FUSABLE

Dealer Insights Report 2026

Find out what dealers really think. Uncover trends that can help shape smarter strategies—from inventory management to lead generation and margin protection.

Find out what's driving **dealer strategies** this year.

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Executive Summary

In 2026, the equipment market hasn't collapsed, but it has compressed around a single, compounding problem: cost. *"It's not just one thing - it's fuel, labor, parts, interest... everything is going up."* Affordability has become the dominant force shaping every part of the business. Buyers can't move forward. *"No one is buying unless they absolutely need to."* And when they do, the deal is harder to profit from. *"Expenses are rising while margins are falling."* The challenge in 2026 isn't generating interest. It's whether customers can afford to act on it, and whether dealers can make money when they do.

That pressure shows up across the data. Buyer hesitation due to cost is the #1 barrier to closing deals, cited by 43% of dealers. Low customer demand has dropped 9 points as a top profitability concern - not because the market is healthy, but because the problem has moved downstream. Demand isn't the constraint anymore. Margin is.

Lead quality is slipping while volume grows. *"Tell me who is ready to buy equipment,"* one dealer said, capturing a frustration shared by more than a third of the market. Inventory has shifted from oversupply to misalignment, and disconnected technology is turning a workflow problem into a margin one, with staff spending *"25–50% of their time double-checking things."*

Yet one truth hasn't changed: nearly 70% of closed deals still come from existing customers. *"Equipment sales is still a relationship business."* In 2026, the dealers who pull ahead will protect that foundation while building the precision to compete in a market that punishes guesswork and rewards getting it right.

Snapshot: Trends to Watch

Affordability Is Now the Gatekeeper
"High equipment prices and high interest rates... customers simply don't have the funds to purchase." Financing structure and pricing accuracy will determine who keeps transactions moving and who watches opportunities go cold.

Margins Demand Attention
"The increase in equipment cost has decreased margins." With costs and inflation rising together, dealers who aren't actively managing margin per deal will feel the squeeze accelerate.

Lead Quality Over Lead Volume
"Send only good leads." The funnel may be fuller but commitment is weaker. The advantage goes to dealers who can identify high-intent buyers quickly - not those generating the most activity.

Integration Is No Longer Optional
"We have to access numerous platforms... it takes a lot of time." Disconnected systems aren't just frustrating - they're expensive. Connected workflows will separate the efficient from the overwhelmed.

Significant Findings

01 Buyers Are Stuck and Dealers Feel It

43% of dealers say buyer hesitation due to high equipment costs is their #1 barrier to closing deals. It's no longer about generating interest - it's about whether customers can afford to move forward at all.

02 Margins Are the New Crisis

Rising equipment costs (69.8%) and inflation (48.1%) are compounding simultaneously. Dealers aren't just selling harder; they're earning less, with shrinking margins emerging as a new core threat.

03 Lead Quality Is Slipping

37% of dealers report lead quality has declined, while only 17% see improvement. More digital activity is producing less committed buyers; visibility is up, conversion is down.

04 Inventory Is Misaligned, Not Just Oversupplied

Excess inventory tying up capital has dropped 10 points year over year, but aged and slow-moving equipment remains the top complaint. The problem has shifted from too much inventory to having the wrong inventory.

05 Data Use Has Shifted from Adoption to Dependence

In 2026, nearly half of dealers (46.9%) use third-party data daily, signaling a shift from weekly and periodic reference to embedded, real-time decision-making.

06 Technology Frustration Remains But the Stakes Are Higher

Lack of integration was the top frustration in 2025 (49%) and remains so in 2026 (38%), showing that while fewer dealers cite the issue, its impact is growing as reliance on data increases.

07 Disconnected Systems Are Costing Real Time

38% cite lack of platform integration as their top tech frustration, and staff are spending up to 50% of their day double-checking data across systems that don't talk to each other.

08 Relationships Still Win Deals

68.8% of closed deals came from existing customers - unchanged from 2025. Despite digital growth, trust and repeat business remain the most reliable path to revenue.

09 The Demand Problem Has Become a Margin Problem

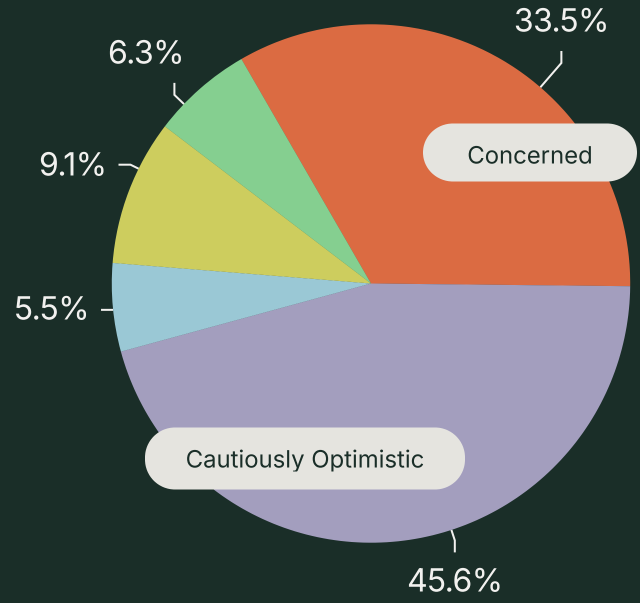
Low customer demand dropped 9 points as a profitability barrier (24.6% in 2025 to 15.4% in 2026), while shrinking margins emerged as a new threat at 14.6%. Dealers aren't struggling to find customers - they're struggling to profit from them.

General Economic Sentiment

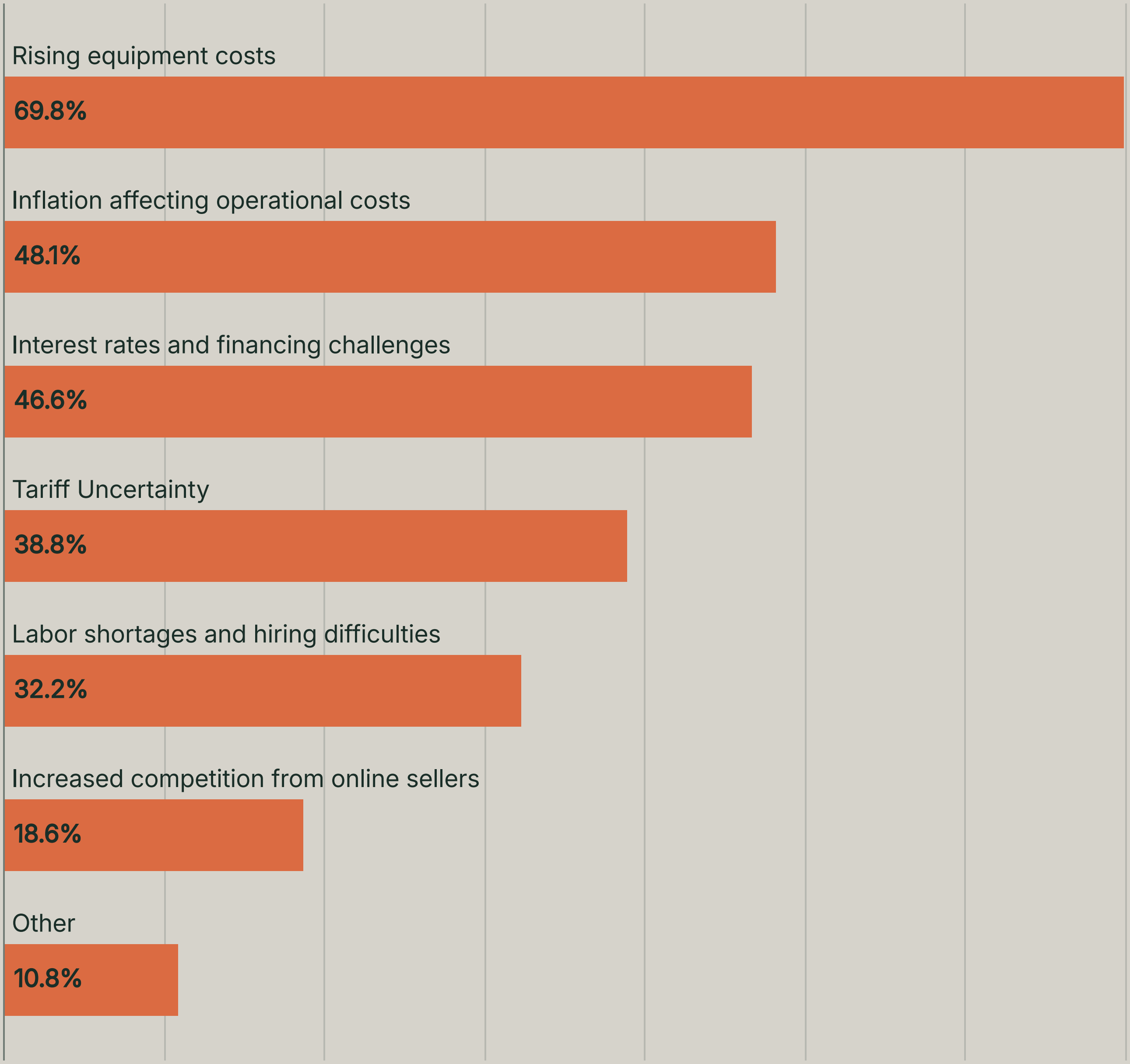
Dealer sentiment in 2026 remains centered in the middle, but with a subtle shift toward caution. **45.6% of dealers describe themselves as "cautiously optimistic,"** indicating that while the market is holding steady, confidence is still tempered by uncertainty. At the same time, **33.5% report feeling "concerned,"** reflecting ongoing pressure from cost volatility and unpredictable market conditions. A smaller segment, **5.5%, say they are "very concerned."** Confidence hasn't collapsed, but it hasn't strengthened either.

How would you describe your overall confidence in the equipment market for 2026?

- **Concerned** – Rising costs and tariff uncertainty are impacting sales
- **Cautiously optimistic** – Market is steady but unpredictable
- **Very concerned** – Demand is already slowing, and economic pressures are mounting
- **Neutral** – No major changes expected
- **Very confident** – Strong demand and stable pricing ahead

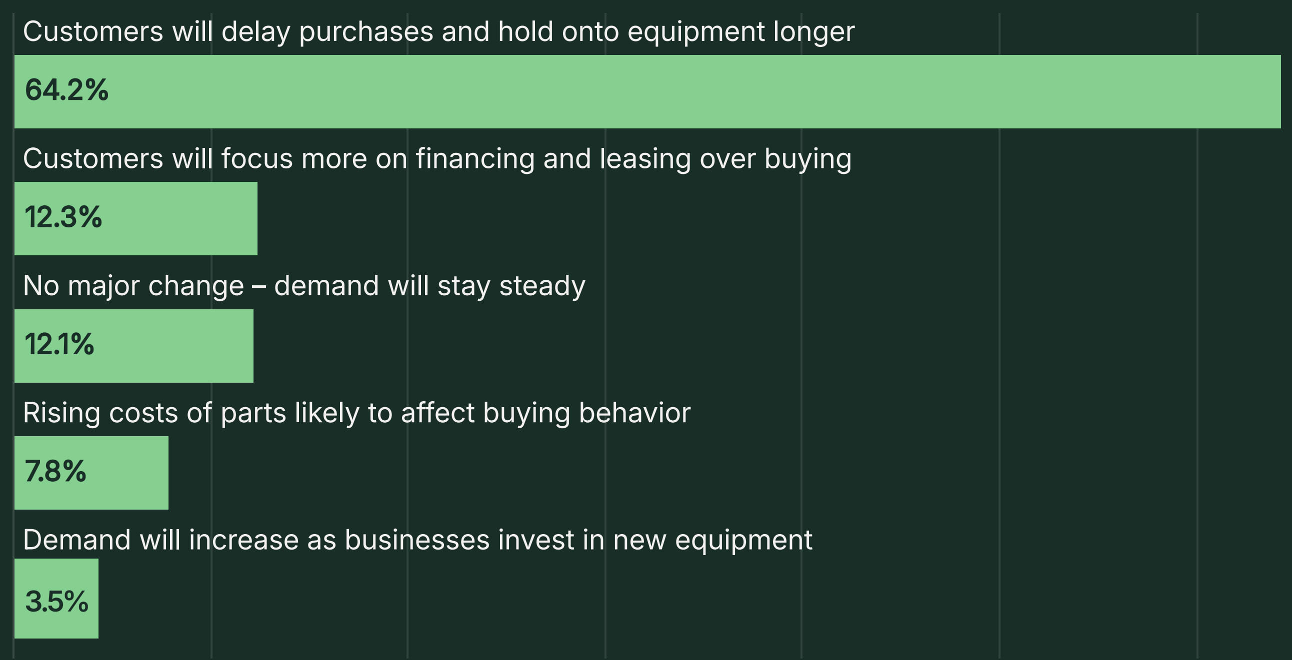


What economic factors are having the biggest impact on your dealership right now? *(Select up to four)*



In 2026, economic pressure has shifted decisively from external uncertainty to internal cost reality. Rising equipment costs now lead at 69.8% (up from 66.3% in 2025, +3.5 pts), becoming the most dominant factor. Inflation has also climbed to 48.1% (up from 39.3%, +8.8 pts), reinforcing that day-to-day operational expenses are taking a bigger toll. Interest rates and financing challenges remain relatively steady at 46.6% (vs. 49.1% in 2025, -2.5 pts), suggesting financing is still a constraint. Dealers are no longer navigating unknowns - they're managing known, compounding costs across equipment, operations, and financing.

How do you anticipate customer buying behavior will change in 2026 due to economic or regulatory conditions?

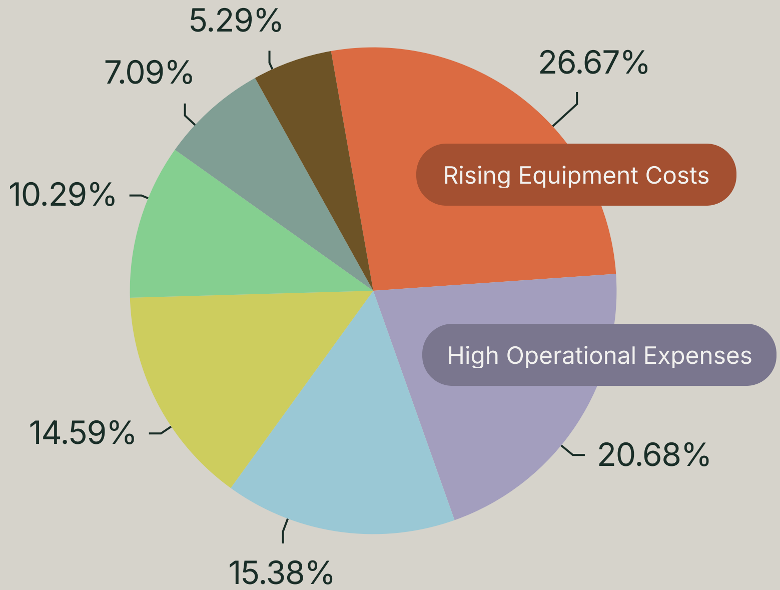


Customer caution remains the defining trend in 2026, but it is beginning to ease. A majority of dealers (64.2%) still expect customers to delay purchases and hold onto equipment longer, down from 76.2% in 2025, a 12-point decline. Hesitation hasn't disappeared, but it is no longer as absolute as it once was. Customers aren't returning to pre-2025 behavior, but they are becoming more selective and strategic rather than simply waiting things out.

Biggest Operational Challenges

What is your biggest barrier to profitability?

- **Rising equipment costs**
- **High operational expenses (overhead, labor, etc.)**
- **Low customer demand**
- **Shrinking margins across fixed operations**
- **Inventory management challenges**
- **Competition from online marketplaces**
- **Not enough qualified leads**



Rising equipment costs remain the top barrier at 26.7%, down slightly from 29.5% in 2025, confirming this is a structural issue rather than a passing one. High operational expenses held nearly flat at 20.7% (vs. 19.6% in 2025), while low customer demand fell sharply, from 24.6% to 15.4% (a 9-point drop), signaling that demand is no longer the primary constraint it was a year ago. In its place, shrinking margins have emerged as a distinct pressure point at 14.6%, reflecting how hard it has become to maintain profitability even when deals do close. The issue in 2026 isn't opportunity - it's margin per deal.

Low customer demand fell sharply, from 24.6% to 15.4% (a 9-point drop), signaling that demand is no longer the primary constraint it was a year ago.

In your own words, what is putting the most pressure on your business right now?

