

Send us an E-mail:  
info@barsnet.com

**BLUEBIRD**<sup>®</sup>  
**AUTO RENTAL SYSTEMS**

Visit our Web site:  
www.barsnet.com

P R E S E N T S

# BARSTalk

SUMMER 2014

A QUARTERLY NEWSLETTER FOR THE AUTO RENTAL INDUSTRY

## Convention Season Is Coming!

Check out the numerous events which we will be attending this fall (on the last page of this newsletter), including the increasingly popular Auto Rental Summit on November 10-11 in Hollywood, FL.

## Custom Report Writing Service

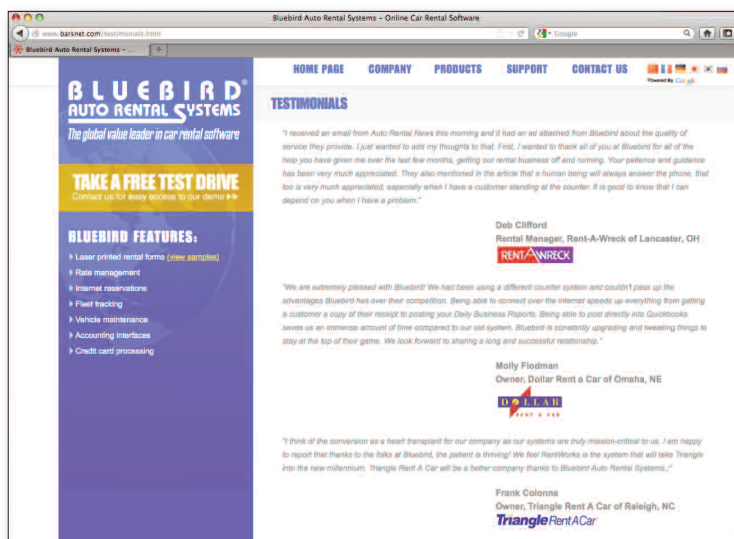
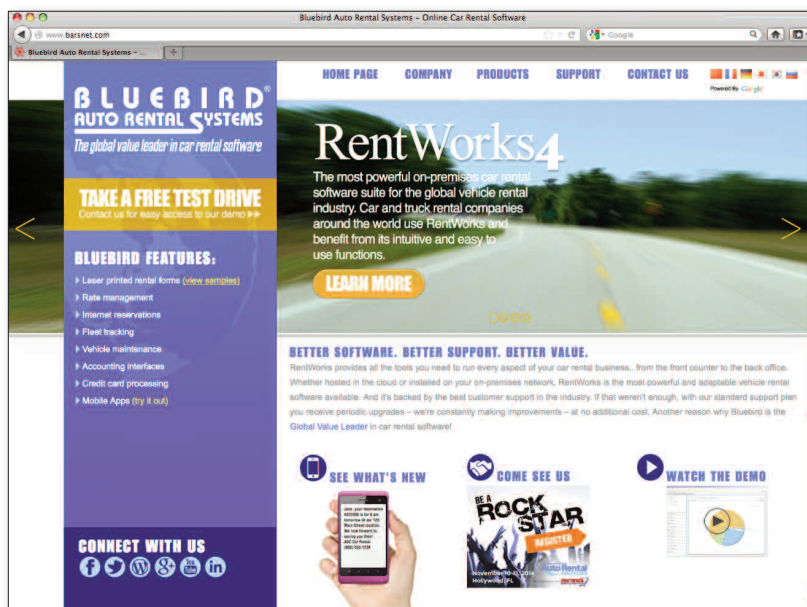
As the latest version of RentWorks, 4.1, incorporates the Cyberquery Run-time license, we are now able to more quickly deploy custom reports. So, if there is a report, spreadsheet, or graph that you've always wanted, let us know by sending an email to [support@barsnet.com](mailto:support@barsnet.com).

## It's System Backup Time!

When's the last time you backed up your entire system? Have you ever done a trial restore? (We've actually had customers who thought they were backing up their data, but when they went to restore their tapes they were blank!) Remember to **replace** backup media about every six months. And have you changed your passwords lately? If not, please do it as soon as possible! Call us if you need assistance.

