in engineered water technologies to the growing rental market, Xylem is presenting a new approach and look to its long-standing, dedicated rental solutions business with the debut of Xylem Rental Solutions earlier this year. Xylem Rental Solutions designs, builds, and operates scalable turn-key systems that helps cities and industries solve complex, challenging water problems.
14	BATTLEFIELD EQUIPMENT RENTALS (14) Stoney Brook, Ontario Randy Casson www.battlefieldequipment.ca	\$235.0	n/a	70	11.4-percent rental volume growth for rental arm of Toronto, one of the world's largest Caterpillar dealers. Also strong with Genie, JLG, Atlas Copco, Honda, Sullair, Wacker Neuson, Allmand Brothers and more.
15	AMECO (13) Greenville, S.C. Tracey Cooke www.ameco.com	\$220.5	\$473.7	17	A major player in equipment rental, tool management, scaffold rental, equipment maintenance. Goes beyond equipment rental by offering logistics and risk management and will procure, stage, prep and ship equipment to remote areas anywhere. Completely manages jobsites, offering asset disposition at project end; initial cash outlay/negative cash flow; inventory utilization; protection from tool loss, theft and abuse; multiple invoices from suppliers; warehousing of tools and supplies; manages safety gear; customizing equipment and services to jobsite needs.
16	RING POWER (16) St. Augustine, Fla. Randy Ringhaver www.ringpower.com	\$210.0*	N/A	23	Infrastructure and roadbuilding work holding up good, as is the housing market in north Florida.
17	GROUPE LOU-TEC (22) Anjou, Quebec Daniel Lampron www.loutec.com	\$185.0	\$190.0	71	A strong year for Quebec's Lou-Tec, celebrating the company's 40th anniversary. Daniel Lampron takes over as the company's new president.
18	NESCO SPECIALTY RENTALS (18) Fort Wayne, Ind. Lee Jacobson www.nescorentals.com	\$181.4	\$243.1	14	Acquired N&L Line Equipment, which became part of NESCO's Utility Equipment Outfitters division, which offers parts, tools and accessories to utility, rail and communication markets. Changed name to NESCO Specialty Rentals, reflecting commitment to providing specialized equipment to the transmission and distribution markets, as well as telecom, rail and other markets. Last month announced an agreement with Capitol Investment Corp. to take NESCO public. Bill Plummer, former United Rentals CFO, joined the board of directors.
19	WARREN CAT (25) Midland, Texas Jim Nelson; Tommy Reynolds www.warrencat.com	\$172.3	n/a	17	A 42.3-percent rental volume hike for Oklahoma Caterpillar dealer, sparked by strong demand in oil and gas, pipeline, wind energy, highway and commercial construction. Continued investment and focus on expanded product offerings and rental solutions across all Warren Cat Rental locations. Awarded Gold rating from Caterpillar as a Rental Excellence Performance Dealer
20	OHIO CAT (19) Broadview Heights, Ohio Ken Taylor www.ohiocat.com	\$168.5	n/a	11	A record rental revenue year for Ohio Cat, with a 10.9-percent increase. Expansion is underway with five new Cat Rental Store locations being planned. Growing its Think BIG Technician Internship Program, training people on the job as they assist professional technicians, working hands-on with Cat machines and engines, earning degrees in applied science.