Dealer pressure in 2026 isn’t coming from one place — it’s coming from everywhere at once. Rising costs remain the dominant theme, with equipment, fuel, labor, and operational expenses all increasing simultaneously. As one dealer put it, **"Rising equipment costs, operational costs, interest rates... it’s all compounding into hard times."**

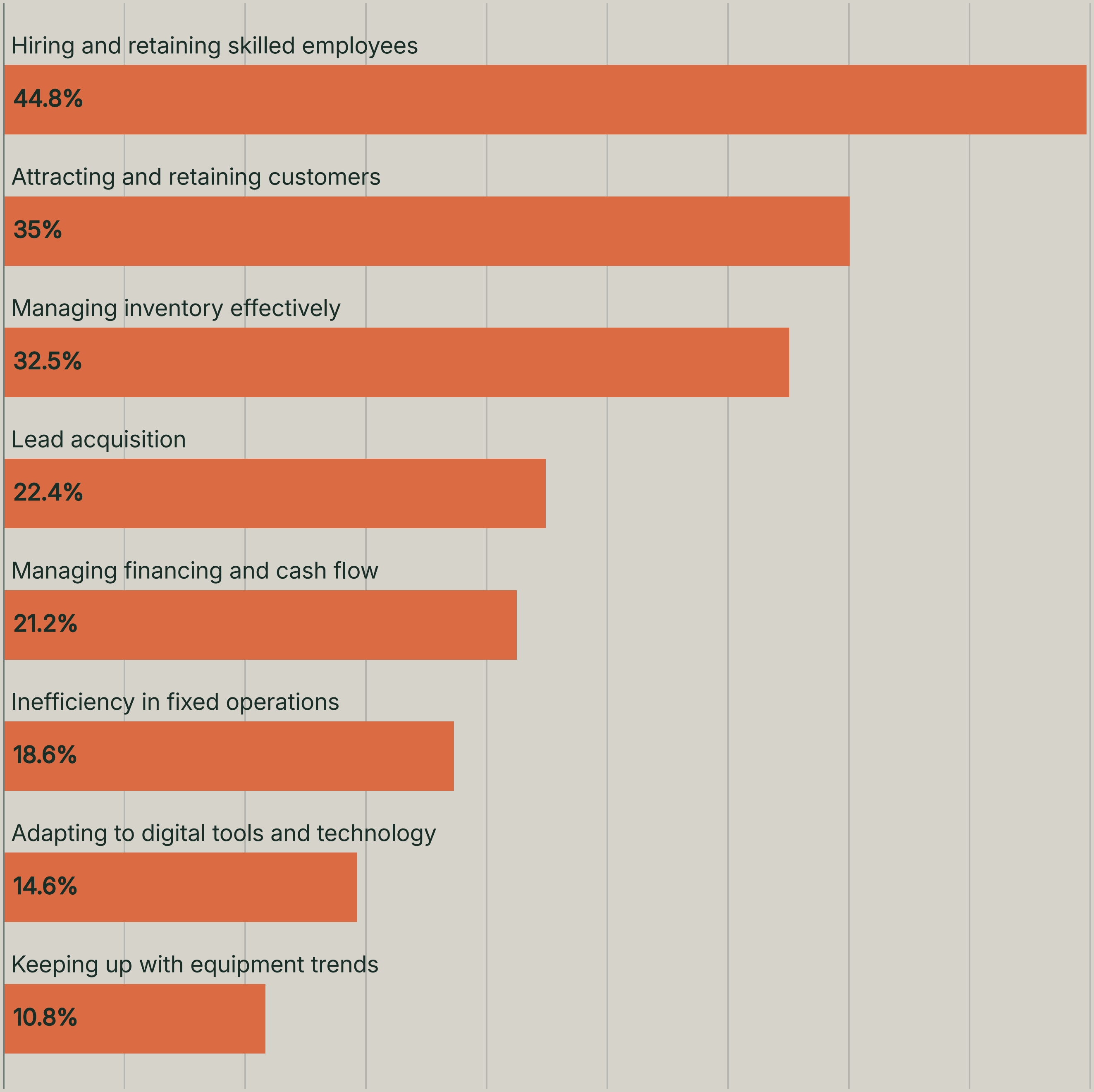
That pressure is translating directly into shrinking margins. **"We have to work harder for every sale- and even then, margins are lower than they used to be."**

Even when deals are happening, profitability is harder to maintain. In simple terms, **"Expenses are rising while margins are falling."**

At the same time, customers are more cautious- delaying purchases and holding onto equipment longer. **"Customers are not buying... they are waiting as long as possible."**

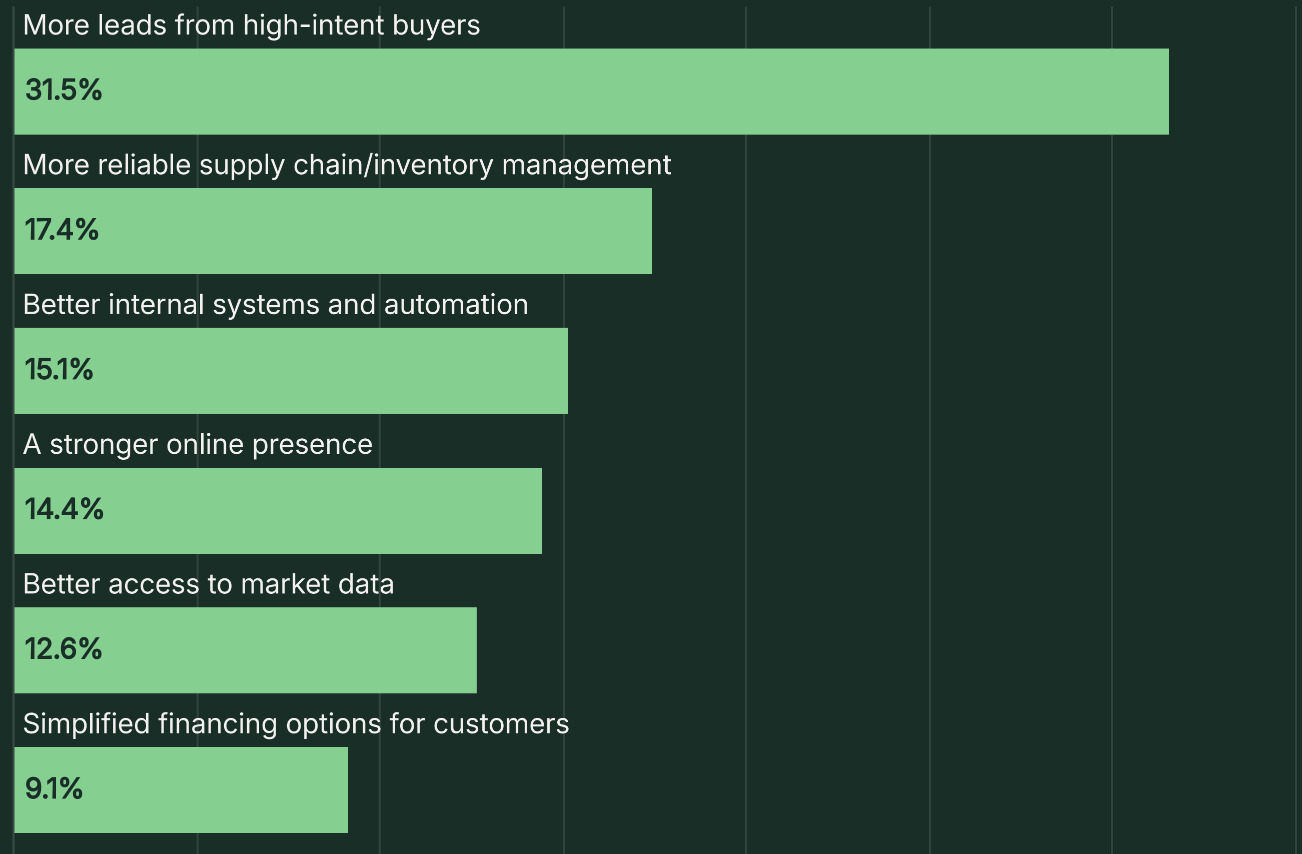
This hesitation is slowing sales cycles and making demand less predictable. Inventory and labor challenges add to the strain, while broader economic uncertainty continues to sit in the background.

What is the biggest challenge you face in your day-to-day operations? *(Pick two)*

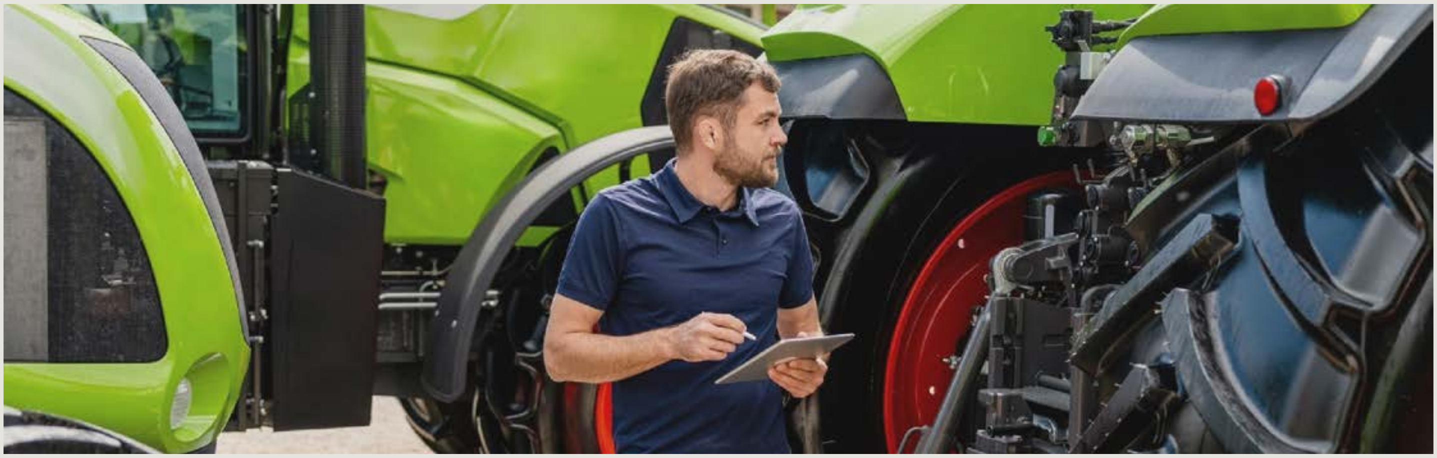


Compared to 2025, where operational challenges were heavily concentrated around inventory (45.4%), labor (44.8%), and lead generation (40.5%), the 2026 data suggests a broader distribution of pressure across the business. Pressure is still high, but it's now coming from more directions. Notably, lead acquisition shows the most significant decline in relative importance, suggesting dealers may be placing greater emphasis on lead quality over volume or adjusting expectations in a slower market.

What's one thing that would make your job easier?

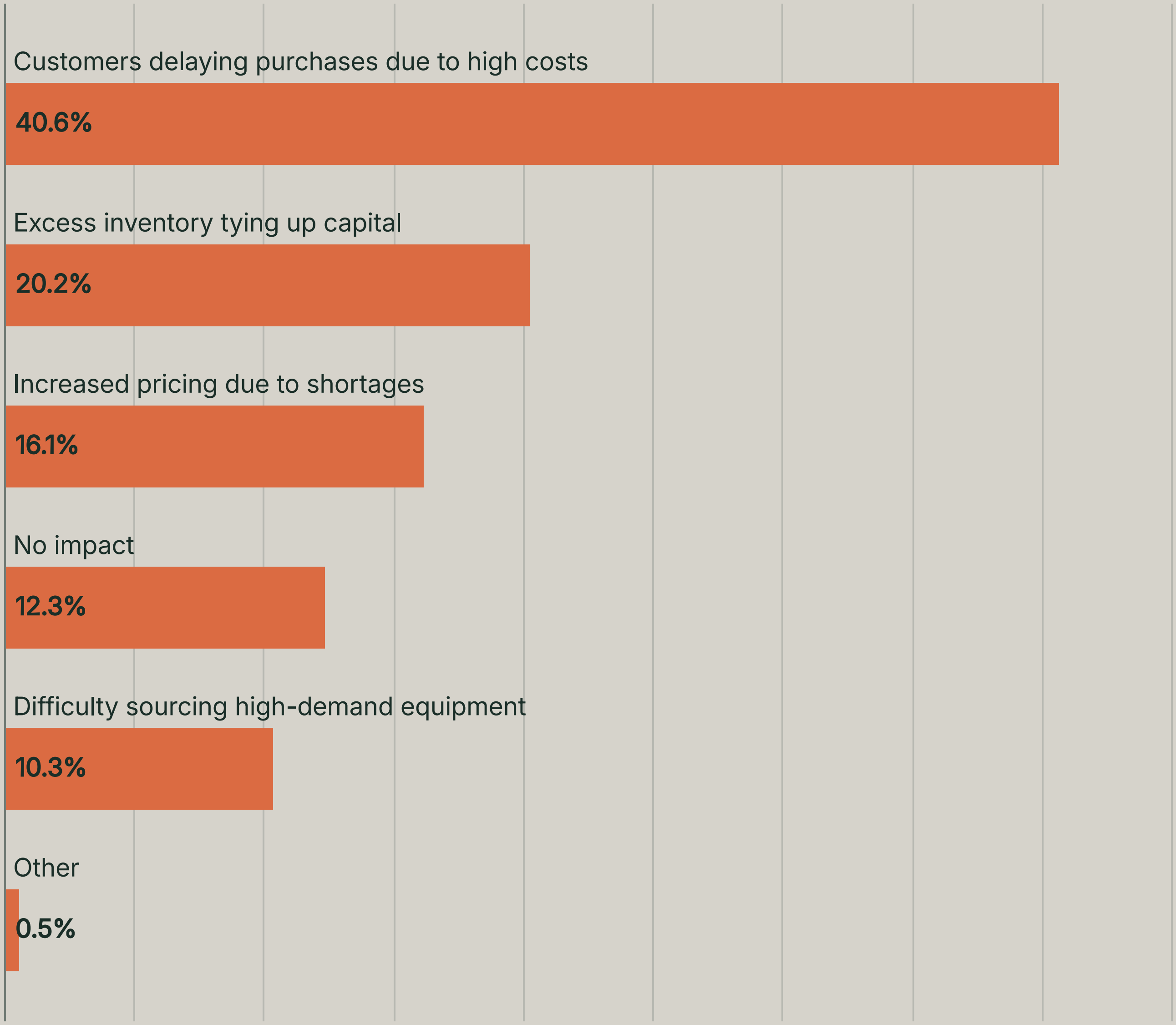


In 2026, the biggest shift is clear: dealers want better leads, not more leads. "More leads from high-intent buyers" leads at 31.5%, up from the mid-20% range in 2025, signaling growing frustration with low-quality opportunities. As one dealer put it, *"Send only good leads... tell me who is ready to buy equipment."* The pressure has moved from generating interest to closing deals. The takeaway: in 2025, dealers needed support navigating the market, in 2026, they need help converting within it.



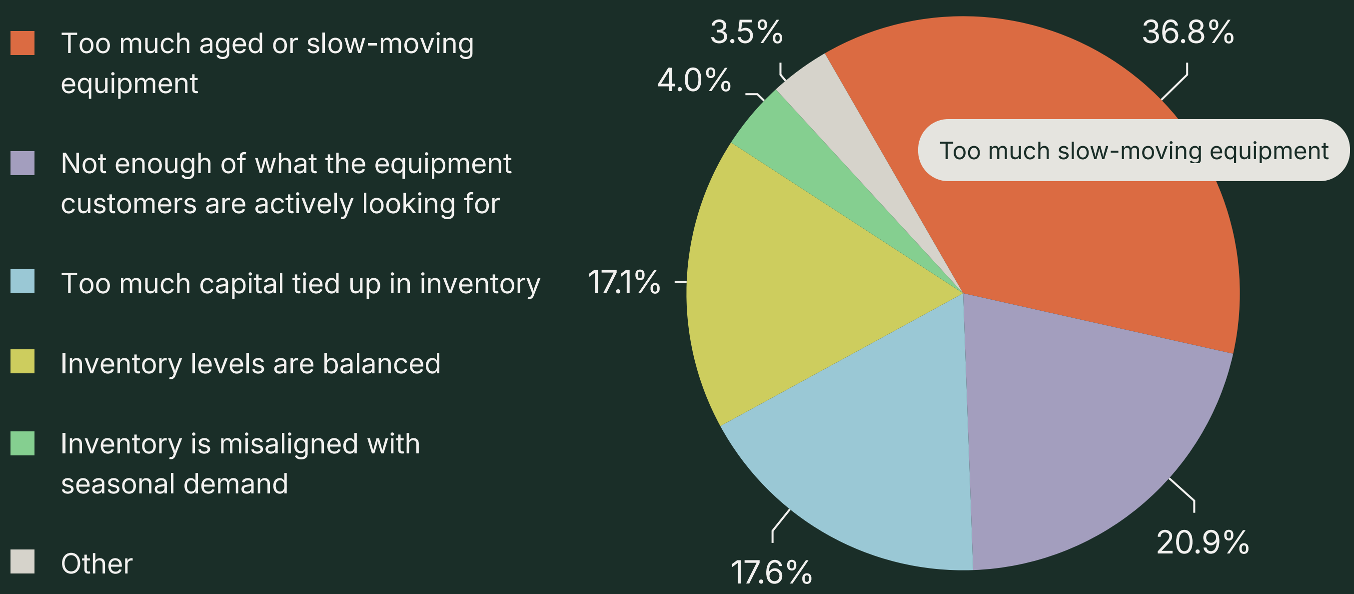
Inventory & Market Trends

How are current equipment shortages or surpluses affecting your business?



In 2026, the top response "customers delaying purchases due to high costs" comes in at 40.6%, up slightly from 38% in 2025 (+2.6 pts), reinforcing that demand-side pressure remains the dominant force. Dealers are feeling this shift directly, with one noting, *"Customers are cautious. They're holding on to equipment longer and waiting things out."* As one dealer put it, *"There's too much used inventory -and not enough buyers,"* highlighting the disconnect between supply and demand that continues to strain operations. Dealers are no longer asking, "Can we get equipment?" but rather, "Can we move it?"

