

AFE RENTALS

aferentals.ca | Heavy Equipment Rentals, Etobicoke, Toronto

Case Study

AFE Rentals

Heavy Equipment Rental Platform | GTA Contractor Marketplace

PROJECT OVERVIEW

AFE Rentals is a locally owned heavy equipment rental company based at 24 Jutland Rd in Etobicoke, Toronto. Operating since 2005, the company rents construction equipment to GTA contractors and builders, including mini excavators, scissor lifts, boom lifts, telehandlers, forklifts, skid steers, backhoes, and masonry equipment. The business runs three separate sites covering rentals, parts, and equipment repair.

THE PROBLEM

AFE Rentals had been running its business entirely offline and over the phone for years. By the time they came to us, the core problems were straightforward but not easy to solve:

- No online catalogue meant contractors could not browse availability, specs, or pricing without calling, which slowed down their decision-making and added pressure to AFE's phone lines
- Competitors were moving online and capturing search traffic for high-intent terms like 'same-day mini excavator rental Toronto,' leaving AFE invisible to a new generation of contractors who search before they call
- The rental fleet spans nine equipment categories with complex subcategories (e.g., telehandlers divided by weight capacity and reach), which is hard to communicate through a phone conversation alone
- No way to take orders or reservations outside business hours, costing the company bookings from contractors planning weekend jobs
- The business needed to separate its three service areas (rentals, parts via [afixparts.com](#), repairs via [afixequipment.ca](#)) while keeping them cross-linked so customers could find the right service fast

THE SOLUTION WE ARCHITECTED

We built a custom equipment rental website on the Quipli platform, which is purpose-built for rental businesses and handles the inventory, availability, and order logic that a general CMS cannot manage out of the box. The architecture centred on letting contractors self-serve as much as possible before picking up the phone.

What we built:

- A full online catalogue with nine top-level equipment categories, each broken into subcategories with weight, height, and capacity specs listed per model, so a contractor can verify the machine will do the job before renting
- An online order form embedded in the site, letting customers submit rental requests with contact details and order specifications, creating a paper trail and allowing AFE to respond outside call hours
- Location-scoped browsing (Etobicoke, Ontario) built into the URL and navigation structure to capture local search traffic from contractors in the GTA
- Cross-links to the sister sites [afixparts.com](#) and [afixequipment.ca](#) baked into the main navigation, so a customer who needs a repair or a part is one click away from the right business
- Real pricing transparency with published rates (mini excavators from \$200/day, scissor lifts from \$100/day) shown in the meta descriptions and site copy to pre-qualify leads before they contact
- A clean, no-nonsense design language matching the brand's positioning as the straightforward, old-school operator in a market of larger fleet companies

TECH STACK

Platform	Quipli (purpose-built equipment rental software)
Frontend	Custom theme over Quipli CMS
Inventory	Quipli rental inventory and availability management
Order Flow	Embedded order request form with email capture
SEO	Location-scoped URLs (etobicoke-ontario/[category])
Analytics	Google Tag Manager (GTM-PZKQJLRH)
Sister Sites	afixparts.com (parts), afixequipment.ca (repairs)
Contact	Phone (416) 255-4546, on-site contact form
Currency	CAD with same-day rental pricing published

THE END PRODUCT

The live site at aferentals.ca gives GTA contractors a full self-serve rental catalogue for the first time in the company's history. Visitors land on a clear category grid, drill into specific equipment by size and capacity, and submit a rental request without making a phone call. The site ranks for location-specific search terms and captures overnight leads that previously went to competitors.

Pricing is transparent from the meta layer down, meaning AFE shows up in search results with specific rates that match what contractors are actually looking for. The three-site ecosystem, rentals, parts, and repairs, is now cross-linked and coherent, which means a customer relationship that starts with a rental can extend naturally into parts supply and maintenance work.