

NATIONAL BARN & STORAGE RENTAL ASSOCIATION
THE OFFICIAL VOICE OF THE SHED RENT TO OWN INDUSTRY



BRINGING THE RTO SHED INDUSTRY TOGETHER

11th ANNUAL CONFERENCE AGENDA

September 28, 2021

DeVos Place Convention Center

Grand Rapids, Michigan

SEPTEMBER 28, 2021

ALL SESSIONS WILL BE HELD IN THE MONROE MEETING ROOM (SEE PAGE 7)

8:00 AM

Conference Registration Opens

Q&A box available at the registrations table for the final period

9:00 AM

Welcome & Prayer

9:10 AM

General Session: **Building Great Businesses for a Greater Purpose** Matthew Weaver



Synopsis: In a culture increasingly hostile toward free-market wealth creation, what is our responsibility? Where do we have opportunities, using the platform of business, to change the narrative and change people's lives? How can we use the tool of our profit to do what politicians endlessly claim to want to do: lift up the vulnerable and put them on the path to independence and true success? Prepare to be challenged and inspired to build a great business for a greater purpose.

9:40 AM

General Session: **Key Relationships | Serving with Impact** Mike Yoder



Synopsis: People that work in different segments of an industry think differently and operate differently. The salespeople care about different things than the operations guys do. The finance guys have a completely different perspective than sales or operations. When you add in the owners trying to make a profit from all the business activities, things can get tense. These people by default do not mesh well. There will be misunderstandings. Situations will be interpreted differently. Solutions to problems will not always align. What is the shmutz (grease) that makes everything work well, valuing everyone's contribution and perspectives? This session will explore a very simple but profound answer to this question.

10:25 AM

Coffee Break

10:45 AM

General Session: Navigating the Tough Stuff
Tanner Leibee

Synopsis: Difficult pickups, missing buildings, problems on the contract...it's all in a day's work! In this engaging dialogue, Tanner Leibee along with a panel of professionals will discuss some of the difficulties and roadblocks that arise in our industry. Come prepared to ask questions & give feedback, as we learn together. He will especially highlight some foundational keys to help avoid or divert disaster BEFORE it strikes.

12:00 - 1:30 PM

Lunch & Networking

1:30 PM

General Session: Customer Service in Rent to Own
Philip Rudolph

Synopsis: In this session, Philip and his team are going to especially focus on what goes on behind the scenes that makes customer service really special. Great customer service starts long before the phone rings.

2:30 PM

General Session: How to Profit from KPI's in RTO
Jon Kaus

Synopsis: Jon Kaus's session will focus on key KPIs (or metrics) in the Rent-to-Own industry and how to utilize them to increase profits. We will look at KPIs related to rental payments received and expenses paid in collecting the rental payments. Emphasis will be on what KPIs to measure and how to implement operational changes to improve KPI results and thus improve profit.

GET TO KNOW OUR SPEAKERS

In Order of Appearance:



Matthew Weaver has been involved in the Shed RTO industry for the last 13 years both as an RTO company owner and as a manager of numerous independently owned RTO companies. More recently, his focus has shifted from daily business operations to mentoring other young entrepreneurs. He is especially passionate about using the platform of business to have an eternal impact, building great businesses for a greater purpose. Matthew also enjoys spending time with his wife and 4 children on their hobby farm in NC, raising much of their own food and providing a place for children to connect with their Creator by interacting with His amazing creation.



Mike Yoder is a charter member at Liberty Sheds in Due West, SC, a vertically integrated “shed company”. Mike identifies as a Yooper, a hardy and eclectic people from the Upper Peninsula of Michigan. He loves living life (work, family & church) with fun and excellence, of which his wife and 4 kids, RAM trucks, smoking meat, traveling, singing, and hollering are key components. He comes to South Carolina by way of central Texas where he got his start in the portable storage building industry in his early 20s.