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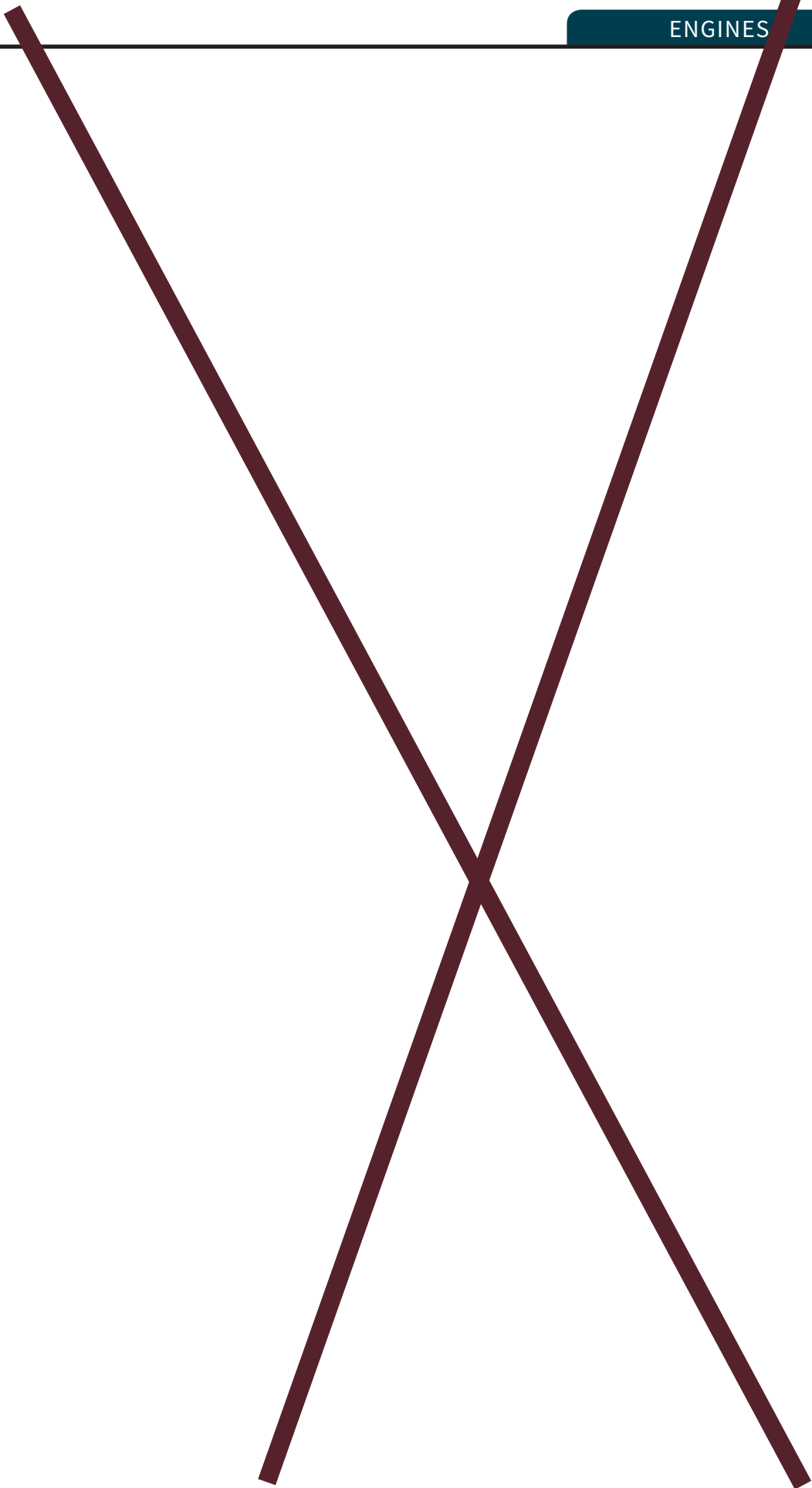
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21	CLEVELAND BROTHERS EQUIPMENT (23) Cranberry Township, Pa. Jay Cleveland Jr. www.clevelandbrothers.com	\$165.0	n/a	22	Record year and a 26.9-percent rental volume hike for Western Pennsylvania Caterpillar dealer, also serving northern West Virginia and western Maryland. Opened new One Call Rentals branch in Washington, Pa., southwest of Pittsburgh. Strength in the oil business a big driver for Cleveland Brothers.
22	HOLT CAT (21) San Antonio Peter J. Holt www.holtcat.com	\$164.0*	n/a	18	Company celebrated 85th anniversary in 2018. Bill Holt, son of Caterpillar founder Benjamin Holt, was authorized to operate the dealership for 60 southern counties of Texas in 1933, the company later becoming Holt Cat. Enjoyed a strong year in 2018.
23	KELLY TRACTOR (26) Miami Chris Kelly www.kellytractor.com	\$158.9	n/a	14	38.8-percent rental volume hike for south Florida Caterpillar dealership. Kelly Tractor consolidated had record fleet size at \$370 million in original equipment cost at the end of 2018. In addition to Caterpillar equipment, main product lines include Link-Belt cranes, IMT foundation drills, AGCO and Metso equipment.
24	FINNING (20) Edmonton, Alberta Scott Thomson www.finning.ca	\$154.0	\$3,674.0	19	Numbers reflect Canada operations, not including South American or U.K. operations. Caterpillar dealer for British Columbia, Alberta, Saskatchewan, Yukon, Northwest Territories and Nunavut, a vast territory with huge forestry, mining and petrochemical companies, offering for rent massive machines and attachments, a unique operation.
25	KIRBY-SMITH MACHINERY (32) Oklahoma City Ed Kirby www.kirby-smith.com	\$140.0	n/a	11	A 55.6-percent rental volume jump. Recently opened branch in McAlester, Okla., in southeastern Oklahoma as the company sees positive growth on the Highway 75 corridor in Oklahoma and Texas. The McAlester branch will fill in the distance between Tulsa and Dallas. Kirby-Smith is authorized dealer for Komatsu in Oklahoma, and dealer for Wirtgen, Takeuchi, Terramac and Manitowoc cranes. Promoted Brad Campbell, 40-year industry veteran, to vice president, product support. Company added 40 service technicians in 2018.
26	EQUIPMENT DEPOT (24) Houston David Turner www.eqdepot.com	\$135.0*	n/a	35	Particularly strong in forklift rentals, overall material handling and aerial rental.
27	CROSS-COUNTRY INFRASTRUCTURE SERVICES (-) Edison, N.J. Gerald Plescia crosscountryIS.com	\$133.0	\$240.0	20	Had 45 percent organic rental revenue growth compared to 2017, and 39 percent total revenue growth. Infrastructure equipment rental including specialized pipeline construction, testing. Also, a water management rental provider. Supplies and equipment sales round out the offering. Branches dispersed throughout the U.S. and Canada.
28	COOPER EQUIPMENT RENTALS (31) Mississauga, Ontario Doug Dougherty www.cooperequipment.ca	\$126.0	\$155.4	41	37-percent rental volume growth from growing and expanding Cooper, including revenue from January and February acquisitions Star Rental (British Columbia) and Prime Rentals (southern Alberta) as company continues growth in western Canada. Added branches in Ottawa and Oshawa, including a trench safety branch in Ottawa.
29	MUSTANG RENTAL SERVICES (30) Houston Brad Tucker www.mustangcat.com	\$122.0	n/a	11	A 29.8-percent rental volume leap for Mustang, major player in Houston and southeast Texas. Opened branches in El Campo and Splendora, Texas, in 2018 and plans three more in 2019.
30	SIMS CRANE & EQUIPMENT CO. (27) Tampa, Fla. Dean Sims www.sims Crane.com	\$120.0*	n/a	13	Recently launched Sims U., a paid, hands-on crane operator training school. By the end of the course, students will be expected to pass CDL Class A driving test, rigger and signalman certification and a core competency test of their crane knowledge.
31	CAROLINA CAT (-) Charlotte, N.C. Ed Weisiger Jr. www.carolinacat.com	\$117.2	n/a	25	Includes Carolina Cat Rental Store, Carolina Cat Power Systems, Liftone, Pinnacle Cranes and Southern Vac. In business since 1926, operating throughout western North Carolina.

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32	WAGNER RENTS (28) Denver Bruce Wagner www.wagnerequipment.com	\$111.2*	n/a	22	Continued growth for Wagner in Colorado, New Mexico and far west Texas. Strong growth driven by housing on the front range of Colorado, and oil and gas development in southeast New Mexico and northeast Colorado. About a 10-percent year-over-year estimated rental volume increase.
33	BRIGGS EQUIPMENT (29) Dallas Chris Meinecke www.briggsequipment.com	\$108.0*	n/a	33	General rental company, including cranes, and dealership, but historically particularly strong in material handling.
34	MacALLISTER MACHINERY (33) Indianapolis Chris MacAllister www.macallister.com	\$105.0*	n/a	22	Caterpillar dealer serving Indiana and Michigan, going back to the 1940s.
35	SKYWORKS (38) Buffalo, N.Y. Jerry R. Reinhart www.skyworksllc.com	\$89.4	\$120.9	17	A 25.2-percent rental volume increase for fast-growing aerial specialist, also growing in earthmoving, adding ASV, Takeuchi and Avant and renting skid-steer loaders and excavators. Acquired Southern Gulf Equipment, a western Florida-based general rental company as Skyworks goes in the general rental direction. Opening new stores in Pennsylvania and New Jersey and pursuing another acquisition.
36	STEPHENSON'S RENTAL SERVICES (35) Mississauga, Ontario Guy Manuel www.stephensons.ca	\$89.3	\$112.3	44	A 13-percent rental volume increase for long-time leading south Ontario rental company. Committed to growing with greenfield starts, most recently opened Aurora, Ontario, branch.
37	BLANCHARD MACHINERY (34) West Columbia, S.C. Joe Blanchard www.blanchardmachinery.com	\$85.0	n/a	7	South Carolina Caterpillar dealership with a wide range of construction equipment and aerial products.
38	WORLDWIDE GROUP (44) Houston Evan Greenberg; Mike Rooney www.worldwidemachinery.com	\$81.2	n/a	12	A 32-percent rental volume leap for heavy equipment and pipeline rental specialist. Working on increasing expansion in domestic rental market with new locations planned and, in some cases, already underway. Continuing focus of growth in earthmoving fleet allocation and diversification. New Automatic Welding Services Division providing welding services with proprietary system. Especially big with agricultural tractors, articulated trucks, cranes, dozers, excavators and flat-bed tractors, pipe-bending machines. Think big!
39	GREGORY POOLE EQUIPMENT CO. (37) Raleigh, N.C. Gregory Poole III www.gregorypoole.com	\$78.4	\$603.6	21	Specializing in heavy equipment in eastern Carolinas.
40	ART'S RENTAL EQUIPMENT (36) Newport, Ky. Ken Arlinghaus www.artsrental.com	\$77.0*	n/a	14	General rental in Ohio, Kentucky and Indiana with stores in Greater Cincinnati; northern Kentucky; southeast Indiana; Dayton, Ohio; Louisville and Lexington, Ky.
41	HOLT OF CALIFORNIA (42) Pleasant Grove, Calif. John Johnson www.holtca.com	\$75.2*	n/a	9	Pretty good year in Northern California's Central Valley. Good construction safety tips on its website. Works with ThinkBig to help develop equipment technicians at San Joaquin Delta College, training and educating its future service staff.
42	PUCKETT RENTS (39) Richland, Miss. Hastings Puckett www.puckettrents.com	\$72.0*	n/a	5	Mississippi Cat dealer offers a wide variety from small pumps and generators to telescoping forklifts, scissor and boom lifts, trench safety, contractor supplies and a full fleet of Caterpillar earthmoving machinery.
43	BOTTOM LINE EQUIPMENT (50) St. Rose, La. Kurt Degueyter www.bottomlineequipment.com	\$69.6	\$97.1	6	A 35.4-percent rental volume leap for industrial rental company in Louisiana and the Gulf Coast. Focusing on heavy construction equipment and specialty attachments. Recently opened a branch in Beaumont, Texas, to better serve the Texas market.

