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# Campus Book Rentals helps spread the education budget



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Most college students understand the pain that [Alan Martin](#) felt during his undergrad years at Weber State.

Like most college students, Martin found himself stretching his budget to cover the cost of textbooks. A quest to find a solution led Martin to found Campus Book Rentals.

Schools across the country use the company's services, including NYU. Students either use the company's website to rent or buy the textbook or pick up the book and register it in a file system provided by Campus Book Rental in their official campus bookstore.

"I started buying and selling all my books online," Martin told me. "I did this for years and I basically noticed that I was selling books for about the same price I was buying for. I was breaking even."

In 2007, Martin decided that he had a formula that would allow him to do more than break even and after integrating a textbook rental service into his strategy, he dropped out of school during the first year of his pursuit of a master's degree.

By 2009, Martin claims that the company was profitable. In 2013, he expects to clear approximately \$40 million in revenue and see between \$4 and \$5 million in profits. Campus Book Rentals employs about 120 workers at a given time and approximately 50 more during the days before a new semester. The company has a national reach, but Martin singled out New York as a "huge customer-base."

Campus Book Rental's inventory is housed in a 57,000-square-foot warehouse in Utah. Students are given tailor made due dates for their purchases or rentals depending on the conclusion of their semester. After the due date, they can return the book or hold on to it and eventually be charged its full cost.



Alan Martin left school in 2008 in order to dedicate himself to developing a textbook provider that now serves schools all over the county and is expected to generate millions of dollars in profits this year.

Martin is aware of the presence of digital publishing, its [growing popularity](#) in certain target demographics and the potential impact it could have on the hard copy book market, but he says that he is prepared and willing to shift gears into “pipeline” mode when necessary.

Comparing his company to Netflix and the video entertainment’s transition from DVD mailing service to content streamer, Martin said that “(book) rentals were the product that allowed (his company) to form relationships with people,” and that those relationships will equal a retained clientele that will be served “content in whatever form it is provided.”

Martin has been making the media rounds this week, and made an appearance on Thursday’s edition of *Fox News Edge* and *Good Day Street Talk* to discuss back-to-school spending.

Dan Orlando grew up in the shadow of NYC and is a Syracuse grad. He started working as a freelance journalist at the age of 15. He likes Stephen King novels, Metallica and Ford Shelby's.

--read more at <http://www.bizjournals.com/newyork/news/2013/08/16/utahs-campus-book-rentals-the-rental.html?page=all>