

# Do You Preview?

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EQ Preview is simply the next best thing to being in the field yourself.

EQ Preview is a service of ironmarket which is first and foremost an Information brokerage service built on an advanced hybrid technology business platform with an exclusive focus on the equipment industry's marketplace.

Ironmarket is a 3rd party, unbiased company comprised of independent preview agents, who are trained and educated in the methodology of collecting equipment specific data, photos and video.

Preview agents operate on ironmarket.com's privately owned business network allowing participants to access their equipment information online anywhere the web is available. Data collected is typically available to be reviewed in less than twenty-four (24) hours after it is extracted, providing consumers with an efficient manner of accessing & sharing specific equipment information.

## Preview Process

- 1 Receive and accept the invitation to join the ironmarket business network via email.
- 2 Login to ironmarket.com, using your email and password created.
- 3 Click on the "Equipment" tab located in the top right corner.
- 4 Click on "Request an eqPreview Quote".
- 5 Enter the following information;
  - ▶ Name (a name to identify your preview proposal by)
  - ▶ Description (a brief description of the equipment or details)
  - ▶ Category of equipment asset.
  - ▶ Postal code equipment asset is located.
  - ▶ Quantity of equipment assets
- 6 Click on "Submit Request"
- 7 Receive, Review and Accept or Decline your Preview Quote.
- 8 Once you have Accepted, your project will be forwarded to the closest field agent to your location. The field agent will contact you validating the information entered and scheduling your preview.
- 9 Login to [www.ironmarket.com](http://www.ironmarket.com) and review your equipment information as it is captured.
- 10 Share your previewed equipment information with whomever you desire.

## Benefits of Preview

EQ Preview not only gives you the ability to make the right buying decision but is also an excellent marketing tool. Our skill and knowledge of the equipment industry will make your buying, lending or insuring decision easier, more informed and more profitable. We specialize in conducting professional equipment asset previews.

Showcase equipment assets like never before, by utilizing the web and increasing the equipment's exposure. Ask yourself if you were in the market to buy or sell would you have more or less confidence in your purchasing decision by reviewing assets that have been verified by a 3rd party unbiased, independent agent?

Before making your next buying, selling, lending, or insuring decision, insist on EQ Preview providing you with a complete, validated, unbiased, detailed description of the equipment asset.

The proof is in the preview.

Request your preview today at  
[www.ironmarket.com](http://www.ironmarket.com)



Please be advised the following equipment assets have been previewed by an independent, unbiased ironmarket field agent. We have received permission from our clients respectively to illustrate their information as a means of explaining the value of services our company provides. Our hope is by sharing the previews below you will see the many advantages of utilizing our nationwide 3rd party, unbiased service to extract specific equipment information before you decide to **sell** or **purchase** machinery.

We are committed to remaining unbiased from the **selling** or **buying party**. We capture the information objectively by asking the present owner or designated representative questions and recording their answers, allowing precious **time** to be **maximized** or **utilized** more **efficiently** and **effectively**. We propose the cost of the service prior to dispatching a field agent, **no hidden** surprises to either party. We are presently available to serve your data capturing needs, please feel free to contact us today.

## Actual (EQ Previews) Presentation Links:

### Dozers



<http://irnmk.it/IDXlcW>



<http://irnmk.it/kihdi5>

### Excavators



<http://irnmk.it/j7Wb0W>



<http://irnmk.it/iqQ8jZ>

### Compact Tractor



<http://irnmk.it/ko9B2A>



<http://irnmk.it/kAjhf3>

### Loader Backhoe



<http://irnmk.it/IW5uD0>

### Loader Landscape Tractor



<http://irnmk.it/iQ6i3V>

### Trucks



<http://irnmk.it/kHf1iZ>



<http://irnmk.it/loYMFQ>

### 4WD Tractor



<http://irnmk.it/kGrCyO>

Ironmarket received permission to illustrate the actual previews above, please understand personal information is to be held confidential.

Register today by proceeding to your email and accepting the invitation which was initiated by the preview agent who sent you this information. Request a quote and see how simple the Preview system is.

Before making your next buying, selling, lending, or insuring decision, insist on an EQ Preview to provide you with a complete, validated, unbiased, detailed description of the equipment asset.