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44	ADMAR SUPPLY CO. (43) Rochester, N.Y. Joel DiMarco www.admarsupply.com	\$68.8	\$112.9	9	An 11.3-percent rental volume hike for upstate N.Y. and Pennsylvania general rental company. Not only an ongoing <i>RER</i> 100 listee but also a regular listee on the Rochester 100 listing of top companies in the area. Regularly holds "Demo Days" where customers can attend and be treated to demonstrations of the various kinds of equipment Admar offers with hands-on demos, specials and manufacturer promotions, talks with equipment experts, lunch, giveaways and door prizes. And Admar is "Official Construction Equipment Supplier of the Buffalo Bills." Will be opening a branch in Pittsburgh shortly.
45	FRANKLIN EQUIPMENT (57) Groveport, Ohio Troy Gabriel https://franklinequipment.com	\$67.9	\$94.9	18	A 50.8-percent rental volume boost. Record-breaking year in same store and new-store growth. Plans to expand in another six markets this year. Expanded geography has enabled them to reach more of customers' end markets. Adopted new software such as Rouse Analytics, Trackunit telematics, and expanded staff to support those enhancements. Will soon be opening in West Columbia, S.C. Coming soon with a skid-steer loader rodeo with Wacker Neuson!
46	LOUISIANA RENTS (41) Reserve, La. Clark Boyce www.louisianamachinery.com	\$63.2	n/a	6	Louisiana Cat dealer with a lot of heavy equipment, Sullair air compressors, compaction, forestry, offshore, trucks and power generation.
47	HUGG & HALL EQUIPMENT (52) Little Rock, Ark. John Hugg/Robert Hall www.hugghaul.com	\$61.5	\$298.0	12	21.8-percent rental volume jump for material-handling rental and sales specialist, which also offers aerial and earthmoving items. Major brands are Taylor, Toyota, Volvo, Crown, Bobcat, Doosan, Skyjack and more.
48	BEST LINE EQUIPMENT (46) State College, Pa. Adam Houseknecht www.bestline.com	\$61.1	\$169.6	13	A 7.0 percent rental revenue increase. Awarded Top 100 Best Places to Work in Pa. by Pa. Dept of Community & Economic Development. Results were driven by employee trust and satisfaction, reinvestment into current operations and equipment, high employee reward programs, and industry-leading pay and benefits. Continued focus and investments into service and maintenance operations with a growing emphasis on paid internships and apprenticeships. An authorized dealer for more than 60 major industry manufacturers. Recently opened new branch in Warminster, Pa., near Philadelphia, replacing Hatboro, Pa., location.
49	IMPERIAL CRANE SERVICES (40) Bridgeview, Ill. B.J. Bohne www.imperialcrane.com	\$58.3	\$64.8	5	Celebrating 50 years as a crane equipment rental and sales company in the Chicago area. A dealer for Merlo, Elliott and Tadano.
50	STAR RENTALS (47) Kent, Wash. Bob Kendall www.starrentals.com	\$56.9	\$79.9	18	7.8-percent rental volume growth for Star. Non-residential construction remains steady although the trajectory of growth has started to flatten. Expecting more modest growth in 2019 as Pacific Northwest becomes a bit overbuilt. Opening new Star Rentals Express branch in Seattle this month and is looking at some geographic expansion as Oregon and Washington populations have grown. Rental rate growth held back by oversupply of rental equipment in region with some providers expanding marketing mix and new companies entering the market. Launched Point of Rental's Inspection App for rental fleet maintenance, which brought dramatic new efficiencies to check-out and repair processes.
51	ACME LIFT (51) Mesa, Ariz. Woody Weld www.acmelift.com	\$55.7	\$60.8	1	Hitachi acquired 33.3 percent of Acme Lift. Acme enters the earthmoving re-rental market with Hitachi wheel loaders and excavators. Expanding air compressor offering to include oil-free air compressors. One of the industry's pace-setters in telematics.