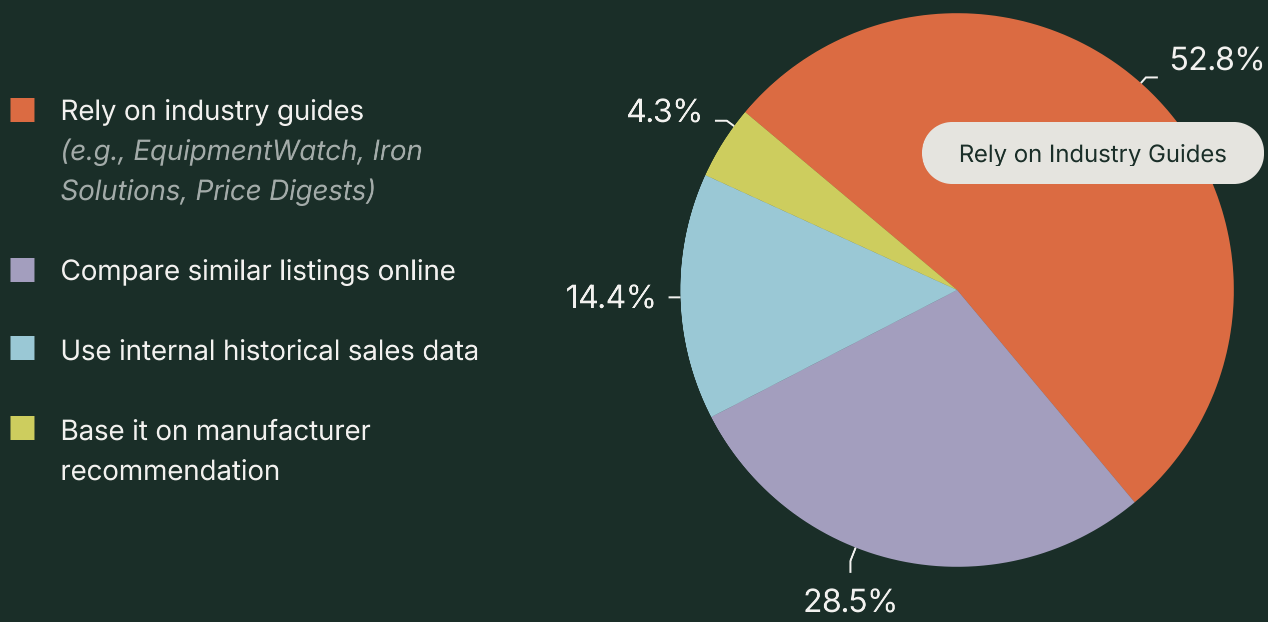
How would you describe the biggest challenge with your current inventory mix?



Inventory challenges in 2026 are less about volume and more about alignment. The most commonly cited issue, by a wide margin, is aged inventory, indicating that dealers are struggling to turn existing stock into revenue. At the same time, many report not having enough of the equipment customers are actively seeking, highlighting a disconnect between supply and demand. This imbalance is compounded by the financial strain of capital tied up in unsold inventory, limiting flexibility and increasing pressure on margins. *"The gap between new equipment cost and used resale value keeps getting wider."*

"The gap between new equipment cost and used resale value **keeps getting wider."**

How do you currently price used equipment?



Used equipment pricing in 2026 is firmly rooted in **data-driven decision making**, and more so than in 2025. A majority of dealers (52.9%) rely on industry pricing guides such as EquipmentWatch, Iron Solutions, and Price Digests as their primary source, up from roughly the mid-to-high 40% range last year. At the same time, pricing remains a layered process. Dealers continue to supplement guide data with comparisons to similar online listings (28.5%) and internal historical sales data (approximately 15%), both of which have remained relatively stable year over year.

52.9% of dealers rely on industry pricing guides such as EquipmentWatch, Iron Solutions, and Price Digests **as their primary source**

When Every Dollar of Margin Counts, Guessing Isn't an Option

In a market where "expenses are rising while margins are falling," used equipment pricing has become one of the highest-stakes decisions a dealer makes. Price too high and the buyer walks. Price too low and the deal costs you money. Neither is acceptable when margins are already compressed.

EquipmentWatch and **Iron Solutions** give you the data to price with confidence — trusted FMV/FLV benchmarks, real dealer comps, auction results, and depreciation curves across thousands of models. Not a guess. Not a gut call. A defensible number you can stand behind.

As one dealer put it, values can vary widely across sources - *"leaving us to estimate or guess."* That gap between what you think equipment is worth and what the market will bear is exactly where margin disappears.

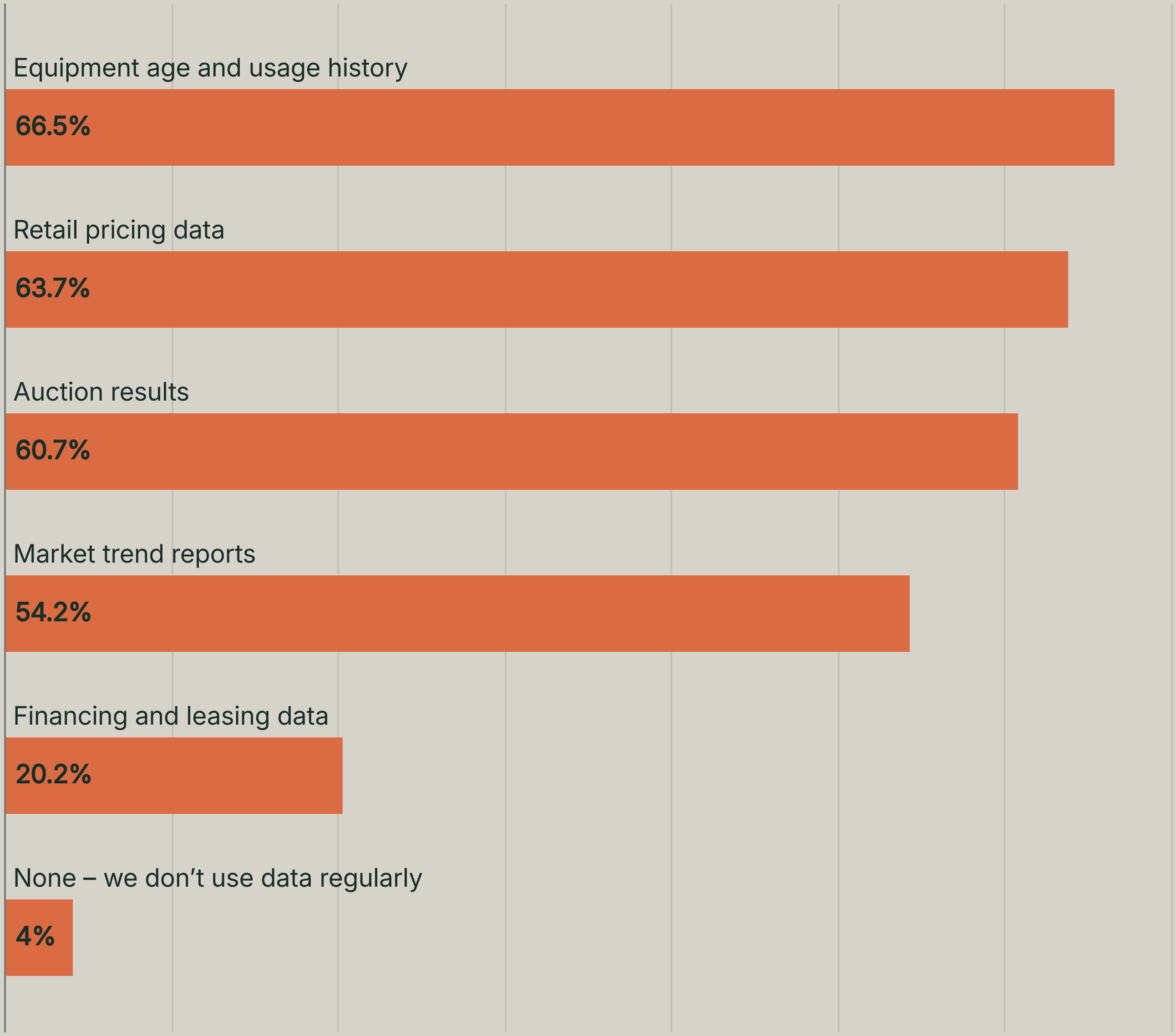
In 2026, pricing accuracy isn't a competitive advantage. It's the margin itself.

"We rely on EquipmentWatch to validate our pricing decisions when everything else feels like guesswork. It gives us the confidence to hold our margins — or pivot when we need to."

Travis G., Regional Sales Director

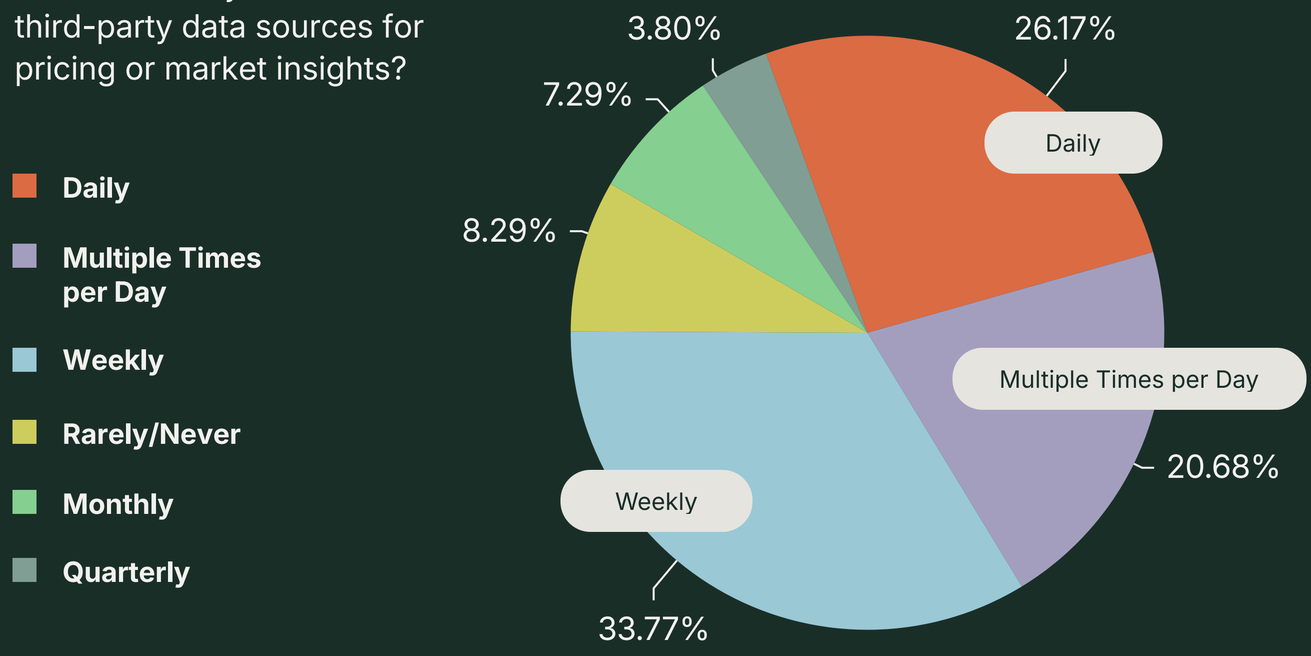
Digital Transformation & Tech Use

What types of data do you use most to inform your pricing decisions? *(Select all that apply)*



In 2026, dealer pricing decisions are firmly rooted in a multi-source, data-driven approach, with equipment age and usage history (66.5%), retail pricing data (63.7%), and auction results (60.7%) forming the core foundation. Compared to 2025, where auction data typically led, this shift suggests a more balanced and asset-specific valuation strategy, with dealers placing slightly greater emphasis on condition and lifecycle alongside market comps. The continued strength of market trend reports (54.2%) - up modestly year over year - signals that more dealers are looking ahead, not just reacting to current pricing.

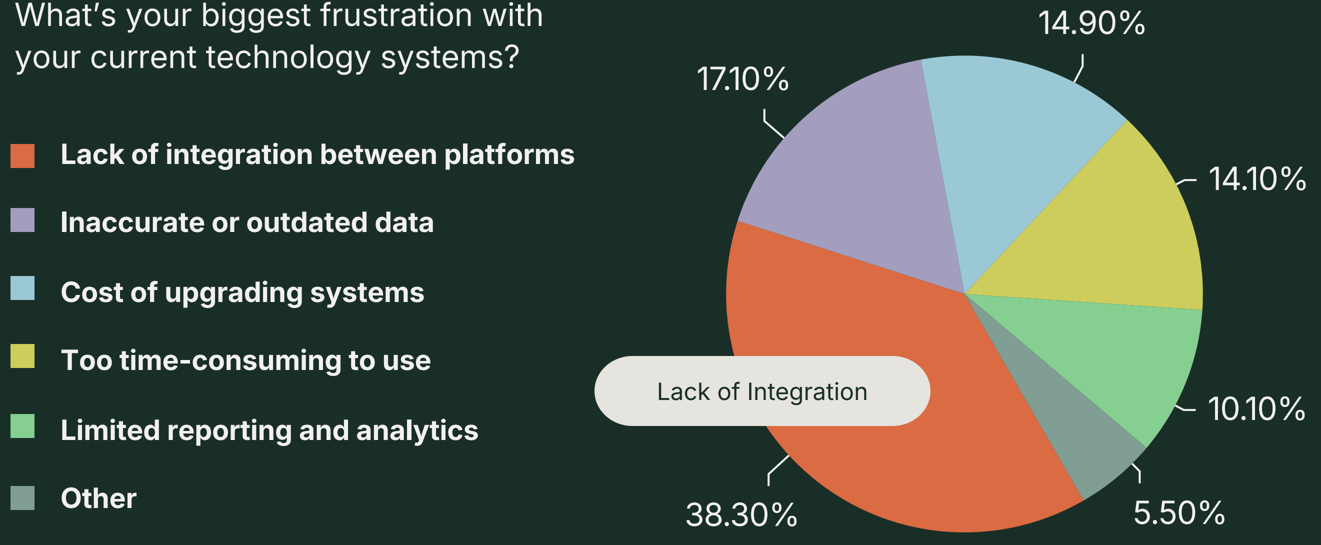
How often do you reference third-party data sources for pricing or market insights?



In 2026, third-party data has moved from a periodic reference tool to a daily operating input. Of the dealers surveyed, 20.7% access data multiple times per day and 26.2% do so once daily - meaning nearly half of all dealers (46.9%) are now building data into their regular workflow rather than consulting it situationally. Another 33.8% engage weekly, bringing the total of dealers using data at least weekly to just over 80%.

Just over **80% of total of dealers are using data at least weekly**

What's your biggest frustration with your current technology systems?



Integration remains the dominant technology frustration in 2026, even as it declines to 38.3% from 49% in 2025. That drop doesn't mean the problem is solved; it means dealers have stopped expecting it to be. With nearly half now relying on third-party data daily, disconnected systems have gone from a pain point to a bottleneck. Staff are spending *"25–50% of their time double-checking things"* across platforms that don't talk to each other. The message from dealers is consistent - they don't need more tools; they need the ones they use to work together.

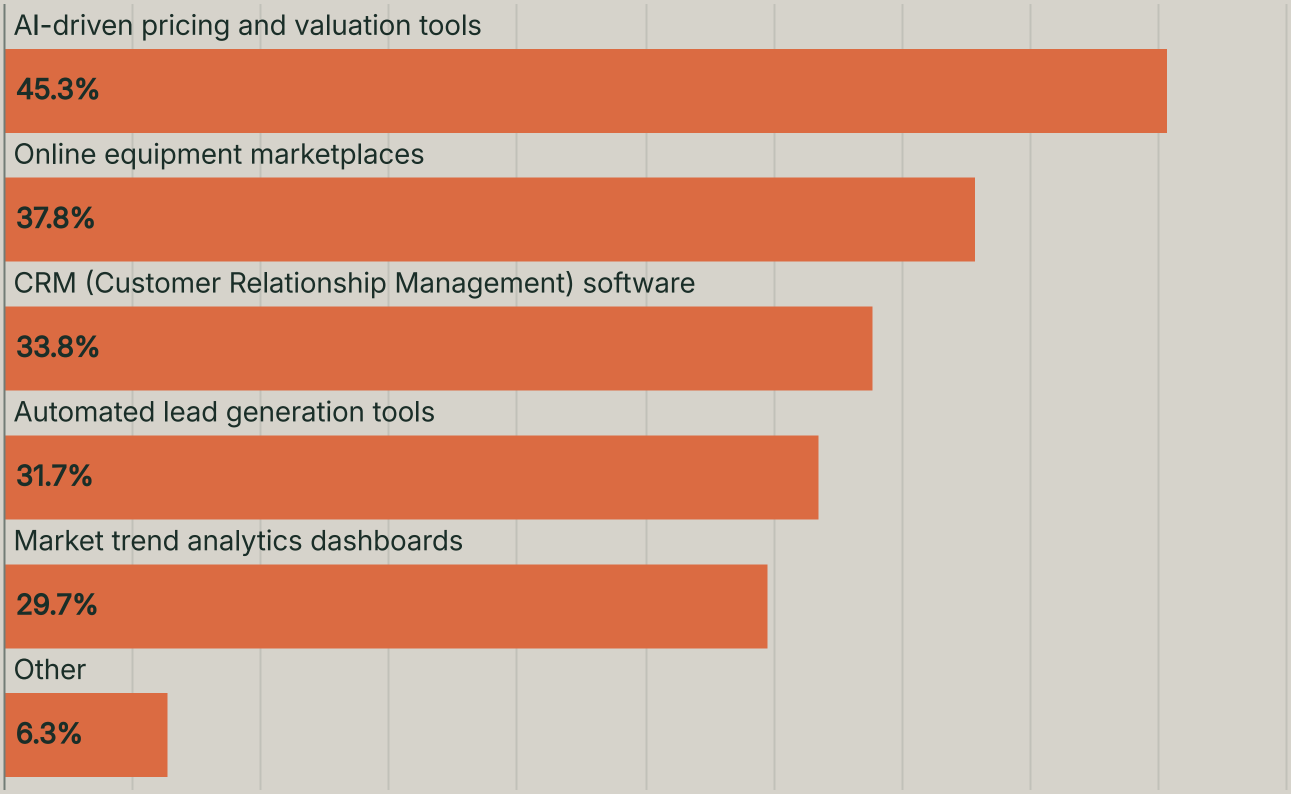
One theme remains clear:
the primary challenge is not the lack of technology, but the lack of cohesion between systems. Dealers are not asking for more tools - they are asking for systems that work together.

