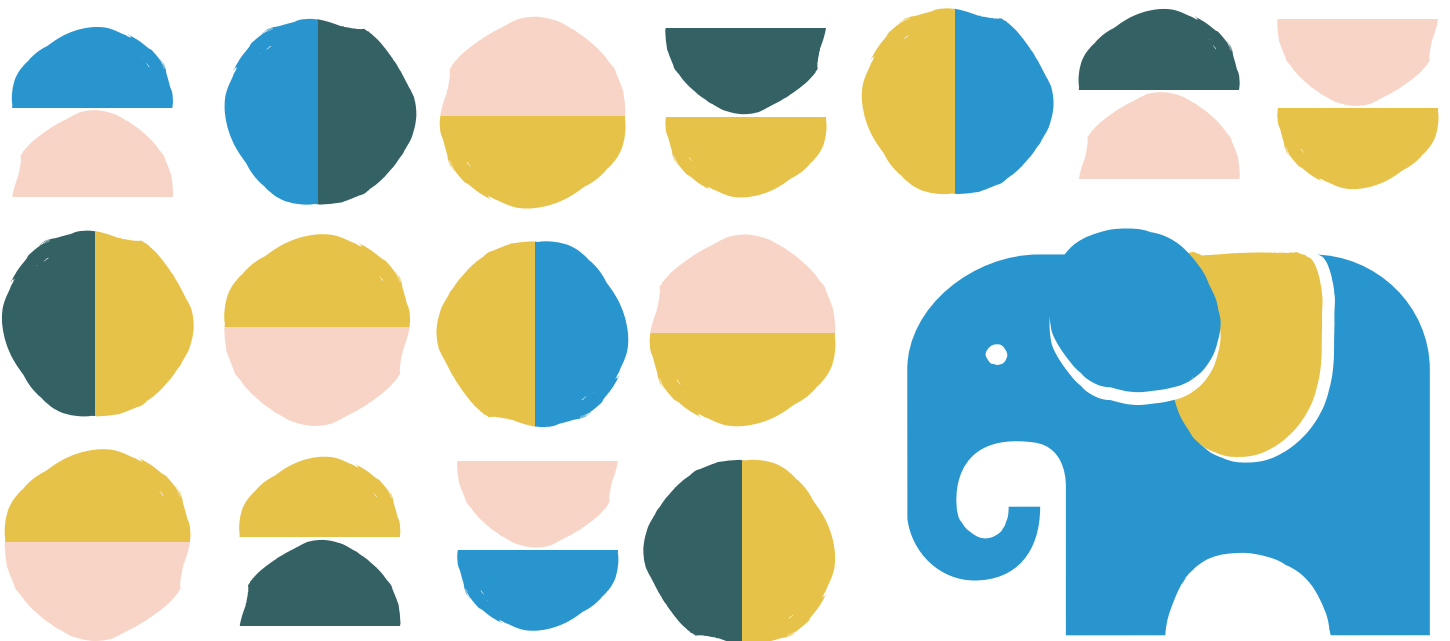


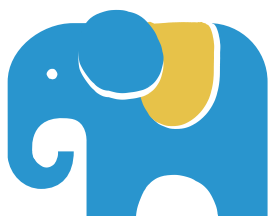
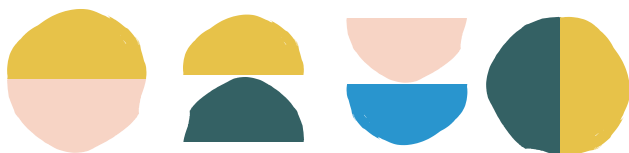
— the —
**TRUNK
SHOW**
with
RW ELEPHANT

