



Position: Rental Advisor
Department: Rental
Reports To: General Manager
Supervises: None
Job Group: Laborer
Exempt or Non-Exempt: Non-Exempt

Job Description:

The Rental Advisor helps ensure rental equipment is available, ready, and positioned to meet customer demand. This individual will coordinate rental fleet readiness, equipment movement and staging, yard operations, and coordination of deliveries, pickups, and transfers while communicating daily operational priorities to rental support personnel. The role works closely with Rental, Sales, Service, and Transportation to prioritize operational needs, resolve issues, and support fleet utilization and a consistent customer experience

At RDO Equipment Co., we make decisions thoughtfully, balancing the impact on each of our stakeholders, and enact those decisions according to each of our core values. In this way, we find purpose in our work and pride in our purpose.

Specific Duties Include:

- Coordinate daily rental operations, including equipment availability, reservations, deliveries, pickups, transfers, and customer commitments.
- Communicate and coordinate daily work priorities based on rental demand, equipment availability, service schedules, delivery requirements, and customer needs.
- Serve as the primary point of contact for walk-in rental customers, coordinating rental needs, equipment availability, rental documentation, and equipment pickup and return.
- Maintain rental fleet readiness by ensuring equipment is inspected, cleaned, fueled, repaired, and prepared for customer use.
- Monitor equipment status and proactively communicate availability, delays, and readiness updates to Sales, Service, Rental, and Transportation teams.
- Coordinate equipment staging, organization, and movement throughout the yard to support efficient operations and maximize fleet availability.
- Coordinate inbound and outbound equipment inspections, ensuring equipment condition and required documentation are accurately completed.
- Identify, document, and communicate equipment damage to support timely repairs and accurate customer billing.
- Coordinate equipment deliveries, pickups, and inter-store transfers to meet customer requirements and support fleet utilization.
- Maintain the organization, appearance, and safety of the yard, wash bay, equipment storage areas, and rental fleet display areas.

- Monitor rental fleet utilization and readiness, identifying operational bottlenecks and opportunities to improve equipment availability and customer responsiveness.
- Utilize company systems to track equipment status, manage rental activity, maintain accurate equipment records, and support billing accuracy.
- Collaborate with Sales, Service, Rental, and Transportation leadership to resolve operational challenges and support customer commitments and rental fleet objectives.
- Follow all safety rules and regulations while performing work assignments and adhere to all policies and procedures as specified in company manuals and as directed in the employee handbook.
- Conduct self in the presence of customers and community so as to present a professional image of RDO Equipment Co.
- Proactively seek and participate in available company-sponsored training, in an effort to develop and advance knowledge base and skill set.
- Participate in all company/location driven communication efforts, including open book meetings, huddles, department meetings and other related efforts.
- Maintain a positive and professional working relationship with peers, management, and support resources, with a constant commitment to teamwork and exemplary customer service.
- Perform all other duties as assigned by management in a professional and efficient manner.

Job Requirements:

- Previous experience in equipment rental, construction equipment, heavy equipment, or a related operational environment preferred.
- Demonstrated ability to coordinate daily workflow, communicate priorities, and support team members in a fast-paced environment.
- Strong organizational skills with the ability to coordinate multiple priorities, including equipment availability, fleet readiness, customer commitments, and changing business needs.
- General knowledge of heavy equipment, rental fleet operations, equipment condition, and maintenance and repair needs.
- Strong communication and collaboration skills with the ability to work effectively across multiple departments.
- Strong computer skills with the ability to effectively use company systems to manage rental activity, equipment status, and documentation.
- Ability to identify operational issues, resolve concerns, and support a consistent customer experience.
- Candidates must have valid work authorization and be able to work in the U.S. without company sponsorship.

Essential Job Functions:

Activity	Never	Occasionally	Frequently	Constantly
Hours Per Day	0 Hours	Up to 3 hours per day	3-6 hours per day	6-8+ hours
Sitting				x
Walking		X		
Standing			X	

Bending (neck)		X		
Bending (waist)		X		
Squatting		X		
Climbing		X		
Kneeling		X		
Crawling		X		
Twisting (neck)		X		
Twisting (waist)		X		
Hand Use: Dominant Hand Right___ Left___			X	
Is repetitive use of hand required?			X	
Simple Grasping			X	
Power Grasping	X			
Fine Manipulation			X	
Pushing/Pulling		X		
Reaching (above shoulder level)		X		
Reaching (below shoulder level)		X		
Lifting:				
0-10 lbs.				X
11-25 lbs.		X		
26-50 lbs.		X		
51-75 lbs.	X			
76-100 lbs.	X			
Carrying:				
0-10 lbs.				X
11-25 lbs.		X		
26-50 lbs.		X		
51-75 lbs.				
76-100 lbs.	X			
Driving cars, trucks, forklifts, other equipment?	X		X	