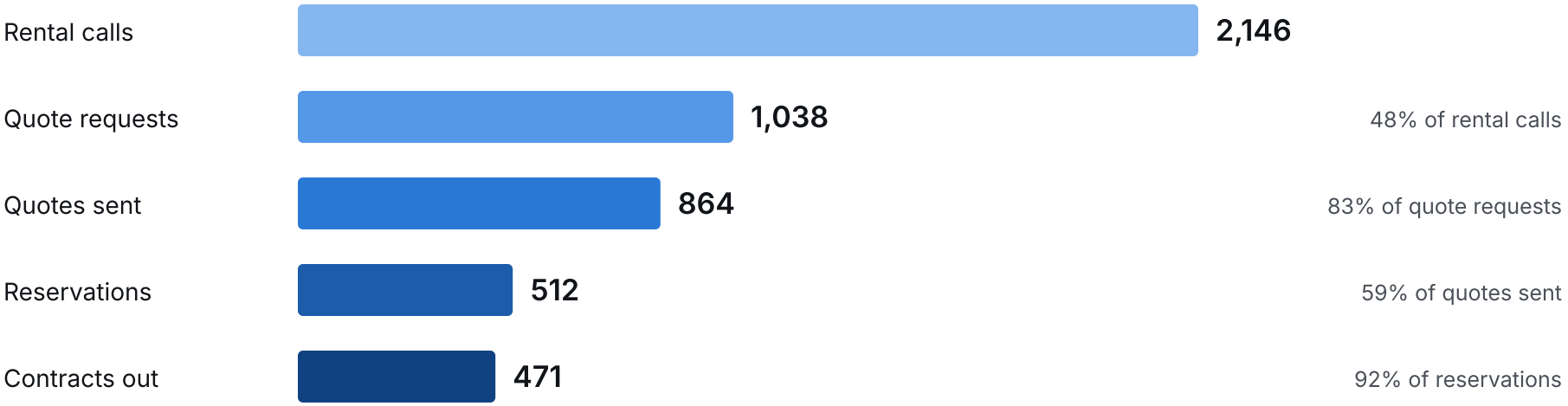
Rental revenue up $43,600 on September, led by aerial lifts

471 contracts went out in October, up 33 from September and 59 from October last year. Telehandlers ran at 88% time utilization and the counter logged 9 telehandler requests as unavailable. 141 calls hung up before anyone answered; at this month's rates that is ~31 contracts and ~$35,200 in rental revenue.

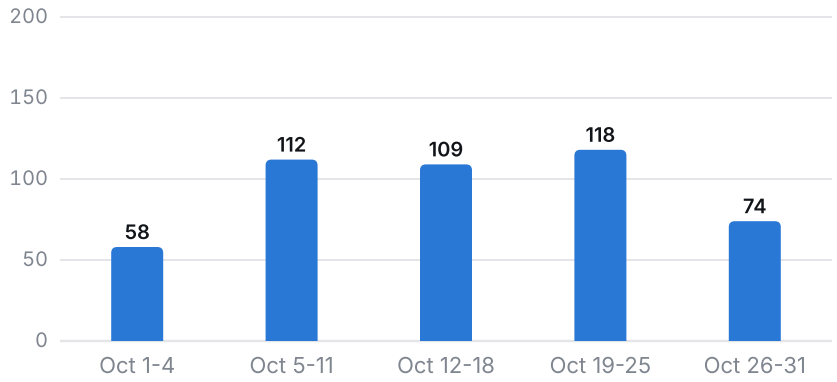
2,146	864	471	$536,300
rental calls	quotes sent	contracts out	rental revenue

From 2,146 calls to 471 contracts

Nearly half of rental calls asked for a quote, and 92% of reservations went out on contract. The biggest drop is between quote and reservation, where 352 quotes did not turn into a booking.