What's one thing you wish your current data or technology tools could do - but can't today?

When asked what they wish their current data and technology tools could do, dealers consistently pointed to a single, overarching challenge: lack of integration. Nearly half of all responses centered on the need for systems to work together, with many describing the inefficiencies of navigating multiple disconnected platforms. As one dealer put it, ***"Integrate. Truly one platform."***

What new technology are you most interested in adopting in the next year?

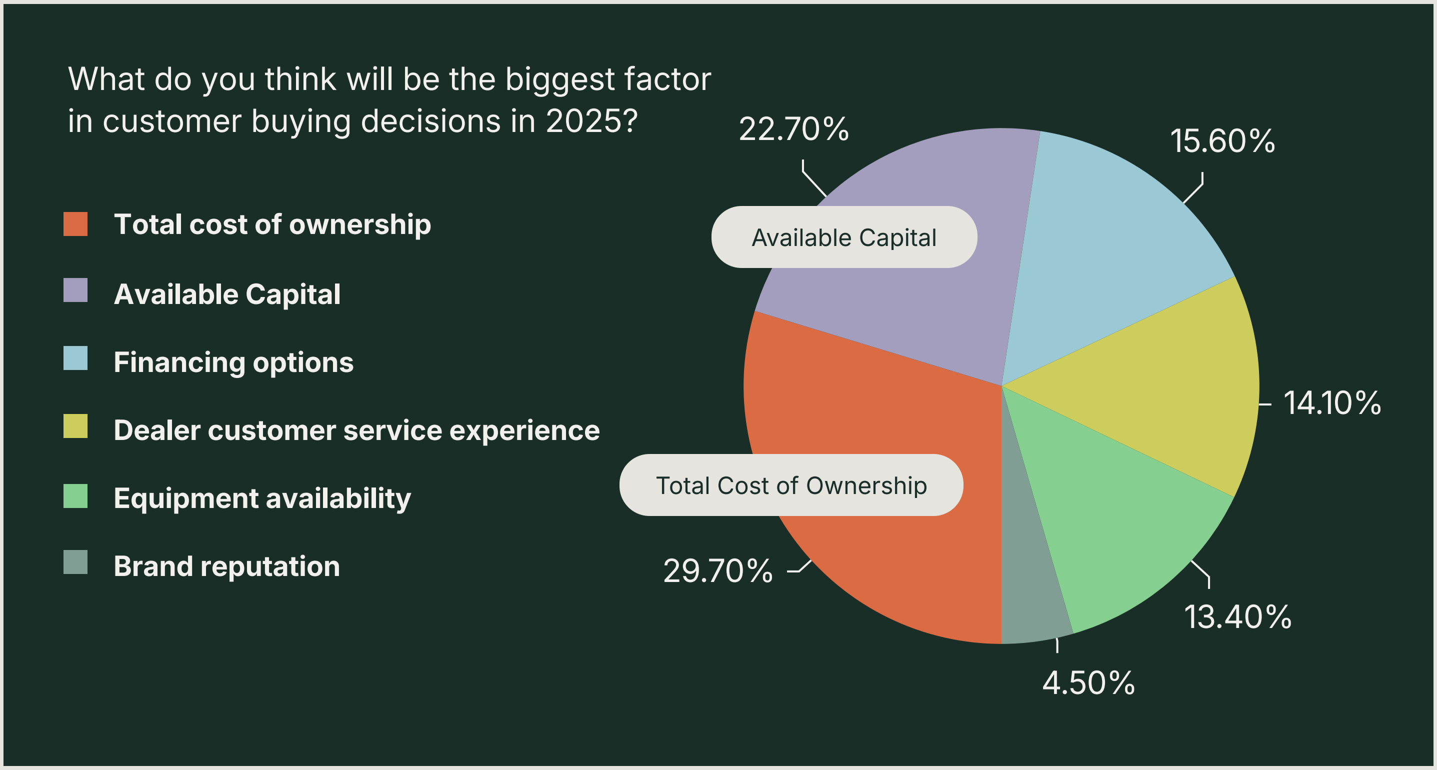
(Select all that apply)



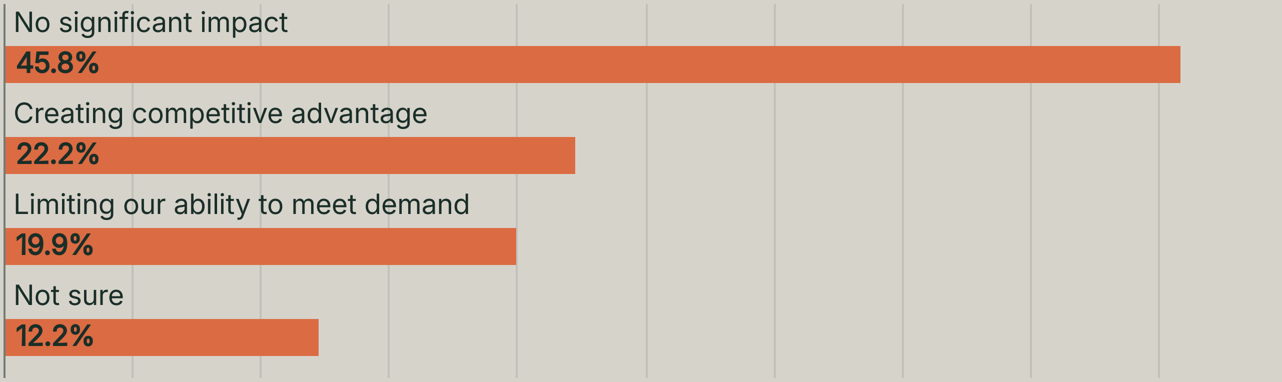
In 2026, dealer interest in new technology is clearly **shifting toward decision intelligence,** with AI-driven pricing and valuation tools leading at 45.3%. This marks a meaningful step up from 2025, when AI was still emerging as a secondary interest, and signals growing demand for tools that reduce uncertainty and improve pricing accuracy in a volatile market. Dealers are moving beyond tools that simply manage workflows toward technologies that enhance decision-making, predict outcomes, and create competitive advantages.

Competition & Customer Behavior

Customer buying decisions in 2026 are being shaped less by what buyers want and more by what they can afford. Total cost of ownership remains the leading factor at 29.7%, down from 36.8% in 2025, while financing options have grown to 15.6% from 10%. The most telling data point is available capital - a new response option in 2026 that immediately landed as the second most cited factor at 22.7%. Dealers didn't need this category last year because capital constraints weren't the dominant conversation. In 2026, they are. Equipment availability, once a top concern, has fallen to 13.4%, confirming that access is no longer the issue. Affordability is.

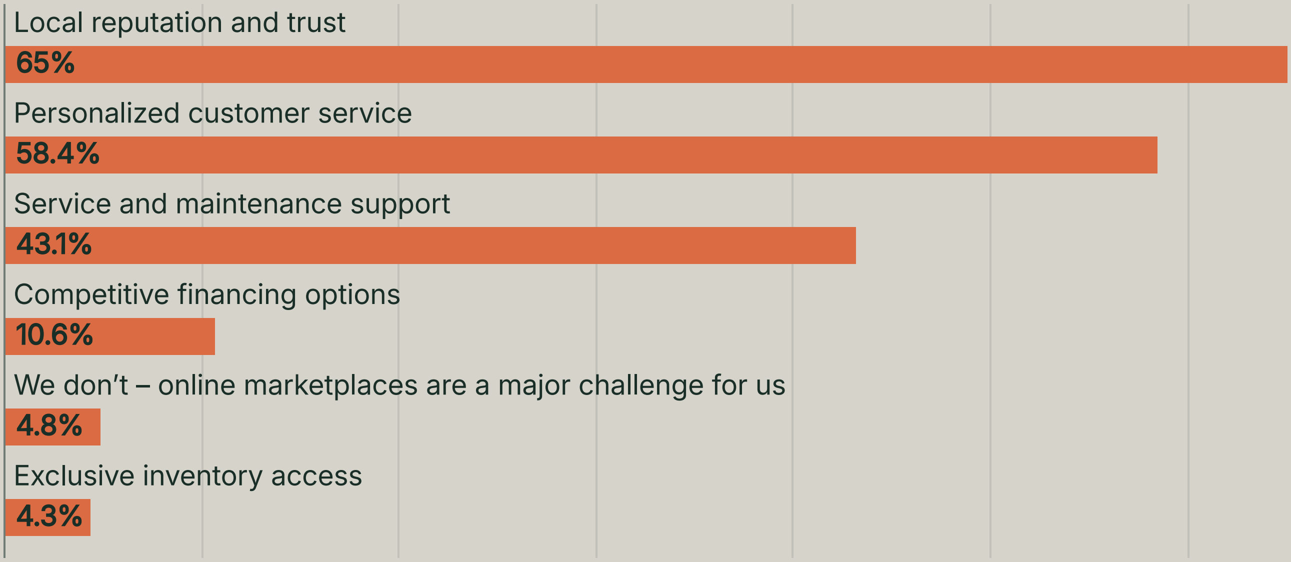


How is brand availability impacting your ability to meet customer demand?



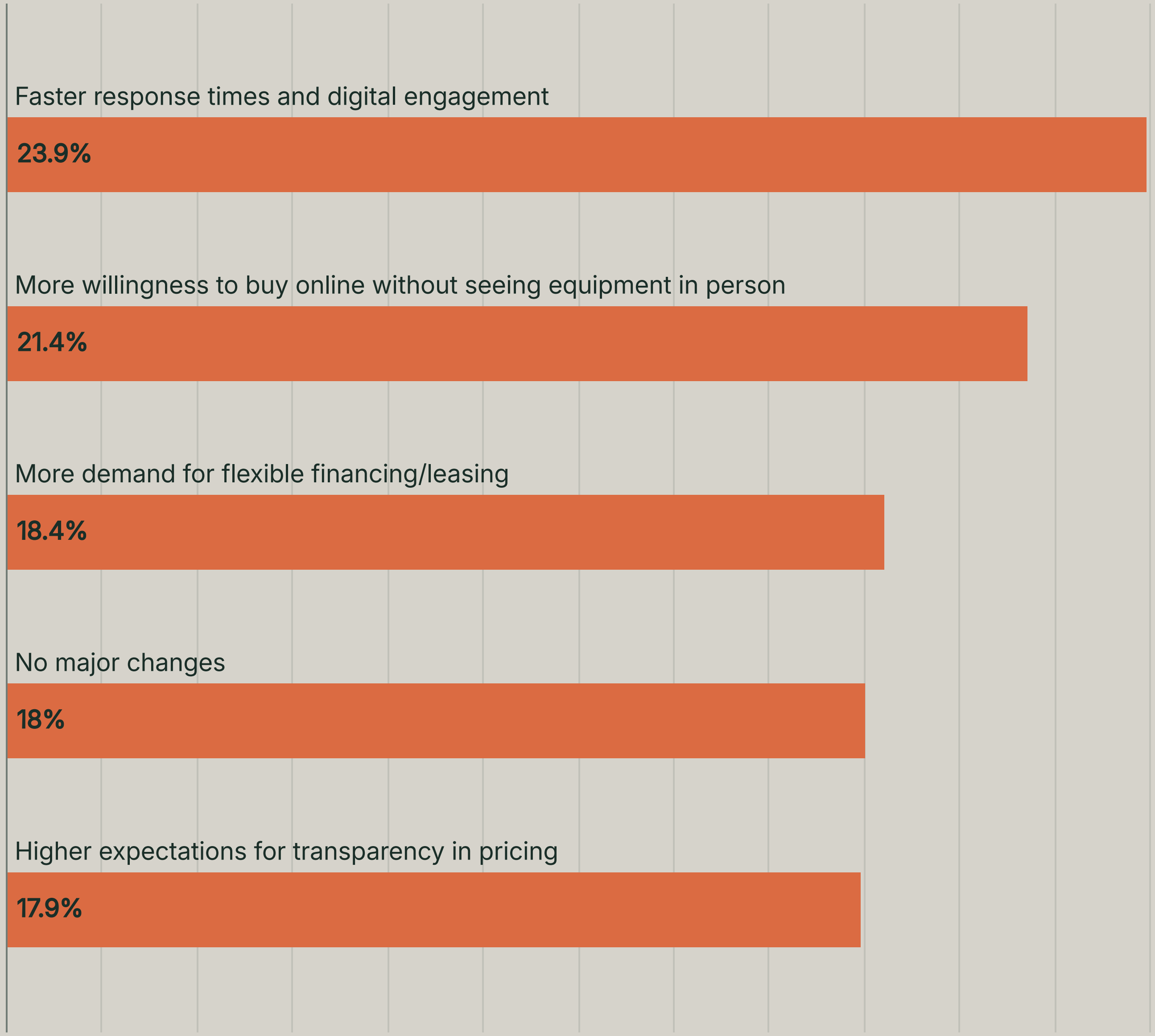
Brand availability in 2026 presents a mixed picture across the market. While 45% of dealers report no significant impact, one fifth say it is still limiting their ability to meet customer demand. At the same time, 22.2% of dealers indicate that brand availability is creating a competitive advantage, suggesting that those with access to the right inventory are able to capitalize on gaps in the market.

How do you differentiate your business from online marketplaces? *(Select all that apply)*



Dealers continue to differentiate themselves from online marketplaces by leaning into relationship-driven strengths rather than scale or visibility. Local reputation and trust (65%) and personalized customer service (58%) are the most commonly cited advantages, highlighting the importance of human connection in the buying process. Service and maintenance support also play a critical role, with 43% of dealers pointing to post-sale support as a key differentiator.

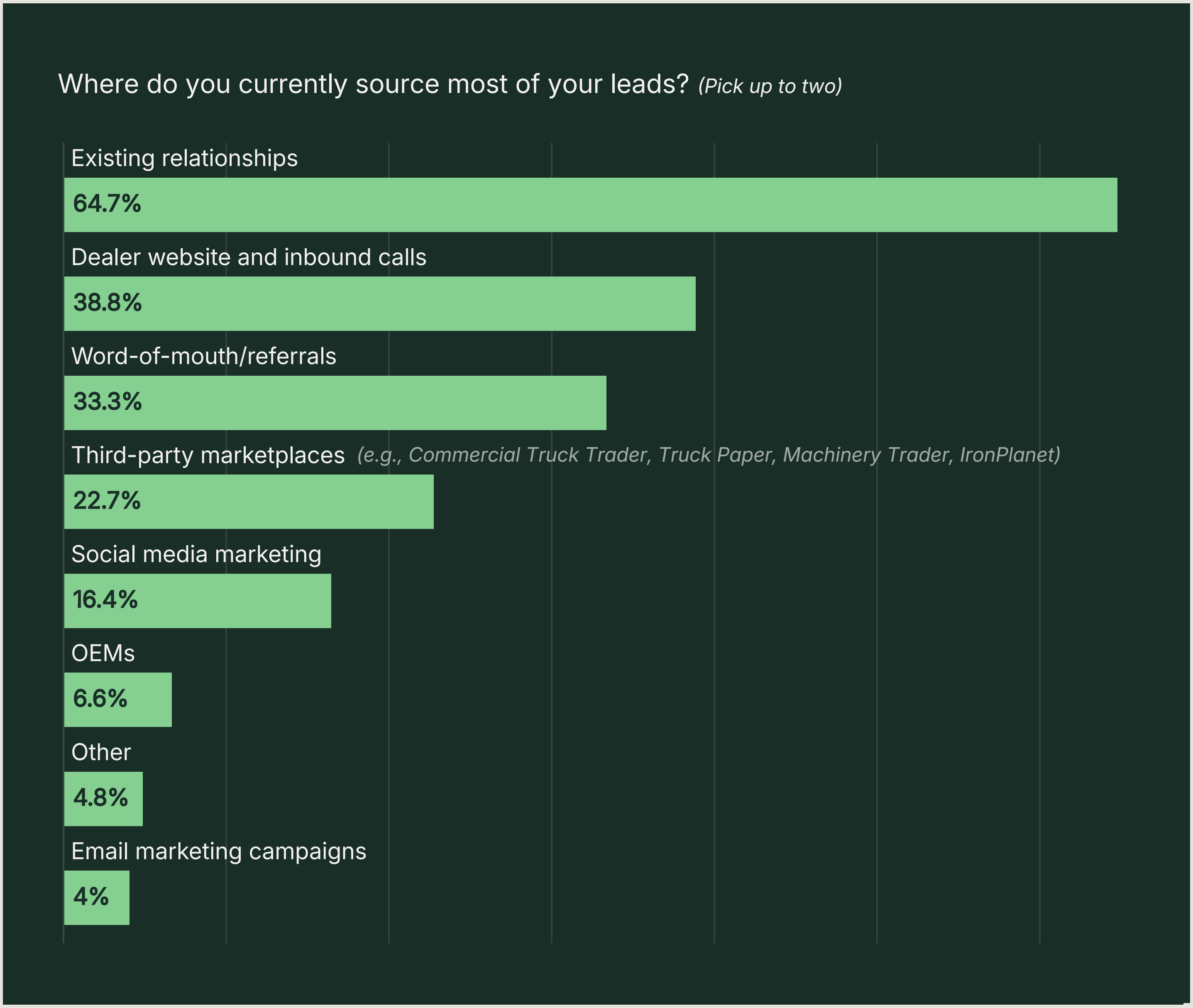
How have customer expectations changed over the past year (if at all)?



