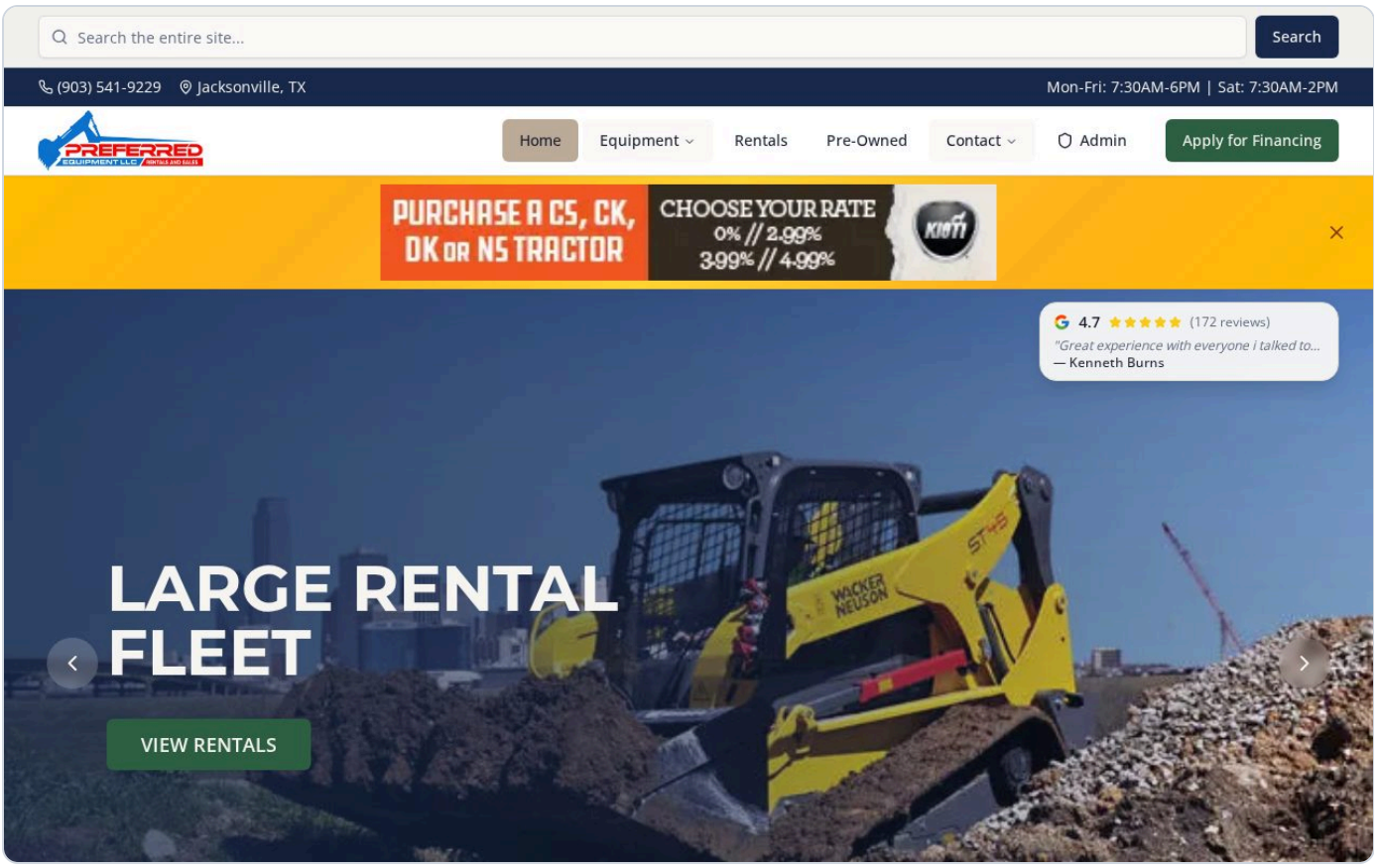
PROMOMEDIA
ADVERTISING AGENCY

TECHNOLOGY WHITEPAPER · EQUIPMENT DEALERSHIP & RENTALS

More Than a Website: The Software That Runs a Dealership

How PromoMedia built the Preferred Equipment LLC platform in Jacksonville, Texas — inventory, rentals, financing applications, trade-ins, QR equipment scanning, AI-assisted chat and a complete admin back office in one system.



Client	Location	Sensitive data	Live at
Preferred Equipment LLC	Jacksonville, TX	Encrypted financing details	preferredequipmentllc.com

EXECUTIVE SUMMARY

From brochure site to dealership operating system

Equipment dealers juggle new and used inventory across many brands, a rental fleet, financing and rent-to-own applications, trade-ins, service requests and a steady stream of phone calls. When the website is only a brochure, every one of those tasks happens by phone, paper and spreadsheet — and leads slip away after hours.

