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Durante Rentals Announces Major Rental Software Upgrade

Partner with Point of Rental to Implement New *Rental Elite* Software Platform

New York, August 11, 2016 – [Durante Rentals](http://www.duranterentals.com), one of the country's leading providers of construction equipment and tool rentals, announced today the successful implementation of its new rental software platform – *Rental Elite*.

This new, award-winning, software platform from Texas-based [Point of Rental](http://www.pointofrental.com), is intended to meet the needs of fast-growing companies like Durante Rentals who boast an impressive three-year growth rate of 228% and three new store openings within the past eight months. "To keep up with our rapid growth, we found it essential to invest in our internal processes and constantly search for new areas we can improve upon," said President, John Durante. "Point of Rental is a company that shares these values, leads the industry with intuitive software, and offers customized programming to fit our unique needs – which is why we chose to partner with them."



Rental Elite is an enterprise resource planning solution (ERP) for larger rental companies. It offers a highly customizable platform with a comprehensive suite of features that is completely adaptable to most infrastructures. With its user-friendly navigation screens, enhanced reporting features and inventory control management solutions, it is designed to increase efficiency, save time and money and offer better communication to the customer.

"We always put our customers first," said CEO, Anthony Durante. "We strive to streamline our processes, offer innovative solutions and look to push the limits of the industry's technology. After years of research into different systems, we are confident in our choice of Point of Rental. We really wanted a system that worked with the natural flow of our business while also allowing us the flexibility of customized features to support our further development."

Founded in 1983, Point of Rental was originally developed for a Texas-based rental store run by former NASA astronauts. Having worked with highly intelligent software systems developed for the lunar landing, they found most systems that were available at the time slow, tedious and missing essential tools needed to meet the needs of their growing business. To fulfill this need, Point of Rental was born.

About Durante Rentals

Founded in 2009 by three entrepreneurs, Durante Rentals is the most trusted name in construction equipment and tool rentals in the NY Tri-state area. Construction professionals look to Durante for all their equipment needs including boom lifts, mini excavators, skid steers, light towers, cement mixers, scissor lifts, generators, compressors, forklifts, and more. Now with seven convenient locations and counting,

Durante Rentals services all five boroughs of NYC, Westchester, Rockland and Putnam Counties, Connecticut, and New Jersey. For more information about Durante Rentals, visit www.DuranteRentals.com. For more information about their subdivision, New York Takeuchi, and their line of earth moving machines, visit <http://www.NYTakeuchi.com>.

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