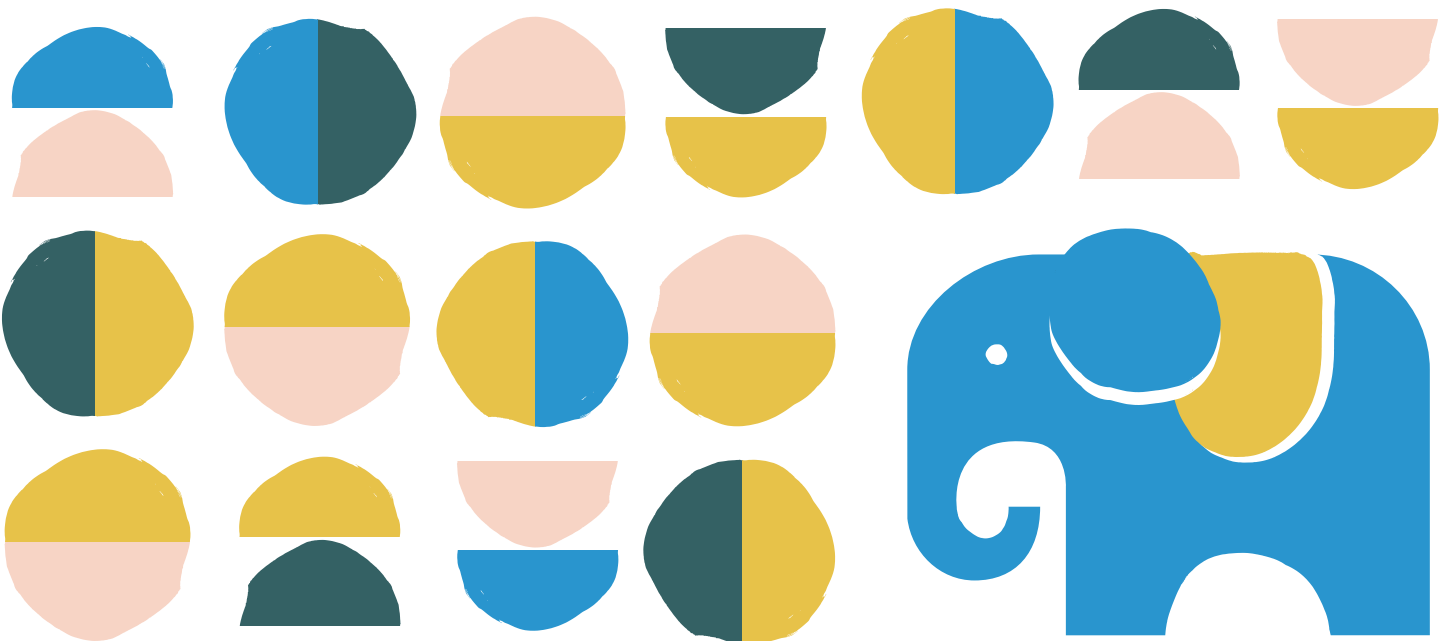
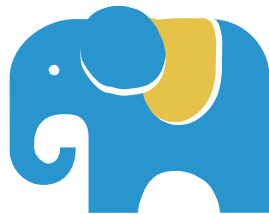
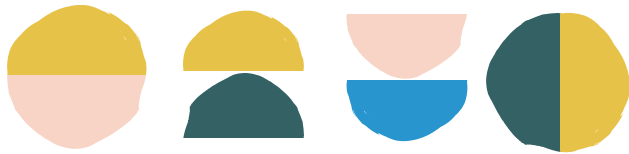


— the —
**TRUNK
SHOW**
with
RW ELEPHANT

EPISODE 3

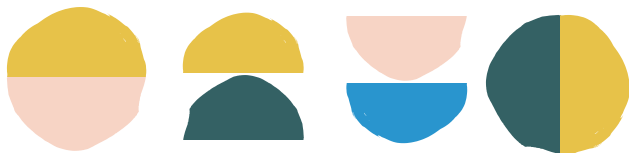
MAGGIE FARRELL
Magpie Rentals





Maggie Farrell tells the story of starting
Maggpie Rentals near Philadelphia,
Pennsylvania. Among other things,
Maggpie is known for offering beautiful
custom furniture pieces made in-house.