EPISODE 1

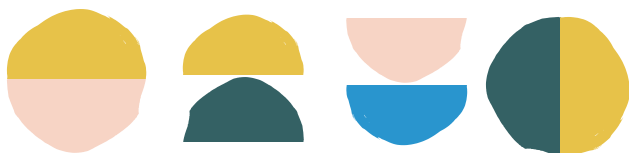
EVENT RENTAL PROS SHARE THEIR
REAL-LIFE RENTAL NIGHTMARES

Borrowed Charm, Coral Lane, and Paisley & Jade





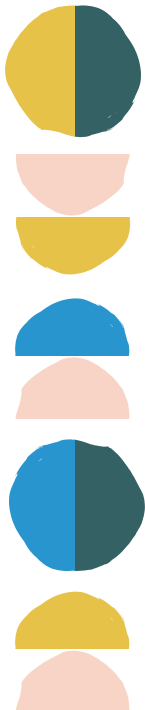
In this first episode of The Trunk
Show with RW Elephant, we
hear from several event rental
pros about their worst real-life
rental nightmares and how they
handled them. Listen along as
host Allison Howell chats with
Borrowed Charm, Coral Lane, and
Paisley & Jade.





WHAT'S IN THIS EPISODE

- How a dream event for Coral Lane Event Rentals turned into a nightmare.
- How Borrowed Charm recovered when their most popular sofa got damaged right before an event.
- How it helps to be upfront and transparent with clients about their expectations.
- How Paisley & Jade turned a stranded delivery into event magic.



QUOTES

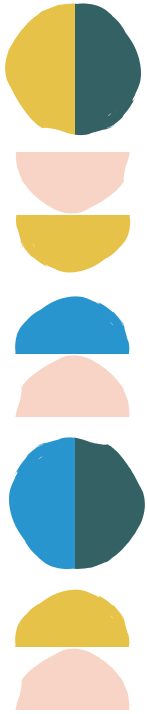
“Our crew is lugging these huge vintage sofas and things down a cliff, over a little bridge over a pond to the ceremony space in the heat of Texas summer, mind you. So, oddly enough, our biggest dream turned into our nightmare.” –Lindsey Abell

“If you didn’t Instagram it, it didn’t happen.” –Allison Howell

“I learned being in the wedding business and doing as many weddings as we do [that] no one reads contracts and so by being upfront and transparent with what they can expect, it makes us safer on the back end if something does happen and people are less quick to jump on social media or just jump online.” –Angie Martin

“You have one chance to get it right in a very short time period with no option for mistakes or things to go wrong. You have to be able to think on your feet.” –Allison Howell

“They looked at it and they were like, ‘You got 600 bucks? We could get this guy moving.’ I’m like, ‘Take my money. Take my money.’” –Morgan Montgomery



WEBSITE
corallanetx.com

INSTAGRAM
[@corallanerentals](https://www.instagram.com/corallanerentals)

FACEBOOK
[@corallanerentals](https://www.facebook.com/corallanerentals)

LINDSEY ABELL & NATALIE PETERSON

Coral Lane Specialty Event Rentals | near Dallas, Texas

Coral Lane is a modern rental boutique company serving the Dallas / Fort Worth, Texas area.

THE VISION. Creating unforgettable moments for any event with specialty items that are carefully curated by their team of experts.

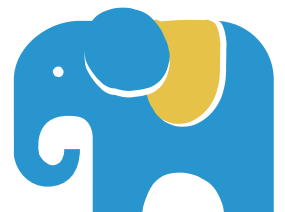
THE BRAND. Providing clients with a customizable and unique event experience with a vast array of rental items to satisfy any style, vision or budget.