## Explore Our New Website!

Going with the new "responsive" architecture for websites, our new site will resize to whatever screen is used, including smartphones and tablets. Please check it out and let us know what you think!



## Letter from the President

As you can see by several articles in this issue of *BARSTalk*, we have been investing time and money in our web presence. This has been very worthwhile, as our exposure has more than doubled around the world.

If you need help driving customers to your website, please consider using our new blogging service. As you may know, the search engines now use social media activity as a primary driver in how your company is listed.

Why does summer seem to fly by at the speed of light? Could it be because we jam-pack so much into these three months? I know that rings true for me and my family. I hope that it was a profitable one for you!

As always, if you have any problems, concerns or questions, please contact me directly.



Angela Margolit  
President

Tel: 973.989.2423

Email: [angela@barsnet.com](mailto:angela@barsnet.com)



## Welcome New Customers!

Since our last issue of *BARSTalk*, the following customers have joined us (2nd Quarter 2014):

Affordable Car Rental – Tucson, AZ

Andicars Ltd. – Havant, England

EZ Rent A Car – Fort Walton Beach, FL

Haiti Powersports – Port-Au-Prince, Haiti

Rent-A-Wreck – Walled Lake, MI

Richmond Chrysler Jeep – Richmond, BC, Canada

Rick Case Honda – Davie, FL

Ross Rental Cars – Paramaribo, Suriname

Rowe Motors – Kincardine, ON, Canada

Stevens Creek Toyota – San Jose, CA

Sussman Honda – Abington, PA

## Bluebird Blog Service (BBS)

We are proud to announce to a new service to help get you blogging. The service includes:

- Initial Q&A to figure out who is buying from your business and why
- Each article sent for approval before publishing
- 300-500 Keyword optimized post, that adheres to SEO principles
- Royalty free image, along with additional media
- Links to content relevant to specific article, along with proper tags
- Can be in English and/or Spanish

Cost: \$300 a month for one blog per week (\$50 for each extra blog per month)

## Social Media Minute

by Stefan Jagot, Bluebird Social Media Coordinator

### Your Business Should Be Blogging Today and Here's Why...

By now, there is no need to lecture on what exactly blogging is. However, just how important blogging is might have gone unnoticed – and that has to change.

Blogging is a key marketing tool for various businesses in various markets, including Bluebird Auto Rental Systems. If you're not blogging, you're likely losing out on sales, exposure and brand building opportunities. The good news is, that can easily be fixed.

Statistics suggest that up to 61% of US consumers have made a purchase based on a blog post and 70% learn more about a company through blog posts than an advertisement. These stats alone should suggest adding a blog to your marketing plan, but this is not the only reason.

If you keep building (content via your blog), they (search engine crawlers) will come. The more regularly updated content you have, the more Google (and other search engines) will crawl to your website, which results in higher rankings within Google and other search engines. Simply put, more potential renters will find your business online if you are blogging.

Another overlooked result of blogging is the human element. Blogs are naturally conversational, often generating natural interaction from the content within them. Content that is fresh and relevant to your renters can build relationships that lead to them becoming brand lovers. Think of brand lovers as free spokespeople for your establishment.

Of course, blogging takes a lot of time commitment, and your schedule may not leave room to dedicate creating content on a minimum weekly basis. That does not mean your business can't have a blog – Bluebird now offers a blogging service that customizes blog content for your business. We will handle the work, and your business will reap the benefits of having fresh content tailored to the persona of your renters. (See the BBS article at left for details.)

There's no need to let the opportunities blogging provides go untapped any longer – more sales, exposure and branding opportunities are there for the taking – so start blogging today!

For more social media discussion follow our blog at: [www.barsnet.com/blog](http://www.barsnet.com/blog).

Also, follow us on Twitter (@BluebirdARS) and Facebook: [www.Facebook.com/BluebirdARS](http://www.Facebook.com/BluebirdARS).

