



Case Study: Zander Solutions

Finding the Right Vehicles for the Job—
Even When Other Fleet Providers Can't



We listen to Zander Solutions' challenges and are always coming up with dynamic strategies to help them.

Challenge

[Zander Solutions](#) provides expert waterproofing services to both residential and commercial buildings across Wisconsin. With three separate divisions dedicated to general contractors, home builders, and homeowners, they provide exceptional service across their communities.

In 2019, they were becoming disillusioned with their previous fleet leasing provider and wanted a partner that could address the needs of their 100+ vehicle fleet with greater urgency. They approached Ewald Fleet Solutions with a need for new vehicles in a relatively short time frame.

Michael Karner, Inventory & Purchasing Manager at Zander Solutions, explains, "There wasn't a lot of transparency with our previous provider. If they couldn't get us the vehicles we wanted, they never really produced any alternatives for consideration.

In our business, at the end of the day, if a vehicle goes down, we have to replace it. So it was about making sure we could quickly get the vehicles we needed while having different options presented to us. Our previous provider just kind of took their time and we felt like number 10,000 on their list."

He continues, "We were looking for a fleet provider that was responsive and proactive. Someone who would take the time to explain what other options we had if we couldn't get our first-choice vehicles."



Strategy

At Ewald, our relationships with vehicle manufacturers and dealerships give us an edge when locating vehicles for our clients. Ewald Account Executive Jeremy Kritzer recalls, “The most urgent priority for Zander was their immediate need for vehicles. By leveraging our wide network of suppliers, we were able to facilitate that for them.”

Key Services Provided:

1. Fleet leasing
2. Vehicle acquisition and lifecycle management



Ewald Account Executive, Jeremy Kritzer, explains that, *“We’ll also have discussions on what’s going on in the marketplace. For example, we may recommend early-term remarketing for some vehicles to take advantage of current market conditions—selling current vehicles at a premium price and replacing them with new ones, which has a real impact on total cost of ownership.”*



We sat down with our contacts at Zander to learn about the kinds of vehicles they needed. We then got to work and presented a number of options for them to consider. Once their team made the final decision, we located and delivered their chosen vehicles, and they were able to continue their service operations with very little disruption.

We continue to find vehicles for the company, using commercial leases to help them manage cash flow and reduce the total cost of ownership. We focus on maintaining a positive, ongoing relationship with Zander. “Communication is really key, so I’m always in continual contact with the company in regards to what their needs are, what challenges they may be having, and what might be coming up in the future,” explains Kritzer.

From the beginning, our focus has been on finding the right fit-for-purpose vehicles, while staying within their budget. Their fleet of pickup trucks, box trucks, and cargo vans continues to operate strong, even with today’s vehicle shortage issues.

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Showcase #1

Helping Zander navigate the vehicle shortage

Our team's "roll up your sleeves" approach means we'll do whatever it takes to find vehicles for our clients—even when supply is scarce.

"Ewald has really saved us a lot of time in finding vehicles. They are on point in terms of what the market looks like, and what's available and what's not. We're always able to get vehicles, even in times like this where the supply chain is tighter. They're still able to get us vehicles in two or three days!" explains Karner.

He continues, "Ewald also does a really good job of sticking to our budget. They know what we're looking for budget-wise and can produce alternatives that suit our business needs if we can't get our first choice."

"Ewald has really saved us a lot of time in finding vehicles."

*Michael Karner,
Inventory & Purchasing Manager at Zander Solutions*



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Showcase #2

Maximizing resale value through strategic vehicle cycling

We are specialists in fleet vehicle cycling, using it to reduce our clients' total cost of ownership and achieve the highest resale values possible. Our focus is on removing vehicles from our customers' fleets at the optimal point while depreciation and maintenance costs are still low.

"Ewald makes sure we rotate our vehicles properly, which maximizes our resale value. They're the only provider we've had who talks about five-year plans, looking ahead to when we need to cycle vehicles out of our fleet. When it comes to the purchasing and selling of our fleet vehicles, Ewald understands our needs." says Karner.

"Ewald makes sure we rotate our vehicles properly, which maximizes our resale value. They're the only provider we've had who talks about five-year plans, looking ahead to when we need to cycle vehicles out of our fleet."

Showcase #3

Optimizing vehicles for their end-use

As fleet specialists, we know that not just any vehicle will do for a given job. Our clients need specific vehicles and upfits suited to their end uses.

We ensure Zander's vehicles are fit-for-purpose and ready to do the job their employees need them to do.