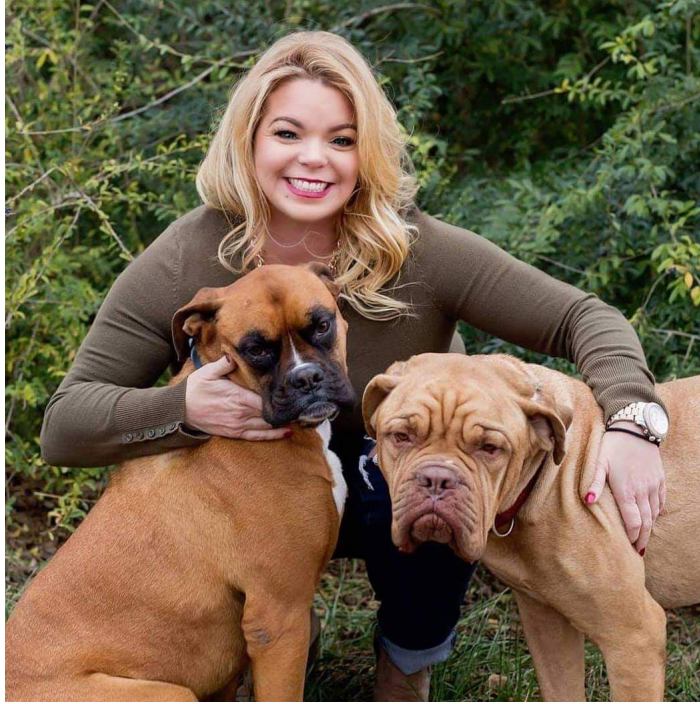
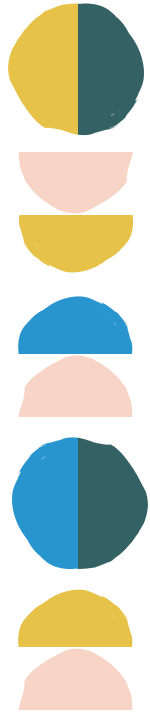
THE CLIENT. Building relationships with individuals is THEIR thing... Coral Lane is dedicated to helping bring clients' vision to reality.

LINDSEY + NATALIE. They have been friends FOREVER... literally since preschool. Coral Lane Rentals was an idea, turned passion that two best friends made a reality. They wanted more... more for themselves... more for their families and to make a difference. As they started growing, so did their dream.

Here they are - living it and loving every second! As they are growing their team, they can't wait to see what's ahead for Coral Lane Rentals.

coral lane
SPECIALTY EVENT RENTALS





WEBSITE
borrowedcharm.com

INSTAGRAM
[@borrowedcharm](https://www.instagram.com/borrowedcharm)

FACEBOOK
[@borrowedcharm](https://www.facebook.com/borrowedcharm)

PINTEREST
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ANGIE MARTIN

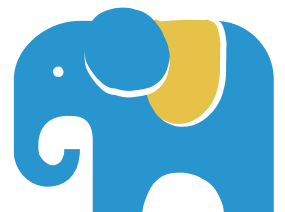
Borrowed Charm Events, Rentals & Styling | Oklahoma City, Oklahoma

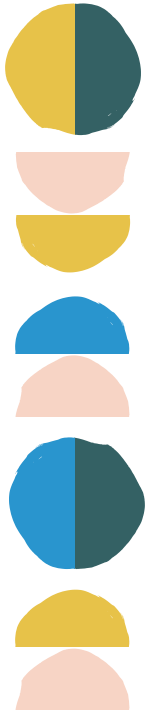
After climbing the corporate ladder for 20+ years, Angie Martin took a leap of faith and opened a boutique event rentals, design & planning firm. Borrowed Charm started with a beautiful collection of curated antiques and oddities to rent for weddings and events, but quickly expanded and was featured in national wedding magazines and blogs for beautiful event design and wedding planning.

Introducing such an untraditional concept to a traditional market was no walk in the park, but hard work, guts and dedication allowed Angie to turn her love of entertaining, cocktails and power tools, into a well-established full-time reality. Just shy of 7 years, 600+ events, and numerous publications later, Borrowed Charm employs a staff of 15, who create lifelong relationships with their clients from their first big celebration, through all the small ones after.

Today you will find Angie working away with an incredible team in the Borrowed Charm office to the sweet snores of her precious pups, sourcing exciting new items, or hustling & hauling (literally) at one of the many weddings on the weekends.

In the rare times Angie isn't working, you'll find her renovating her 100-year-old farmhouse, enjoying her patio sipping a jalapeno margarita, or spending time with her pups and family.