Tanner Leibe sold his first shed in 1996 and soon after started delivering buildings with a handyman jack and PVC pipes. 8 years, and 4 locations later, his dad sold the company, and Tanner and his wife Rebecca pursued their calling of Bible Storytelling while living in a mud hut in Ghana, Africa. They learned more about Jesus than they taught and are back in the USA but continue to take regular trips back to Africa. Tanner oversees multiple RTO companies in NC and more importantly is a husband and father to 4 children. He loves to grow leaders, learn from other people’s stories, and discover great ways of communicating through questions and storytelling.

GET TO KNOW OUR SPEAKERS

In Order of Appearance:



Philip Rudolph is general manager of Watson Barn Rentals, LLC. He and his team have served a network of shed sales lots, dealers, and manufacturers in the south-east since 1997. Philip is a practical, common sense leader, who stays closely involved in the problems, solutions and future of the shed RTO industry. His passion is teaching. His chief passion is to know Christ and make Him known.

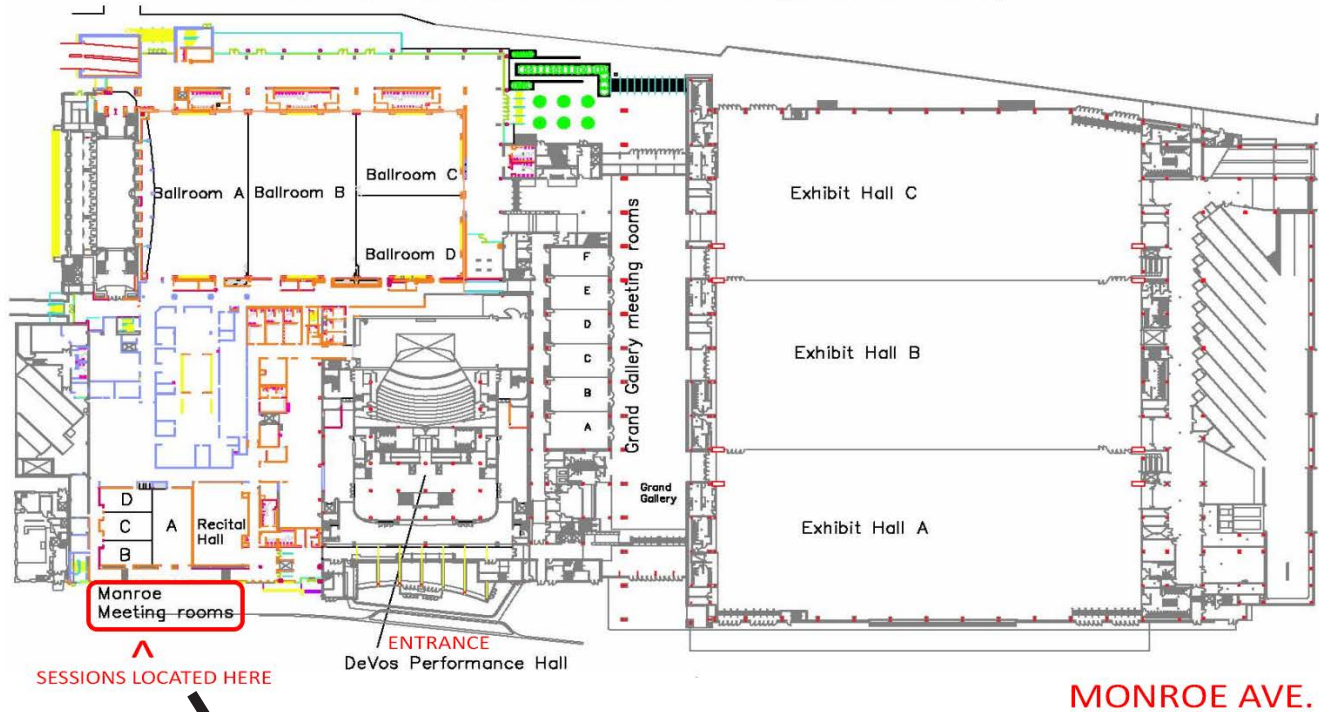


Jon Kaus is the CFO of SmartPay Rentals where he specializes in finances, operational efficiencies, and technological innovations unique to Rent-to-Own. Saved solely by God's grace in Jesus Christ, Jon loves spending time with his wife and four children, watching movies, eating hamburgers, reading books on logic, theology, and philosophy, and getting lost in Cormac McCarthy novels.