In 2026, customer expectations continue to accelerate, but with a slightly more balanced distribution across priorities compared to 2025. Faster response times and digital engagement lead at 23.9%, holding relatively steady year over year and confirming that speed and accessibility remain baseline expectations. Willingness to buy online has risen to 21.4%, up from the high teens last year, signaling continued comfort with digital transactions. At the same time, demand for flexible financing/leasing (18.4%) and pricing transparency (17.9%) have both increased, reflecting the growing influence of affordability and trust in the buying process.

Leads/Buyers/Prospects

In 2026, lead generation remains firmly anchored in relationships, but the balance between traditional and digital sources continues to evolve. Existing relationships lead by a wide margin at 64.7%, though this represents a slight decline from 2025 levels (which were closer to the high 70% range), suggesting a gradual diversification of lead sources. At the same time, digital channels are holding or gaining ground: dealer websites and inbound calls account for 38.8% (relatively stable year over year), while third-party marketplaces have increased to 22.7%, indicating a growing role in capturing demand. Relationships continue to drive the majority of business, but dealers are increasingly supplementing them with digital channels to expand reach and capture new opportunities.

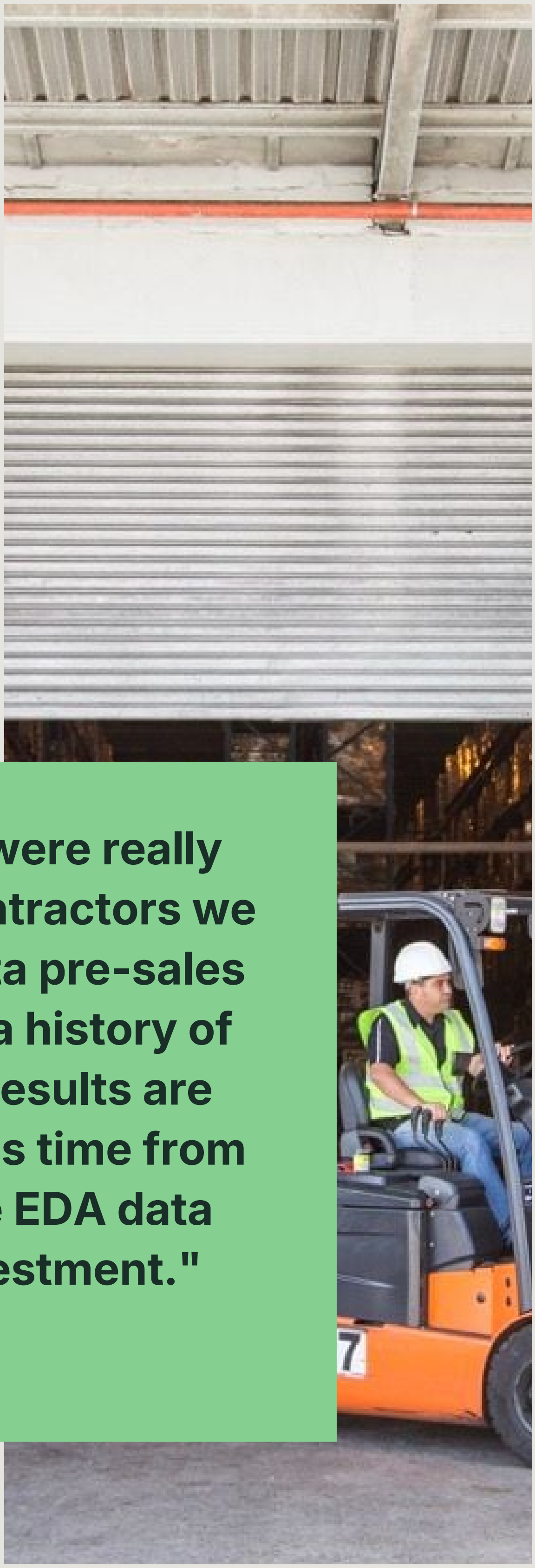


Stop Chasing. Start Closing.

"No one is buying unless they absolutely need to." Dealers know this. The question isn't how to generate more leads - it's how to find the buyers who are actually ready to move, before a competitor does.

In 2026, 46% of dealers say budget and financing capability is now their top filter when evaluating a lead. EDA is built around exactly that signal. It delivers prospect data derived from verified financing activity - names, addresses, equipment make, model, and serial numbers of financed assets - so your sales team knows who has a proven history of financing equipment purchases, what they've bought, and where they are.

One dealer said it simply: "Tell me who is ready to buy equipment." EDA doesn't guess at readiness - it shows you who has already acted.



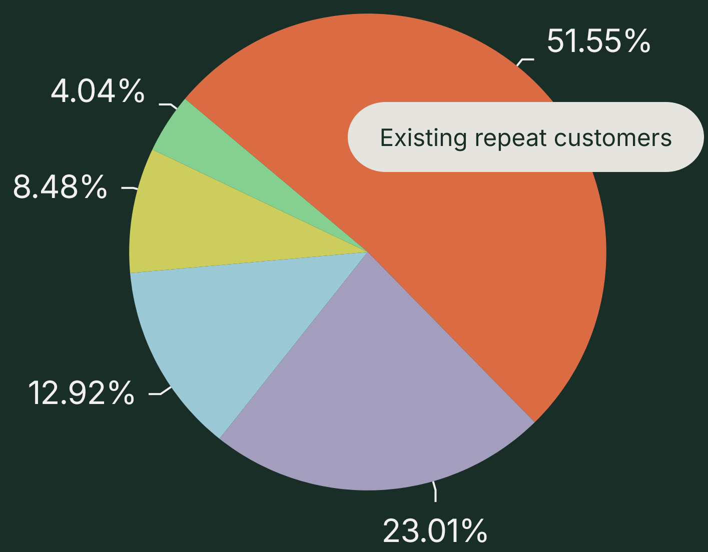
"Before we had the EDA data, we were really shooting from the hip, chasing contractors we knew. Our salespeople use the data pre-sales call to find out which clients have a history of purchasing used equipment. The results are better sales calls and taking up less time from prospects during the process. The EDA data has been a great return on our investment."

George Robinson, VP Business Services, H&E Equipment

In a market where lead quality is slipping and every sales call has a cost, EDA tells you where to show up - and why.

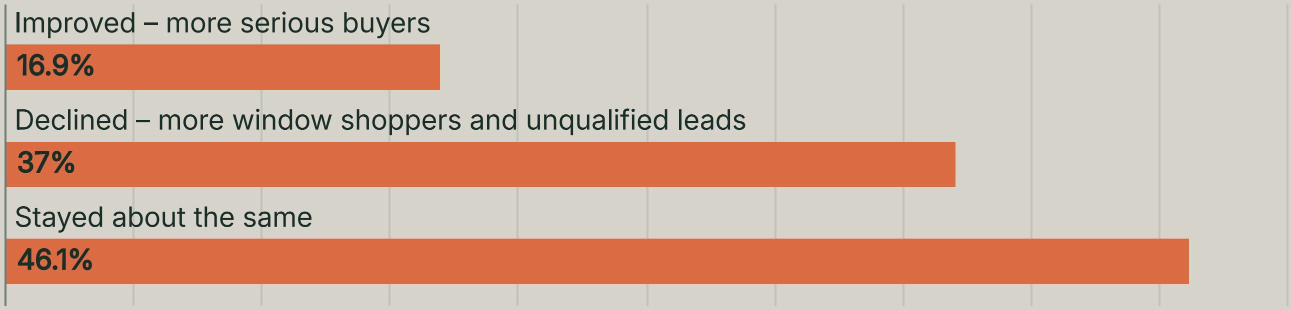
Of your last three deals, where did most of your buyers come from?

- **Existing repeat customers**
- **Online inquiries from our website**
- **Walk-ins from local advertising**
- **Leads from third-party marketplaces**
- **Other**



In 2026, deal conversion remains overwhelmingly relationship-driven, with 68.8% of dealers reporting that most of their last three deals came from existing repeat customers. This is broadly consistent with 2025, where roughly two-thirds of deals also came from existing relationships, reinforcing a key theme: while lead sources may diversify, revenue does not. Digital channels continue to play a supporting role - online inquiries account for 12.3% of closed deals, holding relatively steady year over year, while walk-ins and local advertising contribute 9.6%, also largely unchanged.

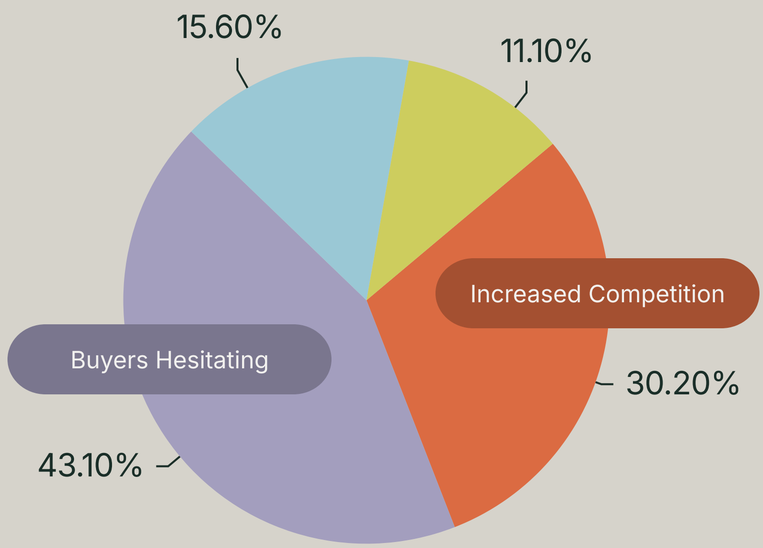
How has lead quality changed over the past year?



In 2026, dealer sentiment around lead quality has softened meaningfully, with 37% reporting a decline in lead quality and only 16.9% seeing improvement. The largest share, 46.1%, says it has stayed about the same, but even that signals stagnation rather than progress. Compared to 2025, where sentiment was more neutral-to-balanced, this represents a clear shift toward negative perception, with more dealers experiencing an increase in window shoppers and unqualified inquiries. Dealers are seeing more activity, but less commitment, reinforcing a growing disconnect between visibility and conversion.

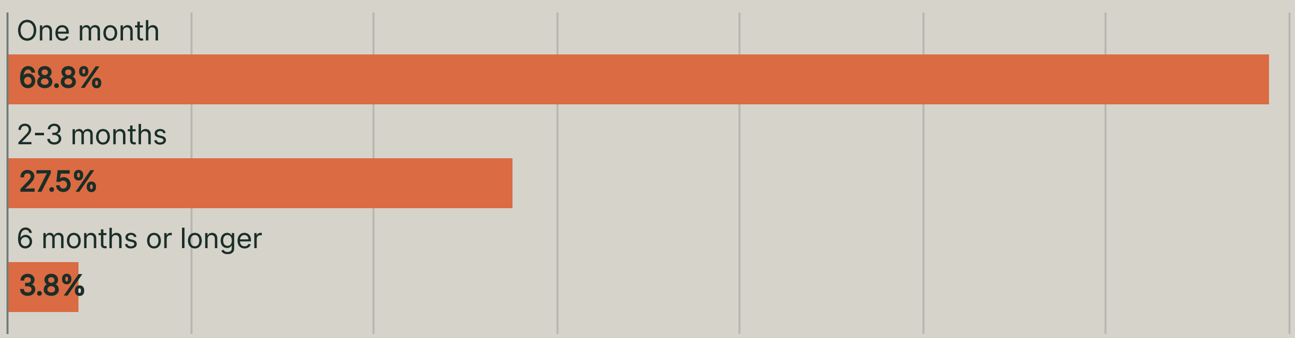
What’s the biggest challenge in converting leads to actual sales?

- **Increased competition from other dealers and online sellers**
- **Buyers hesitating due to high equipment costs**
- **Lack of quality leads**
- **Difficulty securing financing for customers**



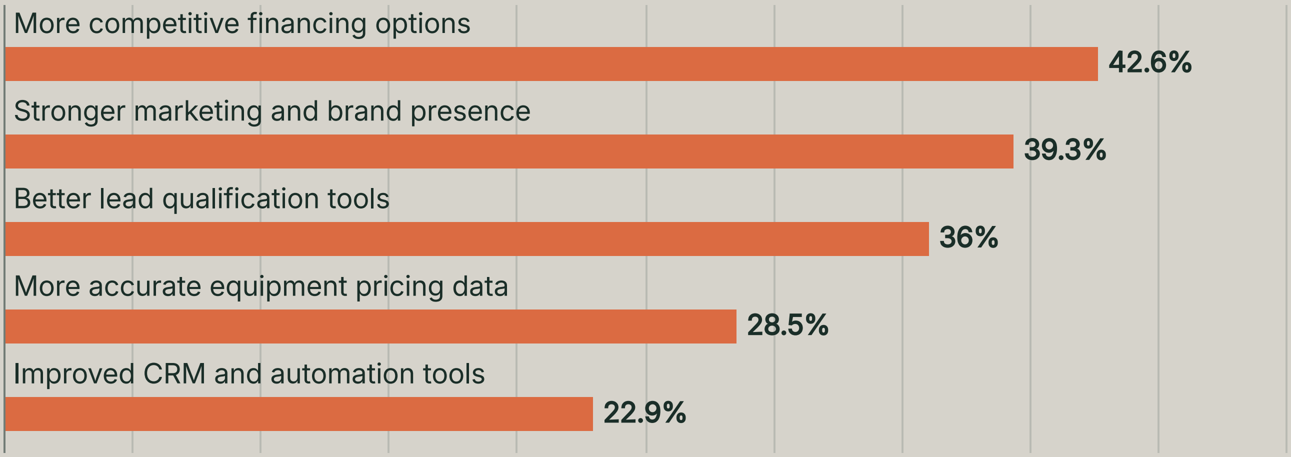
The barrier to closing deals in 2026 isn't competition. It isn't lead volume. It's affordability. Nearly half of dealers (43.1%) cite buyer hesitation due to high equipment costs as their primary conversion challenge - a significant shift from 2025, when pressure was more evenly distributed across lead quality, competition, and general sales friction. Dealers aren't ambiguous about what they're seeing. *"High equipment prices and high interest rates... customers simply don't have the funds to purchase.* Closing a deal in 2026 increasingly means solving a financial problem, not just a product one.

How long does it typically take to close a deal after the first contact?



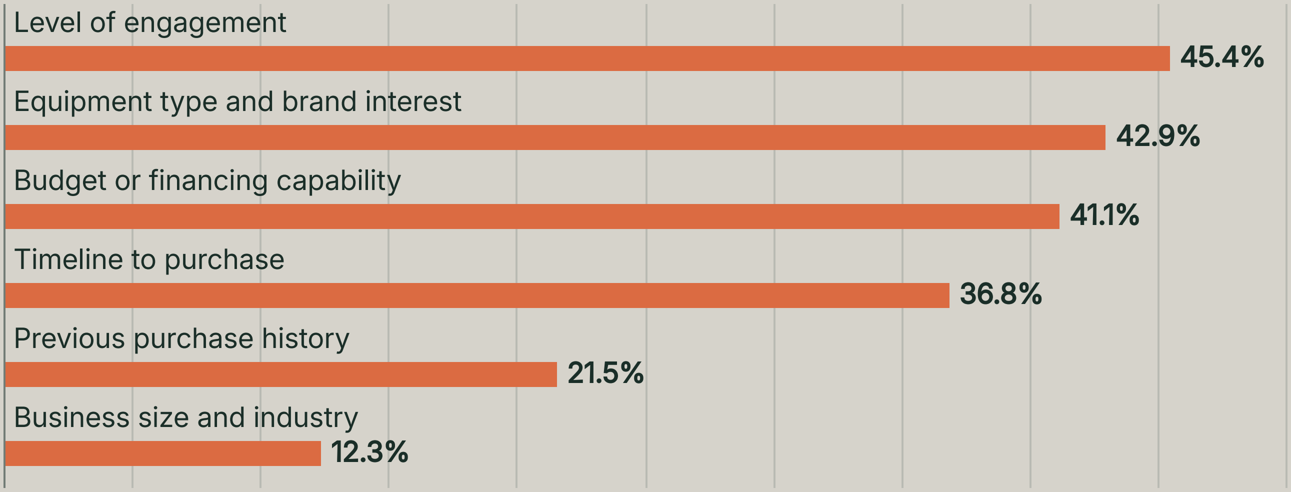
Despite broader shifts in customer behavior and increased hesitation around purchasing, the overall timeline to close deals has remained relatively consistent. In 2026, nearly two-thirds of dealers (68%) report closing deals within one month of first contact, while an additional 27% close within two to three months. Only a small minority (3.8%) report sales cycles extending beyond six months. The timeline to close has remained stable, but the path to get there has become more difficult.

What would help you close more deals faster? *(Select up to two)*



Dealers are clear about what they need to move deals forward: better financing, stronger visibility, and smarter lead filtering. More competitive financing leads at 42.6% - a direct response to the cost constraints buyers are navigating. Compared to 2025, when dealers' top ask was simply better leads, 2026 responses reflect a more urgent need: the tools to close deals in a market where cost has become the primary obstacle.

When evaluating a lead, which factors are most important to you? *(Pick top two)*



In 2026, lead evaluation is shifting from product-first to viability-first. Level of engagement (46.4%) and budget/financing capability (44.6%) now lead, both rising in importance compared to 2025, when equipment type and brand were more dominant. While product fit still matters (40.8%), it's no longer the primary filter. The biggest change is the rise of financial qualifications. The takeaway: the question has shifted from "Is this a good lead?" to "Is this a viable deal?"

Is there anything about today's equipment market that you think is being misunderstood or overlooked?