WEBSITE
paisleyandjade.com

INSTAGRAM
[@paisleyandjade](https://www.instagram.com/paisleyandjade)

FACEBOOK
[@paisleyandjade](https://www.facebook.com/paisleyandjade)

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PERKINS MORGAN & MORGAN MONTGOMERY

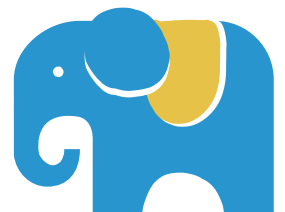
Paisley & Jade Specialty Rentals | Richmond, Virginia

Paisley & Jade is a specialty rental company based in Richmond, Virginia, and serving the Mid-Atlantic. With 10,000 square feet of inventory and servicing over 400 clients per year, P&J is known for providing weddings, events, trade shows, and visual display clients with the aesthetic details they need to complete their vision. The P&J collection encompasses a wide range of items & styles, from vintage upholstered pieces to custom-designed and built backdrops and bars. P&J has been featured in numerous publications including The Knot, Wedding Wire, Richmond Magazine, Sage Wedding Pros, and Richmond.com. Founded in 2012 by Co-Captains Morgan Montgomery and Perkins Morgan, #TeamPandJ now includes seven full-time employees and 10-15 part-time crew members ready to make every client's event a success.

Growing up on a historic venue in Nelson County, Virginia, P&J Co-Captain Perkins Morgan has always known that events are in her blood. After graduating from Elon University with a B.A. in Communications and then spending a few years out west, she returned to Virginia to run the wedding division of an off-premise catering company. Frustrated by the lack of visual display options available to her clients, she co-launched Paisley & Jade in 2012 to provide the industry with the resources she always wished she had! When she isn't hunting down vintage finds, she enjoys relaxing at her family farm and taking pictures of her adorable dog Olive.

P&J Co-Captain Morgan Montgomery, CPCE, CMP discovered her passion for unique and vintage finds as she designed and propped shows while working towards her B.A. in Theatre from The College of the Holy Cross. Morgan's passion for business and events extends beyond the walls of P&J, and she loves to share her knowledge through the Paisley & Jade specialty rental coaching program and by speaking at national conferences such as NACE Experience, Lend & Gather, and The School of Styling. She currently serves as the Vice President on the National Board of NACE, and she's known for posting too many pictures of her feet on instagram.

PAISLEY & JADE



Allison Howell
[00:00:01]

Hi, I'm Allison Howell. You're listening to The Trunk Show where I talk with founders of leading event rental companies about their rental adventures. The show is brought to you by RW Elephant; mighty inventory management software for your event rental business. Usually I just talk to one founder or founding team per episode. But this time I'm putting together conversations I've had with a few different guests, each one giving their answer to the question, "What's your worst rental nightmare and has it ever come true?"

[00:00:31]

I chose to put together a few different voices for this first episode of the show for a couple reasons. One, I want to use this first episode to introduce you to a handful of the marvelous people you'll meet in this industry before we go deep with each guest in subsequent episodes. Two, I want to be clear from the start, this show isn't just about the highs. I'm not here to just talk about puppy dogs and rainbows. It's about the lows, too. And a delivery day nightmare is a low anyone who's been in this business can relate to.

[00:01:01]

To start us off, here's Lindsey and Natalie from Coral Lane Rentals near Dallas, Texas.

Natalie Peterson
[00:01:09]

We are Lindsay and Natalie with Coral Lane and...

Lindsey Abell
[00:01:13]

We're located in the Dallas, Texas area. We've been around for almost three years. We're about to hit our third birthday and I feel like we started the rental business really focused on just vintage rental furniture pieces and we have evolved into more of custom backdrops, arches, bars, event seating and just trying to really..

Natalie Peterson
[00:01:41]

figure out who we are and what we want to represent our company.

Allison Howell
[00:01:45]

So what was your worst rental nightmare and has it ever come true?

Lindsey Abell
[00:01:53]

Our nightmare. The funny thing is I feel like it started off as like our dream.

Natalie Peterson
[00:01:57]

Yeah.

Lindsey Abell
[00:01:57]

So the Pinterest dream, where you look at all these beautiful Pinterest pictures and you see all these beautiful upholstered pieces used for ceremony, I think we pinned pictures like that a million times when we first started this company and so we had a big client reach out. We were so excited. We booked 10 crew members. We had U-Hauls, trailers. And we get to this-- I'm not even going to call it a house-- it was an estate and we're like, "OK, OK, this is beautiful." This is the dream still alive.

