

This is a 500 word article created for a heavy equipment broker. I had no previous knowledge of the topic and completed the article in less than 1 hour.

## **Heavy Equipment: Hassles You Can Avoid With An End-To-End Provider**

By James Loram

When it comes to selling heavy equipment, be it agricultural, mining, construction, or even bus transport, utilizing an end-to-end provider for your needs will eliminate a multitude of headaches and issues. You might think you can "do it on your own" when trying to sell heavy machinery. The problem is, doing so is not like buying and selling a car or bike. To get top dollar, you can't just drop a craigslist ad or use Facebook Marketplace! you need to find the right market audience to make the most money when selling your equipment, your "investment capital." Here are the three biggest hassles every customer avoids when using a heavy equipment end-to-end provider as their selling solution.

### **LOSS OF MONEY**

I know and you know it. The whole reason to use an end-to-end provider is to save money. Many companies will actually save you money by providing services that, if you paid for them piece meal, would cost a bundle. Things like advertising, promotions, equipment inspections, and recommendations to boost your earnings from you sale are a few needs that an end-to-end provider will meet--without breaking the bank.

#### ***Question: Do you know what your heavy machinery is actually worth?***

Wouldn't it be awful if you, as a seller, ended up "lowballing" yourself? To make the most money, you need an end-to-end provider with the expertise and access to the information needed to set the best price point for your heavy equipment.

### **TIME WASTED**

Potentially more valuable than money, letting a logistics company handle the sale of your heavy equipment saves you time. Instead of using your day to answer questions from buyers, meeting with people to view and inspect the equipment, spending hours trying to find buyers, and more, the time saved by using an end-to-end provider is priceless. Spend that time focusing on your business instead of trying to be a "salesman."

#### ***Question: Do you want to spend your time talking to possible buyers or to your businesses customers and co-workers?***

Again, they say time is money and if you use your time trying to move your heavy equipment instead of working on your business, there could be some negative repercussions. Use your valuable time focusing on what YOU do best and let your end-to-end provider do what THEY do best, which is get your heavy equipment sold for the best price.

## **LACK OF TRUST**

We all know how expensive heavy equipment is so there's no true way of knowing if a buyer actually has the required funds. Vetting the potential buyers is a huge plus you gain from using an end-to-end provider for your sale. And does the buyer actually trust you? Are you selling them a lemon? These are things they want to know and they would be more secure in knowing you used an end-to-end provider to handle selling your heavy machinery.

### ***Question: Can you trust your potential buyer when it comes to completing the sale?***

Imagine selling your heavy machinery, making that handshake, but then everything goes quiet. Still waiting for the funds? When is the buyer actually going to pick up? Are you storing someone else's equipment for free? Let an end-to-end solution provider handle all of these possible hurdles.

Use an end-to-end provider to sell your heavy machinery if you want them to save you a lot of time, help you make the most money, and garner trust between you and your potential buyers. This is what an end-to-end provider brings to the table.