You'll hear how Maggie managed to
develop a winning business model and
keep her young enterprise alive while
fighting for her own life.

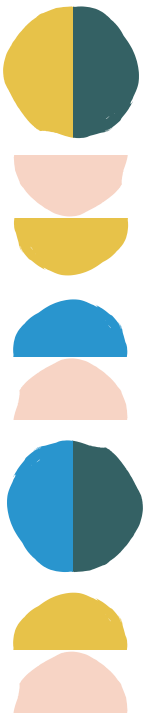




WHAT'S IN THIS EPISODE

- The rental order that led Maggpie to custom-build a portion of their rental inventory
- The factors that define Maggpie's aesthetic and collection now.
- How Maggie and her young business survived a shocking cancer diagnosis and year-long treatment program
- Getting married while working in the wedding events rentals industry
- Advice for business owners on carving time out for yourself
- Running your business rather than your business running you

QUOTES



"I did really love to always be at the warehouse with my parents, but I loved the team that he had. And that was always super appealing to me to have this group of people that worked so well together and admired you so much. But they were just such a team. It was never like you work for me. It was like we work together. And, you know, I just loved the environment." –Maggie Farrell

"When you get money in your hands, you know, you don't want to give it back. So, I said to Jason 'We have to figure out how to make these tables.'" –Maggie Farrell

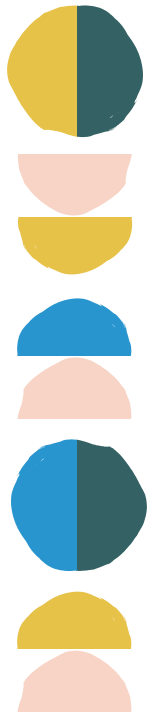
You get to be involved in creating the environment for the event and for this special celebration that then becomes incorporated in the environment of their lives." –Allison Howell

"I think we used to buy because we knew what people were going to rent. But now, over time, we're able to set it ourselves and it's like, 'oh, well, Maggpie has that so that's what we should get because they have that.' So that was always a goal where I want to buy what I like. I want to be proud of my collection." –Maggie Farrell

"The day after my 26th birthday I had my first day of chemotherapy." –Maggie Farrell

"I started to really allow myself to just take time and think about what was going on. Just trying to dig a little deeper. And I think I started to feel, I don't know, I just started to get these feelings of like when I was sick, I wish I gave myself more attention and I paid more attention to like my body and my mind but [...] I was just so focused on the business and nothing else and I feel I completely lost myself." –Maggie Farrell

"It was after I wasn't sick anymore. After we didn't want to sell our business anymore. We moved out of the warehouse and we were like, 'Alright, it's time. Let's do something for ourselves.'" –Maggie Farrell



WEBSITE
maggpievintage.com

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

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

PINTEREST
[maggpientals](https://www.pinterest.com/maggpientals)

TWITTER
[@maggpiefinds](https://twitter.com/maggpiefinds)

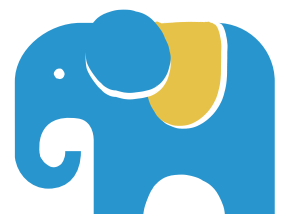
MAGGIE FARRELL

Maggpie Rentals | near Philadelphia, Pennsylvania

Maggie runs Maggpie with her husband Jason and is the creative force behind the company. Her childhood was spent growing up in a rental business so some would have thought this path was intentional but between Jason's love of the flea and unique furniture combined with her desire to forge their own path, Maggpie was born.

Maggie wears many hats at the company but she's best known for handling the creative direction of inventory, marketing, hosting events held at their property (home to Maggpie and Maggie & Jason) and handling 3 golden retrievers on the daily. Even during the earliest days of the company Maggie always dreamed of creating a destination and that would be the end goal for Maggpie. "I love the idea that everyone gets to enjoy our furniture and the atmospheres we create, not just when you're a guest at an event", and in 2017 that dream became a reality with their move to an 18-acre property one-hour outside of Philadelphia. She is always quick to note that the dream is not a wedding venue but a destination for everyone and anyone looking for an experience, inspiration, community and whatever else they can offer to their guests.

