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Information which must be obtained before renting to someone you do not know:

- 1. A fixed business address with a telephone number that can be verified by telephone directory assistance.** Previous losses can be attributed to either the use of cellular phones or the use of a temporary phone number that belongs to a store front.
- 2. A photographic picture identifying the person taking possession of the equipment. This photographic identification needs to be corroborated by at least two other pieces of identification.** A driver's license or passport are examples of photographic identification. Credit cards are an excellent way to corroborate the photographic identification.
- 3. A copy of the drivers license of the person renting the equipment and the person picking up the equipment.** Taking a picture of the person who picks up the equipment with a Polaroid camera is a good idea. You want to make sure the person picking up equipment for a legitimate rental is not scamming you. You will probably need to advise your customers in advance of the rental and obtain their consent.
- 4. The social security number of the person renting the equipment.** You will need this information to perform a credit report.
- 5. Confirm your customer's billing address with the credit card and that the credit card has not been reported stolen.** Most credit card companies use a person's social security number, mother's maiden name, and the last few uses of the credit card to confirm that the person to whom they are speaking is truly the cardholder.
- 6. A bank reference is essential.** You need to make certain that the address listed on the check is the same address given as the business location; that the bank branch shown on the check is a real branch; that the account number shown on the check is a real account; and that the check number is one within the series being currently used by the customer issuing drafts on the account.
- 7. The locations and or studios where the equipment will be used.** Confirmation with the studio and/or the location to be used is an excellent idea.
- 8. The names of other rental equipment companies from whom your customer will be renting equipment for this project.** Many of the previous thefts involved more than one rental equipment company. Instead of having one equipment rental company sub-rent the necessary equipment to supply the job the customer rented equipment from three or four companies.
- 9. A professional reference within the motion picture industry with telephone number, address, and the number of years they have known this person.** The names, addresses and telephone numbers of other film and/or video equipment companies from which your customer has rented equipment.