

# CUSTOMER ADVANTAGE RATE™

Did you know that when other forklift rental companies use their "28 Day Month Billing" model, you actually get billed an extra 13th invoice each year? But, when you rent monthly from Morrison, we use *Full Calendar Month Billing* so you get just 12 invoices per year?

It is easy to see the advantage of Morrison's *Full Calendar Month Billing* in this illustration where a 30 day rental from Morrison vs. the other company resulted in a \$206 savings in just one month.

Our flexible Morrison *Customer Advantage Rate (CAR)* makes renting that much easier, affordable and stress-free.

We *automatically* adjust the price from the daily rate to the lower weekly rate for you. Same applies weekly to monthly. With the Morrison *Customer Advantage Rate* you always get the best deal.

## Full Calendar Month Billing vs. 28 Day Month Billing

### 30 Day Rental @ 28 Day Month Billing Rate



\$1150 4-Week Rate
+ \$128 Daily Rate
+ \$128 Daily Rate
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<b>\$1406</b> 30 days

### 30 Day Rental @ Full Calendar Month Rate



<b>\$1200</b> 30 days
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### 9 Day Rental @ Weekly Rate \$400



\$400 One Week
+ \$80 Daily C.A.R.
+ \$80 Daily C.A.R.
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<b>\$560</b> 9 days

#### Our math:

Using the Morrison Customer Advantage Rate (CAR) for a 9 day rental, we take the weekly rate of \$400 divided by 5 days which equals \$80/day, then multiply \$80 x 9 which equals \$560. Simple. Straightforward.

### 9 Day Rental @ Weekly Rate \$383



\$383 One Week
+ \$128 Daily Rate
+ \$128 Daily Rate
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<b>\$639</b> 9 days

#### Their math:

For a 9 day rental they take their weekly rate of \$383 for 7 days and add their daily rate of \$128, twice. Not simple. And not exactly straightforward.



**contact  
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