Pro Subrental Flex Rental Partnership



Pro Subrental Pro Subrental Marketplace has partnered with Flex Rental Solutions, making it much easier for users to populate their PSM Marketplace Inventory. This software integration is part of the long-term strategic plan for Pro Subrental Marketplace to make it easier for users to quickly locate and secure the right equipment within the tools they use every day.

“This is the first step in making the cross-rental marketplace much easier to manage,” explains Pro Subrental Marketplace CEO, Greg Smith. “I’m delighted that Chris and the team at Flex have embraced the concept of PSM, even joining me for in presenting the concept at my recent event at Rock Nashville. I am excited for everyone to see how powerful this integration is. The PSM/Flex integration is a powerful tool that will get you moving quickly in the marketplace.”

Using the import facility, Flex customers can now publish their inventory directly to the Pro Subrental Marketplace. Once listed, PSM users around the world can search that inventory and request the equipment they need quickly. “Our customers operate at a scale where a single shortage can derail a live event. Flex exists to give them control over complex operations. And part of that is making sure Flex adapts to the tools and partners they rely on,” added Chris Stein, CEO at Flex Rental Solutions. “PSM is building something valuable for our industry, and we're glad Flex customers get it first.”

Other improvements have also been made to make the Pro Subrental Marketplace platform more in tune with the way that rental companies in the live events industry operate. These include importing from Excel with product analysis and matching, unique pages for outgoing and incoming rental requests and support for photographs of a user’s own gear for renters to review.

This partnership establishes the foundation for a more user-friendly Pro Subrental Marketplace. Building on the Flex integration, PSM is currently developing integrations with Rentman, HireTrack, and Intellievent. “This creates a new global marketplace to help make the subrental process easier and more effective,” reveals Smith. “The days of calling 18 people and sending 50 emails to people you don't know begging them to fill your shortages are over.”

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