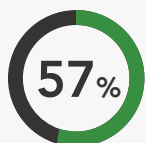


The Modern Equipment Consumer

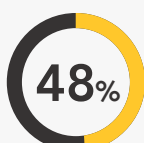
The profile of the typical heavy equipment buyer is changing. Today's machinery consumers are increasingly younger and take greater control over the pre-purchase process, conducting their own research online before reaching out to a dealer; a marked change from Baby Boomers who are more likely to simply visit a local dealership. Modern equipment prospects are also more likely to rent. Once in contact with a dealer, these consumers have specific communication expectations.

The Equipment Buyer

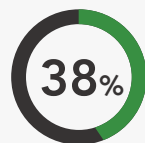
New generations are changing the pre-purchase research process, emphasizing research and considering rentals



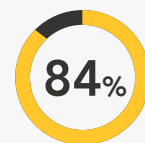
belong to either Gen X or Gen Y, while **43%** are Baby Boomers



are looking to acquire equipment now, while **46%** are researching



are looking for their first machine, while **63%** have purchased previously



are exclusively interested in buying, while **16%** are open to renting



The Equipment Renter

Renting is a personal decision driven by clear benefits to renting, especially dealership rentals

46% rent for their self-owned business, 43% rent for personal use, and 11% rent for an employer

Reasons for renting include less hassle (23%), better pricing (21%), and extended rental options (17%)

47% prefer to rent from dealers, 41% prefer peer rentals, and 12% prefer retail rentals

23% rent once a month, while another 23% only rent once every few years

Consumers value dealers' reliability (36%), unit quality (28%), and rent-to-buy options (27%)

Equipment Shopping Seasonality

Consumers are researching year-round to find current deals and information for future purchases

91% of consumers research in the busy season AND the offseason; only 9% limit their browsing to the busy season

Of those researching in the offseason, **37%** are looking for current deals and 32% are researching for a future purchase

Consumer Communication Expectations

Equipment prospects have high communication expectations for dealers, including availability and timeliness



36% prefer to communicate with a dealer in-person, while **31%** prefer emails, and **19%** prefer phone-calls



If a dealer does not make contact in a timely manner, **58%** will start looking for a new dealer or private seller



After contact, **25%** want a dealer response within 1 hour and **28%** within the same day, but **34%** expect a response to take a week



22% expect to get the keys the same day of contact, while **36%** expect to have the keys within one week

Want deeper insights on the equipment consumer?

Contact us for your copy of the full Equipment Trader Buyer Trends Report

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