



(Above L-R) Peter Meginnis, Owner, So Cal Rental EquipRent & Robert Lawson, Manager, So Cal Rental EquipRent.



(Above) New Volvo BL70 Backhoe Loader recently purchased from Volvo Construction Equipment & Services, Inc.



(Left L-R) Peter Meginnis, Owner, So Cal Rental EquipRent & Ed Galindo of Volvo Construction Equipment & Services, Inc.

# So Cal Rental EquipRent

## Complete NEW Lineup of EQUIPMENT

written by: brian hoover

**G**rowing up in the family business can be both challenging and rewarding. Peter Meginnis knows this all too well, as he reminisces about working for his father, Brian Maginnis as a youth. Peter spent many summers and weekends working in the family rental equipment business, before going off to Loyola Marymount University in Los Angeles to retain his degree in business marketing and management. After graduating from college, Peter decided to work for his

father fulltime and spent the first five years of his adult career learning the ins and outs of managing an equipment rental company.

The apple truly does not fall far from the tree, as Peter soon realized that what he really wanted was to own and operate his own rental equipment business. He would not have to wait long, as the owners of EquipRent in Azusa and Glendora were looking to sell and by November of 2009 a deal was struck and Peter Maginnis was the proud new owner.

Armed with his degree in business marketing and management, Peter knew that many times you have just one chance to make a good first impression. He decided that he would rebrand the company with the name So Cal Rental EquipRent and launch his new enterprise with a complete overhaul of equipment offerings. Having the best and most popular brands was extremely important to Peter Maginnis, as well as to the future of his rental equipment business. He knew that in order to

keep the existing customers and win new ones, he would need to invest in an entirely new fleet of equipment and that is just what he did.

From scissor lifts and booms to backhoes and skid steers, the entire fleet was updated. When the time came to consider their backhoe line, Peter considered all of the options. He had worked with Ed Galindo of Volvo Construction Equipment & Services, Inc. in the past and on other recent purchases, and over the years the two had established a good,

trustworthy relationship. Peter Maginnis explains, "While looking for a backhoe line, Ed introduced us to the Volvo BL70. We were probably most impressed with its exclusive loader pilot-operated control. Our renters are looking for this and we want to provide what they want. Our customers can control the loader and bucket with one-hand controls that switch from backhoe to excavator pattern with the push of a button. Today is actually the first day that our new Volvo BL70 has been in the

yard, which is a clear testament to how popular this machine is to our customers. The support we receive from Ed Galindo and Volvo Construction Equipment is what keeps us coming back. Just like our customers who can rent from anyone, but they prefer to deal with us, we prefer to deal with Ed and the people at Volvo Equipment."

So Cal Rental EquipRent caters to the homeowner and the contractor, as well as industrial and commercial clients throughout Southern California.

Peter continues, "We will always strive to provide that small town atmosphere and greet our customer by name. They are more than just a number to us and I want them to know that. From our wonderful store manager, Robert Lawson and field sales representatives to our counter and shop employees, we will endeavor to build a personal relationship with each and every one of our clients."

In addition to renting, So Cal Rental EquipRent is also a dealer for several equipment lines including: Genie and Skyjack scissors and booms, Multiquip, Wacker and many more. Peter Maginnis comments, "Whether

our customers are looking to buy or rent, we make every effort to streamline the process by choosing to carry only the most dependable brand names. We stick with a specific brand and stock those parts, so that our mechanics can keep the inventory up and running at all times. In addition, we sell our rental equipment on a rental lease basis, directly to customers in California or overseas, or even at auction.

Give Peter Maginnis or store manager, Robert Lawson a call today at 626-857-3505 or visit them online at [www.equiprent.net](http://www.equiprent.net). Mention this article and receive a 10% discount off of your next rental.

*(Below) SoCal Rental showroom featuring new equipment lines for sale or rent.*

*(Bottom) One of SoCal Rental's equipment yards ready to fulfill the contractor's needs with everything from generators, light towers and reach forklifts to skid steers, backhoes, trucks and trailers.*



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