



WATSON DIESEL INC. MARKETING YOUR USED EQUIPMENT

Here we are at the end of October with snow and ice only a few short weeks away. Hopefully everyone is ready for this up-coming season. If not – remember to call us anytime if you need help in your last minute preparations.

Today we are going to talk about what to do with your old truck when it is time for a new one. Quite often our salesmen are asked if we will take a municipal truck in on trade for a new “up fitted” truck. The answer to this is – yes we can. That said, there are other options for marketing your used truck. The first question to be answered would be by your municipality’s legal counsel, to be sure you are not required to put your equipment out to public sealed bid. If not – we have some very good options to help you market your used vehicle. Most everyone in the municipal business is familiar with the online auction options such as Municibid. This can be an attractive way to dispose of your old units but comes with a price. Although the municipality does not pay any seller fees to the auction house, the buyer pays an 8% fee when he buys and will of course factor that into his bid. Also, many municipalities do not want to be in the used vehicle business – having to answer phone and internet questions about the vehicle and worries that they may misrepresent the vehicle or worse yet, not get enough money out of the vehicle, selling themselves short. An option to this is to use Watson Diesel to appraise your truck – give you what a reasonable value is and then depending on the legal requirements for disposing of the vehicle – help you decide what the best option is for you. For example. We may have another municipality 150 miles away looking for a truck just like yours. We can then take your truck on trade and re-sell it to that customer for you – taking away the hassles for you. Or maybe using an on-line auction service will be the right answer? If so, we can evaluate your truck and make suggestions as what you can do to enhance the trucks value with spending a little bit of money, and returning a lot more on that investment.

Whatever the direction is that you choose, Watson Diesel’s Municipal Division is ready to help make your next truck a pleasant experience. We hope your winter snow season goes smooth, and remember that we are all in this together and that our job is to make your job easier.





2017 BRADFORD-TIOGA EQUIPMENT SHOW AND TRUCK RODEO

