



Screeds for Rent



Screeds for Rent

BARNSCO, INC. is fully committed to the business of renting to concrete construction contractors. Here is the story about their rental fleet with emphasis on a very successful screed rental program.

Background

Headquartered in Dallas, Texas, MFC Master Dealer BARNSCO, INC. offers a complete line of concrete construction materials, products and equipment. "BARNSCO sells everything that goes in or on concrete" says Jeff Barns, President. "Our customers are concrete contractors of all sizes... from those that pour driveways to those that build highways."

Besides their concentration on concrete construction contractors, another specialty sets BARNSCO apart from their competitors: RENTAL PROGRAMS. The rental fleet has many items including thousands of feet of METAFORMS® steel forms and hundreds of feet of SPEED SCREED® concrete finishing machines. "The SPEED SCREED is a customer favorite" says Jeff Barns. "We started in a market that had never seen a SPEED SCREED and now it is the screed of choice in our area."

Promotion

Screeds are available for rental at the BARNSCO stores in Dallas, Ft. Worth and Austin. The entire rental fleet, including screed rentals, is promoted primarily by salesmen in the field. There is also ample radio commercials. These ads stress that BARNSCO is a rental house in addition to selling rebar and a complete line of concrete equipment, tools and accessories.

Who Rents Screeds

According to BARNSCO Sales Manager, Roger Gowan, "The popularity and success of the screed rental program is based on several factors and needs"

Surprisingly, a large part of the demand stems from contractors that already own multiple screeds. Often all the screeds are busy on other jobs, so instead of buying another screed, they simply rent one to complete the short-term work overload.

Other contractors never intend to own screeds, but find it convenient to rent when the occasional concrete finishing project presents itself.

In some instances, short-term rentals are converted to sales when the rental period time becomes extended.

Jobs requiring immediate attention or start-up often require a rental while the contractor is waiting for a new screed order to be delivered.

Screed Life

"Good question" was Roger's response as to the amount of time a screed remains in the rental fleet. Roger continues, "I don't think there is an exact science on this. It depends on the contractor. I've seen some that are 6 months old and need to be replaced and others that are 6 years old and are still in good working condition." Overall, Roger stated that the success of their screed rental program is dependent on the rugged, yet simple design of the Speed Screed®: "It is a well-built machine requiring little or no maintenance."

www.barnsco.com

In-depth screed information is available on Barnsco's website. Every feature and part of the Speed Screed® is covered in complete detail.

MFC congratulates BARNSCO on their successful rental fleet operations and appreciates the inclusion of the Speed Screed® in their rental options and promotion.