[00:02:32]

And then we were shown where the actual ceremony was taking place. It was done a cliff.

[00:02:37]

So our crew is lugging these huge like vintage sofas and things down a cliff over a little bridge, over a pond to the ceremony space in the heat of Texas summer, mind you. So, oddly enough, our biggest dream turned into our nightmare.



Natalie Peterson
[00:02:57]

Yeah.

Allison Howell
[00:02:59]

And then you had to pick it all up again.

Lindsey Abell
[00:03:01]

We had to pick it all up again.

Natalie Peterson
[00:03:03]

And it was a quick strike. Not not our typical like 10 am. and then midnight pick up. It was like a four hour span.

Lindsey Abell
[00:03:11]

We had just enough time to dry off from sweating, get a little light food in our belly and talk about how terrible it was to go right back and do it again. And we didn't even get good Pinterest pictures.

Allison Howell
[00:03:23]

And that's really the saddest part.

Lindsey Abell
[00:03:26]

Yeah. That really is the saddest part.

Natalie Peterson
[00:03:28]

We have nothing to prove.

Allison Howell
[00:03:31]

If you didn't Instagram it, it didn't happen.

Natalie Peterson
[00:03:33]

Yeah.

.....

Angie Martin
[00:03:42]

My name's Angie Martin. I'm the owner and leader of Borrowed Charm Events Rentals & Styling here in Oklahoma City.

Allison Howell
[00:03:48]

So, as part of the podcast, I've been asking a lot of different questions. And one of them is What is your worst rental nightmare and has it ever come true?

Angie Martin
[00:03:58]

So we had a sofa get broken.

Allison Howell
[00:04:00]

What color?

Angie Martin
[00:04:01]

It was burgundy. It's actually our most popular it in our inventory. And luckily, through investing in education, my guys are trained. They took the pictures onsite. They you know, they made



sure and notified someone onsite that, “hey, this is damaged. We’ve already taken the pictures of it. We want to let you know you’ll be hearing from Angie in the next few days” before they actually took it out. So we already had the documentation to go with it.

Allison Howell
[00:04:29]

So it wasn’t a surprise.

Angie Martin
[00:04:30]

A whole lot easier. Yeah, it was it catching someone off guard. And then I was able also to turn around and email the client that was coming up. Just, “hey, I’d like to touch base with you. You have a minute for a quick phone call this week?” And then I was able to say, “hey, I just wanna let you know that couch got damaged. Unfortunately, we’re not going to be able to get it fixed in time. But this is the solution that we, you know, mentioned in our contract section 32 where we’re going to provide a piece that’s its similar in its likeness. This is the piece we’re also willing to look at some other sofas in your color range if you’re interested in that. Otherwise, we’ll plan on preparing this piece for you and have it ready to go for your for your big day.”

Allison Howell
[00:05:13]

Yeah. Can we back up for a second? You have thirty two sections in your contract? That’s pretty impressive.

Angie Martin
[00:05:21]

I’m just guessing. I know what I want. I don’t know what section it is.

Allison Howell
[00:05:24]

I also thought “You’ve memorized your contract sections? Angie, that’s amazing!”

Angie Martin
[00:05:30]

Well, I will tell you that we one of the things here and it’s so funny because you learn so much just being in business and having clients that come in and they don’t book you and then they come back and they’re like, “oh, you know, we realize now why you had such a process and why you were so thorough. And oh, by the way, are those pieces still available? And can we book you?”.

Allison Howell
[00:05:51]

Wow.

Angie Martin
[00:05:52]

So our take is we’re very transparent in the front end and we actually touch on all the important things that they need to know in our contract before they ever sign it. I learned being in the wedding business and doing as many weddings as we do [that] no one reads contracts and so by being upfront and transparent with what they can expect, it makes us safer on the back end if something does happen and people are less quick to jump on social media or just jump online.

Allison Howell
[00:06:20]

Right.

Angie Martin
[00:06:21]

Because they know going into it what the risk is.



