

Great Morning! I'm going to jump around a bit today, but there's a few different things going on that I didn't want to get lost from a communication standpoint. Here goes:

Our 401k retirement plan advisor, Chris Strehle of Sound Financial Solutions, will be visiting each branch at the date/time shown. For those that aren't enrolled, I STRONGLY advise you to enroll and begin taking advantage of the dollar-for-dollar match we provide (up to 6%). 100% - taking advantage of our \$-for-\$ match in our retirement benefit is the easiest—and best—thing you can do to help save for your retirement. If you're not sure if you can swing it, try starting with just 1%. That gets you enrolled and started, which is sometimes the hardest part. Take the time that Chris provides you to ask questions, explore your own unique situation/circumstances, and pick his brain. If you have any questions or would like to schedule an additional one-on-one follow-up appointment with Chris, just let your team leader know and he/she will help you do so.

<u>Tuesday</u> <u>April 8th</u>	<u>Wednesday</u> <u>April 9th</u>
Lima 1pm	Vandalia (Loc 1) 8 am
	Columbus 1 pm
<u>Tuesday</u> <u>April 15th</u>	<u>Wednesday</u> <u>April 16th</u>
Florence 8:30 am	Maintenance 7:30 am
Beechmont 11 am	Franklin 10 am
Sharonville (Loc 9) 1 pm	
Sharonville (Loc 4) 2 pm	

Second, this week we'll be making some rental rate adjustments. While price adjustments are rarely anything anyone looks forward to, they're a reality of the current business environment we're in and we must do them to keep pace. As such, both our website and system (RentalMan) rates have increased by an average of 2% today. The exception to this is our daily rental rates have all remained the same. Currently, we review rental rates on a quarterly basis, and we'll continue to do so at least this frequently as the year progresses to ensure we're committed to providing the value our customers expect at a price that's in line with both market and customer expectations. If you have any questions and/or see anything that looks out of place, let your team leader know and he/she will assist.

Third, we're rounding third and headed for home in our launch of Specialized Onsite Services (SOS) rental division (Sharonville, OH). In preparation, you may have seen some new cat/cfs's populated in RentalMan. Or, you may have seen them and then they disappeared? That's all normal for this stage as we put the finishing system touches in place to be ready for our planned (unofficial) opening on April 7<sup>th</sup>. While our official public opening is scheduled for May 5<sup>th</sup>, we'll begin to take orders as of now, with all inquiries being funneled through Stacy Irons. More on this in next week's *Monday Minute*, but I wanted to give everyone a heads up since it's just around the corner and some of the things we're doing in preparation for it's launch are becoming publicly visible.

Finally, I thought it was worthwhile to let everyone know that MIPDOYLE is separating from the pack in our internal NCAA men's basketball March Madness tournament. Kudo's to everyone in the top 4 – best of luck!

	<u>Players</u>	<u>RD</u> <u>64</u>	<u>RD</u> <u>32</u>	<u>Sweet</u> <u>16</u>	<u>Elite</u> <u>8</u>	<u>Final</u> <u>4</u>	<u>Championship</u>	<u>Total</u> <u>Points</u>
1	● mipdoyle	30	30	24	8	0	0	92
2	● Steamroller315	27	26	24	8	0	0	85
3	● FRANKZTANK	26	24	24	8	0	0	82
4	● Tulkas	25	26	21	8	0	0	80

Here's what else I've got this morning so we all stay up to speed on what's going on:

**WEEKLY WIN** On Tuesday, 3/25, we received a call from Lithko (customer) who had a 36" concrete trowel out on rent that the recoil assembly had gone bad on, and they needed it fixed ASAP. All our road techs were dispatched out already and none of them were near the Lithko job. We reached out to Casey Corzatt, (Service, Loc 5) who is currently

working on transitioning from outside service to an inside mechanic position to see if he might be willing to go out & try to get Lithko up and running again. Without hesitation Casey said he was on it. He grabbed a new recoil assembly from the yard and headed out. Casey replaced the part and had Lithko up and running again in no time. Great work, Casey!

**SAFETY SECOND** - Keep your edge protected

USDOT FMCSA 49 CFR 393.104(f)(4): Edge protection must be used whenever a tiedown would be subject to abrasion or cutting at the point where it touches an article of cargo. The edge protection must resist abrasion, cutting and crushing.

Team Member Birthday and Anniversary Milestones			
Lee Hammonds	Anniversary	04/01	9-yrs
Scott McDonald	Anniversary	04/01	1-yr
Kemar Dunbar	Birthday	04/02	
Adam Virag	Anniversary	04/03	25-yrs
Paden Lopez	Anniversary	04/03	2-yrs
Lee Hammonds	Birthday	04/04	
Jeremiah Howard	Birthday	04/05	

Last Week's Fleet Additions		
Cat/Cls	Qty	Description
19 - 020	5	GEORGIA BUGGY, POWER RIDE
19 - 024	2	GEORGIA BUGGY, POWER RIDE-BATTERY
89 - 100	3	DUMP TRUCK, 6-YARD - DIESEL
89 - 121	1	WATER TRUCK, 2,000GAL - DIESEL

**Important Upcoming Dates**

- May 5<sup>th</sup> – SOS Grand Opening
- May 26<sup>th</sup> – Memorial Day (All Locations Closed)

To wrap up, we’ve had remarkable year-over-year growth this...again! For the third time this calendar year, we’ve meaningfully outperformed our forecasted rental revenue growth of 17% and are instead projecting that March 2025 will finish up over twice that (35%+)! This is incredibly difficult to do and something everyone has helped to make happen. And, for all your hard work has achieved a March bonus in excess of \$3.50 per hour worked for qualifying team members. I’ll let everyone know the final results in the next *Monday Minute*, but I couldn’t resist the temptation of passing along the great news early.

Happy Renting!

--Kurt