Since the separation between work and home is minimal, her social media reflects all aspects of just that, and you know the #goldenbeardogs are easily the stars.



Allison Howell
[00:00:00] 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.

[00:00:09] The show is brought to you by RW Elephant, the mighty inventory management software for your event rental business. In this episode, I talked to the founder of Maggpie Rentals outside of Philadelphia, Pennsylvania.

Maggie Farrell
[00:00:20] I'm Maggie Farrell from Maggpie Rentals.

[00:00:24] One of our specialties, we design a lot of our furniture and then make it and then anything special that comes along that people need to be made. We try to make that happen.

Allison Howell
[00:00:34] Maggie and I dive into topics like working with your spouse, setting work-life boundaries, or running a business from your home, and navigating a major health crisis when you're the boss. All of that and more is coming up on The Trunk Show.

Allison Howell
[00:00:50] So I always love hearing how people got started on their rental adventures. But with you, I think things start pretty early. So I wondered if you could tell us about your parents first and their rental adventure.

Maggie Farrell
[00:01:04] Oh, sure. So my parents own a tent rental company and they started in 1983. So it's been a long time. You know, I grew up going on the road with my dad, answering the phones with my mom and definitely was not a plan for me to get into the rental industry as well. But when I met Jason, he introduced me to the love of flea markets and things like that and that's sort of when the industry was a little bit more vintage rental...

Allison Howell
[00:01:38] Sure.

Maggie Farrell
[00:01:39] ...-directed. It's a little bit different now for us, but we collected a bunch of furniture in... I would say it was like 2011. And sort of on a whim, we just kept slowly putting it out there. seeing what happened.

Allison Howell
[00:01:53] Yeah.

Maggie Farrell
[00:01:55] We did dabble in decorating tent weddings for a little bit with, in conjunction with my parents before we really got started with the rentals.

[00:02:05] We didn't love it. It's kind of one of those moments that we talk about it and then we're sort of like, "let's stop talking about this because we're having PTSD from those memories."

Allison Howell
[00:02:17] Oh, wow.

Maggie Farrell
[00:02:18] It's all good stuff. It's kind of like, I'm glad we have those moments to look back on.



Allison Howell
[00:02:23]

So growing up, were there things you observed about your parents or their business that were admirable or appealing?

Maggie Farrell
[00:02:32]

With going on the road with my dad, I did really love to always be at the warehouse with my parents, but I loved the team that he had. And that was always super appealing to me to have this group of people that worked so well together and admired you so much. But they were just such a team. It was never like you work for me. It was like we work together. And, you know, I just loved the environment.

Allison Howell
[00:02:56]

OK, well, great. So at the point when you were starting or when you finally decided that you were going to do this rental thing and not just sort of collaboratively decorating tents. What was the vision? What did you see happening?

Maggie Farrell
[00:03:15]

God, I feel definitely way different now than I did.

[00:03:20]

That vision has changed in the sense of like what the inventory looked like, what the evolution looked like. And, you know, there's a ton of companies out there that have huge crews and I admire them so much. It's just not really what we want anymore.

[00:03:33]

We sort of sure want to say stay small because we also just bought a farm. So we have a vision for our property as well. So instead we're doing that... and we never anticipated making furniture. That sort of happened by accident as well. So that has sort of taken another route for us.

Allison Howell
[00:03:55]

What do you mean that happened by accident? How did that accident happened?

Maggie Farrell
[00:03:58]

Somebody placed an order for 14 or 12 dining tables and we did not have any. So they actually sent us a deposit. I don't even know how that happened or how they even got the price to send us a deposit. But, you know, at that time...

Allison Howell
[00:04:16]

It's all foggy now.