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52	RENTAL EQUIPMENT INVESTMENT CORP. (48) Miami Beach, Fla. Kevin Fitzgerald reicorporation.com	\$55.0	n/a	28	Acquired All Rents Inc., Seaside, Ore., and opened branches in Moses Lake, Wash., and Logan, Utah. Expecting increased rental revenue this year as the two greenfield locations mature as well as same-store revenue growth across the network. Also expecting new acquisitions in 2019.
53	TITAN MACHINERY (45) West Fargo, N.D. David Meyer www.titanmachinery.com	\$54.7	\$1,261.5	75	Has more than 100 dealership locations worldwide, mostly in upper Midwest and mountain states and some in Europe. Primarily represents Case, New Holland and more, in construction, agriculture, aggregate and forestry.
54	TREKKER GROUP (65) Hialeah, Fla. Jose J. Cestero www.trekkergroup.com	\$53.8	\$131.0	14	A 47-percent rental volume surge for Florida and Puerto Rico-based rental company and distributor for Case Construction, Kobelco, Bobcat, Bomag, JLG, SkyTrak, Terex Trucks, and Rubble Master. Plans to expand to Atlanta this year and other southeast and Caribbean markets. Added Rubble Master and Schwarze sweepers to product mix. Has digital publication "Better Building" for construction and concrete contractors. Also offers forming systems, shoring systems, bridge forming, scaffolding, access, swing stages, and mast-climbing platforms.
55	LOCATION D'OUTILS SIMPLEX (49) Montreal Euclide Véronneau www.simplex.ca	\$53.0*	n/a	37	Customers can read a lot about their processes and the equipment from the website. One of Quebec's leading equipment rental companies.
56	ENERGY RENTALS SOLUTIONS-CAT (54) Houston Scott Milligan www.ers-cat.com	\$52.0	\$62.0	8	A 10.6-percent rental volume for Caterpillar power generation specialist. A Caterpillar dealer dedicated to the specialty rental business, with one of the largest rental fleets of temperature control, compressed air and power generation products on the Gulf Coast.

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- Tim Mikkelsen, Managing Director of Kapiti Hire

