

RANCO unlocks new potential with equipment rental

Rabiah & Nassar Group (RANCO), distributors of Zoomlion, Goodsense and Altec heavy equipment in Saudi Arabia, has launched Linklease Arabia, a new division specialising in long term heavy equipment rental.

A **COLLABORATION BETWEEN** RANCO and the experienced equipment rental professionals at Linklease Group, Linklease Arabia provides a brand new innovative array of services. By focusing on critical aspects of utilisation, asset management and cash flow optimisation, the firm aims to match the long-term rental needs of companies in the current fluctuating business climate.

“We are proud to introduce our range of rental services to the Saudi Arabian equipment market,” said RANCO group operations manager Roy Evans.

RANCO stated that a ‘one size fits all’ approach does not apply to today’s challenging market and as such developed four unique product offerings for clients who need long term rental and ownership structures. The four rental options are: Easy Rent, Flexy Rent, Rent to Own and Equity Rent.

According to the company, the Easy Rent products deliver exactly what the name suggests and allows customers to simply use and return the equipment. This service is ideally suited for customers who need equipment for a specific contract period or project. The rental is inclusive and the company also has the option of providing a certified operator, if required.

Flexi Rent offers the same features as Easy Rent product but with the added benefit that customers may choose to purchase the equipment at market related prices any time during the rental period. Rent to Own products, on the other hand, provides customers with an opportunity to take ownership of the equipment at conclusion of the rental contract.

Equity Rent products are designed to release tied up capital from unencumbered equipment. Linklease Arabia will purchase the unencumbered equipment and rent it back to the customer with the same unique features and benefits as our Easy Rent, Flexi



Linklease Arabia will offer four rental options for its customers.

“Linklease Arabia aims to foster business growth in Saudi Arabia by making it simple for businesses to acquire the usage of equipment and for sellers to maximise inventory turnover.”

Rent or Rent to Own products.

“We at Linklease are excited to be collaborating with RANCO in order to help promote growth in the Saudi Arabian equipment market,” Linklease Group CEO Steve Williams.

Linklease Arabia aims to foster business growth in Saudi Arabia by making it simple for businesses to acquire the usage of equipment and for sellers to maximise inventory turnover. Long term rental enables businesses to have access to equipment without tying up capital and restricting liquidity.

“Linklease Arabia provides customers an additional route to our proven Zoomlion, Goodsense and Altec equipment range,” RANCO commercial manager Faisal Mobayedh. ■