Maggie Farrell
[00:04:18]

I know, it really is. When you get money in your hand, you don't want to give it back. So I said to Jason, we have to figure out how to make these tables. And he was actually helping a friend build his log cabin at the time. You know, normal things that you do.

[00:04:36]

So at that time, he asked him to teach. So he sort of helped us design what we now call the Chesterfield dining table. And it's still our top dining table to this day. So and I think at this point we've built hundreds of them, so.

Allison Howell
[00:04:55]

Wow.

Maggie Farrell
[00:04:55]

Yeah.



Allison Howell
[00:04:57]

Wow. So at that point, you didn't anticipate that that would be something you would sell in addition to renting. You just imagined, "oh, we'll rent these, fill that order and then kind of see where it goes?"

Maggie Farrell
[00:05:09]

Yeah. And now what we do a lot, which is really neat, is keep in... It's not even something that we've even heavily marketed, but people rent them for their head table or their sweetheart table and they'll request to buy that exact table and we'll sell it to them because we could just build another one.

[00:05:27]

So that's been kind of cool where they take it home and we'll make a little plaque for them and put it on the table and they have it. Yeah. So that's been really it's been really cool.

Allison Howell
[00:05:37]

What a special experience that you get to be involved in creating the environment for the event and for this special celebration that then becomes incorporated in the environment of their lives.

Maggie Farrell
[00:05:49]

It's really... And a lot of times they don't even have their house yet and they're like, we just want to buy it. Will you store it for us until we're ready? And we're like, yeah sure. So we just hang on to it. Yeah.

Allison Howell
[00:06:02]

Wow. So storage isn't something you're short on, then?

Maggie Farrell
[00:06:07]

We're not. Which is surprising because when we moved out of Philadelphia, we had 20,000 square feet. And now that we're on the farm, I don't even know how much we have total. But we have so many outbuildings moving to the farm. We didn't really think that was going to happen for another at least ten years and an opportunity presented itself. And we found the place and we were like, let's just do it now. And we honestly have not been happier. So this was like the best move yet. I hope never to move again.

Allison Howell
[00:06:37]

Do you remember what the first piece was that you ever rented?

Maggie Farrell
[00:06:44]

First piece ever that we purchase was a trunk from a estate sale, we still have it. We don't really use it that often. But it's one of those things we're like, we don't want to get rid of that.

Allison Howell
[00:06:57]

Sure, sure.

Maggie Farrell
[00:06:57]

And then a sofa that we have that has been reupholstered probably at least three to four times at this point. We bought it from a vintage store and which, you know, I'm sure that was one of the first... That or these little tables that we used to rent out for like sweet heart tables. It was either that or that. That was like our first piece that we rented out.

Allison Howell
[00:07:22]

Fun. What drives your collection now? How do you decide sort of what to buy or what to make next?



Maggie Farrell
[00:07:29]

What to buy is definitely, you know, it's... There's so many different trends out there. And I try, I try not to directly follow the trends where, you know, the turnover is going to have to be so fast. I know I try to pay attention to it and definitely trying to pay attention to certain colors, but being smart about what colors we're bringing in and how often are we going to have to change this. But a lot of it is turned into personal style between Jason and I. I would say that I'm spearheading the buying a lot more than Jason is. But...

Allison Howell
[00:08:10]

Sure.

Maggie Farrell
[00:08:11]

Which is nice because I... That was always a goal for me that I think we used to buy because we knew what people were going to rent. But now over time, we're able to sort of set it ourselves and it's sort of like, "oh, well, Maggpie has that so that's what we should get because they have that." So that was always a goal where it's like, well, I want to buy what I like. I want to be proud of my collection.

Allison Howell
[00:08:35]

And you want to lead and you want to curate. And it sounds like you're your audience has really responded to that.

Maggie Farrell
[00:08:42]

Yeah. And then the building... I mean, he sort of does most of the the build designs and, you know, we definitely collaborate on it and I try to give him my two cents because I definitely talk to the customer a lot more than he does. So sometimes I'll have an opinion on a certain design, but for the most part, he just sort of collects his own sources of inspiration and takes it from there and builds what he feels like building really just on a feeling and what inspires them. So I guess we're both sort of the same in this sense. But, you know, not everything always goes over.