Allison Howell
[00:06:23] Well, and it's not just about risk, but it also seems like it sets you up to have a successful event. Like they understand what you really need from them in order to pull this off successfully. So, this is such a low margin industry. I mean, you have one chance to get it right in a very short time period with no option for mistakes or things to go wrong. You have to be able to think on your feet. And so you have to be able to say, like, "hey, we know what kinds of things can go wrong. And in order for us to succeed, we've got to have all our ducks in a row."

Angie Martin
[00:06:57] Absolutely.

Allison Howell
[00:06:57] Yeah.

Angie Martin
[00:06:59] I a hundred percent agree with that.

[00:07:00] You know, we living in Oklahoma, one of the biggest struggles that we have is we have so many outdoor venues and but we also have so many different types of weather that we experience. This morning it's supposed to be a hundred degrees here and I woke up to a rainstorm that was not forecasted. So there's things that we communicate like, "hey, we have these couch covers, we're gonna shove them in this back of the cushion. And who is gonna be your point person that knows these are there, that it's going to run out here and cover the pieces to protect you and myself?"

Allison Howell
[00:07:30] Yeah.

Angie Martin
[00:07:31] So we go through all of those things, like you said, because you don't going to do over. And a lot of the pieces that we have are irreplaceable.

[00:07:38] And we want to have a great experience, but not just for the client, but we want to have a great experience working with that client.

.....

Morgan Montgomery
[00:07:53] Well, my name is Morgan and I'm Perkins, and we're the co captains of Paisley and Jade, based in Richmond, Virginia.

Allison Howell
[00:08:00] I'd really love to know what is your worst rental nightmare and has it come true?

Morgan Montgomery
[00:08:06] Oh, yeah, it did.

Allison Howell
[00:08:08] What was it?



Morgan Montgomery
[00:08:09] A truck in a ditch. Forty five minutes before a ceremony.

[00:08:13] So November of 2017, I was at home. It was a weekend. It was a good weekend, but not a particularly crazy one.

[00:08:22] We had our one truck on the road. Our best driver and a crew of two guys in that box truck. And it was one of those situations where it just sort of snowballed. I got a phone call.

Allison Howell
[00:08:36] Was It literally snowing?

Morgan Montgomery
[00:08:37] No, thank goodness.

[00:08:38] I got a phone call from our operations manager at the time who said, "Hey, the guys just called me on. The truck is in a ditch."

[00:08:48] So he let me know that they were in a ditch, that it was going to a venue that was about 40 minutes from the warehouse. They were about halfway there. I think it was like three thirty at that point. And the ceremony started at 5:00 and the reception started at 6:00.

[00:09:03] We had ceremony benches. I said, what's on the order? What's on the truck? Ceremony benches, farm tables, chairs, lanterns, small wares.

Allison Howell
[00:09:12] So the whole wedding?

Morgan Montgomery
[00:09:13] Basically. For like a hundred people. So on the smaller side, thankfully. So I said "OK".

[00:09:17] So my first thing is I called the planner and I said, who actually is, I mean, thankfully, in this industry, she's a friend of ours. So I just called her and I said, "hey, they've let me know that the truck is having some trouble."

[00:09:30] And she actually said, "oh, Steven already called me."-- our warehouse manager at the time-- "and let me know."

[00:09:34] "I just want you to know, I'm on this. What do you need at the ceremony site?" Because that's my priority, right? That's in an hour and a half I've got to get it there.

[00:09:43] She said, "I need the benches."

[00:09:45] I said, "Okay, great. I am going to make this happen. I will stay in contact with you. I will make sure that you have what you need when you need it."

[00:09:53] So I called Steven back. I said, "Steven, go to the warehouse." He lived nearby, thankfully, "Get the 18 foot truck." And he actually grabbed a friend of his that was with him. And I said, "Go to



wherever they are and go meet them.”

[00:10:07] Basically, what had happened and again, when you talk about like just the events snowballing, they miss their exit. So they got off at the next exit and then the G.P.S. hadn't updated to show them that there was a road closure. So they took the route to get back on the highway, but they got to the end of it and the road was closed. And it was a two lane residential road. So they went to turn around and it's like a driveway and ended up in a culvert.

[00:10:30] So I screamed at my husband. I throw Paisley & Jade shirt at him. I said, “We're getting in the car!”