CONFERENCE CENTER FLOOR PLAN

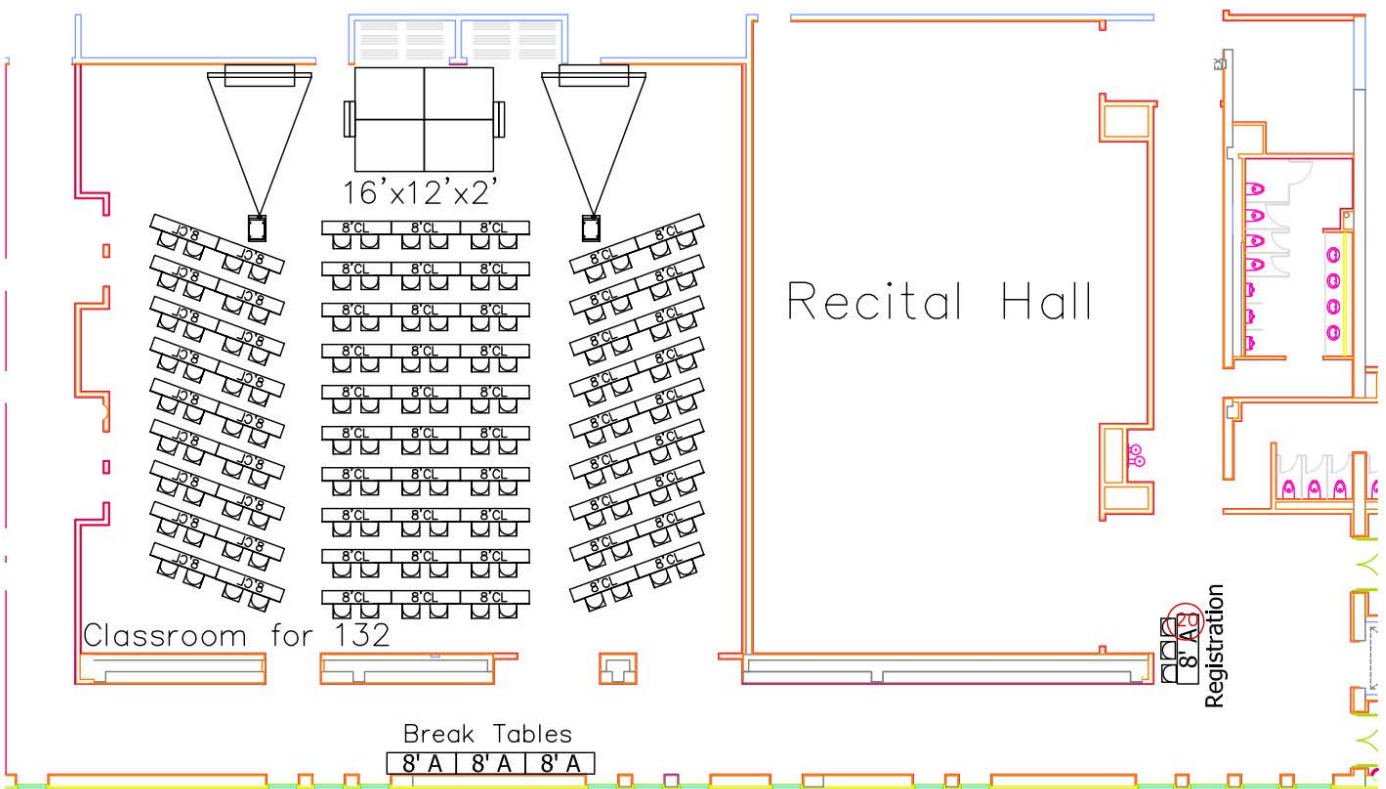
RIVER OVERLOOK

DEVOS PLACE CONVENTION CENTER (STREET LEVEL)



MONROE AVE.

Monroe Meeting Room





NBSRA

DEVOS PLACE CONVENTION CENTER

303 Monroe Ave NW, Grand Rapids, MI 49503

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