[00:09:22]

It's just we built... we built a dining table three or four years ago and nobody really was interested and last year, all of a sudden everybody wanted them and it was after we sold off most of them. So now we're rebuilding them again, so there's always that.

Allison Howell
[00:09:41]

Oh...

Allison Howell
[00:09:44]

Maggie, I have another set of questions that are going to get fairly personal. And I just want you to know, if you don't want to share about anything, feel free to just tell me that.

Maggie Farrell
[00:09:50]

Sure, ok.

Allison Howell
[00:09:51]

So it seems like you've had a lot of change from when you initially started Maggpie to now and there's been a lot of unexpected curves in the road. When did you find out that you were sick?

Maggie Farrell
[00:10:05]

I found out, which is I'm totally fine to talk about this, by the way, June 2013, I found out. I was in the shower shaving my underarms, which is incidentally, how I found a lump under my arm. We lived in the Wilkes-Barre Scranton area at this time, which is two hours north from Philadelphia. When we started our business, that's where we lived. And we are up early to do a delivery to Philadelphia and I found a lump and I showed it to Jason and I asked him if he



thought it was... it looked weird. And of course, I went to my mom because who else do you go to during that kind of station. And I went over to her house and I showed her. And we just immediately went to the doctors at that point. But also...

Allison Howell
[00:10:55]

That same day?

Maggie Farrell
[00:10:56]

That same day, yeah. But our house was for sale at this point. We had already signed the lease on our Philadelphia warehouse. It was just... There was so much going on. You know, there's never been time for it, but it was not good timing. Yeah, that's...

Allison Howell
[00:11:13]

So you found out you were sick and then what happened?

Maggie Farrell
[00:11:15]

So that was I think it was June 14th. I found the lump. I think it was the end of June that I was officially diagnosed. It started off at stage three. I had Hodgkin's Lymphoma and then I think it was like right when I started treatment or maybe after a few other tests were done, I moved to stage four and the day after my twenty-sixth birthday, I had my first day of chemotherapy.

Allison Howell
[00:11:49]

Wow. So what was going on in the business at that time? You'd moved to Philly? Was it growing?

Maggie Farrell
[00:11:54]

We were the busiest we've ever been. We were growing. I mean, the fact that we were able to afford that warehouse and afford all the things that we are doing, it was a it was a great year. And I think that's what kept me occupied during that time. So I didn't... Nobody really talked about me being sick like it wasn't really a thing because I didn't physically get sick either. I lost my hair. That was about the extent of it. But other than that, I wasn't sick.

Allison Howell
[00:12:27]

You were tired?

Maggie Farrell
[00:12:28]

No, I was tired like the day of and the day after. But I, like after that I was fine.

Allison Howell
[00:12:34]

The day of and the day after chemo?

Maggie Farrell
[00:12:36]

Yeah.

Allison Howell
[00:12:38]

Got it.

Maggie Farrell
[00:12:39]

But I was just so excited. I couldn't wait to get back to Philadelphia. And we had this warehouse. We were hosting workshops and photo shoots there. And I was finally able to be with all of our Philadelphia vendors that we've met over the last four years. And I was just busy.



[00:12:55] I mean, of course I did... I did make the decision to put it out there and let people know what was going on. Not for attention, but it was more because I was unsure of what the effects were going to be. So, you know, if I wasn't responding to something fast enough or, you know, I just sort of wanted to make sure I was protected in a sense. But it really never became a problem. But it's just interesting because I feel like I'm dealing with it a lot now.

[00:13:30] So that's why it's sort of an interesting conversation for me, because last year when we moved here to the farm, you know, I'm in this place where this is like my dream place. This is where I've always wanted to end up.

[00:13:44] And we got it and we're here. But I was definitely the most lost I've ever been last year and I started to really allow myself to just take time and think about what was going on. Just trying to dig a little deeper. And I think I started to feel, I don't know, I just started to get these feelings of like when I was sick, I wish I gave myself more attention and I paid more attention to like my body and my mind and... But I was so focused on the business...

