

Internet Auction Block

United Rentals and eBay Bring Used Equipment to the Web

The frequency with which contractors use the Internet has increased steadily. Industry studies indicate that this group is comfortable transacting business online. United Rentals, a company known for its industry leading information technology, recently redesigned its Web site with this trend in mind.

The site's enhancements expand Internet access to United Rentals' fleet of equipment, contractor supplies and services. User-friendly interfaces allow visitors to compare and reserve equipment, research rental rates and seek project advice. An account management portal called URdata gives customers access to real-time equipment status, rental costs, trends for forecasting and other decision-making information.



The company recently launched United Rentals Certified Auctions on eBay. Accessible from www.unitedrentals.com or at www.stores.eBay.com/United-Rentals, this virtual auction block is proving to be an excellent channel for United Rentals to offer a steady stream of used equipment. The company chose eBay to power its online auction site to maximize its ability to reach both professional contractors and consumers.



Web Sightings

This Old Web Site

Keep in touch with everyone's favorite home improvement host Bob Vila on BobVila.com. Not only does the site follow all of Vila's projects, but it also has a How To Library page that can be browsed or searched to find archived do-it-yourself repairs. BobVila.com also offers designer computer software demos that allow you to virtually renovate your home, paint your house or design your deck, just to name a few. Need answers? You can post your questions on the bulletin board for advice from your home repair peers or submit your question to a panel of experts.

www.bobvila.com

Open for Discussion

ContractorTalk.Com is an online forum community for contractors to discuss everything from business and marketing to tools and safety. There is also a section for nearly every trade you could imagine. Drywall, electrical, landscaping, painting — it's all here. There are even sections for off-topic discussion for contractors to discuss the "big game" and humorous jobsite stories. Registration is easy and free. With more than 4,500 members and 6,000 topics, ContractorTalk.Com connects contractors from all over the United States.

www.contractortalk.com

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