Allison Howell
[00:10:36] I'm sorry. Just so we're clear, the Paisley & Jade shirt was part of the backup plan that you had just at the ready?

Morgan Montgomery
[00:10:44] Yes. Well, I mean, we keep them at the house. I have a couple of my house ready to go.

[00:10:47] So I throw Paisley & Jade shirt at him. I said, “You're getting in the car. I need you right now.”

[00:10:51] So my husband and I drove to where the truck was.

[00:10:55] On top of everything, the guys that were driving and were in the truck were so upset. I mean, the truck wasn't damaged. The stuff was fine.

[00:11:02] The cops were there when I got there. So Officer Esme with the Chesterfield Police Department, she was lovely. She called a wrecker. They came out.

[00:11:11] In the meantime, Steven showed up at the truck. Our guys offloaded all of the ceremony stuff into our other truck. Steven took one of the guys and his friend and they went to go to the ceremony site.

[00:11:24] In the meantime, the wrecker showed up. They pulled our other truck out. I was terrified they weren't gonna be able to get it out at all.

[00:11:30] But they looked at it and they were like, “you got 600 bucks? We can get this guy moving.” And I'm like, “Take my money. Take my money.”

Allison Howell
[00:11:36] Is that all its gonna be? I'll pay you double!

Morgan Montgomery
[00:11:38] I'm like, “please, can I send you some muffins later?” Actually I sent them brownies the next week.

[00:11:43] So they got the truck out. I called the planner again and said, “I want you to know that, like, the truck is on the way at the ceremony. Stuff at your ceremony starts at 5:00. Our ETA is for 4:40. And then I'm coming with, I have like six guys with me. We're coming behind with the other truck and we'll get the venue set up.”



[00:12:02] So they get to the ceremony site, I mean, guests were there, but like they shoved those benches out.

[00:12:06] We got to the reception site.

[00:12:09] I was so proud of the team.

[00:12:12] I mean, these guys were straight running. I mean, and safely, but like hustling, hustling. Finally, we got to the venue a little bit after 5:00. So we had less than an hour to take what was an empty hall. Mind you, the caterers were waiting to set the tables, everything. The bartender couldn't set up the bar.

[00:12:30] We had our entire team came together, setup everything. And then, of course, because this is the right thing to do, as the caterers went to set the tables, I looked at my team and I said, "see this place setting? We've got to do it everywhere." My team was placing sprigs of greenery into napkins. They were lighting votive candles. It was actually a really like a sight to be seen. And we were done. We were good to go.

[00:12:56] I mean, I was ready for a nap or a cocktail, but it was a really interesting experience. But when we sort of followed up with the planner, you know, she said, you know. It was a tough moment for her because this client had put all her trust in that, in all their trust in her to organize it and make it happen. And so when we don't show up, it can reflect poorly on her.

[00:13:17] But she said afterwards that every single vendor in that place told her later that she should have seen what happened when we showed up and that it was like event magic.

.....

Allison Howell
[00:13:28] Well, folks, that's enough rental nightmares for one episode, but hopefully you're warmed up and ready to hear more rental adventures on forthcoming episodes of The Trunk Show podcast. The show was brought to you by RW Elephant. Stick around to hear my guests at the top of the show. Natalie and Lindsay share their experiences of using the software.

Natalie Peterson
[00:13:47] I would recommend RW Elephant to any rental company. It has made our lives so much easier.

Lindsey Abell
[00:13:54] The biggest benefit, I would say, is being able to take a Wishlist or an Order we get over email and immediately turn that into a complete Order with a Proposal with a beautiful invoice in less than five minutes.

[00:14:09] And I think that's so important to our clients because they constantly give us the feedback of "Oh, my goodness. Thank you so much for getting back to me. This is so easy." Everything is so seamless and quick and we're able to provide our clients with just great customer service because of our RW Elephant.

Natalie Peterson
[00:14:28] I'm not really tech savvy and I was able to figure things out or go to the Q & A or email if I had to ask questions.