[00:14:20] Not that it was a bad thing, but I was just so focused on the business and nothing else. And I feel like I completely lost myself. Last year was a hard year for me. So as I sort of looked at it as like, oh, here's all that emotion from that time. Here it is.

Allison Howell
[00:14:37] Catching up...

Maggie Farrell
[00:14:38] Yeah.

Allison Howell
[00:14:38] Yeah. We can't we can't run from it. It's sort of, it finds us, right?

Maggie Farrell
[00:14:43] It certainly does. But I feel better now.

Allison Howell
[00:14:46] Oh, good. I'm interested about another experience that you've had that I imagine has changed you. Also, sort of an emotional transition.

[00:15:00] [00:15:00] A lot of people in this industry, I think, start, not because they grew up under a tent, but because they plan their own wedding and really get excited about the planning process and or collecting stuff and then think, oh, I should jump into this business.

[00:15:18] [00:15:18] But that's not really part of your story. Your story is that you're doing this business in the wedding industry and then got married.

Maggie Farrell
[00:15:29] And then got married.

Allison Howell
[00:15:30] Yeah. I'm interested to know about your experience planning a wedding, having a wedding, getting married while in the wedding industry.



Maggie Farrell
[00:15:37]

I don't know if people will absolutely love my response, but Jason...

Allison Howell
[00:15:40]

It's your response and so that's what it is.

Maggie Farrell
[00:15:47]

We've got engaged for so long. We we're engaged for like six years before we actually got married. So it was for a long time.

[00:15:53]

And we did at the time think that we were going to use... We never planned the wedding, but in our minds we were like, oh, yeah, we'll use all of our chairs. And once we get enough, I don't know why we thought we were going to have this massive wedding, but once we got enough chairs, we'll have our wedding and then years kept going.

Allison Howell
[00:16:10]

That's what you were waiting for to set the date was acquiring enough chairs?

Maggie Farrell
[00:16:12]

I think so. That's what we said. But I don't know what happened after that.

Allison Howell
[00:16:19]

Well maybe you moved to Philadelphia and you got sick and you had this business that was growing and and and.

Maggie Farrell
[00:16:25]

Yeah. So after... is it terrible that I don't even... I think we got married... We got married in 2016? I don't even really remember. This is terrible.

Allison Howell
[00:16:37]

You got married in 2016. Yes.

Maggie Farrell
[00:16:43]

We... It was, you know, after I wasn't sick anymore. After we didn't want to sell our business anymore. We moved out of the warehouse and we were like, "alight, it's time. Let's do something for ourselves."

[00:16:56]

And it took us a long time to figure it out, but we decided to not have a traditional wedding. And we went to Moose Head Lake, Maine was where we had our very first vacation together and we got married on the Fourth of July. That's when we got engaged.

[00:17:18]

And we're slow during that season. So we're like, oh, it's perfect time to go. But it was just me, Jason, the dogs, and then our really good friends, Mark and Natalie, who filmed it and officiated it and cooked the food and made our cake. So we decided, we were sort of joking and saying, you know, "what have we learned from this industry? Let's not have a wedding."

Allison Howell
[00:17:44]

Well, you know, there's something to be said about not getting married where you work, you know.

Maggie Farrell
[00:17:49]

So my goal was to not take a single thing from Maggpie. I didn't want anything to do with moving furniture or like transporting. I brought up like plates to eat off of and some lanterns. But other than that, I didn't take anything.



Allison Howell
[00:18:09]

Right. Well, it seems like that's what you needed to do to make your day feel set apart. And to make that celebration feel like it was uniquely yours and not some iteration of another event that you've put together for one of your other clients.

Maggie Farrell
[00:18:28]

Totally.

Allison Howell
[00:18:29]

Do you feel like having had that experience impacted your business at all, or did you come back as a married couple different in any way?

Maggie Farrell
[00:18:39]

Well, I think we both at that time just felt probably more relaxed. Like we got, we went away for ten days. We got away. We then continued to take even more time after we got home because we're like, "this is great. Let's just not go back for a little bit."

