

RENTAL 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 Forklifts of Michigan, we use Full Calendar Month Billing so you get just 12 invoices per year?

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

Our flexible Forklifts of Michigan Rental Advantage Rates 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 Forklifts of Michigan Rental 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

\$1406 30 days

30 Day Rental @ Full Calendar Month Rate



\$1200 30 days

9 Day Rental @ Weekly Rate \$400



\$400 One Week
+ \$80 Daily C.A.R.
+ \$80 Daily C.A.R.

\$560 9 days

Our math:

Using the 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

\$639 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.