Lindsey Abell
[00:14:38]

Well, and the great thing too is that we don't have to be sitting right next to each other to see the same order. She can log on and see what's coming up. I can log on and see what's coming up. When the app came out, we were like, "Ahhhh!" The heavens opened and the angels sang.

Natalie Peterson
[00:14:54]

Not only is the software excellent, but the staff and the customer support and any time we need help has been huge. And I know we're not one of the big dogs, but we felt just really important. So that meant a lot to us.

Lindsey Abell
[00:15:09]

I just can't imagine our business without RW Elephant.

Allison Howell
[00:15:11]

Again, that was Natalie and Lindsay with Coral Lane. Thanks for sharing about your experience with RW Elephant, ladies.

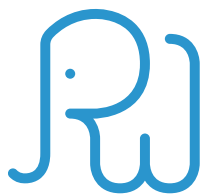
[00:15:20]

You can find more information about RW Elephant online at RWElephant.com or look for a link to the software's website in the show notes. I'm your host, Alison Howell.

[00:15:32]

Happy renting!





RW ELEPHANT

We started with a BIG problem

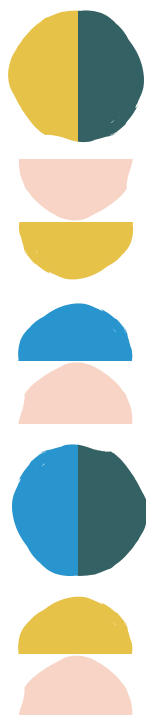
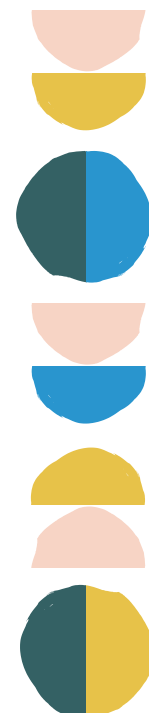
Double-bookings, crazy delivery schedules, and proposals that took hours to create & edit.

So what did we do?

Lots of functions scratched out on napkins, a road trip across the country, and hundreds of programming hours later, RW Elephant was born. The inventory system was simple, easy-to-use, and had just the right amount of features for a small rental business.

Let RW Elephant help you show off your great products, keep track of what's going where when and make running your rental business a little more fun.

Check out RW Elephant's mighty inventory management software with a free trial at rwelephant.com and see how it can change your event rental business for the better today!



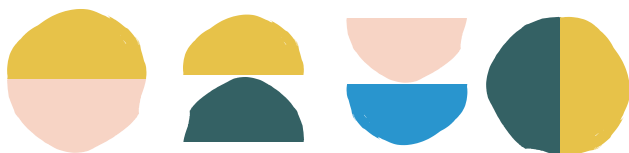
LEND & GATHER

Lend & Gather: A Boutique Event Rental Conference is happening in downtown Los Angeles, January 20-21, 2020.

Join boutique event rental pros from around the world to connect, collaborate, and be challenged to grow your business. Lend & Gather exists to equip and empower event rental industry leaders to elevate the industry together. Don't miss your chance to sit under our expert speakers, learn from your peers, and gain new perspective for your growing rental business at this intimate experience.

Registration closes December 20, 2019.

Grab your seat now at lendandgather.com



ALLISON HOWELL

As co-founder and CEO, Allison Howell is the sales & marketing brain of RW Elephant. She spends a lot of her time interacting with users, plotting about how to improve the software, and consulting with niche rental businesses about how to get better at what they do. With her background of over fifteen years in the special events industry, she's seen many business owners rise and fall. Now, at RW Elephant, in addition to providing intuitive, efficient software solutions for boutique event rental companies, Allison consults with rental owners to build the best businesses they can to reach their goals.

Combining her analytical skills and aesthetic sensibility allows her to provide a unique perspective to niche rental businesses facing a variety of challenges and experiences. Whether one-on-one, on her blog, or through The Trunk Show, Allison seeks to provide specialty event rental businesses with the best tools possible to create more success, profitability, and enjoyment in their rental businesses.

When she's not RWin, she's scheming about other businesses she'll start someday, challenging her three boys to an epic Nerf battle, or spending a weekly date night with her husband and co-founder Tim.

