



Veritas Instrument Rental Incorporated

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Dear Affiliate,

Please complete and return the enclosed 2013 Affiliate Survey & Competition Analysis no later than January, 15 2013. Please fax the completed survey to 877-272-7203. Use multiple copies of the Competition Analysis and School forms.

The survey should take no more than 10-15 minutes to complete. The competition analysis should take 5-7 minutes per phone call. Your rental pricing for the coming season will be based upon your findings. Thus, it is imperative that you participate in this exercise.

We are requesting that you set and explain a realistic 2013 rental goal for yourself. Our system allocates the proper inventory based upon the goal that is set.

Please help us update your area school information. Include any new schools that should receive flyers, you have new relationships with or are soliciting. Be sure to outline your efforts and correspondence with your schools.

Failure to complete the survey could cause delays with your opening & seasonal inventory orders, inaccurate distribution & pricing of your flyers and loss of preference and/or consideration during the rental season.

Do not hesitate to email or call us if you have any questions or thoughts regarding this survey. Thank you for your time and efforts.

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# Affiliate 2013 Survey

Date: \_\_\_\_\_

Affiliate Name: \_\_\_\_\_  
 Affiliate ID: \_\_\_\_\_  
 Business Contact: \_\_\_\_\_  
 Contact Phone: \_\_\_\_\_

In order to better understand your marketing & training needs, please take the time to complete the following survey. This information will effectively put into place you're pricing, proper flyer distribution, inventory needs and allocation and ensure a practical performance from Veritas Instrument Rental.

**The proper affiliate seasonal goal is an important part of a successful operating system. This number sets the ground work for opening inventory orders, in season orders, flyer distribution and territorial rights. Take the time to evaluate and provide us with your projected Goal for the 2013 Season.**

Keeping in mind that our system allocates inventory based upon a projected goal please outline your reasoning for your stated goal amount.

Do you have an educational representative visiting schools?                      Yes              No

Please outline your correspondence and marketing efforts with music directors in your market. Include / attach school visit schedules and efforts of assistance. **Provided road schedules are important in protecting affiliate territories.**

Please check what best describes your store model.

Combo Retail              Lessons              Repair              Rental              School Service              Print Music

Describe your business model including any recent changes or additions

How are you currently handling repairs?                      In House              Out Source              Return Service to VIR

Have you attended our affiliate workshop / training sessions?              Yes              No

Interest in attending future affiliate workshops / training sessions?              Yes              No



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## Affiliate 2013 Survey

What instrument brands are preferred in your area? Did you receive requests for instruments or brands you did not have?

|   |     |    |
|---|-----|----|
| Are instrument rental meetings conducted in your area schools?        | Yes | No |
| Are music retailers permitted to solicit business on school property? | Yes | No |
| Are schools permitted to receive flyers via mail?                     | Yes | No |
| Does your area start new music students as the 2nd Semester begins?   | Yes | No |
| Does your area have spring drives / conduct rentals in the spring?    | Yes | No |

**Flyers are distributed within a specific area / specific radius. Some affiliates hand-deliver their flyers others are included on a combo flyer with other bordering VIR affiliates. To be on a combination flyer greatly increases your distribution area.**

If your area warrants it, would you be interested to be included on a combo flyer?    Yes    No    More Information

Please summarize the factors that led to the increase/decrease of your rental business this past season.

**With 5 being Excellent, please answer the following questions.**

|  |   |   |   |   |   |
|--|---|---|---|---|---|
| Please rate our Marketing and training Departments efforts           | 1 | 2 | 3 | 4 | 5 |
| Please rate our Administration Department                            | 1 | 2 | 3 | 4 | 5 |
| Please rate our Repair Department                                    | 1 | 2 | 3 | 4 | 5 |
| Please rate our staff (Availability, knowledge, calls returned, etc) | 1 | 2 | 3 | 4 | 5 |
| Please rate the shipping and receiving Department                    | 1 | 2 | 3 | 4 | 5 |
| Please rate the condition of our previously rented instruments       | 1 | 2 | 3 | 4 | 5 |

Additional Comments:



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# Affiliate Competition Analysis

Date:

Affiliate Name:

Affiliate ID#

A completed Competition Analysis will provide invaluable knowledge to ensure proper rental rates, offerings and flyer distribution. Be sure to include any print advertising you are able to obtain while shopping your competition.

**Competitor Name:**

**Address:**

**Phone:**

Clarinet Base Rent:

M&R Fee:

Sales Tax %:

Total Monthly:

Alto Sax Base Rent:

M&R Fee:

Sales Tax %:

Total Monthly:

Introductory Offer:

Number of Months Applied to Purchase:

Months Applied to Exchanges:

Interest, cost of Lease, other Fees:

Brands Offered:

Credit Requirements:  Drivers License  SS Number  Major Credit Card  Checking Acct

Credit Report  Utility Bill  Own Home

Repairs in House?  No  Yes Loaners Provided?  No  Yes Road Rep Visiting Schools?  No  Yes

Is Replacement Included?  No  Yes Is there a Deductible?  No  Yes

Turnaround Time on Repairs?

Qualifying Loss?  Theft  Loss  Damage Beyond Repair

Notes and Other Information



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# Affiliate School Information

Affiliate Name and ID#:

Help us update our school database. Please list any new schools which should receive your flyers, you have new relationships with, or are soliciting. This information could greatly increase our marketing and awareness for our inventory control.

Name:

Director:

Address:

Programs offered:

Band

Orchestra

**Notes:**

**Correspondence:**

Name:

Director:

Address:

Programs offered:

Band

Orchestra

**Notes:**

**Correspondence:**

Name:

Director:

Address:

Programs offered:

Band

Orchestra

**Notes:**

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**Notes:**

**Correspondence:**