

in the news

United Rentals Partners with 3VR Crime DEX to cut down on fraud

In an effort to reduce equipment fraud, United Rentals and 3VR CrimeDex have partnered to create a rental-specific message board, Equipment Rental Industry Group – (ERIG). ERIG will be available to all rental companies, and will provide a place for sharing industry-wide security information. The goal is to encourage participation on all levels across the rental industry in order to share the most comprehensive data possible, in real time. ERIG membership is free and there's no cap on employees who can register from any one rental company.



A significant amount of stolen construction equipment each year is lost through fraudulent rentals. With big losses happening much too frequently,

United Rentals decided to collaborate with CrimeDex to roll out the unique information-sharing platform, in order to reduce equipment crime risks overall. ERIG is going to act like "neighborhood watch," allowing rental companies nationwide to alert suspicious behaviors or thefts, which will create a powerful ring of industry-wide awareness to thwart equipment thieves. One of ERIG's best aspects is that companies can go into detail by sharing information about rentals they refused due to fraudulent concerns, and allowing companies to elaborate on specifics, such as the suspect's techniques.

If you're already a CrimeDex member but not in the ERIG group, you can send an email to Michael A. Marsalisi, senior manager corporate security, at mmarsalisi@ur.com and after verification you'll be accepted into the network. If you're not a CrimeDex member, registering is quick and easy, and can be done by following the instructions on www.crimedex.com. Remember, it's best to use a valid company or work email when registering. If you must use a free email account, send an email to info@crimedex.com with your phone number and a representative will contact you to set up your membership.

ERIG serves as both a preemptive and defensive tool, changing the way the rental industry communicates nationwide. ERIG's ultimate goal is encourage collaborative efforts to fight equipment theft and reduce losses.



NER is now accepting nominations for the 2016 ARA Insurance Services/NER Award

Every year, the American Rental Association Insurance Services and National Equipment Register come together at the Rental Show to award a Law Enforcement officer who "has performed exceptional service to the rental industry through the recovery of rental equipment or through theft prevention initiatives." We are now accepting submissions for the 2016 award, which will

continued on page 5



In This Issue

- i. **United Rentals Partners with 3VR Crime DEX**
- ii. **2016 ARA Insurance Services/NER Nomination**
- iii. **Cop's Corner: Summer Law Enforcement Tips**
- iv. **Industry Theft Prevention Tips for Summer**
- v. **Meet the Team: Interview with Adam Gurzynski**



corner

COP'S

With equipment theft peaking during summer months, July and August specifically with the highest theft rates annually, it's important to review theft prevention and awareness tips to reduce risks for equipment crimes in your area.

Summer Law Enforcement Tips:

- **Summer time is road construction time in many states**, and heavy equipment is particularly vulnerable to theft from road projects. Contact equipment owners about any suspicious activity. Law Enforcement can locate an equipment owner through NER's ownership registration system in order to check a machine's status. Request a search through NICB by calling 866-663-7872, option 1.
- **Many thefts occur the week prior to summer holiday weekends** (Memorial Day, 4th of July, and Labor Day). Be mindful of activity involving equipment during these periods, and again contact equipment owners about suspicious activity.

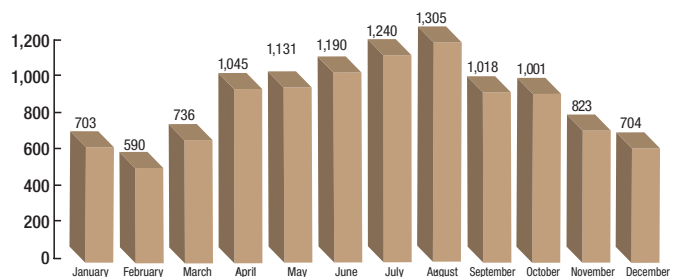
- **Machines which are stolen during these periods may be moved out of the area** over the holidays. Equipment being transported over the holiday weekends deserves scrutiny.
- **Machines may be stolen and left for several days at a remote location** to see if anyone comes looking for them, revealing that they're equipped with GPS. Abandoned machines may be thefts which are not yet reported stolen. Only an owner can verify whether a machine is where it's supposed to be.
- **Law Enforcement can report thefts to NER** in order to verify the machine make, model and serial number/PIN details. See ner.net/report-a-theft.html or email info@ner.net.