Dealer feedback in 2026 points to a market that isn't misunderstood in one way - but in several at once. At the center of it all is pricing. Dealers consistently describe a widening gap between cost, value, and customer perception. As one put it bluntly, **"Equipment is too high! Fuel is too high! Interest rates are too high! Crop prices are too low!"**

This disconnect shows up most clearly in the used market, where expectations are misaligned on both sides. **"The owners trading in their equipment think their equipment is worth more than it actually is. The buyers... think it's not worth what the dealer is selling it for."**

At the same time, many dealers question whether the industry's push toward advanced technology is outpacing real-world demand. **"Manufacturers pushing technology outpaces the market capabilities and interest in it,"** one noted, while another emphasized the need for simplicity over complexity.

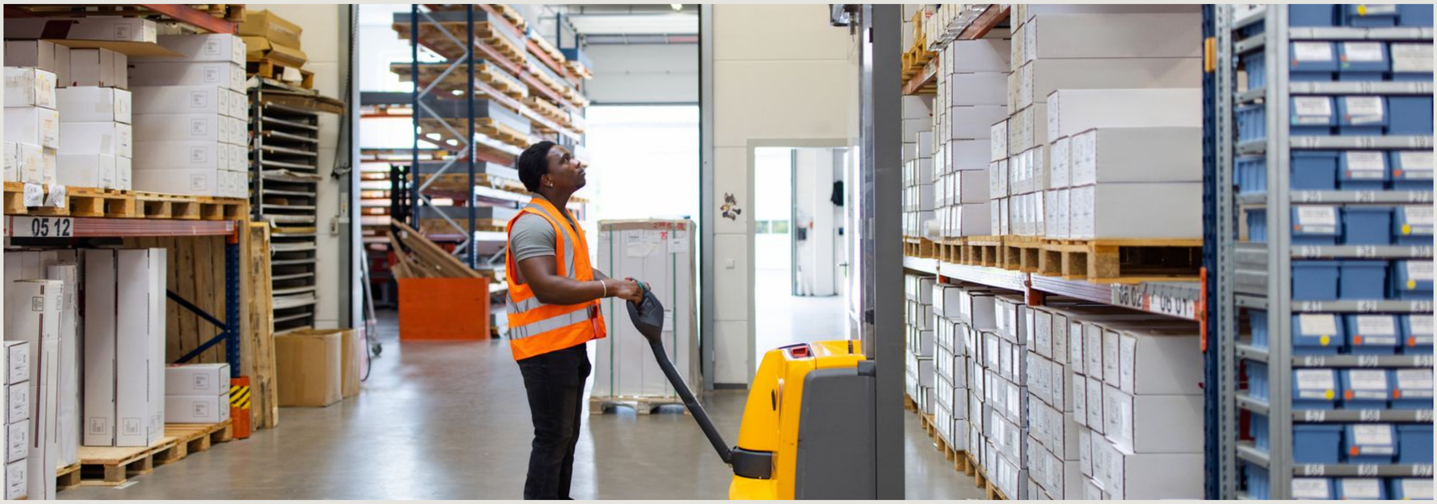
And despite the rise of digital channels, one truth remains consistent: **"Equipment sales is still a relationship business."**

Perhaps most telling is how demand itself is being interpreted. While some see a slowdown, others describe something more nuanced: **"Demand hasn't disappeared - it has just become selective and conditional."**

Taken together, these perspectives point to a market that isn't weakening - it's becoming harder to read, as pricing pressure, shifting expectations, and selective demand reshape how deals get done.

Industry Specific Data

How would you best describe the primary equipment your dealership sells or rents?



Relationships Hold, But the Ground Is Shifting

Across all four segments, customer relationships remain the cornerstone of dealer competitiveness, but conditions are shifting - rental demand is reshaping buying behavior, truck dealers face a tightening used inventory market, and the dealers who win will compete on trust, speed, and availability, not price alone.

Construction Equipment Dealers

Customer relationships remain the dominant differentiator, with 64.6% citing service and trust as their primary advantage - virtually unchanged from 2025. The rental dynamic is quietly shifting, with fewer customers renting instead of buying (28.8% vs. 37.9%), while pain points center on inventory mix and the challenge of balancing fleet investment against a more price-conscious customer base.

Lift & Access Dealers

Dealers are evenly split between pricing and customer service as their competitive edge - a departure from 2025, when inventory availability dominated at 50%. Telehandlers are in universal demand, and rental trends have intensified, with dealers now equally divided between customers shifting away from ownership and growing rental fleet demand.

Material Handling Dealerships

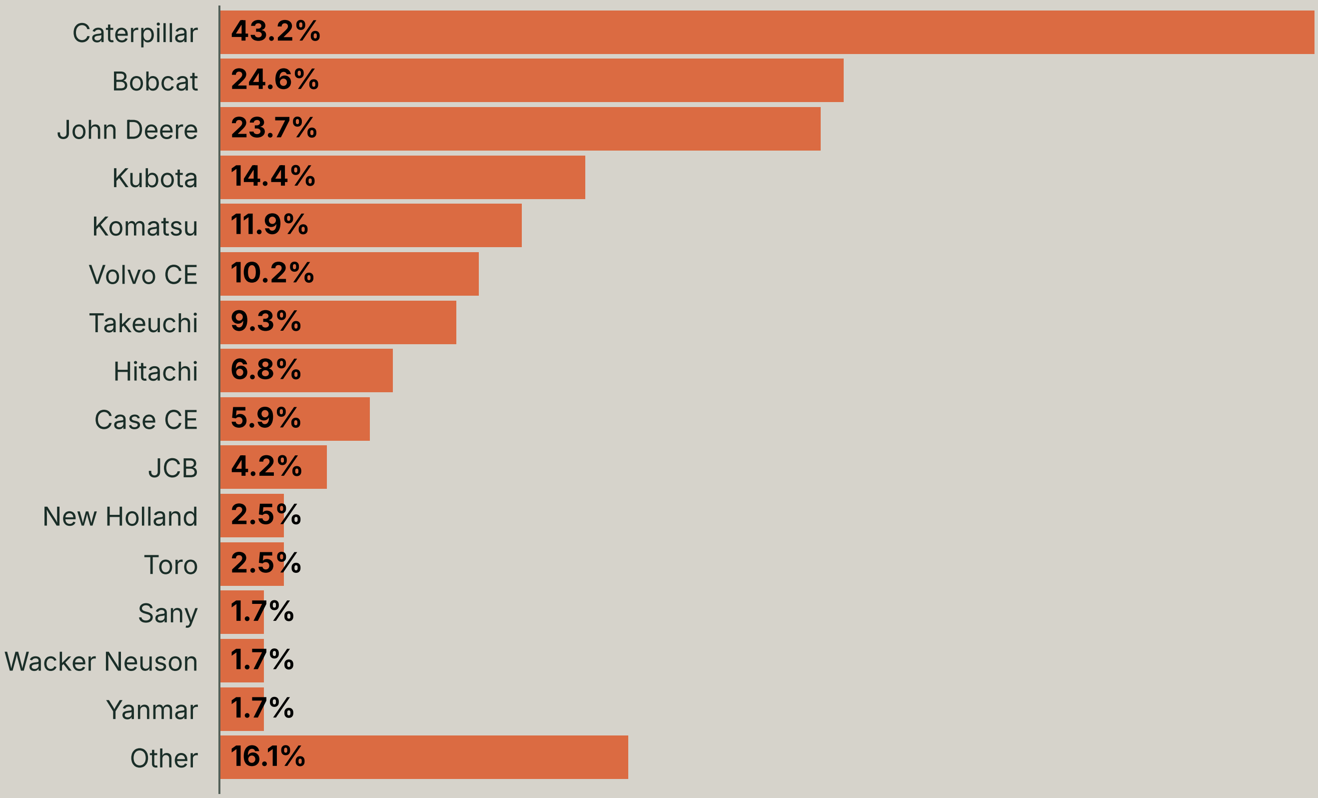
Service is the clear differentiator, with 85.7% of dealers citing customer relationships or parts and service turnaround as their top advantage. Rental dynamics are intensifying on both ends, with more customers moving away from buying while rental fleet demand continues to climb.

Truck Dealers

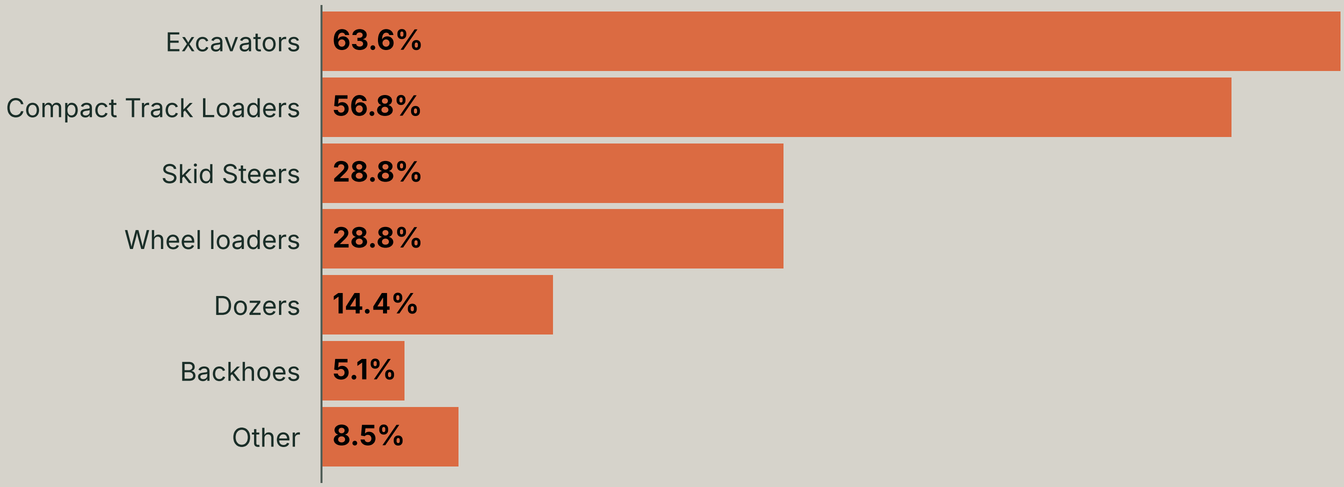
Fundamentals remain solid, but margins are under pressure. Sourcing quality used inventory is the top challenge (54.4%, up from 38.9% in 2025), and price sensitivity continues to be the dominant barrier to growing service and parts revenue.

Heavy construction equipment (excavators, loaders, dozers, etc.)

Which brands are selling the fastest in your dealership? (Select up to three)



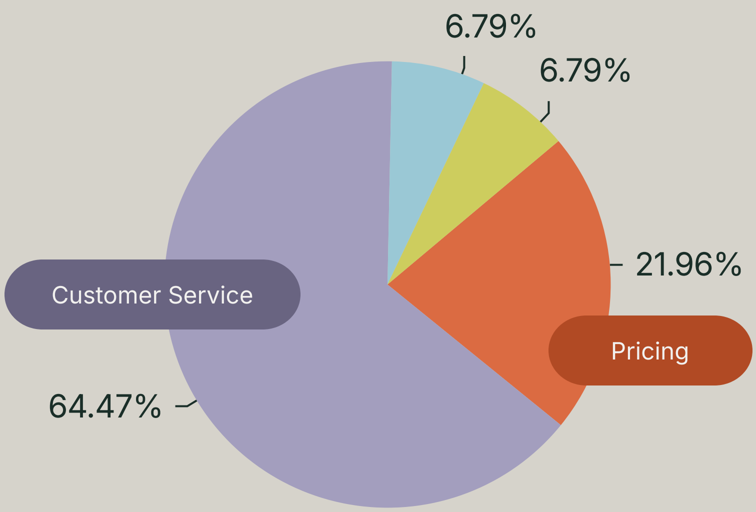
Which machine types are in highest demand? (Select up to three)



Heavy construction equipment (excavators, loaders, dozers, etc.)

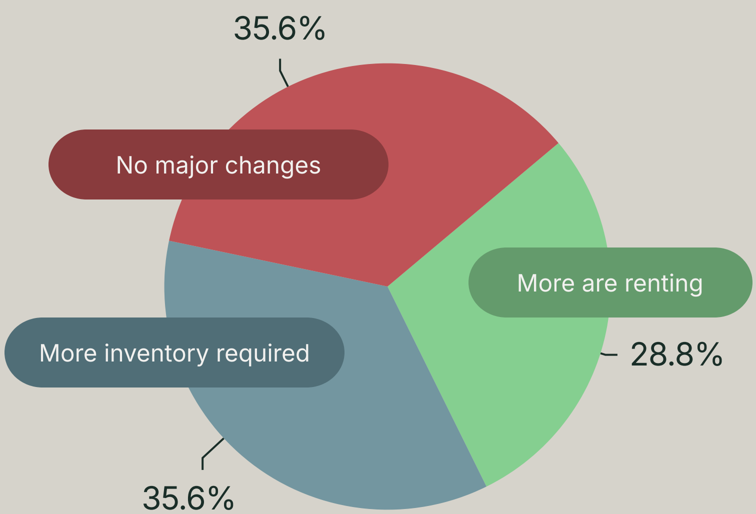
What is the #1 reason contractors choose your dealership over competitors?

- Pricing—more competitive deals and flexible financing
- Customer service—strong relationships and reliability
- Inventory—better selection of new and used machines
- Service and parts availability—faster turnaround on repairs and maintenance



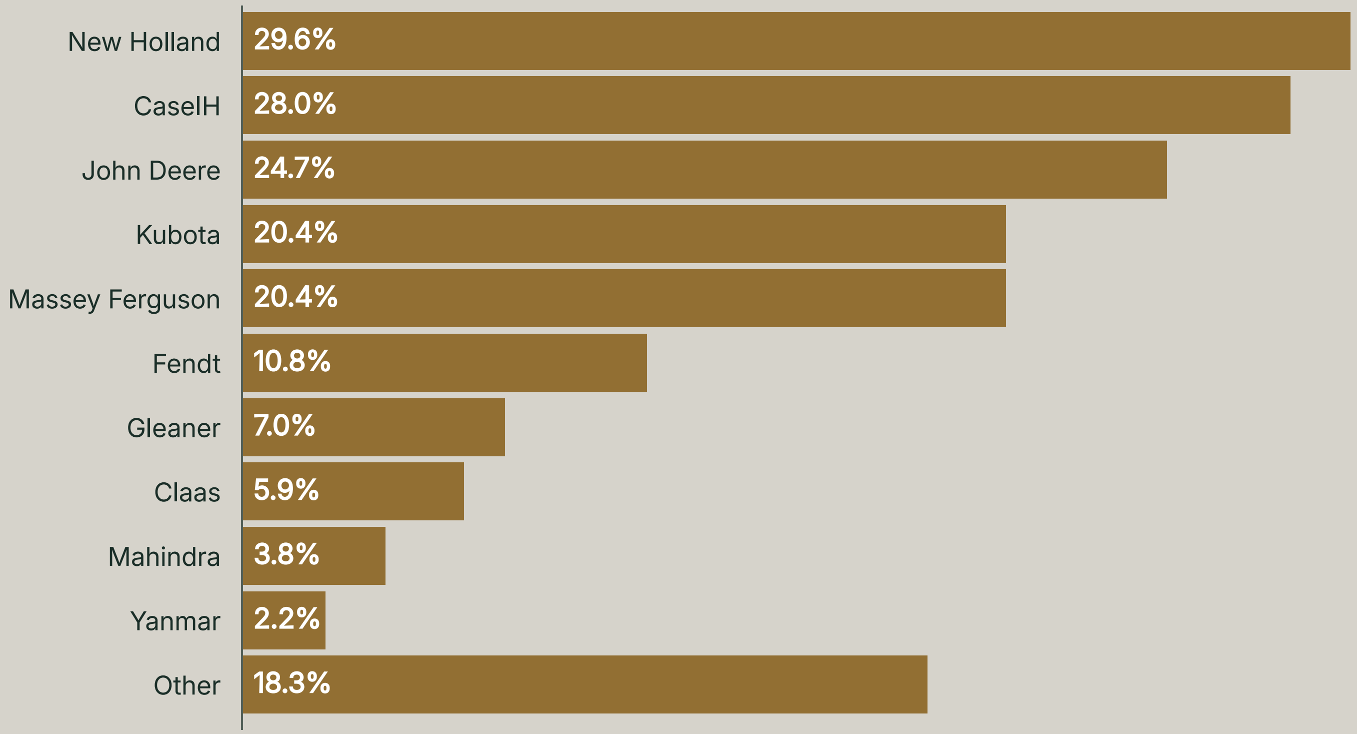
How have rental trends impacted your business in the past year?

- More customers renting instead of buying, reducing equipment sales
- Increased demand for rental fleet, requiring more inventory
- No major change—contractors still prefer ownership



Agricultural equipment (tractors, combines, sprayers, etc.)

