



# PARKETING THE H.U.N.K.S. WAY

Where to Park | How to Park | Securing a Spot | Parking Lease Agreement Example



# WHERE TO PARK



## Intermittent Parking

This is a type of varying parking. When the crew breaks for lunch, have them park closer to the main road and walk to the restaurant. Managers and owners should always take a branded vehicle when they leave the office.

## 2 SPOT TYPES

### Permanent Spot

Look for vacant lots in a high-traffic area that fall within your ZIGMA zip codes. Just ask the owner of a good-looking location. If the building is vacant, check for a property or agent phone # and call

At your BNI or Networking Group, let them know what you're looking for.

You may be able to barter a space if the business has an occasional need for our services. Just be mindful that you are not giving away more in services/labor than if you just rented a space.

### Varying Spot

Look for high-traffic areas where you can park the truck for a few hours or the day.

Strip malls near an intersection and anchored by a big box store are good as varying or permanent spots. Some property owners will rent spots to commercial businesses to park their trucks. Always ask!

Look for a temporarily closed business, like a bank on a Sunday.

Varying spots have more flexibility because most people are okay with seeing a truck for just a few hours.

## BEST LOCATIONS

### FIND YOUR AUDIENCE

The more traffic, the better.  
*Park the truck in high-traffic areas so that you get more impressions from your target audience.*

### BE IMPOSSIBLE TO MISS

A spot that is close to the street is better than one that is pushed back.  
*This increases visibility of your truck and someone passing by can better see our business name and contact information.*



# HOW TO PARK



## **Raise the Bed**

Tilt the bed up halfway using the hydraulic lift on the junk truck. Also, tilt the tarp arm halfway up. This will increase visibility

## **Leave Some Junk**

If possible, leave some junk in the back of the truck. The client will immediately see what we do and why they should use our services.



## **Never Dirty**

Keep the truck clean! A clean truck is far more appealing than a scratched up one covered in mud from a day of hauling. Part of Always Branding is being tidy!

## **Be Safe**

Double check that all doors and toolboxes are locked to prevent theft. Make sure no tempting items are left on the seat that may encourage a break-in.



## **Avoid Unsafe Areas**

Avoid areas where there are reported vehicle break-ins and vandalism of any sort. The side windows on the junk truck are very expensive to replace.

# LOGISTICS

Parking takes a little extra effort, but it's worth it!

**See the options below to make the parking process as smooth as possible** while being mindful of payroll hours devoted to truck pick-up.

## **Trade Out Your Car**

*Captain drives to the truck in the morning and leaves that car in the space where the truck was parked.*

## **Captain Uses a Rideshare Service (Uber/Lyft)**

*This is a last resort. Make sure to budget for it if you go this route.*

## **Use a Salaried Team Member**

*to pick up the truck daily or as needed.*

## **Team Picks Up the Truck Before Huddle**

*Adds urgency to the truck pick-up since they want to start Huddle on time.*

# SECURING THE SPOT

## NEGOTIATING TIPS

### Start Low

**Suggest a monthly rate. Start as low as you think appropriate (even as low as \$50) to someone who owns property on a high-traffic street.**

## STEP BY STEP PROCUREMENT

### 2 REQUEST PATHS

#### Ask for permission

- Stop in or call a number displayed prior to leaving the truck.

#### Ask for forgiveness

- Leave the truck in the spot and wait for a call or a tow threat.
- Put a visible note and business card on the dashboard.


- Ensure that there are no “tow -away zone” signs.
- Parketing is not only for one truck.

***Park as many trucks as you can.***

- Make sure there are no exceptions to when you're allowed to leave the truck.
- Find a sample lease agreement attached to this guide.

***It can help cover liability that wouldn't hold up against a word of mouth agreement.***

As always, do what's best for *your* location and situation. There is no one perfect technique.



We're interested in paying to park our truck here for marketing purposes.

Please call xxx-xxx-xxxx to discuss a monthly rate.  
- Thanks!

## MARKETING EXPENSE

Budget for it! Be aware of how to pay sales tax on top of the monthly lease rate for auditing purposes.

**Expect \$50- \$300 per month per truck, depending upon your market.**

Any transportation (Uber, Lyft) needed should also go into Marketing Expenses.

### WHY DO IT?

- In 2018, 23,759 jobs were booked because the client “saw the truck.”
  - ***These jobs equated to \$8,492,974 in revenue.***
- Every happy client can lead to 3 more customers, so this revenue can be multiplied by the number of subsequent referrals.
- All paid advertising (like PPC) works most effective when the potential client has seen the brand before.
  - ***Seeing the truck (and other ZIGMA activities) repeatedly, makes your more expensive methods of advertising produce a higher ROI.***
  - ***Don't do one without the other!***

## Vehicle Parking Lease Agreement

**THIS LEASE AGREEMENT** (hereinafter referred to as the "Agreement") made and entered into this 10/20/2017 by and between \_\_\_\_\_ (hereinafter referred to as "Landlord") and Mansari LLC LLC, a Limited Liability Company with principle address of \_\_\_\_\_ (hereinafter referred to as "Tenant").

