

Team up with North America's most successful network of Rent-to-Own Dealers.

And gain access to programs and services that level the playing field between you and national chains.

WHO WE ARE.

Nationwide RentDirect — a division of Nationwide Marketing Group — is North America's leading buying, marketing and operational support organization for Independent rent-to-own dealers in the major appliances, consumer electronics, furniture, bedding and outdoor industries.

WHAT WE DO.

Every day, we work beside hundreds of rent-to-own dealers, of all business stages and sizes, helping them reduce stress, increase cash and improve profitability.

By leveraging our efficiencies of scale, robust digital platform, data-driven business intelligence and good old-fashioned industry relationships, we keep you one step ahead of national chains.

HOW WE DO IT.

As a Member of Nationwide RentDirect you'll have a dedicated Member Support Manager that gets deep in the trenches with you and your unique business challenges. Invested in your success, they'll help you tap into the resources and solutions you need to thrive.

TAP INTO BILLIONS OF DOLLARS IN PURCHASING POWER.

Increasing profitability is the main reason that people join a buying group — and we have that down.

We make sure your price is the right price.

As a Member of Nationwide RentDirect, you have access to hundreds of vetted manufacturer programs across the major appliances, furniture, bedding, consumer electronics and outdoor living categories.

EFFICIENCIES & EXPERTISE TO SPEED UP YOUR SUCCESS.

- **Economies of scale for purchasing and distribution**, plus RTO-specific vendor programs, so you can compete with national chains and e-commerce giants on price, convenience and availability.
- Hundreds of hours of **FREE forward-thinking leadership education and deep-dive product trainings** so that your team is ready to wow today's savvy, well-informed customers. And you're more confident leading a diverse workforce.



nationwide
rentdirect

MEMBER FOCUSED. PERFORMANCE DRIVEN.

- **RTO inventory financing programs** designed to help you better manage your growth — without tying up all of your cash.
- **Access to exclusive events**, like our signature Member conference and tradeshow, PrimeTime. Featuring over 100 hours of FREE targeted trainings and hundreds of RTO-specific show specials, PrimeTime is THE place to fast-track your success (and SAVE!).
- Through Nationwide PrimeMedia and MemberNet TV, you can tap into the **largest library of affordable, customizable marketing and product demonstration videos** in the industry. Perfect for use online, on television — and in your store.
- **Integrated digital marketing solutions including** website development, eCommerce solutions and social media management, along with targeted rental and leasing ad campaigns, so that you show up for the right customers, at the right time, with the right offers — online and in your store.
- **Plus more** - SEM, Digital Marketing, Social Media, Content Marketing, Video Production, SEO, Web Design, Advertising



DID YOU KNOW...

As a partner with RentDirect, the most successful network of rent-to-own Independent dealers, you can instantly expand your peer support network, as well as your purchasing clout with major vendor partners, Plus...

- Our low-cost, high quality insurance, human resource and accounting solutions from major companies can help you reduce operational expense and better attract top talent.
- Our industry-leading digital marketing platform, developed in conjunction with expert partners such as RWS and Site on Time, truly levels the playing field between you and national chains online.
- Our bi-annual conventions give you access to new vendors and training opportunities.

TRADE THE HYPE FOR BUSINESS RESULTS THAT ACTUALLY MATTER.

Some buying groups make inflated promises and unsubstantiated claims. But that's not our style. As a Member-focused, performance-driven organization, we value integrity, transparency and truth.

That means we're accountable for walking our talk. And committed to providing measurable value to the more than 150 Independent RTO dealers with more than 3,500 locations that choose to partner with us — period.

Because we only win when you do.

READY TO LEARN MORE?

Contact:

Keven Dalke | Director, Nationwide RentDirect | 972.689.7591
keven.dalke@nationwidegroup.org