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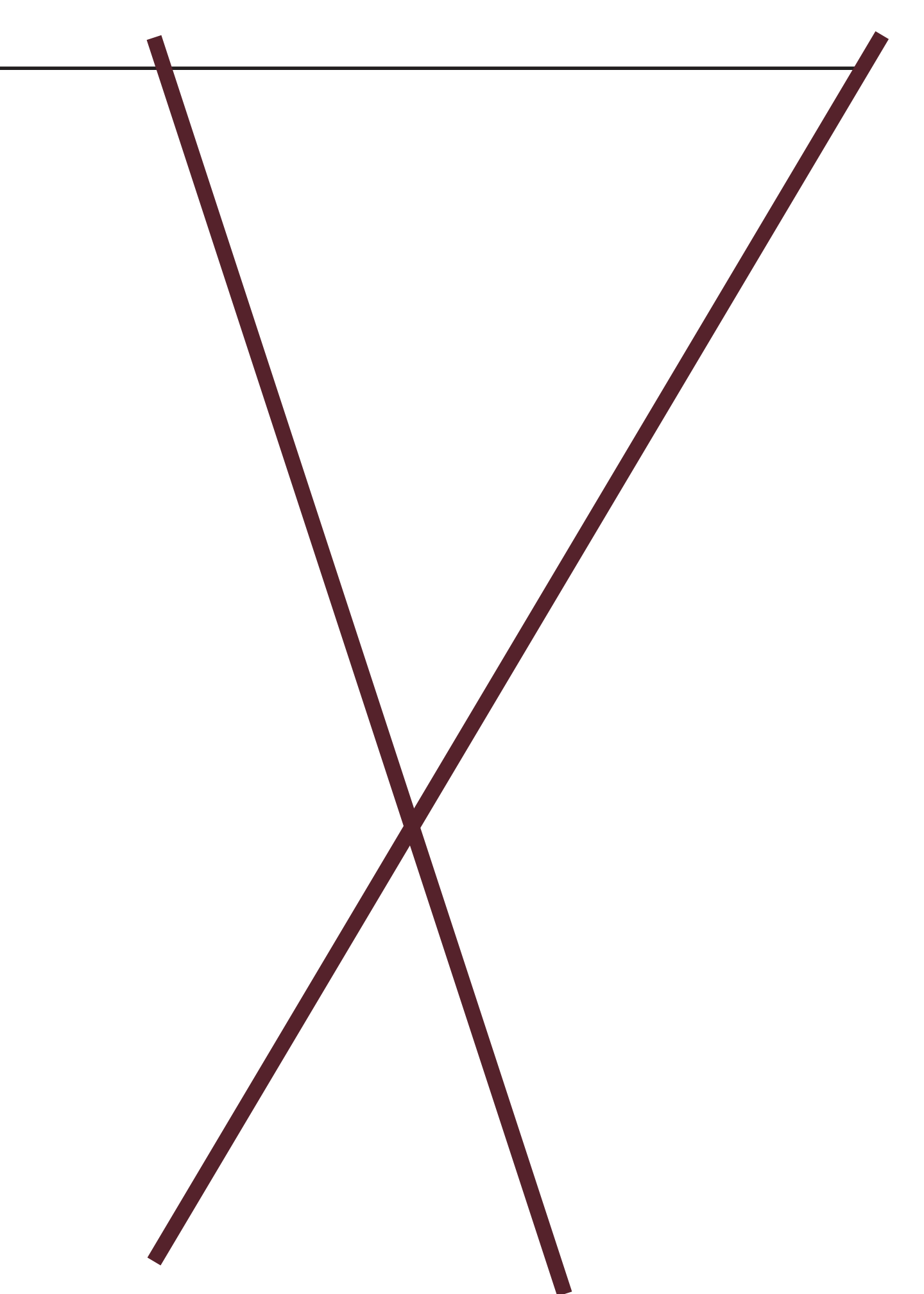
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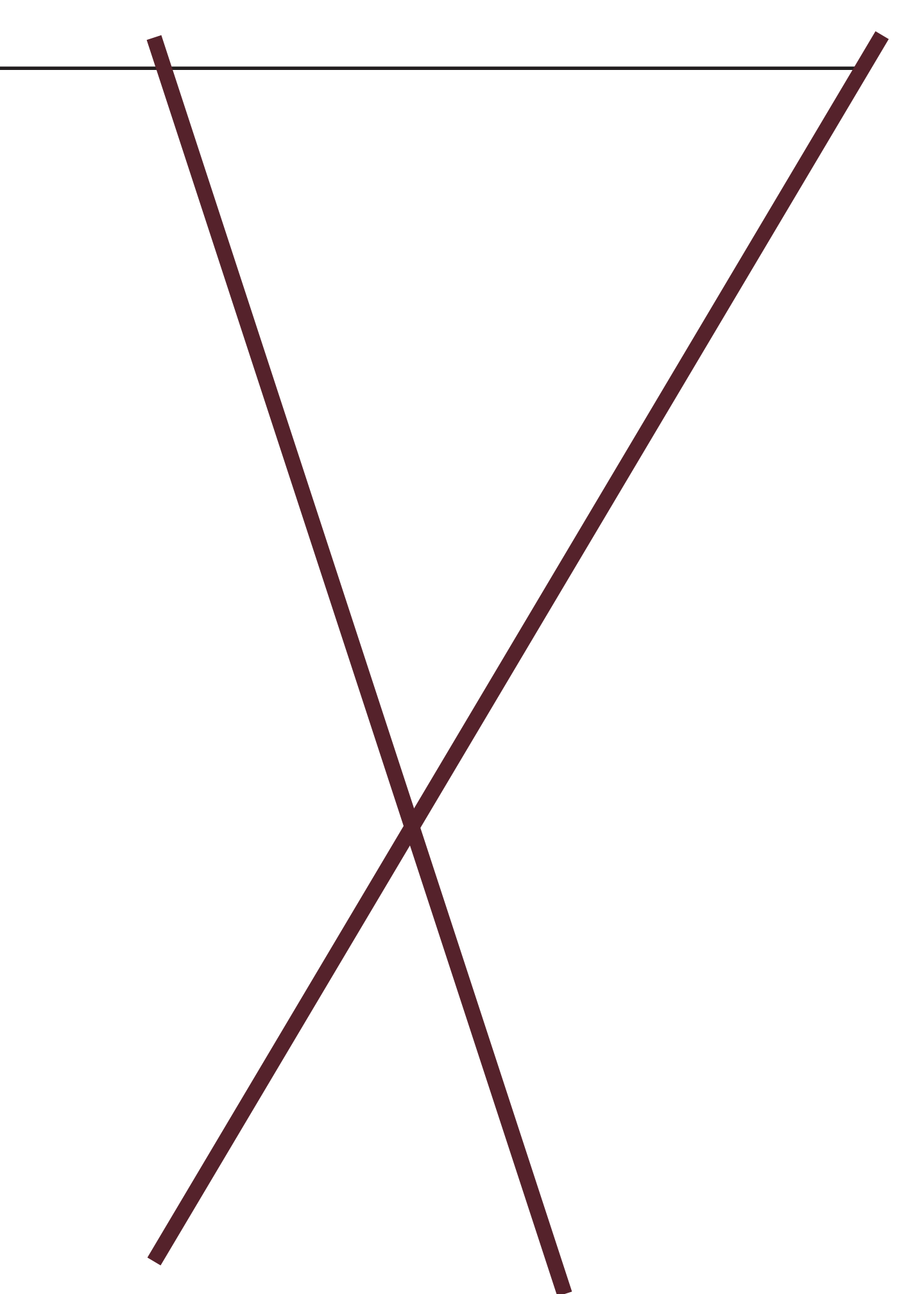
	Company Name (Last year's rank) Headquarters Top Officer Website	2018 Rental Volume in Millions	2018 Total Volume in Millions	Total Number of Outlets	Editorial Comments
57	RENTAL ONE (61) Colleyville, Texas Mike O'Neal www.r1equip.com	\$50.0*	\$77.0*	13	Estimated 19-percent rental volume uptick for leading independent third-generation rental company in Dallas-Fort Worth Metroplex. Recently opened branches in Van Alstyne and San Marcos, Texas.
58	LIFTING GEAR HIRE CORP. (58) Bridgeview, Ill. Tony Fiscelli www.lgh-usa.com	\$48.1	\$56.9	23	A 10.3-percent rental volume increase. Partnering with Rotrex, which specializes in rental of offshore winch rental, bringing more offshore rental opportunities to Lifting Gear in the Gulf of Mexico. Hosted Industrial Training International courses at its national headquarters, training attendees as rigging gear inspectors.
59	CBS RENTAL & SUPPLY (-) Houston Elizabeth Loge www.teamcbs.com	\$47.5	\$58.8	11	Had a 30-percent year-over-year revenue growth rate. Mostly in Texas with additional branches in Florida and Tennessee. General rental with access, earthmoving, power and air.
59	HIGH REACH CO. (55) Sanford, Fla. Lance Renzulli www.hr2f.com	\$47.5	\$57.7	5	Locations in Sanford, Tampa, Jacksonville and Deerfield Beach. Equipment used by convention centers, construction companies, theme parks, maintenance crews, industrial sites, power plants, paper mills, film crews, schools, space center contractors, port authorities, subcontractors, city, county and state municipalities.
61	COWIN EQUIPMENT CO. (61) Birmingham, Ala. James Cowin www.cowin.com	\$46.9	n/a	8	19.9-percent rental volume jump for Alabama distributor for Volvo, Grove, Kobelco, Takeuchi and Case Construction. Benefiting from strong economy, which it expects will continue in 2019. Awarded Volvo Construction Equipment Dealer of the Year in 2017; and was overall market share leader for Volvo Construction Equipment in 2014, 2016 and 2018.
61	CISCO EQUIPMENT (72) Odessa, Texas C.J. Sibert www.cisco-equipment.com	\$46.9	\$74.7	4	Oil expansion in the Permian Basin fueled 51.8-percent rental volume jump for Cisco. Led by new CEO, C.J. Sibert, Cisco increased by focusing on its project service division, mid-stream and upstream in the Permian. C.J. completed purchase of the business from his father Scott Sibert on Feb. 1, 2019. Celebrating 40-year anniversary, serving west Texas and southeastern New Mexico.
63	NATIONAL EQUIPMENT DEALERS (93) Lexington, N.C. Mitch Nevins www.ned-llc.us	\$46.5	\$164.8	9	National Equipment Dealers LLC was formed by merging May Heavy Equipment, Four Seasons Equipment and Earthmovers Equipment. Focused on three fast-growing economic areas: Texas (Houston and Dallas); the Carolinas (Raleigh, Lexington, Charlotte, Columbia, Greenville/Spartanburg, Charleston) and Florida (Orlando).
64	SOUTHEASTERN EQUIPMENT CO. (60) Cambridge, Ohio William L. Baker www.southeasternequip.com	\$45.6	\$156.5	21	Now offering Mauldin Paving Products at Indiana locations. Charles Patterson, president, retired after 46 years with the company, replaced by Mickey Gourley. Executive vice president Thor Hess honored with the Next Gen Award at Conway Center for Family Business in Columbus. Named Chris Kurz branch manager at North Canton, Ohio, store.
65	ABLE EQUIPMENT RENTAL (67) Deer Park, N.Y. Steven Laganas www.ableequipment.com	\$43.8	\$62.9	6	A 28.1-percent rental volume hike for Able. Increased its aerial work platform fleet by more than 60 percent from 2017. Opened three new full-line locations in Pennsylvania: Honey Brook, Allentown and Norristown. Successfully upgraded to new rental ERP software. Met increased demand for N.Y. metro entertainment industry production for items such as black booms. Doubled the physical size of the parts department space in the Deer Park headquarters facility. Hired Tom Caldaroni as chief financial officer. Authorized dealer for JLG, Genie, Multiquip and Sullair.
66	STOWERS MACHINERY (66) Knoxville, Tenn. Wes Stowers www.stowerscat.com	\$42.8	n/a	6	A 21.6-percent rental volume jump for East Tennessee Caterpillar dealer. Lisa Rottman promoted to vice president of marketing; Ed Rottman to executive vice president. 2018 one of Stowers' best years for revenue, expecting more minimal growth in 2019 with fairly flat revenue. Expects larger machine segment to be much better in 2019 with some larger highway work starting. Stowers became a Metso dealer for portable crushers and screens.

