

SELLING A USED SPRAYER:

Strategies For a Quick, Profitable Transaction



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FACTORS TO CONSIDER

Selling a used sprayer and getting into a new Apache

It's served you well over the years, but the time has come to replace your old self-propelled sprayer with a new Apache Sprayer equipped with the latest precision features and technology. If you've decided to sell your sprayer instead of trading it in as part of a new machine purchase, there are several things you'll need to keep in mind to facilitate a quick sale that earns you the most for your used machine.

Those include:

- Setting a price for the sprayer
- Deciding which sales method to use
- Preparing the sprayer for the sale
- Delivering the sprayer to its new owner

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.

Two sources of used machinery sales information are retail advertisements by farm equipment dealers and auction sales databases. Check print and online dealer advertisements and note the sale prices of used sprayers of a similar model and/or age and condition. Many auction house websites contain the purchase prices of farm machinery. Those databases might require you to register for access.

Once you've finished your research, decide on a price that allows you negotiation space with prospective buyers. It's better to announce a higher asking price and come down than to start lower and risk selling for less than you can afford to lose.



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Selecting a sale 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.

Classified Advertisements

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. The ad should briefly include the sprayer's make, model year, hours operated, number of owners, machine features and your contact information. For extra appeal, include a photo of the sprayer and a personal note about your experience with the machine.

Online Sales Listings

Equipment sales websites such as Craigslist and TractorHouse.com offer online listings of used machinery for sale. You'll want to include much of the same information about your sprayer contained in a classified ad, while understanding that there could be word or character limits. If you're willing to spend a little more time and money on the listing, take a short video (smartphone quality is fine) walking around the sprayer and talking about your experience using the machine. Post the video on YouTube or your farm's website, if you have one, and include a link in your listing.

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:

- Unreserved – Also known as "absolute" auctions. In this type there are no minimum, or "reserve," bids, and the sprayer goes to the highest bidder. Since buyers usually plan to put the sprayer into use right away, bidding often is very competitive, driving up the final sale price.
- Reserved – Opposite of unreserved auctions, in this setting sellers like you place a secret reserve price on equipment being auctioned. Once bidding is over you have the right to accept or reject the highest bid. This option provides sellers some control over the final sale price.

A third, less-common auction type removes the stress of the bidding process altogether. In this situation, the auction house will buy your sprayer from you at an agreed-upon price and then recondition it for sale. Regardless which auction type you choose, make sure the auctioneer is licensed and accredited, and has a good reputation. Find out in advance about all fees and charges, and what they cover, such as transporting the sprayer to the buyer, taxes and paperwork. If selling your sprayer to an out-of-state buyer, be aware of any special regulations and tax and fee differences that come into play.

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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, such as putting new tires on the machine or changing the oil and fluids. The corrective actions you'll want to take before putting the sprayer up for sale are as follows:

- Use touchup paint to cover areas with chipped or missing paint
- Remove obvious dents in the frame and cab
- Replace weak batteries
- Fix tears in the driver's seat
- Grease the parts recommended in the owner's manual

In addition, clear the precision tools of any personal data and make sure they work properly, and clean the sprayer inside and out. Gather records of the maintenance history and repairs you've made for inspection by buyers, and let them know about any remaining repairs that need to be made.

Post-sale delivery

In most cases it is the buyer's responsibility to pick up the used sprayer they have purchased. However, if you're selling a sprayer directly to a buyer and they want you to deliver it to them, negotiate the transportation cost into the sale price. Should you hire a company to transport the sprayer, make sure they are fully licensed and insured.

Summary

Selling a used sprayer yourself will earn you more money toward purchasing a new Apache Sprayer.

By researching sales advertisements, you can get a good idea what your sprayer is worth. After settling on a sale price, decide whether you want to sell the sprayer through a classified ad, online sales site or auction. Prepare the sprayer by making minor repairs and cleaning the machine and be sure to apply transportation costs to the final sale price if the buyer asks you to handle delivery.

Looking to get additional information or have any questions?
Contact **whitepapers@etsprayers.com** to talk with an
Application Specialist today!

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