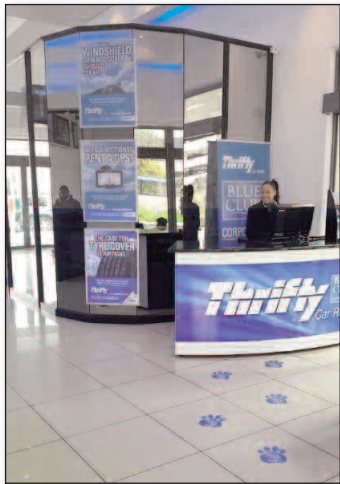
## Customer Spotlight

### DTAG South Africa

Over six years ago, the Dollar/Thrifty master licensee for South Africa and Namibia purchased an on-premises RentWorks system. Today they have over 100 workstations in the larger cities including Johannesburg, Cape Town, Durban, and Nelspruit. They are what we consider a “power user” in that they use many of our more sophisticated products, such as the CyberQuery custom report writer and the OTA API for their website. Check them out at [www.thrifty.co.za](http://www.thrifty.co.za).



The entrance to the Cape Town location.



The rental counter at the Cape Town location.



The whole crew at the Sandton office.

## IQ (Idea of the Quarter) Corner



In our continuing program to reward a customer with the best RentWorks enhancement idea, we are happy to announce the winner for the 2nd Quarter of 2014: **Craig Floyd of Thrifty Anchorage.**

Craig is the one who came up with the idea of using a Bluetooth portable printer for RentWorks Mobile. We will be demonstrating this at the upcoming Auto Rental Summit in November in Hollywood, FL. So Craig will receive a \$200 Gift Certificate to Amazon.com!

Any Bluebird customer can submit ideas via email at [support@barsnet.com](mailto:support@barsnet.com) or our blog at <http://www.barsnet.com/blog>. Keep 'em coming!

## What's Available to Assist You

### 1. NEW! Weekly Webinars:

Tuesday: Counter (check-in, check-out, contract modify)

Wednesday: Fleet (setup, depreciation, maintenance)

Thursday: Accounting (General Ledger Setup, DBR Posting)

All are held at 1:00 pm EST. Reserve your spot by sending an email to [support@barsnet.com](mailto:support@barsnet.com).

2. Online Tutorials at <http://support.barsnet.com> are great for brand new users. You can also access these on YouTube. Simply search for RentWorks.

3. Monthly Classes: a three-day class is scheduled every month at our home office in Dover, NJ. See the schedule at <http://www.barsnet.com/class-schedule.html>. The agenda, a list of area hotels, and directions to our office are also on this page.

4. Regional and/or advanced Classes based on demand, as long as there are at least five attendees. Locations will be announced as the classes are scheduled. Topics include System Management and CyberQuery.

## Connect with Bluebird!

There are many ways to connect with us. Find us on your favorite social media site...

**Twitter:** <https://twitter.com/BluebirdARS>

**Facebook:** <https://www.facebook.com/BluebirdARS>

**Google Plus:** <https://plus.google.com/115186765438731036841/posts>

**YouTube:** <http://www.youtube.com/user/BluebirdARS>

**LinkedIn:** <http://www.linkedin.com/company/bluebird-auto-rental-systems>

**Blog:** [www.barsnet.com/blog](http://www.barsnet.com/blog)

## RENTWORKS TRAINING CLASS SCHEDULE

Sept. 9-11

Nov. 11-13

Oct. 21-23

Dec. 2-4

Classes are held in Dover, NJ, USA (unless otherwise noted) and run from 9:00AM to 5:00PM on the dates indicated. The cost is \$500 per person per class. Attendees are responsible for their own expenses including airfare, ground transportation, hotel accommodations and meals. ALL CLASSES ARE SUBJECT TO CANCELLATION IF THERE ARE NOT AT LEAST FOUR CONFIRMED ATTENDEES TWO WEEKS PRIOR TO CLASS DATE. We will contact customers two weeks prior if class will be cancelled.

## UPCOMING INDUSTRY EVENTS

Sept. 8-10	LexisNexis Advisory Council – San Diego, CA
Sept. 26-27	Avis LAC Meeting – Miami, FL
Oct. 5-7	Rent-A-Wreck Convention – Las Vegas, NV
Oct. 14-16	Chrysler Convention – Orlando, FL
Nov. 10-11	Auto Rental Summit – Hollywood, FL
Nov. 19-23	NYSADA Convention – Orlando, FL

**BLUEBIRD®**  
**AUTO RENTAL SYSTEMS**

200 Mineral Springs Drive, Dover, NJ 07801  
Tel 973.989.2423 Fax 973.989.8536