[00:18:58]

I think we were just both able to get refocused again and it definitely helped. So then it also made us realize, like we need to take more time for ourselves during the year.

Allison Howell
[00:19:11]

Yeah. So do you continue to carve out that time now?

Maggie Farrell
[00:19:16]

We do. We don't necessarily travel right now at this point. It's sort of like, well, we're at the farm and this is where we're gonna be for a little bit. But...

Allison Howell
[00:19:23]

Sure.

Maggie Farrell
[00:19:24]

I carve out certain weekends, we choose, you know, before the season starts. We sort of talk about like, "OK, what do we want off?" And we'll take it. And even if we did staycations, we have so much extra space. So we like to host a lot. We've been doing a lot of hosting here and I love hosting people. So it's been... That's like my vacation.

[00:19:47]

And it's interesting how you eventually learn that where you're like, oh, if I actually step away and learn more about myself or grow within myself or just learn something, how much more beneficial that is to your business than sitting here grinding away seven days a week, 10 hours a day. Like, that's not... Some people can do it, but it's not for me.

Allison Howell
[00:20:11]

Right.

Maggie Farrell
[00:20:12]

So, I mean, that was like huge for me to learn within the last two years was like... Like yesterday, now that I've hired help yesterday, I sort of had like a, almost like a day off. And I did all these things for myself yesterday, met with certain people and I had the most productive day. I didn't feel like I needed to run back to emails. And, you know...

Allison Howell
[00:20:34]

It sounds like you are running your business rather than your business is running you.



Maggie Farrell
[00:20:39]

That's correct. Yeah, finally.

Allison Howell
[00:20:43]

So when you look out at your property, what do you see as the future of Maggpie?

Maggie Farrell
[00:20:53]

There's a few options. We're sort of seeing where it takes us. One is we do tell everybody this will not be a wedding venue. First and foremost, it is not what we are doing.

Allison Howell
[00:21:08]

So apparently people are asking, huh?

Maggie Farrell
[00:21:10]

A lot of people assumed. We definitely when we first moved in, we would see people, they would say, "oh, hey, I heard you buy a wedding venue" and we'd be like, "nope, we did not."

Allison Howell
[00:21:25]

No, we bought a farm where we're going to live and have no weddings ever.

Maggie Farrell
[00:21:28]

Ever. So my hopes for it is I want this to be a place where people want to come. Maybe like, you know, wellness based. I feel like I'm developing it as I'm sort of going through my little journey and sort of being like, "okay, what do I need or what do I want? Okay, let's add that and let's see if we present this to people will they come?"

[00:21:57]

So it's sort of, it's going to be like a trial and error this year of putting some classes out there, putting some you know, there's hiking around us. There's people who want to do yoga on the property with us. You know, things like that. And I know a lot of people are doing it, but there's not really anything like this around here yet, so...

Allison Howell
[00:22:15]

Well, it sounds idyllic.

Maggie Farrell
[00:22:17]

Yeah. And, you know, I like to be... You know, I like my alone time, but I really do like hosting people and seeing people enjoy themselves and being inspired like, I love that so much.

Allison Howell
[00:22:31]

It's like practicing hospitality is something that's a key part of you personally and something you've infused in your business all along. But now can kind of do and in a different form as well.

Maggie Farrell
[00:22:44]

Yeah. I mean, I love... I do love the rentals. I love when people see our stuff at their event and they get so excited. But you know, the way that our business runs, we're not really there during the event.

Allison Howell
[00:22:57]

Sure.

Maggie Farrell
[00:22:58]

I don't know if I necessarily want to be most of the time.



Allison Howell
[00:23:00]

Sure. Right.

Maggie Farrell
[00:23:02]

This is sort of my way of... I know I enjoy that... Like I enjoy seeing people be excited and inspired so it's sort of like, how do I take that and bring it here?

Allison Howell
[00:23:14]

I hope you enjoyed hearing from Maggie about her adventures with Maggpie Rentals outside Philadelphia, Pennsylvania. Check out the show notes to find her website and Instagram handles. While you're digging into the show notes, look out for the link to join the RW Elephant mailing list. That's where you can find more industry resources and happenings. Keep listening for my lightning round of questions with Maggpie.

