

serving the rental profession

r e r

®

May 2018

www.rermag.com

rental equipment register

THE

RER

100

ANOTHER STEP UPWARD



	Company Name (Last year's rank) Headquarters Top Officer Website	2017 Rental Volume in Millions	2017 Total Volume in Millions	Total Number of Outlets	Editorial Comments
66	STOWERS MACHINERY (66) Knoxville, Tenn. Wes Stowers www.stowerscat.com	\$35.2	n/a	6	11.7-percent rental volume increase for Stowers. Solid growth year with positive expectations for 2018. State of Tennessee passed a new highway bill to increase funding for roads, giving rental customers opportunities to work on larger road projects. Residential and commercial were strong in 2017 with good momentum early in 2018.
67	ABLE EQUIPMENT RENTAL (69) Deer Park, N.Y. Steven Laganas www.ableequipment.com	\$34.2	\$53.3	4	11.4-percent rental volume growth, and 13-percent total for steadily growing Able. Added new parts room to modernizing Edison, N.J., branch. Held two open houses. Experienced double digit growth in aerial work platform fleet. Joined Manitou dealer network, adding telehandlers to New York and Philadelphia branches. Added production equipment division for entertainment industry, with black booms and other specialized machines. Acquired Key Equipment Rentals in Honey Brook, Pa., its fourth branch as of Jan. 1. Implementing new rental software and website upgrades.
68	HAWTHORNE RENTALS (71) San Diego David Ness www.hawthornecat.com	\$32.5	n/a	10	8.3-percent rental volume hike for leading San Diego area heavy-construction rental company.
69	B&G EQUIPMENT & SUPPLY (70) Birmingham, Ala. Marty Hardin www.bgequipmentsupply.com	\$32.4	\$40.0	6	Continuing high single-digit growth. Still 2017 was record year for B&G, expecting 2018 to be similar. The company increased its crane fleet.
70	WAJAX CORP. (53) Mississauga, Ontario Mark Foote www.wajax.com	\$31.9	\$1,319.3	63	Rental volume declined but total revenue increased 8 percent. Revenue in western Canada increased 15 percent year over year led by construction and forestry, while mining declined. Revenues in eastern Canada increased 5 percent with industrial parts and construction doing well. Higher engines, transmission and power generation revenue in all areas.
71	BERRY COMPANIES (65) Wichita, Kan. Walter Berry www.berrycompaniesinc.com	\$31.6	\$391.5	32	8.75-percent increase in total volume while rental remains flat. Acquired Bobcat of Springfield, Mo., on Dec. 1. Residential and non-residential construction doing well, with energy making a comeback. Over past few years moved several branches into new locations and did remodels and expansions. Looking at possible new facilities close to existing locations and four or five remodels/expansions in 2018.
72	CISCO EQUIPMENT (84) Odessa, Texas C.J. Sibert www.cisco-equipment.com	\$30.9	\$62.0	5	A 41.7-percent rental volume jump, best rental year in company's history and best year for Cisco since its opening in 1978, 40 years ago. Opened a new store in fast-growing Dallas-Ft. Worth metroplex, providing another avenue for growth in the rental market and used equipment sales, helping company to be more diverse. In a market area overflowing with rental, Cisco is only held back by lack of equipment available to purchase from the manufacturers it represents.
73	ECCO EQUIPMENT CORP. (83) Santa Ana, Calif. David Schmid www.eccoequipment.com	\$28.6	n/a	13	A 26.5-percent rental volume jump for heavy equipment rental specialist. Best rental year since 2007, says CEO Schmid. Implemented mobile app for its rental software and all new dozers and motor graders will be equipped with telematics. Ecco exited the Alberta market where it had a presence for several years.
73	LEPPO GROUP (79) Tallmadge, Ohio William Glenn Leppo www.leppos.com	\$28.6	\$77.0	7	Set annual records in rentals and sales, with most locations having record year (rentals up 19.6%; total up 14.4%.) Expects strong 2018, although perhaps slower paced. Energy doing well, starting to accelerate late in '17, residential and non-residential had strong years. Energy sector rental division has telematics on every battery-run machine. Moved into new model facility in Youngstown in Jan. 2017, its first ground-up design and built in more than 15 years and a big hit with customers, blowing away what previous facility did. Doing two more major facility upgrades in 2018.

*Denotes RER estimate based on regional economic conditions, industry sources and interviews by members of the RER staff. Other revenue figures are based on actual reported revenue for North American operations. Location data is as of publication to the best of the knowledge of the RER staff. While every effort is made to ensure accuracy and thoroughness, omissions sometimes occur. All figures are in U.S. dollars, except for Canada-based companies, which are reported in Canadian dollars.