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	Company Name (Last year's rank) Headquarters Top Officer Website	2018 Rental Volume in Millions	2018 Total Volume in Millions	Total Number of Outlets	Editorial Comments
67	ILLINOIS TRUCK & EQUIPMENT (75) Morris, Ill. Rolf Helland www.iltruck.com	\$40.3	\$67.8	2	A 42.9-percent rental volume increase. Celebrating 30th year in business. Continued growth expected for 2019. New hires being added to support the business. Triadelphia, W. Va., branch helps provide a gateway to the East for Midwest-based company. Fleet has grown to more than 2,000 units with an original acquisition cost in excess of \$125 million. Owner and president Rolf Helland playing a vital role in adapting to the changing business environment and fleet-planning strategies.
68	B&G EQUIPMENT & SUPPLY (69) Birmingham, Ala. Marty Hardin www.bgequipmentsupply.com	\$40.0	\$45.5	6	A 23.5-percent rental volume jump for B&G. Top lines include Komatsu, Caterpillar, JLG, John Deere, Volvo, Genie, JCB and Skyjack. With branches in Alabama, Florida, Georgia and Tennessee, has short-term plans to expand in Dallas and the Carolinas.
69	LEPPO GROUP (73) Tallmadge, Ohio William Glenn Leppo www.leppos.com	\$37.8	\$110.0	8	A 32.2-percent rental volume hike as both construction and energy-related rentals expanded. Total revenue grew 43 percent based on strong Bobcat and significantly increased access equipment sales, driven by new customers, including many rental companies who were struggling with long manufacturer lead times and the market's inadequate inventory of new and quality used equipment. The December addition of a new Razor Rents in Midland, Texas, increased locations to eight – six Leppo Rents and two Razor Rents (focused on rentals to the oil-and-gas industry).
70	BERRY COMPANIES (71) Wichita, Kan. Walter Berry www.berrycompaniesinc.com	\$36.9	\$441.6	33	16.8-percent rental volume hike for Bobcat, Komatsu and Yale/Hyster distributor. Added Hyster line at four locations in Kansas. Good year particularly in Houston, Dallas and Colorado. Plans to add a store in the Dallas area later in the year. Cautiously optimistic about the economy, but senses there will be a correction sometime in the future. Acquired the assets of Sellers Equipment in September.
71	NORTH CENTRAL RENTAL & LEASING, a subsidiary of Butler Machinery Co. (64) Fargo, N.D. Dan Butler www.butler-machinery.com	\$35.3	n/a	18	Slight rental volume drop for North Dakota Caterpillar dealer, which also has branches in South Dakota and Nebraska.
72	WAJAX CORP. (73) Mississauga, Ontario Mark Foote www.wajax.com	\$34.9	\$1,481.6	63	A 9.4-percent rental volume increase for Canadian distributor with growth driven by targeted categories of construction, material handling and engineered repair services, with strong increases in mining, power and industrial parts. A record year for workplace safety program with a 26-percent decline in recordable injuries.
73	PDQ RENTALS (77) Santa Fe Springs, Calif. Dennis Turner www.pdqrentals.com	\$32.7	\$40.3	3	A 17.2-percent rental volume jump for one of the leading players in the Los Angeles area.
74	DIAMOND RENTAL (76) Salt Lake City Mark Clawson www.diamondrental.com	\$32.0*	n/a	11	Continues to grow along Utah's Wasatch Front with a wide-ranging inventory of equipment and tools.
75	CLOVERDALE EQUIPMENT CO. (80) Oak Park, Mich. Todd Moilanen www.cloverdale-equip.com	\$31.4	\$51.0	3	24.6-percent rental volume leap for Michigan rental company. Completed construction last May and moved into new 20,000-square-foot facility in Norton Shores, Mich. Establishing fourth location in Pittsburgh. Named 2018 dealer of the year for Broderson Manufacturing Corp., the number one distributor worldwide for BMC.
76	CLAIREMONT EQUIPMENT (78) San Diego Jerry Zagami www.clairemontequipment.com	\$30.0	n/a	6	A 7.9-percent rental volume increase for leading Southern California Komatsu dealer. Also, a dealer for Avant, Terex, Gorman Rupp, JLG, Dynapac, Takeuchi and Yanmar, and a wide-ranging rental inventory.

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77	4 RIVERS EQUIPMENT (79) Greeley, Colo. Keith Olson www.4riversequipment.com	\$29.9	n/a	8	Mostly a dealer and rental company for John Deere products.
78	HAWTHORNE RENTALS (68) San Diego David Ness www.hawthornecat.com	\$28.5	n/a	10	Launched the new Hawthorne Inventory App designed to simplify browsing selection of new and used inventory, get pricing details, view updated equipment information and more. A progressive web app, no download is required to access features. Can contact Hawthorne sales reps through the app, text with co-workers and more. Adding new Level 1 operator training courses to increase productivity, reduce operating costs and maximize safety. Covering foundations to advanced training specific to jobsite needs, with classroom instruction, simulator training, and hands-on experience with backhoe loaders, dozers, excavators, mini-excavators, motor graders, skid-steer loaders and wheel loaders.
79	ECCO EQUIPMENT CORP. (72) Santa Ana, Calif. David Schmid www.eccoequipment.com	\$28.1	n/a	13	Specializing in heavy equipment, especially Caterpillar, Deere and Klein water towers and trucks. Discontinued Canadian operations in 2017, grew U.S. revenue 8 percent. Has an inventory of more than 500 heavy earthmoving machines and watering equipment.
80	ANDERSON EQUIPMENT CO. (83) Bridgeville, Pa. Judy Anderson www.andersonequip.com	\$27.4	n/a	18	A 31.1-percent rental volume jump with increased demand in the energy, forestry, and scrap markets. Natural gas pipeline construction has driven robust growth in Anderson's rental operations. A major Komatsu dealer, also Takeuchi, Epiroc, Morooka, Timberpro and Sennebogen.
81	ROLAND MACHINERY (84) Springfield, Ill. Ray Roland CEO Matt Roland president www.rolandmachinery.com	\$25.5	\$203.3	17	A 24.4-percent rental volume boost. Total volume figure is equipment sales only. Major lines are Komatsu and Wirtgen. Branches in Illinois, Wisconsin, Missouri, Indiana and Michigan. New branches in Slinger, Wis.; and East Peoria, Ill.
82	AMES TAPING TOOLS (81) Suwanee, Ga. Jay Davisson www.amestools.com	\$24.2	n/a	73	A 12.6-percent rental volume increase for automatic taping and finishing tool rental specialist to the drywall industry. Jay Davisson takes over as CEO, replacing Fred Daniels, who played a major role in the company's growth. New greenfield locations in Aurora, Colo.; Bradenton, Fla.; and Birmingham, Ala. Added field specialists to provide onsite technical demonstrations and training support in major markets of Washington, D.C., Atlanta, Birmingham, Miami, Houston and Austin. Using analytical software to relocate lower performing stores closer to customer base. Added more than 400 new rental customers with innovative, long-term pricing model. Plans to open at least three new branches, service center process automation, new tools, and customer events throughout the network.
83	LIZZY LIFT (94) Elmhurst, Ill. Jennifer Lombard, president; Elizabeth Faruzzi, operations manager www.lizzylift.com	\$23.9	n/a	2	53.2-percent rental volume burst for certified women-owned business enterprise. Offering restoration services. Increased fleet by 40 percent. New line of equipment: JLG 40' to 135' aerial boom; JCB EL scissorlifts; Genie 33/84 rough-terrain scissorlifts; 20K Skyjack ZB2044 telehandler; 15K Extreme XR 1570 telehandler.
84	BIRCH EQUIPMENT RENTAL & SALES (88) Bellingham, Wash. Sarah Rothenbuhler www.birchequipment.com	\$21.4	n/a	8	A 17.6-percent rental volume jump for Birch. Providing to commercial, manufacturing, government and industrial customers throughout Washington and Alaska. The Birch Golf Classic charity golf tournament – established and run by Birch – is again on track to gross more than \$300k for organizations helping homeless and victims of human trafficking transition off the streets to better support systems.
85	DURANTE RENTALS (86) Mt. Vernon, N.Y. Anthony Durante, John Durante, Chris Jones www.duranterentals.com	\$21.3	\$46.9	10	Total volume jumped 52 percent. Won special recognition for making the Inc. 5000 for the sixth year in a row. Opened location in northern New Jersey. Re-designed website, celebrating 10th anniversary. Expects demand to increase for aerials and telehandlers in 2019. Has more equipment, less downtime, more locations and staff. Plans further expansion in 2019.