PromoMedia built Preferred Equipment a platform that does the work. Shoppers browse every brand and category the dealership carries — Kioti, TYM, Bad Boy, Stihl, IronCraft, Wacker Neuson, Cub Cadet, Ariens, Wright and more — with full product detail pages. They can request a rental, apply for in-house financing or rent-to-own, submit a trade-in with photos, request service, and chat with an AI assistant that hands off to a live staff member. On the lot, a QR scan pulls up any unit's details instantly.

Behind the scenes, staff manage inventory, rentals, contracts, condition reports, financing applications, trade-ins, content and marketing attribution from one admin backend. Sensitive financing information such as Social Security numbers is encrypted before it is stored, and only authorized finance and sales roles can view it.

> Every inquiry — rental, financing, trade-in or service — arrives structured, routed and ready to act on, even when it comes in at midnight.

THE BUSINESS PROBLEM

A dealership running on phone calls and paper

Before the platform, most of the dealership's customer-facing work happened offline, and the website could not capture or organize it.

Pain point	What it was costing the business
Inventory hard to browse	Customers could not easily see what was in stock across brands, categories and pre-owned units.
Paper financing applications	Applications with highly sensitive personal data were collected on paper or by email, slow to process and hard to protect.
Rentals tracked by hand	Rental requests, contracts, signatures and condition notes lived on clipboards and in filing cabinets.
Trade-ins by phone	Valuing a trade meant calls back and forth with no photos or equipment details on record.
Lost after-hours leads	Questions asked at night or on weekends went unanswered until the next business day — if they came back at all.

THE SOLUTION

One platform for shoppers, renters, applicants and staff

The platform pairs a dealership-grade shopping experience with structured intake for every type of request and a back office that turns those requests into managed work.

How it works

01 Shop the inventory

Customers browse equipment by brand, category, pre-owned, tools, packages and deals, then search, filter and sort to a detailed product page with specifications and media.

02 Ask, rent or apply

From any product, customers request information, request a rental, or start financing — choosing financing, rent-to-own, pay-in-full or "not sure yet."

03 Secure financing intake

Applicant and co-applicant details and documents are collected online. Social Security numbers, license numbers and other sensitive fields are encrypted on the server before storage.

04 Trade-ins and service

Customers submit trade-in details with photos, or request service and parts, without picking up the phone.

05 Scan on the lot

A QR code on each unit opens its availability, specifications and rental rates instantly on any phone.

06 Staff take it from there

Inquiries are routed to configured staff recipients. The team reviews, assigns and prints applications, runs rental contracts with signatures and condition reports, and manages content — all from the admin backend.

Who uses it

Shoppers & applicants	Browse, ask questions, request rentals, apply for financing, submit trade-ins and service requests, and chat — no account required.
Sales & finance	Review and update inquiries and applications; view decrypted financing details only through a verified, logged request.
Chat agents	Pick up live-chat handoffs from the AI assistant.
Administrators & staff	Manage inventory, rentals, content and users, with access delegated section by section.

FUNCTIONALITY IN DEPTH

Built around the way a dealership actually works

Each module replaces a manual process — and connects it to the same inventory and customer data.

CATALOG

Full Equipment Catalog

Every brand, every product, its own page.

- Tractors, mowers, powersports, construction and pre-owned
- Hand and power tools, packages and deals
- Brand pages for every line carried
- Search, filters, specifications and media

RENTALS

Rental Fleet & Operations

From online request to returned unit.

- Online rental catalog with rates
- Rental request flow with confirmation
- Contracts with digital signatures
- Checkout and return condition reports with photos

FINANCE

Financing & Rent-to-Own

A complete application suite built into the site.

- Financing, rent-to-own, pay-in-full and “not sure” paths
- Applicant and co-applicant intake with documents
- Field-level encryption of sensitive data
- Assign, review and print submissions

LEADS

Trade-In, Service & Inquiry

Structured requests instead of phone tag.

- Guided trade-in with photos
- Service and parts requests
- Product inquiries and careers with résumé upload
- Configurable notification recipients

ON THE LOT

QR Equipment Scan & AI Chat

Answers wherever the customer is standing.

- QR landing pages for each unit
- Standalone scan page for kiosk or phone
- AI chatbot trained on dealership information
- Live-chat handoff to a staff member

BACK OFFICE

Complete Admin Backend

Run the dealership from one dashboard.