Preview Type	General	Basic	Premium	Ultimate	Expert [2]
<b>Estimated Preview Time</b>	<b>1/2 Hour</b> Per Equipment Asset	<b>3/4 Hour</b> Per Equipment Asset	<b>1 Hour</b> Per Equipment Asset	<b>1-1/2 Hour</b> Per Equipment Asset	<b>2 Hour</b> Per Equipment Asset
<b>Estimated Preview Price</b>	<b>Request a quote [1]</b> PLUS mileage & drive time	<b>Request a quote [1]</b> PLUS mileage & drive time	<b>Request a quote [1]</b> PLUS mileage & drive time	<b>Request a quote [1]</b> PLUS mileage & drive time	<b>Request a quote [1]</b> PLUS mileage & drive time
<b>Detailed Data Captured</b>	▶ Make ▶ Model ▶ Serial Number ▶ VIN Number ▶ Description ▶ Hours / Odometer	▶ Make ▶ Model ▶ Serial Number ▶ VIN Number ▶ Description ▶ Hours / Odometer Ten (10) additional relevant questions and answers published exclusively pertaining to the equipment.	▶ Make ▶ Model ▶ Serial Number ▶ VIN Number ▶ Description ▶ Hours / Odometer Thirty (30) additional relevant questions and answers published exclusively pertaining to the equipment.	▶ Make ▶ Model ▶ Serial Number ▶ VIN Number ▶ Description ▶ Hours / Odometer Fifty (50) additional relevant questions and answers published exclusively pertaining to the equipment.	▶ Make ▶ Model ▶ Serial Number ▶ VIN Number ▶ Description ▶ Hours / Odometer Fifty (50) additional relevant questions and answers published exclusively pertaining to the equipment.
<b>Photos</b>	Up to ten (10) detailed photos	Up to twenty (20) detailed photos	Up to fifty (50) detailed photos	Up to one hundred (100) detailed photos	<b>Unlimited</b> detailed photos
<b>Videos</b>	None	Available upon request for an additional fee	One (1) video of the asset operated by owner and/or designated rep	Three (3) videos of the asset operated by owner and/or designated rep	Multiple videos of the asset operated by owner and/or designated rep
<b>Preview "Point of View"</b>	Objective [3]	Objective [3]	Objective [3]	Objective [3]	Subjective [4]
<b>Fluid Samples</b>	Available upon request for an additional fee	Available upon request for an additional fee	Available upon request for an additional fee	Available upon request for an additional fee	Available upon request for an additional fee
<b>Appraisals</b>	Available upon request for an additional fee	Available upon request for an additional fee	Available upon request for an additional fee	Available upon request for an additional fee	Available upon request for an additional fee

## Sealed Bid Offering or "SBO" Event

Take control of your equipment assets. Once the preview of your choice is completed, you have control to share the captured data with anyone you wish or we can push this information out for you to one or thousands at NO cost to you. We can establish a public or private sales event "SBO", that allows interested parties see the data captured and provide a "Sealed Bid" for your equipment asset, once the event closes all offers are REVEALED to you.

You may now accept or decline the offers respectively. We charge a 3% to 5% sellers premium should you accept an offer, you receive the FULL bid price. We can also do the shopping for you, let us know what you are interested in, we will interview the respected parties and provide the information for your consideration and review on line, secure and efficient. Invest TIME wisely request a preview today.

[1] Prices vary based on the preview agreement. There may be additional travel and per diem costs as well as priority costs if a project is requested urgent.

[2] Expert previews are completed by individual agents having a minimum of 20 years equipment experience and may also be asked to perform operational and functionality previews of equipment assets.

[3] Objective is defined as: existing in the mind; belonging to the thinking subject rather than to the object of thought. (As opposed to subjective). Questions asked and responses recorded of subject, being objective, photos & videos may be subjective, responses to questions asked should be from the preview client's point of view.

[4] Subjective is defined as: of, pertaining to, or coming as from a particular person; individual; private: a personal opinion.

## We specialize in:

- ▶ Extracting specific equipment information from the field.
- ▶ Uploading captured data into our secure database for clients to see and share anywhere in the world.
- ▶ Bridging "Trust" between seller's and buyer's of specific equipment assets. Third party, unbiased, data capture which is showcased online.
- ▶ Assisting in the effort to reduce "Failed Transactions".
- ▶ Providing "Peace of Mind" to both buyer's and seller's.
- ▶ Marketing equipment assets to prospective buyers.

## Contact Information

Brian McGahey

Principal

(580) 465-2600

brian@ironmarket.com

Joe Wilkerson

Director of Sales

(806) 548-1618

joe@ironmarket.com

Ironmarket

1805 West Main

Ardmore, OK 73401

(866) 842-1572

**ironmarket**