Summer Theft Prevention Tips for the Industry:

Summer months see higher equipment theft percentages than any other months throughout the year. Whether that is due to an increase of machines being utilized for road work, accommodating weather, or a string of close knit holidays, it's important to be well-informed and aware of theft risk and how to prevent and reduce the threat.

- **Brush up on equipment protection** with NER's [Spring Equipment Crime Prevention Tune-up Tips](#)
- **Fraudulent equipment rentals and purchases are more common during the summer months.** Take extra steps to insure that customers are legitimate, and that steps are taken to locate equipment if the rental turns bad. See NER's Rental Fraud Advisory for some practical solutions.
- **Thefts of 2010 and older machines are still strong**, possibly because thieves believe these machines are less likely to have GPS systems. Don't neglect physical security on older machines, and make use of aftermarket GPS if equipment doesn't have a factory installed system.

Theft by Month—2013



- **Many equipment businesses have more work in 2015 that in many recent years.** Don't forget to review equipment security tips, due to heavy work schedules this summer – a missing machine on Monday morning could put you further behind than taking an hour a week to review security practices.
- **Report, Report, Report!** If a machine is discovered missing, contact police and file a theft report as soon as possible. You can report thefts to NER anytime online at <http://ner.net/report-a-theft.html> with as little information as the date and location of theft and machine details.

Equipment Fraud Warning

Rental and Dealer Theft by Fraud

National Equipment Register receives reports from across the country of fraudulent activity targeting equipment rental and sales businesses, in particular from our partners at the American Rental Association.

Fraud has been prevalent throughout 2015 and especially active this summer. Both organized groups and individual offenders are committing theft by fraud to obtain a broad variety of equipment, from floor finishers to excavators.

This problem is nothing new, and has particularly plagued the industry in areas with vague conversion/theft of service statutes and lax pawn laws.

Frauds reported lately continue to be dominated by offenders using stolen credit card data or stolen identities, and by individuals fraudulently renting under the accounts of reputable businesses.

Reports of the later show a new twist. The offenders are communicating online, establishing orders via rental company and dealer web stores.

The offender will provide accurate information, claiming to be an official with the company that actually does exist. As all communication on the transaction is done by email, the offender makes use of an email address with a slight variation from the legitimate address.

Example:

A legitimate, reputable company was contacted after rentals to the company were not returned when due. The company confirmed they did not make the orders, and were not even working in the areas the machines were delivered.

When the company examined the billing, the emails from the company employee read:

John.Doe@AB-Company.com.

The true email for the employee is
John.Doe@AB-Co.com.

The offender provided otherwise accurate information including the employee's name, title, and address, which are all readily available on the company's website.

At a glance the transaction appeared legitimate. In one case, the offender even provided another contractor's name as a reference to further establish credibility. It turned out the two real individuals had not done business.

So what can be done?

NER reminds Rental Businesses and Equipment Dealers to be proactive in preventing victimization by fraud. A few simple reminders to Trust but Verify:

- Contact your merchant services to verify odd credit card information, and ask that the issuing bank contact the card holder to verify the transaction.
- Independently locate, verify and contact a bank that a client proposes wire transfers through; confirm the client's banking history with the institution.
- Contact an issuing bank on counter checks, cashier's checks or company checks to verify the account standing and funds availability.
- Before you have a need, discuss your state's fraud and conversion statutes with Law Enforcement and prosecutors in your area. Be sure you have someone in authority you can refer to if you have a criminal fraud that a responding officer will not take a report on.
- Hold equipment until your are satisfied payment will clear on out of town checks. A hold may deter a con artist from targeting your business.
- Independently locate a company a renter says they are employed by, or are contracting for, and contact them to confirm the renter's story.
- Require local references from new renters, and follow up with them independently - Call them!
- Confirm delivery addresses yourself: contact the businesses to confirm the renter or buyer is associated with the address, or contracted to do work there.
- Be extra wary of online transactions and communications. Take extra steps to authenticate not only the transaction, but the individual you are communicating with.
- Require a thumb print, and digitally scan identification on all renters.

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Equipment Fraud Warning *continued*

- Keep a digital camera handy to photograph renter's vehicles.
- Test your security cameras to ensure a renter can be clearly identified.
- Go with your gut. Time and again, victimized businesses report that employees had a sinking suspicion about the transaction. Act on your suspicions until you are confident the transaction is legitimate.