	Company Name (Last year's rank) Headquarters Top Officer Website	2018 Rental Volume in Millions	2018 Total Volume in Millions	Total Number of Outlets	Editorial Comments
86	NATIONAL LIFT TRUCK (90) Franklin Park, Ill. Jeff Paul DuBose www.nlt.com	\$19.8	\$59.0	6	A 13.8-percent lift for forklift rental specialist. Opened branch in Middletown, N.Y. Broad product range allows NLT to capitalize on a diverse customer base in the industrial market. 2018 showed continual growth and expansion in the industrial storage and trucking business. Expects opportunities for growth across all departments in 2019.
87	CHAMPION RENTALS (87) Houston James Horsley www.champrentals.com	\$19.4	\$24.1	4	Continued growth for Houston-area general rental company. Currently remodeling stores.
88	EQUIPMENT FINDERS (89) Nashville, Tenn. Scott Hatcher www.efitn.com	\$18.8	\$22.1	1	Purchased four acres of property adjacent to current location for anticipated growth. Continuing work on "request to delivery" electronic fulfillment process. Expecting double-digit organic growth in 2019.
89	STRONGCO EQUIPMENT (92) Mississauga, Ontario Robert Beutel www.strongco.com	\$18.5	\$412.0	32	Rentals up 10.1 percent for Canadian distributor. A top dealer for Volvo, Case and Manitowoc. Had increased rental revenue across Canada, particularly western Canada. Higher sales of construction equipment across the country, increase sales of used equipment, especially in western Canada. Lower crane sales, particularly in western Canada. Market share in general construction equipment up all over Canada. Overall outlook for Canadian economy expected to continue moderate growth in 2019. Customers continued to show preference for rental in 2018, and caution in Alberta led to more customers preferring rental.

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	Company Name (Last year's rank) Headquarters Top Officer Website	2018 Rental Volume in Millions	2018 Total Volume in Millions	Total Number of Outlets	Editorial Comments
90	LALONDE EQUIPMENT RENTALS (91) Signal Hill, Calif. Brian LaLonde www.rjlalonde.com	\$17.1	n/a	2	For most of the year utilization was at all-time highs, however had pockets of softness in spring and summer. 2019 looks strong. Has increased rental rates, added to its fleet, and customers claim they have the best backlog in years. Still, keeping a cautious eye on numbers, with the awareness that this expansion can't go on forever.
91	AACTION RENTS (96) Windsor, Calif. John Grill www.aactionrentals.com	\$16.7	\$19.8	6	A 13.7-percent rental volume hike for Northern California rental company. Total revenue grew more than 20 percent. The massive 2017 fires in the area and a strong economy were strong contributors to that growth. Expecting 10- to 13-percent growth in 2019; budgeted for software programs to drive efficiencies. Still anticipating a downturn at some point.
92	ACCES LOCATION+ (97) Beloeil, Quebec Luc Bertrand www.acceslocation.com	\$16.4	\$17.9	1	13.1-percent rental volume hike. Harold Dubé, president and founder of Acces Location+ has retired, sold his shares to the other shareholders and Luc Bertrand is now president. Added 248 machines to fleet in 2018. Named François Garon as director of Acces Location+ operations. Was named one of Canada's Best Managed Companies, recognized for fast and efficient service, unique expertise and quality of equipment offered to customers.
93	AMERICAN SCISSOR LIFT (99) Stockton, Calif. Michael Mehltratter	\$15.9	\$17.9	4	19.5-percent rental volume burst for aerial rental specialist. Customers appear to be busy for the foreseeable future. Opening a new branch in Anaheim, the company's fifth, strengthening Southern California operations.
94	STEPHENSON EQUIPMENT (-) Harrisburg, Pa. Bob Criste stephensorequipment.com	\$15.8	n/a	8	Main product lines include Manitowoc, Grove, National, JCB, LeeBoy, Bomag and Elliott. Primarily focuses on Pennsylvania and New York and surrounding areas. Offers CCP prep courses with hands-on training and practical testing at various facilities.
95	F&M MAFCO (82) Cincinnati Bill McKenna www.fmmafco.com	\$15.6	n/a	5	Specialists in lifting & rigging, welding, hydraulics and material handling. Currently has four field service trucks equipped with welders, air compressors and auto cranes. Technicians can do crane boom and heavy equipment repair.
96	PRO ACCESS RENTALS LLC (-) Oklahoma City David Evans www.proaccessrentals.com	\$15.5	\$17.9	4	New Kobelco excavator dealer for Oklahoma. Also offers JLG, John Deere, Okada and more for construction and pipeline equipment rental. Offers forklift and aerial training.
97	ILLINI HI-REACH (95) Crown Point, Ind. Larry Workman www.hi-reach.com	\$15.3	n/a	5	2018 was first full year of ESOP transition. Adding drivers and trucks and trailers to answer rental demands and geographic areas cover as company is covering more markets than ever before. Still aerial equipment and telehandlers are sole focus for customer base, with five locations from northern Illinois to northern Indiana. Improving on internal efficiencies and procedures for progress on trucking, customer service and fleet management. Crown Point, Ind., facility leading the way for fleet repairs and refurbishment.
98	A TOOL SHED (97) Santa Cruz, Calif. Robert Pedersen www.atoolshed.com	\$13.7	n/a	7	Northern California rental company welcomes the fourth generation of the Pedersen family to the company.
99	BEJAC (-) Placentia, Calif. Ron Barlet www.bejac.com	\$13.0	n/a	8	Offering the big end of construction, demolition, forestry, recycling, material handling with brands such as Link-Belt, Liebherr, Komptech, Diamond Z and Timberpro.
99	HERC-LIFT (101) Maple Plains, Minn. Tom Showalter www.herculift.com	\$13.0	n/a	9	An 18.2-percent rental volume lift for Minnesota aerial and material-handling specialist.