### WITNESSETH:

**WHEREAS**, Landlord is the owner of certain real property being, lying and situated in Tampa FL such real property having a street address of \_\_\_\_\_ (hereinafter referred to as the "Premises").

**WHEREAS**, Tenant is desirous of leasing the surface parking space from Landlord on the terms and conditions as contained herein for branding purposes;

**WHEREAS**, Landlord is desirous of leasing a surface parking space on Premises to Tenant upon the terms and conditions as contained herein; and

**NOW, THEREFORE**, the covenants and obligations contained herein and other good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, the parties hereto hereby agree as follows:

- 1. PORTION OF PREMISES TO BE LEASED.** The tenant will be leasing surface parking space for purposes of parking branded company vehicles when not in use for advertising purposes at the specified locations discussed between Jim Mikes and Nick Friedman.
- 2. TERM.** Landlord leases to Tenant and Tenant leases from Landlord the above described portion of the premises together with any and all appurtenances thereto, for a month to month term, such term beginning on 10/20/2017 and ending when requested in writing by either party in writing with 30 days notice.
- 3. RENT.** The total rent for the term hereof is the monthly sum \_\_\_\_\_ (\$\_\_\_\_\_). Rent shall be paid on or before the due date and without demand by personal check, money order or cashier's check, or Wire Transfer only, to \_\_\_\_\_ or at such other place as Landlord shall designate from time to time.
- 5. USE OF PREMISES.** The Portion of the Premises shall be used and occupied by Tenant and the Tenant alone, exclusively, for marketing and branding including parking space for company vehicles for branding purposes and/or swapped out with employee vehicles if company vehicle is in use, and no part of the Premises shall be used at any time during the term of this Agreement by Tenant for the purpose of carrying on any business, profession, or trade of any kind, or for any purpose other than as branding parking space. Tenant shall not allow any other person, or company to use or occupy any portion of the Premises without first obtaining Landlord's verbal consent to such use. Tenant shall comply with any and all laws, ordinances, rules and orders of any and all governmental or quasi-governmental authorities affecting the cleanliness, use, occupancy and preservation of the Premises.
- 6. HAZARDOUS MATERIALS.** Tenant shall not keep on the Premises any item of a dangerous, flammable or explosive character that might unreasonably increase the danger of fire or explosion on the Premises or that might be considered hazardous or extra hazardous by any responsible insurance company.
- 7. SURRENDER OF PREMISES.** Upon the expiration of the term hereof, Tenant shall surrender the Premises in as good a state and condition as they were at the commencement of this Agreement, reasonable use and wear and tear thereof and damages by the elements excepted.
- 8. QUIET ENJOYMENT.** Tenant, upon payment of all of the sums referred to herein as being payable by Tenant and Tenant's performance of all Tenant's agreements contained herein and Tenant's observance of all rules and regulations, shall and may peacefully and quietly have, hold and enjoy said Premises for the term hereof.

9. **INDEMNIFICATION.** Landlord shall not be liable for any damage or injury of or to the Tenant, Tenant's family, guests, invitees, agents or employees or to any person entering the Premises, and Tenant hereby agrees to indemnify, defend and hold Landlord harmless from any and all claims or assertions of every kind and nature. Tenants assume full responsibility for all personal property placed, stored or located on or about the premises. Tenants' personal property is not insured by Landlord. Landlord recommends that Tenants obtain insurance to protect against risk of loss from harm to Tenants' personal property. Landlord shall not be responsible for any harm to Tenants' property resulting from fire, theft, burglary, strikes, riots, orders or acts of public authorities, acts of nature or any other circumstance or event beyond Landlord's control.
10. **DEFAULT.** If Tenant fails to comply with any of the material provisions of this Agreement, other than the covenant to pay rent, or of any present rules and regulations or any that may be hereafter prescribed by Landlord, or materially fails to comply with any duties imposed on Tenant by statute, within seven (7) days after delivery of written notice by Landlord specifying the non-compliance and indicating the intention of Landlord to terminate the Lease by reason thereof, Landlord may terminate this Agreement. If Tenant fails to pay rent when due and the default continues for seven (7) days thereafter, Landlord may, at Landlord's option, declare the entire balance of rent payable hereunder to be immediately due and payable and may exercise any and all rights and remedies available to Landlord at law or in equity or may immediately terminate this Agreement, and may have any company vehicles towed at that time.
11. **LATE CHARGE.** In the event that any payment required to be paid by Tenant hereunder is not made within ten (10) days of when due, Tenant shall pay to Landlord, in addition to such payment or other charges due hereunder, a "late fee" in the amount of twenty-five DOLLARS (\$25).
12. **GOVERNING LAW.** This Agreement shall be governed, construed and interpreted by, through and under the Laws of the State of Florida.
13. **SEVERABILITY.** If any provision of this Agreement or the application thereof shall, for any reason and to any extent, be invalid or unenforceable, neither the remainder of this Agreement nor the application of the provision to other persons, entities or circumstances shall be affected thereby, but instead shall be enforced to the maximum extent permitted by law.

Signed this Day \_\_\_\_ of \_\_\_\_\_, 2017

By: \_\_\_\_\_

By: \_\_\_\_\_

Name: \_\_\_\_\_

Name: \_\_\_\_\_

*Landlord*

*Tenant*