Allison Howell
[00:23:35]

These are really important things that we need to know about Maggpie rentals. OK. Ready? Favorite piece in your collection.

Maggie Farrell
[00:23:46]

The Christina Chairs.

Allison Howell
[00:23:48]

OK. Ramp or Lift Gate?

Maggie Farrell
[00:23:50]

Ramp.

Allison Howell
[00:23:52]

Sole Proprietorship, LLC, S Corp, Offshore Dummy Corporation?

Maggie Farrell
[00:23:57]

S Corp.

Allison Howell
[00:23:57]

Is there a podcast you love?

Maggie Farrell
[00:24:00]

I love Second Life podcast. That's my number one.

Allison Howell
[00:24:05]

Who inspires you?

Maggie Farrell
[00:24:07]

Honestly, this might sound a little cheesy, but I'm going to pick Jason.

Allison Howell
[00:24:12]

Wow. That's really neat. Dream buying trip destination?.

Maggie Farrell
[00:24:16]

Morocco. Probably.



Allison Howell
[00:24:20]

Is your personal style different than your rental collection?

Maggie Farrell
[00:24:24]

A little bit. But we're working on that.

Allison Howell
[00:24:28]

Got it. Three things outside of work you love to do.

Maggie Farrell
[00:24:30]

I love swimming. It's like my new found hobby. I still love going to flea markets, and vintage stores and going out to dinner. It's like my number one.

Allison Howell
[00:24:43]

Business tools you couldn't live without?

Maggie Farrell
[00:24:46]

RW Elephant.

Allison Howell
[00:24:49]

Oh, perfect answer!

Maggie Farrell
[00:24:49]

And I'm not just saying that.

Allison Howell
[00:24:51]

And what's the next big trend you see in rentals?

Maggie Farrell
[00:24:55]

For us, in good old Pennsylvania, it's definitely like the mobile bars have been a huge thing here.

Allison Howell
[00:25:05]

As we finish up here, what do you enjoy most about your rental adventure?

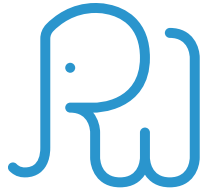
Maggie Farrell
[00:25:11]

Of course I enjoy being able to add lots of furniture to my life, I just really love furniture. That's the number one. Number two is I truly do love the connections that I make with our vendors and our clients.

Allison Howell
[00:25:27]

Thanks for listening to The Trunk Show brought to you as always, by RW Elephant. If there are guests or topics you'd like to hear about on the show, give us a shout. I'm your host, Allison Howell. Happy renting.





RW ELEPHANT

We started with a BIG problem

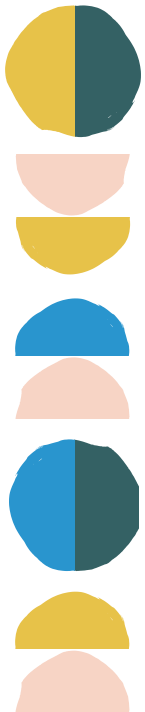
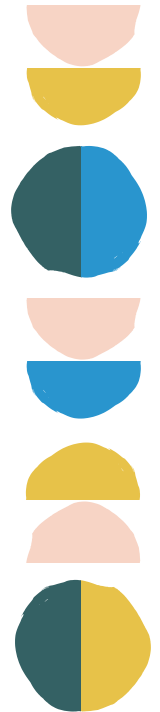
Double-bookings, crazy delivery schedules, and proposals that took hours to create & edit.

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!



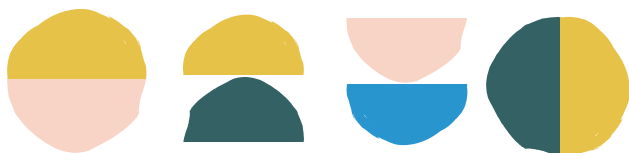
LEND & GATHER

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.