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Good Enough to Dream

These fine rental companies almost made the *RER* 100, and were close enough that we thought we'd list them anyway!

	Company Name (Last year's rank) Headquarters Top Officer Website	2018 Rental Volume in Millions	2018 Total Volume in Millions	Total Number of Outlets	Editorial Comments
101	ROAD MACHINERY (100) Phoenix Sloan Brooks www.roadmachinery.com	\$12.8*	n/a	12	Sixty years in business, a leading Komatsu and Terramac dealer.
102	HTE TECHNOLOGY (-) St. Louis Nick Gutierrez htetech.com	\$12.5	n/a	2	Offers diesel, electric and oil-free air compressors, dessicant dryers, abrasive blast solutions and more.
103	A TO Z EQUIPMENT RENTALS & SALES (102) Gilbert, Ariz. Vicki Dickerson a-zequipment.com	\$12.0	\$29.9	4	Main product lines include New Holland, Wacker Neuson, Big Dog, Honda, Stihl, Echo, Bandit, Genie and Target.

Another Double-Digit Increase for the *RER* 100

Year	Rental Revenue (millions)	% Change
2018	\$25,213.1	+15
2017	\$21,917.0	+13.6
2016	\$19,299.4	-2.9
2015	\$19,355.1	+9.2
2014	\$17,728.1	+15
2013	\$15,417.1	+10.4
2012	\$13,967.3	+15.7
2011	\$12,067.4	+17.6
2010	\$10,260.5	-0.5
2009	\$10,311.8	-25.3
2008	\$13,802.5	-0.36
2007	\$13,853.6	+4.3
2006	\$13,282.5	+14.5
2005	\$11,599.4	+15.1
2004	\$10,075.6	+12.3
2003	\$8,973.8	+1.3
2002	\$8,861.5	-6.4
2001	\$9,467.1	+7.1
2000	\$8,757.0	+25

(Total numbers include companies 1-100, not including 101-103.)

Consolidation Rolls On

Six companies from last year's RER 100 were acquired since last May and are no longer listed.

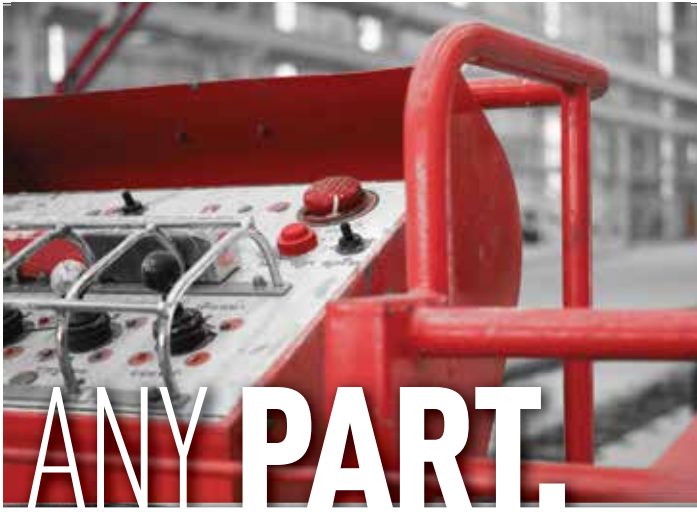
Acquired List (Last Year's Rank)	Acquired By
BlueLine Rental (8)	United Rentals
Thompson Pump (53)	United Rentals
Patten Industries (56)	Altorfer Caterpillar
WesternOne Rentals & Sales (59)	United Rentals
Temp-Air (62)	Sunbelt Rentals
We-Rent-It (84)	H&E Equipment Services

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How the Top 10 Did

Year	Rental Revenue (in millions)	% Change
2018	\$18,231.5	+17.1
2017	\$15,574.5	+17.2
2016	\$13,291.1	+4.9
2015	\$12,673.6	+10.4
2014	\$11,477.8	+15.6
2013	\$9,927.6	+11.2
2012	\$8,930.8	+15.4
2011	\$7,739.8	+18.8
2010	\$6,516.1	-0.8
2009	\$6,568.4	-26.3

Year	Rental Revenue (in millions)	% Change
2008	\$8,906.8	-3.3
2007	\$9,208.2	+2.8
2006	\$8,961.0	+13.4
2005	\$7,903.7	+12.9
2004	\$7,001.9	+8.9
2003	\$6,430.2	-0.5
2002	\$6,459.7	-7.0
2001	\$6,946.7	+7.1
2000	\$6,486.9	+32

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Road Trip

If you decided to take a road trip to visit the headquarters of all 100 RER 100 companies, where would you start? The biggest cities in the U.S. and Canada? New York? Los Angeles? Chicago? Nope! But go a little farther down the list to the fifth largest in the U.S. and Canada, and that would be Houston, headquarters to eight companies on the RER 100. And there are another five in the state of Texas, which leads the board with 13 RER 100 headquarters.

Next among states is California with 10, although only two are in what would loosely be called the L.A. metropolitan area – PDQ Rentals in Santa Fe Springs and LaLonde Equipment Rentals in Signal Hill, Calif. Six companies are in Southern California and four in a loose definition of northern.

Next would be Florida with seven companies scattered around the state. Illinois is next with six, and Ohio and Canada’s province of Ontario each have five (four in the Toronto suburb of Mississauga). Also, five in New York, with two (Able Equipment Rental and Durante Rentals) in the New York City metropolitan area. There are five in the Carolinas combined and four each in Pennsylvania and Indiana. The province of Quebec, Louisiana and Georgia each have three. 

RER 100 Headquarters by State

Texas	13
California	10
Florida	7
Illinois	6
Ontario	5
New York	5
Ohio	5
North and South Carolina	5
Pennsylvania	4
Indiana	4

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