Contracts out by week



Against earlier months

Period	Contracts	Rental revenue
October 2026	**471**	**$536,300**
September 2026	438	$492,700
October 2025	412	$471,900

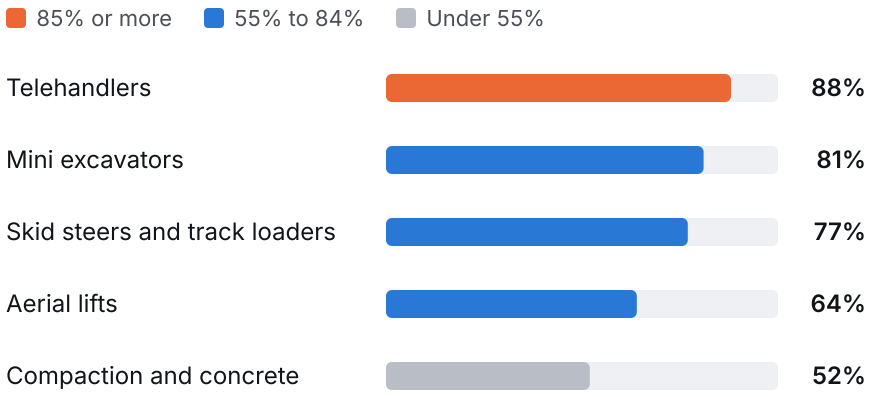
The last week of the month covers six days (Oct 26 to 31), which is why it reads low.

Revenue and utilization by equipment class

Aerial lifts added the most revenue this month. Telehandlers are close to sold out, while compaction and concrete equipment sat idle almost half the time.

Class	Fleet units	Time utilization	Contracts	Rental revenue	vs September
Mini excavators	38	81%	96	**$148,200**	+$11,300
Skid steers and track loaders	44	77%	118	**$131,600**	+$4,200
Aerial lifts	92	64%	139	**$118,300**	+$18,500
Telehandlers	21	88%	47	**$96,400**	+$11,700
Compaction and concrete	63	52%	71	**$41,800**	-$2,100
All classes	**258**		**471**	$536,300	**+$43,600**

Time utilization by class



What stands out

Telehandlers earned $96,400 from 21 units, the most per unit in the fleet, and the counter turned away 9 requests because none were in the yard. Cardenas Roofing is still waiting on one.

Compaction and concrete is the only class down on September. On the phones, most callers in that class asked for ride-on rollers, and the yard has four.

Counter and phone team

Jake and Tasha sent 442 of the 864 quotes and turned more of them into contracts than anyone else. Most of the 141 unanswered calls came before 8 AM.

Name	Calls answered	Avg time to answer	Quotes sent	Reservations	Contracts out	Quotes to contracts
Jake Morrison	512	0:11	228	141	131	**57%**
Tasha Greene	486	0:13	214	128	119	**56%**
Luis Herrera	441	0:15	197	117	106	**54%**
Megan Cho	398	0:18	162	92	84	**52%**
After-hours line	168	0:27	63	34	31	**49%**
Hung up before answer	141	58 of them before 8 AM, 83 later in the day.				

Contractors want a delivery time

"I've got a crew standing around. When is the truck actually going to be here?"

37 callers asked to narrow a delivery window, and 12 of them called back later the same day to ask again. Giving a two-hour window at booking would save most of those second calls.

Early callers hang up

"I called at seven and it just rang, so I called the other place."

58 of the 141 hang-ups came before 8 AM, when two people cover the counter and the phones. Contractors call from the job site before the crew starts.

Quotes sent, not yet reserved

Open quotes where the last call shows what is holding them up, ordered by how long they have waited.

Customer and equipment	Rep	Waiting	What is holding it
Westfall Homes: 3 scissor lifts, 2 months	After-hours	11 days	Two voicemails left after the first call, with no reply yet.
Cardenas Roofing: telehandler, 2 weeks	Luis	9 days	Logged unavailable; the caller asked to be called the day one comes back.
Hollis Site Development: 2 mini excavators, 3 weeks	Jake	6 days	Asked for a weekly rate under $1,850; the quote is $2,050.
Pine Hollow Builders: 60 ft boom lift, 1 month	Tasha	4 days	Waiting on the general contractor's start date, which may move a week.
Ellery Concrete: ride-on roller, 1 week	Megan	3 days	Wants it on site before 7 AM Monday; delivery time not yet confirmed with dispatch.

For November

Put a second person on the phones before 8 AM

58 callers hung up before 8 AM in October.

Give a two-hour delivery window at booking

37 callers asked for one in October.

Call the 9 telehandler requests as units come back

Each was logged unavailable, starting with Cardenas Roofing.

Read the five quotes above at Monday's sales meeting

Each one names the person and the next step.