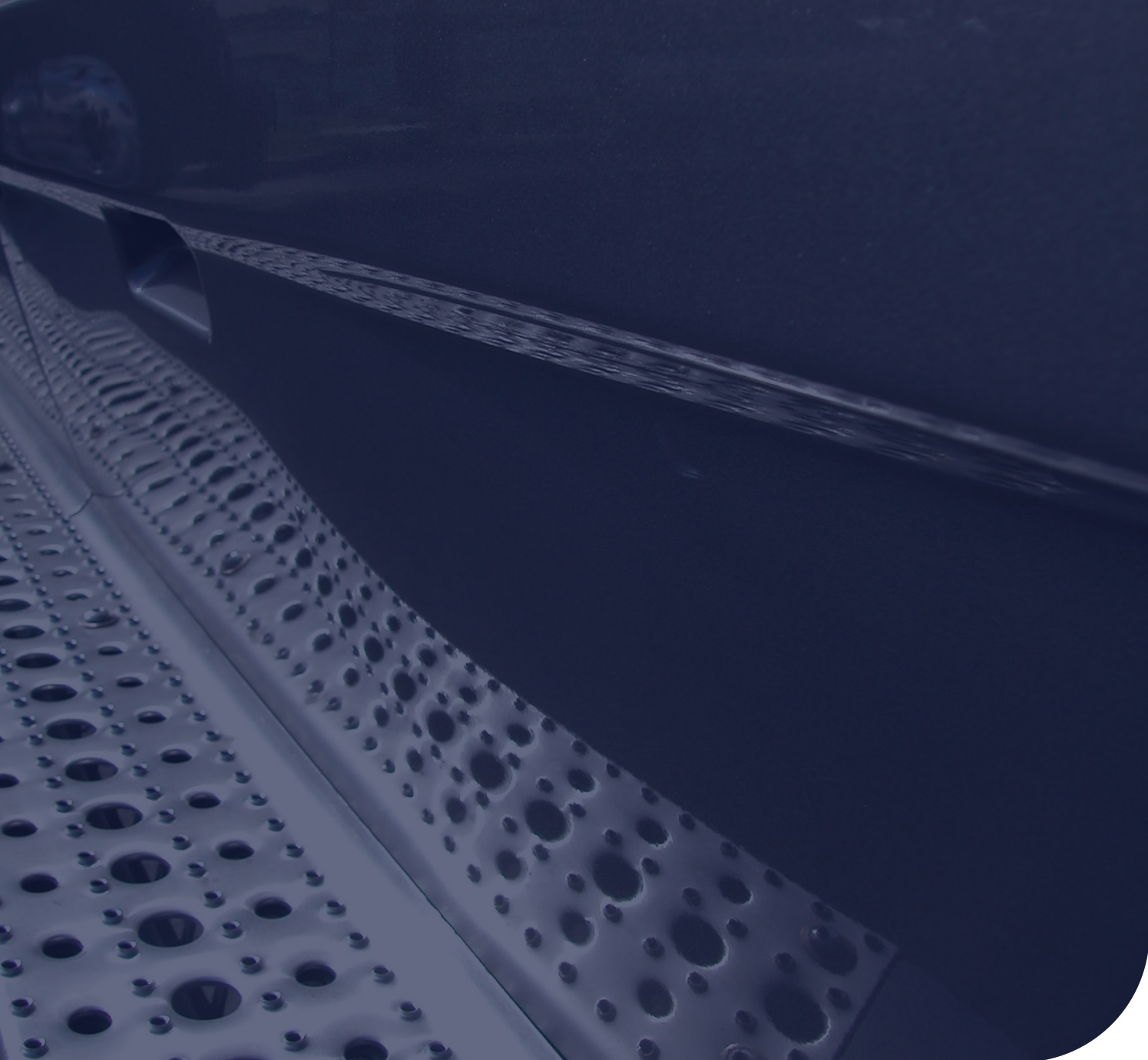
"Ewald really helps us out not just with vehicles, but vehicle accessories, upfits, and designing vehicles for our day-to-day business needs. They ensure our trucks have the right running boards, toppers, and shelving, for example. They've also been able to find us a heater that can go in the back of our minivans to keep them above 40 degrees so the product in our vehicles does not freeze. That was a unique item that they found for us that we continue to use to this day."

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"Ewald Fleet Solutions is a Wisconsin-based business that has served all of our fleet needs from vehicles, accessories, and unique vehicle uplifts. They have always provided quick and affordable options for our fleet needs. I would recommend them to any business that is looking for a fleet solutions provider."

- Michael Karner, Inventory & Purchasing Manager at Zander Solutions



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