

## HOW TO SELL USED EQUIPMENT

***It can be easy... and profitable!***

Selling used warehouse and industrial equipment can be made easy with proper planning. The most important preliminary task is to obtain as much information about the product as possible. This will help you in many ways. First of all (and perhaps most importantly), the more information you obtain about the equipment you have available for sale, the more likely you are to receive the full market value. Secondly, you will save time by preparing a list of equipment, with all pertinent information listed, that you can fax to prospective buyers. And, last of all, this information will help you determine your "bottom line": what can you or will you accept for this equipment.

What information about your equipment will be important to a prospective buyer? Here is a general list that will apply to most types of equipment, although specific pieces of equipment may require additional information.

**Non-Powered Equipment:**

- Manufacturer/Brand
- Model Numbers
- Date Purchased
- Detailed Sizes

**Add for Powered Equipment:**

- Serial Numbers
- Motor Specifications
- Service Records
- Manuals Available

The condition of the equipment is also a key factor in determining the price. To save time for you and your potential buyer, it is important to describe the condition of your equipment accurately. Many dealers use a 10 point system to grade equipment with '10' being 'brand new' and '1' meaning it is ready for the scrap heap. If there is specific damage in any areas, be sure to note the details and extent of the damage.

Photographs or videos are very helpful in reassuring a prospective buyer that the equipment is in serviceable condition.

In addition, any buyer will want to know the location of the items and if they are set-up or dismantled. The loading arrangements are an important factor. Who is responsible for moving the equipment and what are the loading conditions available? In some cases, the buyer would prefer to dismantle the equipment using their own personnel. In other cases, they may prefer that the seller take responsibility for the take-down, moving and loading on to a truck.

You must make the decision as to what you will accept for the product. When you are determining a price, be sure to consider the future costs of not selling the product now, such as: useable space taken up by the storage of the equipment, time frame to remove the equipment, deteriorating condition, future obsolescence, and long-term storage costs. The value of the equipment is determined by all of the factors mentioned above and the market demand for the equipment you have to sell. There will be situations

where the equipment is in good, serviceable condition but brings in no offers or very low offers. In these cases, the market may have excess quantities of this item or the item may have been replaced by a newer version that has more features for less money.

When you have done all your 'homework', you can then approach the two markets that are open to your product, the Used Equipment Dealer and the End User. If you have the time to wait, the budget to advertise your equipment, and the personnel to handle the calls and requests of the prospective buyers, then you can command a higher price from an end user type of buyer. Sometimes your time frame to move the equipment is short, or the value of the equipment does not justify a heavy time investment by company personnel. Or, the logistics of removing, storing and reinstalling the equipment would be difficult for an end user to resolve. Then you should focus your efforts on marketing your equipment to a reputable used equipment dealer.

Of course, here at Preferred Equipment Resource, we are always available for advice on matters and concerns relating to the sale of Used Warehouse and Industrial Equipment.

For questions or help with selling your Used Equipment:

**Call Preferred Equipment Resource at 800-711-8698,  
e-mail us at: [info@prefEQ.com](mailto:info@prefEQ.com),  
or visit our website: [www.prefEQ.com](http://www.prefEQ.com).**