- Communicate rental fraud attempts—share information on attempts made against your business so that other businesses are forewarned.
- Need more information? Contact an NER analyst at 866-663-7872, or email info@ner.net

Were you victimized in a fraud? Be sure you report the details to NER at www.ner.net, and include as much of the offender information and circumstances of the fraud as possible.

Remember that you don't have to have a police report to list a machine missing with NER.



Meet the Team: An Interview with Adam Gurzynski, Senior Analyst

In this new section of the newsletter, we get an inside look at the team here at NER. "Meet the

Team" features a team member to showcase how he or she works in front of or behind the scenes, to play a vital role in the reduction of equipment thefts nationwide. Adam Gurzynski, Senior Analyst has been with NER nearly 15 years, practically since its inception. If you haven't met him, chances are at one point or another you have spoken with him. Whether you needed assistance with your HELPtech account, if you were getting set up with our GPS tracking device IRONwatch, or if you needed help identifying a piece of equipment—Adam does it all and then some.

Q: Tell us about your beginnings at NER?

A: As a youth I had a good friend whose family refurbished older equipment and I spent a lot of time helping out and working on machines, I eventually wound up on the payroll. At some point I decided to get into computers and found a job listing that mentioned databases and construction equipment. I was sold and I've been here ever since.

Q: What is a typical day like for you as a Senior Analyst?

A: There are three main types of days for me.

Days spent pouring through equipment lists looking for errors and making corrections, days spent setting up and testing GPS devices and my favorite days are those spent identifying pieces of equipment. What they are and who they are supposed to belong to. Of course most days it's a combination of the three.

Q: What has been a favorite project you have worked on while at NER?

A: We've done a lot of outreach for equipment owners and Law Enforcement and I have been really lucky to visit lots of non-tourist destinations all over the country. Meeting people, traveling off the beaten track and shedding light on the equipment theft problem and some of the solutions has been a great experience on many levels. When I started in 2002 the statistic on recovery was 5% now it's up to 16% I believe. While I can't take all the credit for that I'm proud to have played a part.

Q: Tell us a little about yourself outside of the company?

A: I'm a father of three, the oldest of which is 6, and I get a lot of late night phone calls regarding stolen or possibly stolen equipment. When I'm not dealing with children or equipment I'd rather be out fishing.

NER is now accepting nominations for the 2016 ARA Insurance Services/NER Award

continued from page 1

be presented at the 60th anniversary of The Rental Show.

Equipment theft is a serious issue which accounts for nearly one billion dollars annually, with a substantial amount of the total lost within the rental industry. This is why rental companies understand and appreciate the value of law enforcement's equipment investigations. Back in 2004, that gratitude led to the conception of the ARA Insurance Services and NER Annual Award.

Past honorees have included officers from California, Illinois, Tennessee, New Mexico, Texas, Georgia, and Florida. We're excited to continue this tradition of recognizing officers who make great strides in deterring, preventing, or bringing justice to equipment crimes throughout the nation and look forward to reviewing this year's submissions.

ARA members and colleagues of officers are highly encouraged to participate by nominating an officer of

their choosing. Please include the following information:

- **Your nominee's full name**
- **Department**
- **State**
- **Telephone number**
- **A brief description of why, in your opinion, your nominee should be awarded**



Please submit your nomination for this year's ARA Insurance Services/NER Award by sending an email to info@ner.net with an anticipated cutoff date of mid-November for last call. The winner will be honored with the award during a special ceremony at the next ARA show, which will take place in Atlanta, Georgia on February 21st – February 24th, 2016.

Contact NER



@ner_theft_alert

Equipment owners:

1-866-346-3746, option 2
info@ner.net

Insurance professionals:

1-866-346-3746, option 2,
msthill@ner.net

Law enforcement:

1-866-346-3746, option 1
info@ner.net



Report a theft: www.ner.net
or fax to 201-469-2027

Sign up for theft alerts:
drossman@ner.net

All other inquires:

National Equipment Register
545 Washington Blvd., 22-19
Jersey City, NJ 07310-1686
Phone: 1-866-663-7872
Fax: 201-469-2027
E-mail: info@ner.net
Web: www.ner.net