- Inventory, serial numbers, brands and deals
- Manufacturer CSV, brochure and invoice imports
- AI-assisted product descriptions and blog content
- Referral links and traffic-to-lead attribution

SECURITY & DATA PROTECTION

Protecting the most sensitive data a dealership collects

Financing applications contain Social Security numbers, birth dates, license numbers and income. The platform treats that information differently from everything else — with encryption, strict roles and logged access.

Field-level encryption
IS MY SSN SAFE?

- Social Security numbers, license numbers and co-applicant SSN and birth date encrypted with AES-256-GCM before storage
- Rent-to-own applications also encrypt birth date and income fields
- A unique random value (IV) for every encryption and a key held only on the server

Controlled decryption
WHO CAN READ IT?

- Decryption runs on the server only after verifying the user's sign-in
- Only administrator, sales and finance roles can decrypt
- Each decryption request is recorded in a PII access log, and assignments are tracked

Roles & permissions
WHAT CAN YOU DO?

- Roles stored in a dedicated roles table: admin, sales, finance, chat agent and staff
- Section-by-section permissions for delegated staff
- Secure email and password sign-in with password reset

Database access rules
WHAT CAN YOU SEE?

- Row Level Security on applications, inquiries, trade-ins and contracts
- The public can submit applications but cannot read them back
- Only authorized staff roles can read and update submissions

Private documents
WHO CAN OPEN IT?

- Rental documents, résumés, rent-to-own documents and trade-in photos in private storage
- Access through time-limited signed links
- Upload checks on file type, extension and size

Abuse protection
IS IT SAFE FROM SPAM?

- Form protection against bots and spam
- Rate limits and repeat-submission checks on financing intake
- Input sanitization (DOMPurify) and validated SSN and date formats

> Customers can apply for financing online with confidence: their most sensitive details are encrypted before they are saved, and every decryption is logged.

BUSINESS VALUE

Where the platform pays for itself

The platform turns browsing into structured, routed leads and removes the paperwork that used to slow every sale, rental and application.

Value lever	How the platform delivers it
More leads, captured 24/7	Inquiries, rentals, applications and trade-ins arrive online at any hour with complete details.
Faster financing	Online applications reach finance staff immediately, organized and ready to review and print.
Reduced data risk	Encryption, role-based decryption and access logs reduce exposure of customers' most sensitive information.
Accountable rentals	Digital contracts, signatures and condition photos document every checkout and return.
Less data entry	Manufacturer CSV, brochure and invoice imports, plus AI-assisted descriptions, keep inventory current with less typing.
Marketing you can measure	Referral links and attribution connect traffic sources to real inquiries.

Technology foundation

React + TypeScript · Vite · Tailwind CSS / Radix UI · Supabase Postgres + Row Level Security · Supabase Auth · Private Supabase Storage · Serverless Edge Functions · AES-256-GCM encryption · AI chatbot & content · Resend email · QR & PDF tools · Automated tests (Vitest)

How PromoMedia delivered it

01 Discovery
We mapped every product line, rental unit, financing path and manual task the Preferred Equipment team handled.

02 Design
We designed a clean, dealership-grade experience optimized for East Texas customers on mobile.

03 Build
We built the catalog, rentals, financing suite, trade-ins, QR scanning, AI chat and a complete admin backend on one platform.

04 Launch & grow
We launched, trained the team, and continue to add product lines, deals and features as the dealership grows.

COULD THIS WORK FOR YOU?

Running a dealership, rental yard or inventory-heavy business?

If your website shows products but your team still does the real work by phone and paper, the same platform approach applies.

Equipment & powersports dealers
Multi-brand inventory, financing applications and trade-ins.

Rental yards
Online requests, contracts, signatures and condition reports.

Auto, RV & marine
Inventory, credit applications with encrypted personal data, and lead attribution.

Any business collecting sensitive data
Online intake that encrypts and restricts what it collects.

Why businesses build with PromoMedia

- **Problem first, software second.** We start by studying how your team actually works — the counter, the phone calls, the spreadsheets — and only then design the tool.
- **Security built in, not bolted on.** Sign-in, roles, database-level access rules and server-side handling of keys and payments are part of every build from day one.
- **One local partner.** Strategy, design, development, launch, marketing and ongoing support from a single Tyler, Texas team that answers the phone.
- **Built to grow.** Platforms are designed to add features, users and locations without starting over.

PromoMedia LLC
625 Chase Dr STE 201
Tyler, TX 75701

Start a conversation
(903) 366-7608
projects@txpromomedia.com
txpromomedia.com/app-development

This document describes the system architecture and features as built at the time of publication. It is not a third-party security audit or compliance certification. Client names and product names are used with permission and remain the property of their respective owners.