Which brands are selling the fastest in your dealership? (Select up to three)



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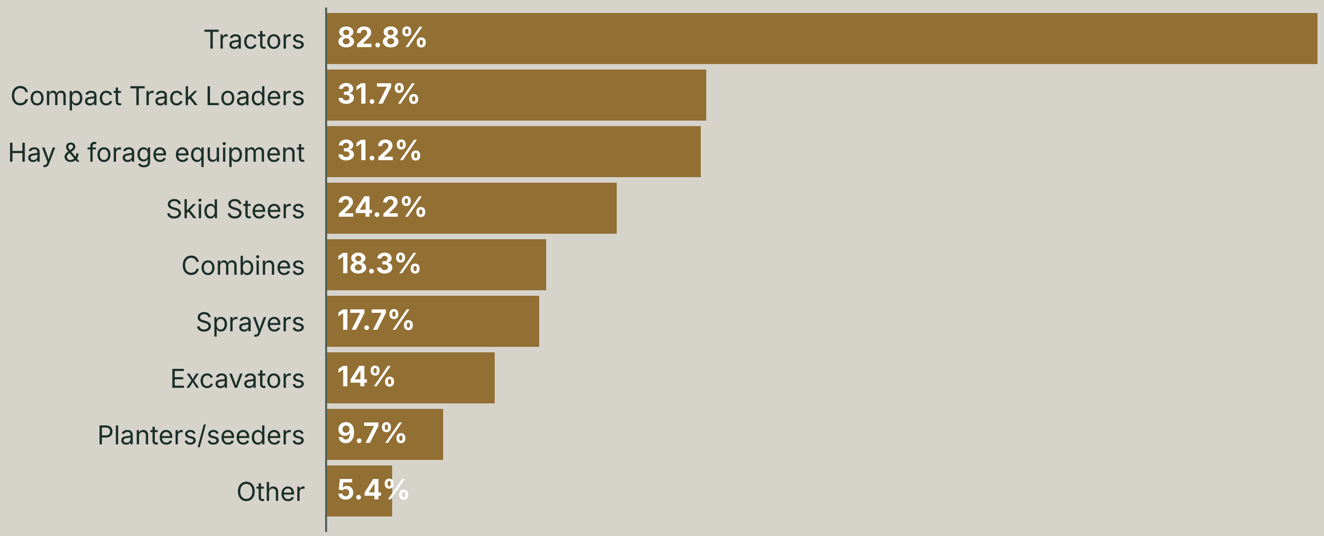
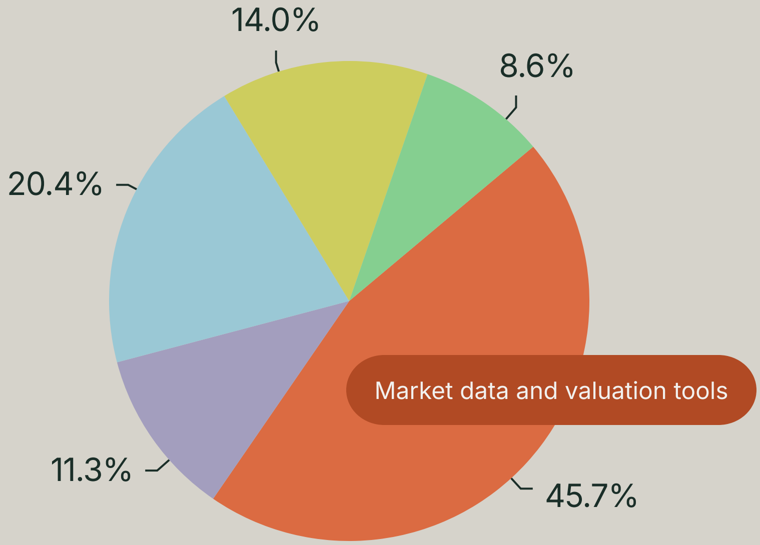


Agricultural equipment (tractors, combines, sprayers, etc.)

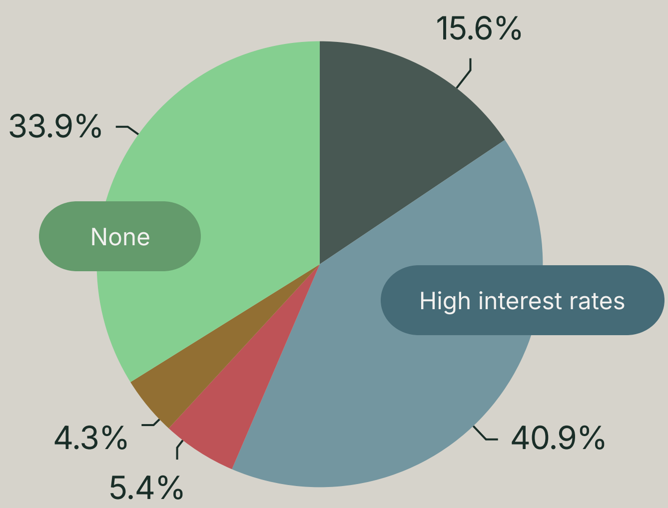
How do you primarily determine your equipment pricing?

- Market data and valuation tools
- What similar equipment is selling for locally
- OEM guidelines and dealer network recommendations
- Gut instinct and past experience
- Customer willingness to pay



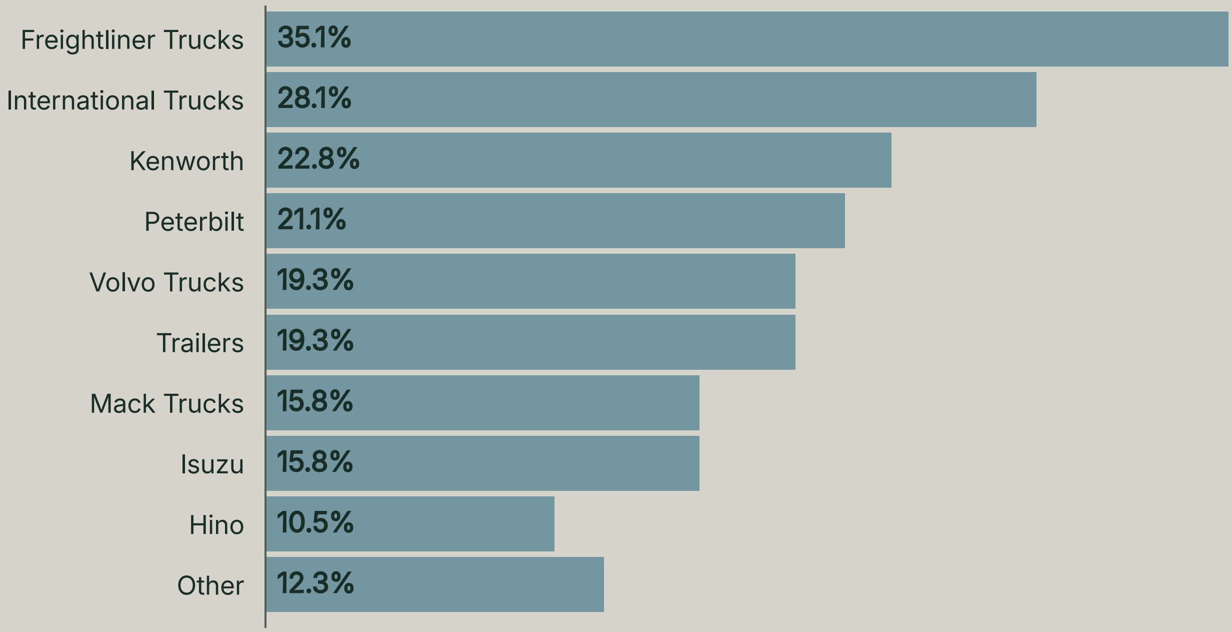
What's the most common financing challenge your buyers face?

- Trouble securing financing due to credit issues
- High interest rates making deals unaffordable
- Slow approval process delaying sales
- Lack of flexible payment options
- None—our buyers typically secure financing easily

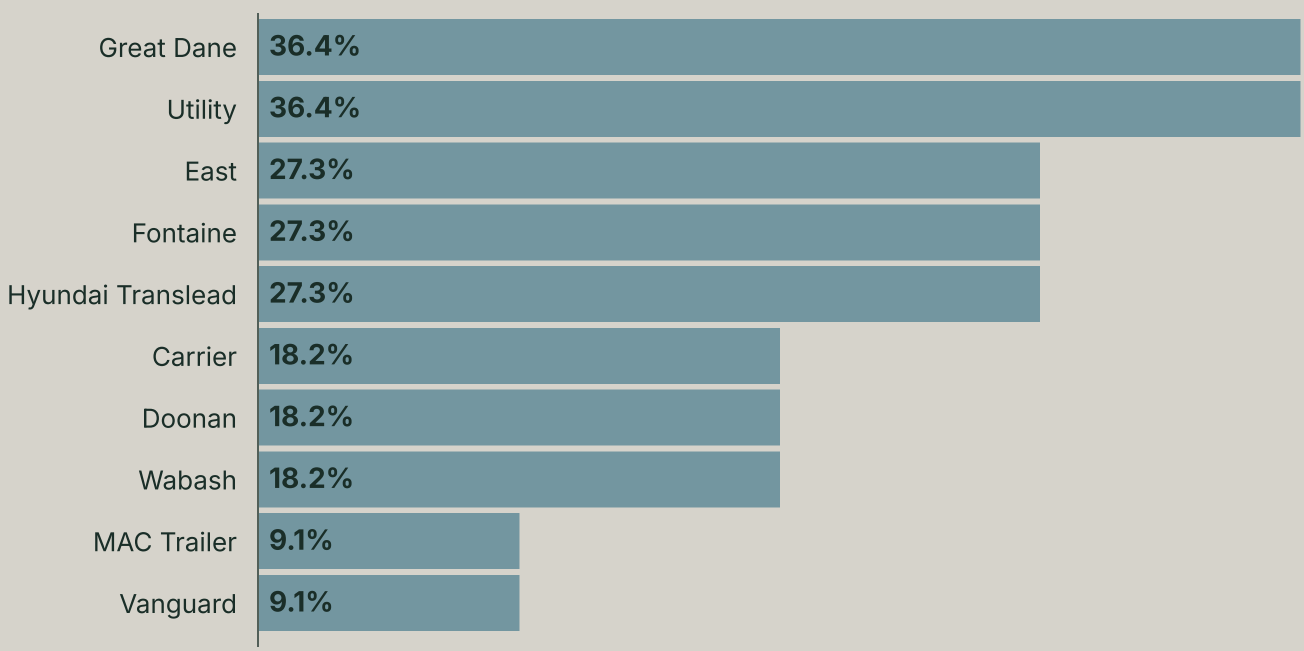


Trucks & trailers (heavy-duty trucks, semi-trailers, vocational trucks)

Which brands are selling the fastest in your dealership? (Select up to three)



Which trailer brands are selling the fastest in your dealership?



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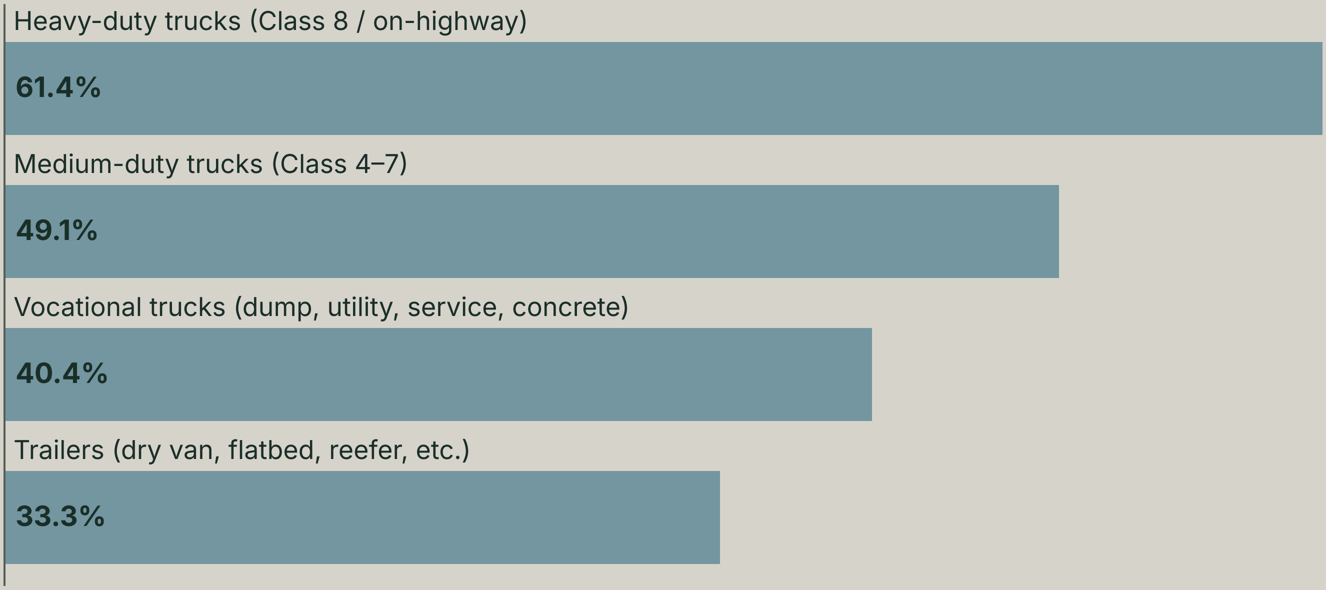
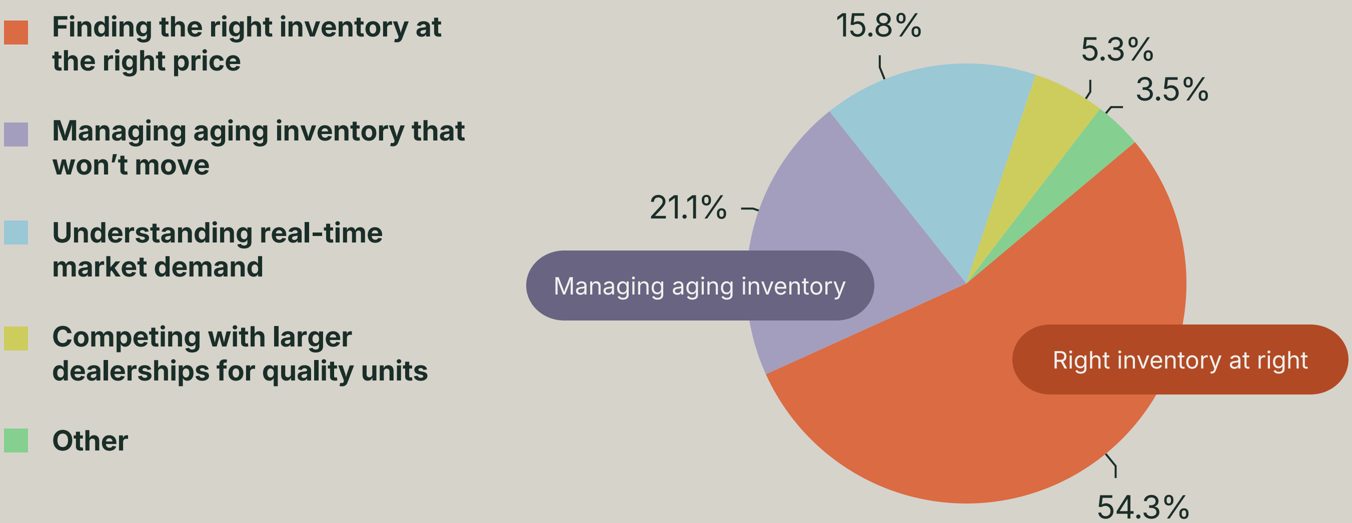


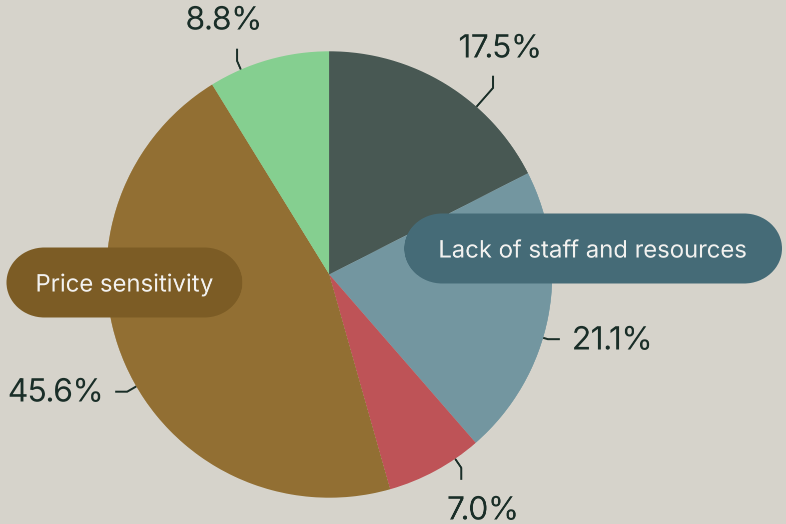
What is your biggest challenge when sourcing used trucks?



