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White paper offers tips on selling used sprayers, farm machinery

MOORESVILLE, Indiana, February 19, 2014 – “For sale: Used sprayer.”

You could place that sign on your old machine and park it in the front yard, but chances are you won’t draw much attention. These days selling used self-propelled sprayers – like all farm machinery – is done through a combination of online resources and auction houses.

A new Equipment Technologies publication, “Selling a Used Sprayer: Strategies for a Quick and Profitable Transaction,” outlines what farmers need to know when selling farm machinery themselves, and how to earn the most from that sale before purchasing new a sprayer or other equipment.

“Selling a Used Sprayer” is the latest addition to the Equipment Technologies White Paper series. The papers are free and can be downloaded from the white paper website: <http://www.etsprayers.com/white-papers/>.

In “Selling a Used Sprayer” readers will learn how to price a used sprayer, choose a sales method, prepare the sprayer for sale and deliver it to the buyer. Here are selected excerpts:

“Pricing a Used Sprayer”: *It can be difficult to know how much to ask for a sprayer, especially if it is an older model that has performed well through hundreds of hours of operation. To determine the right asking price you need to know how much sprayers like yours are selling for in the used equipment market. That means you’ll need to do some research...*

“Selecting a Sales Option”: *There are many ways to sell a sprayer yourself, but the three most common are classified advertising, online sales listings and auctions. How much you earn from your used machine depends on which method you choose... You’ve probably placed a classified ad in a newspaper or farm publication at some point in your life. However, you can make your ad stand out from the others by including additional information and appealing to a buyer’s emotion... In this do-it-yourself video era, many people are turning to YouTube to help them sell cars, trucks, motorcycles, boats and other vehicles. Farm machinery is no different...*

“Auctions”: *Should you prefer not to deal with the buyer directly but still wish to sell the sprayer yourself, an auction business might be your best option. Be aware that with auctions the price you have in mind might not be the price you get. Most auctions are consignment-based and come in two types...*

“Readying the Sprayer”: *Unless you’re selling your sprayer to an auctioneer as-is, you’ll want to make the machine as presentable as possible to potential buyers. That does not mean you have to sink a lot of money into correcting every imperfection, putting new tires on the machine or changing the oil and fluids...*

“Selling a Used Sprayer” also contains an example classified ad, summary points and color photographs.

Other white papers in the Equipment Technologies series address a wide variety of application and spray equipment topics. Titles include:

- “Navigating Sprayer Precision Options”
- “Hose Selection – Seven Factors to Consider When Choosing a Type of Hose”
- “Self-Propelled Sprayer Return on Investment Part I: Five Things You Need to Know Before You Buy”
- “Self-Propelled Sprayer Return on Investment Part II: Performing a Cost-of-Ownership Calculation”
- “Know Your Options: Buying vs. Leasing a Self-Propelled Sprayer”
- “Building a Nurse Trailer: Step by Step Instructions to Build a Cost-Saving Application Asset”
- “Make Your Application Count: Sprayer Nozzle Selection”

In addition to white papers, the Equipment Technologies website (www.etsprayers.com) offers a plethora of helpful videos, blog articles, Equipment Technologies and Apache news, product information on all Apache Sprayers and an Apache dealership locator.



Equipment Technologies builds Apache Sprayers at its Mooresville assembly plant and markets the sprayers through a vast dealership network in the United States, Canada, Australia and Ukraine. Apaches come in five models, ranging in size from the 750-gallon AS720 to the 1,200-gallon AS1220 and 1220 Plus II. All 2015 model Apaches come with an industry-leading five-year warranty.

NOTE TO MEDIA: A publication-quality version of the photo accompanying this release and Apache Sprayer photos are available here: <http://www.etsprayers.com/media-inquiry/>. For additional information and interviews, contact Steve Leer at 317-210-7313 or steve.leer@etsprayers.com.