Trucks & trailers (heavy-duty trucks, semi-trailers, vocational trucks)

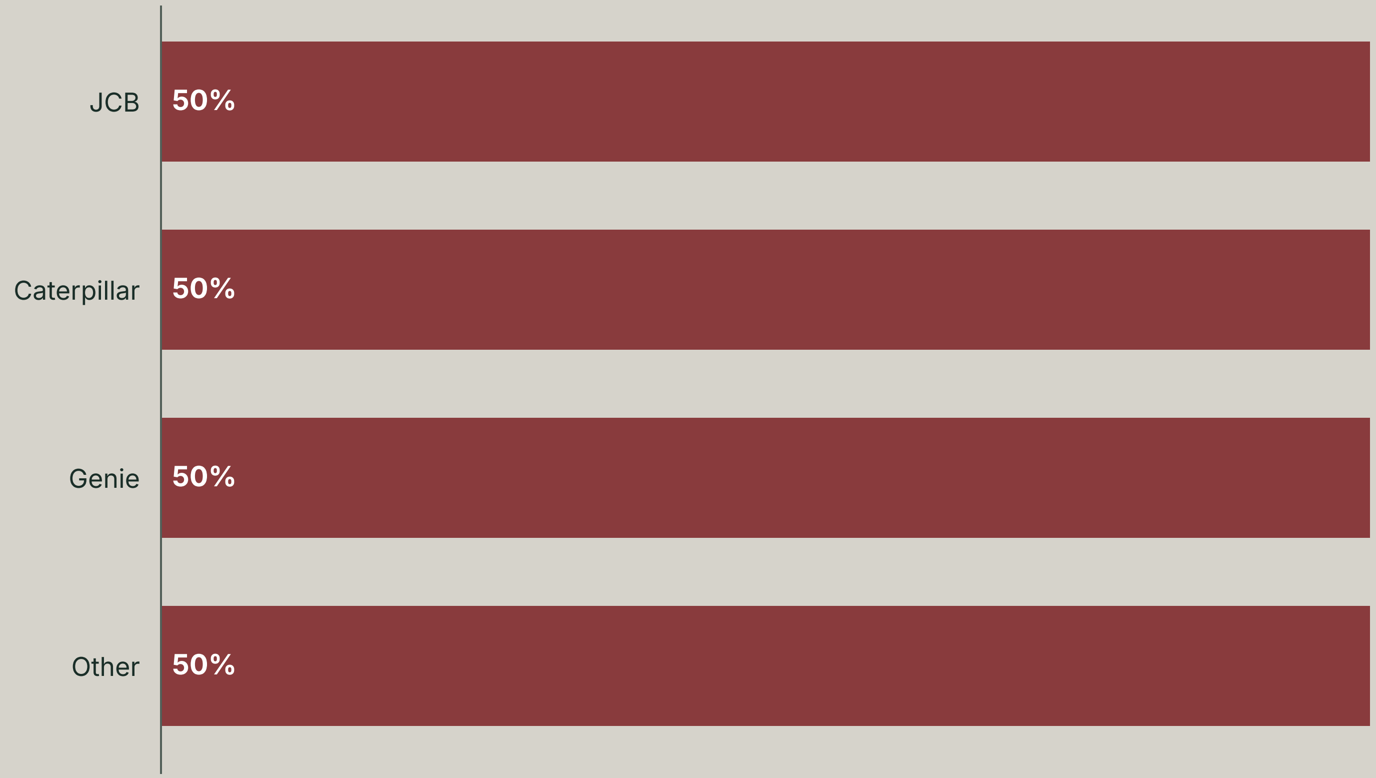
What’s your biggest hurdle in growing service and parts revenue?

- **Customers taking business to independent shops**
- **Lack of staff or resources to expand service offerings**
- **Difficulty marketing services effectively**
- **Price sensitivity—customers find services too expensive**
- **Other**



Lifting & access equipment (telehandlers, aerial lifts, cranes)

Which brands are selling the fastest in your dealership? (Select up to three)



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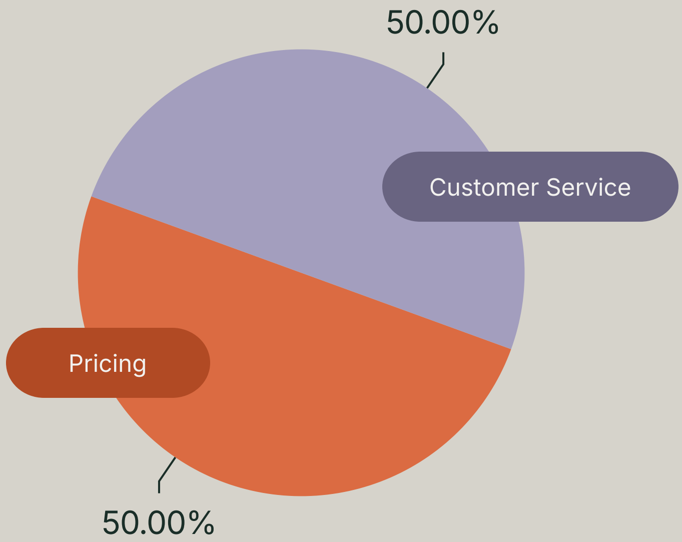

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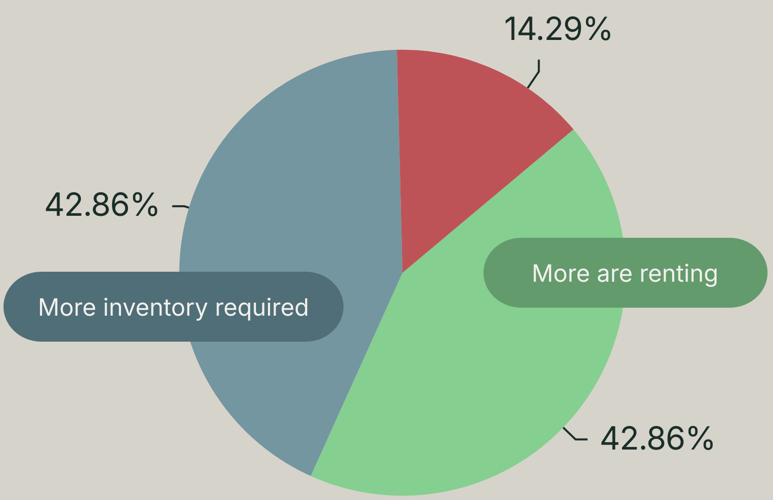

Material handling (forklifts, warehouse equipment)

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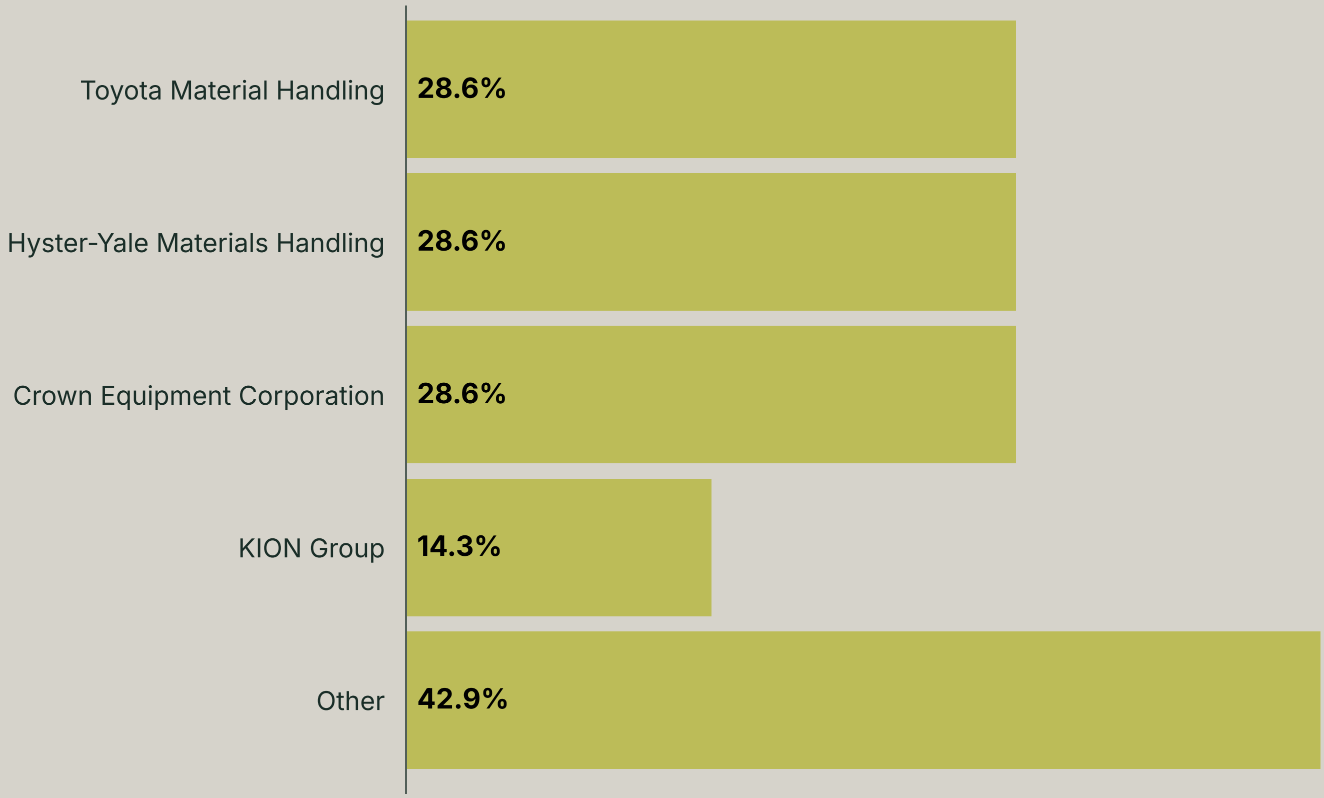

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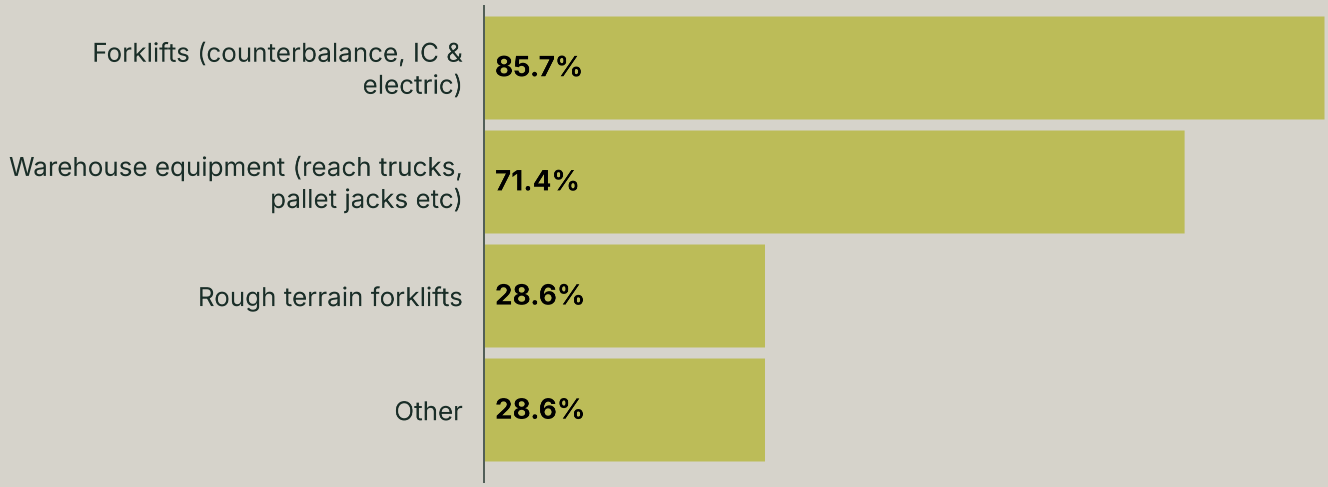

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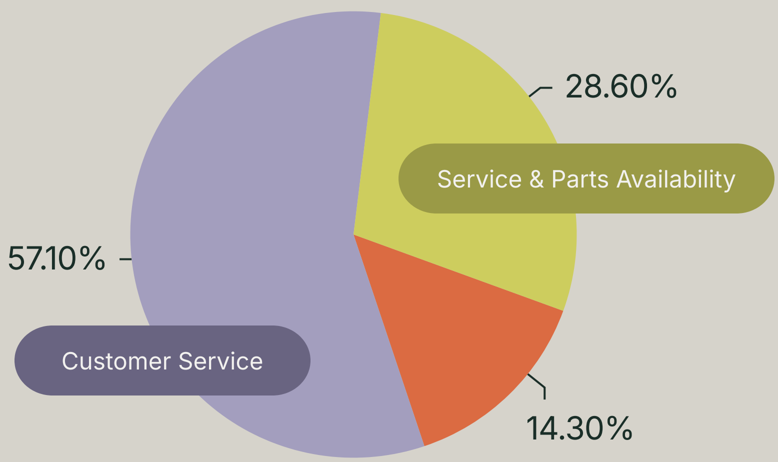

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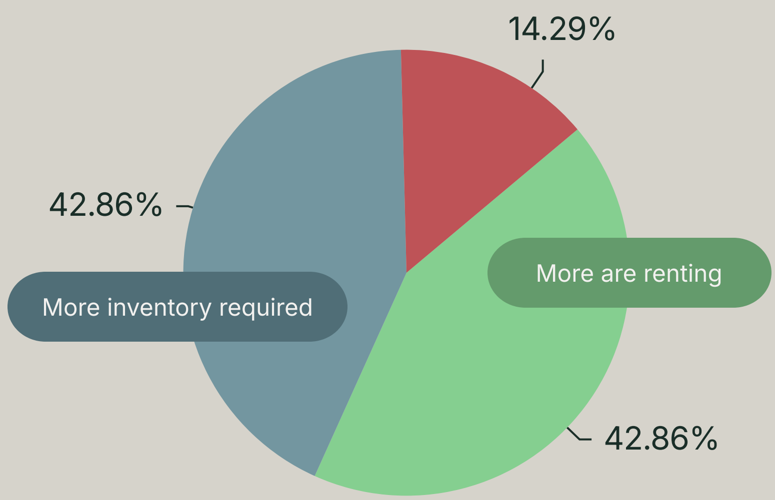

Closing Summary

If one theme defines 2026, it's this: **operate smarter or get squeezed.**

The market hasn't corrected, it has tightened. Rising costs, cautious buyers, and shrinking margins are forcing dealers to rethink how they price, sell, and manage their business. While demand hasn't disappeared, it has become more selective. Every deal is harder to win and more important to get right. Dealers are no longer just competing for attention; they're competing for **viable transactions.**

At the same time, the fundamentals haven't changed. Relationships still drive the majority of sales, and dealers remain clear-eyed about what matters: better data, stronger lead qualification, and systems that support faster, more confident decisions. The difference in 2026 is that these are no longer advantages, they are requirements. The dealers who can align inventory, pricing, and customer needs in real time will continue to move forward. Others will feel the pressure build.

What to Watch For Next

Affordability Will Shape Demand Cost and financing will continue to influence buying decisions more than availability or brand.	**Watch how dealers adapt pricing and deal structures to keep transactions moving.**
Precision Will Replace Volume Success will depend on identifying high-intent buyers and aligning inventory accordingly.	**Watch for increased focus on lead quality, not lead quantity.**
Integration Will Define Tech Value The next wave of competitive advantage will come from connected systems, not new tools.	**Watch for dealers prioritizing platforms that streamline workflows and reduce friction.**
Data Will Move Faster and Matter More Dealers are already using data more frequently; the next step is acting on it in real time.	**Watch for increased reliance on AI-driven pricing and predictive analytics.**
Relationships Will Remain the Constant Even as digital channels grow, trust and repeat business will continue to drive revenue.	**Watch how dealers balance digital efficiency with relationship-driven selling.**

Fusable Dealer Solutions

In a market where affordability is the gatekeeper and every deal has to earn its margin, the right data isn't a nice-to-have - it's how dealers stay in business. The challenges in this report aren't new, but in 2026 the stakes are higher. Guessing on pricing costs margin. Chasing the wrong leads costs time. Disconnected systems cost both.

Fusable's tools are built for exactly this environment - not to add complexity, but to remove it. Whether it's knowing which buyers are ready to transact, pricing used equipment with confidence in a volatile market, or finally getting systems to work together, every product in our stack is designed to solve a problem dealers named in this survey.

Smarter Leads, Real Market Intel

Tired of dead-end leads? EDA delivers high-intent prospects based on verified financing data. Know who's buying, where, and when—so you can focus your efforts where it counts.

EDA

Confident Pricing at Speed

With prices rising and margins tight, EquipmentWatch gives you trusted FMV/FLV benchmarks and AI-powered valuation tools. No more guesswork—just clear, defensible numbers that move iron.

Equipment Watch

Ag Equipment Intelligence

Moving aging inventory? Iron Solutions helps ag dealers spot value trends with real dealer comps, auction data, and pricing history, so you can clear your lot without losing margin.

Iron Solutions

Truck & Trailer Sales Intelligence

Need better inventory and smarter sourcing? RigDig shows you ownership history, violations, auction patterns, and market trends, so you can buy and sell used trucks with confidence.

RigDig

Fusable Dealer Solutions *continued*

Visibility That Converts
From stronger websites to smarter ad campaigns, our marketing experts help you stand out online—where customers are already searching. Visibility and speed matters. We help you deliver both.

DIGITAL MARKETING

Reach the Audiences That Matter Most
Fusable's portfolio of industry-leading publications puts your brand in front of the right readers — highway and heavy contractors, fleet executives, owner-operators, carbon-conscious fleets, truck dealers and repair centers, and professional landscapers. Over a century of editorial excellence, delivering targeted reach across the industries that keep the world moving.

CCJ
CLEAN TRUCKING
EQUIPMENT WORLD
OVERDRIVE
TPS TRUCKS • PARTS • SERVICE
TOTAL LANDSCAPE CARE

Why Fusable? Because we don't guess - we ask. Every tool we build is shaped by dealer feedback, built to solve real problems, and designed to deliver results. We turn industry noise into clarity, helping you cut through the static and make smarter, faster decisions. Access to data is one thing - our tools turn it into foresight.

Ready to learn more?

Schedule a demo today.

First Name *

Last Name *

Email *

Business Phone Number *

Company Name *

Which product are you interested in? *

Please Select

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Methodology

The 2026 Dealer Insights Survey was conducted in April 2026, with 398 verified equipment dealers across North America. Responses were gathered via email, in-app prompts, and partner networks.

Dealer Types
- Agriculture Equipment 49.6%
- Heavy Construction Equipment 31.5%
- Trucks & Trailers 15.2%
- Material Handling 1.9%
- Lift/Access .5%

Geography
Dealers from all U.S. regions and select Canadian provinces participated. All respondents completed core questions; optional segment-specific responses are noted where applicable.

FUSABLE