



USED EQUIPMENT
GUIDE.COM

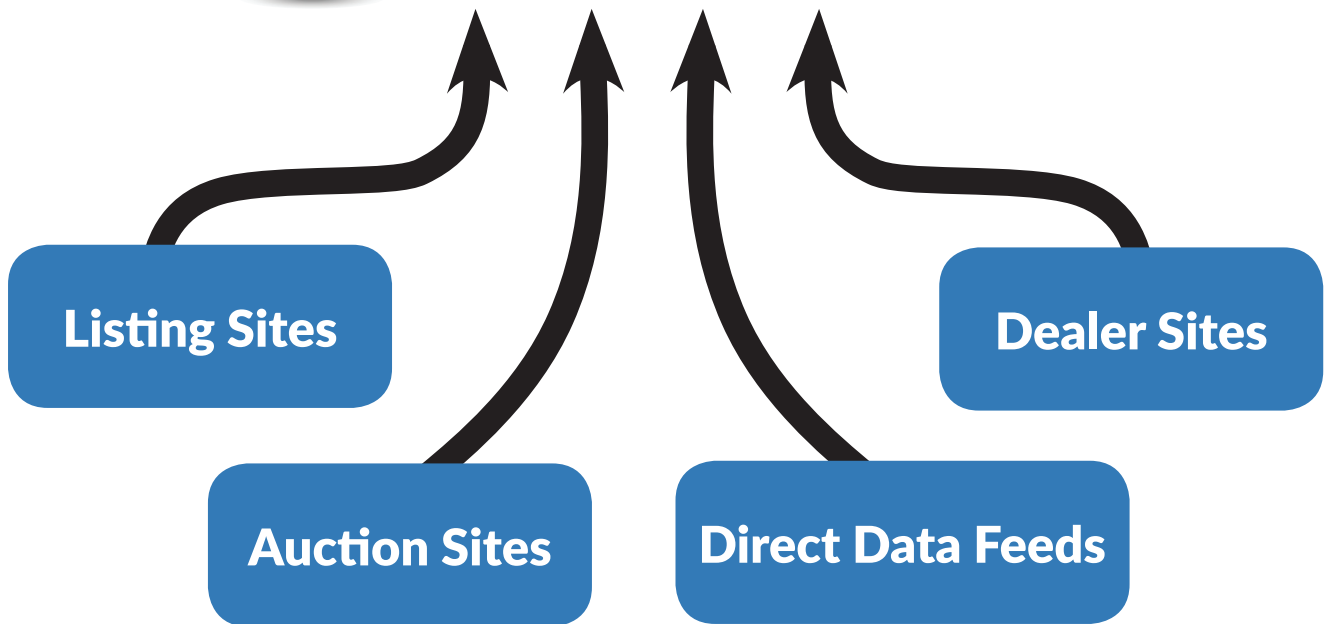
One Search. All Equipment.



2018 Press Kit

Used Equipment Guide (UEG) is the world's largest vertical search engine for used equipment and truck listings. With content indexed from thousands of websites, users can search over 2 million listings with a single search.

UEG is not a listing site—we do not sell or host listings, nor will we ever. UEG indexes data from the across the internet using web crawlers and direct data feeds from listing sites, auctioneers, and inventory management providers. Parties interested in having listings indexed on Used Equipment Guide, can visit <https://usedequipmentguide.com/listings> to learn more.



How does the website work?

- Webpages are crawled, normalized, and indexed from thousands of dealer, listing, and auction websites.
- Pricing models are generated based on indexed listings to calculate market values that power the Market Price Calculator and pricing analysis on each listing.
- We do not host any listings—revenue is generated by branding opportunities that allow advertisers to place highly targeted advertising on the UEG website.

How do we help buyers?

- UEG is a discovery platform for buyers to make sense of a highly fragmented marketplace with the most robust search tools available.
- UEG provides buyers with access to a high volume of high quality data including seller reviews, free pricing analysis, and market heatmaps to help buyers save time, money, and frustration in buying their next piece of equipment.

How do we help sellers?

- UEG helps sellers sell more equipment faster by creating liquidity in the marketplace.
- UEG provides sellers with highly targeted branding opportunities using an auction-based pay-for-performance advertising system to create brand awareness and build buyer confidence.
- UEG allows sellers to claim their profile to manage buyer feedback, listing data quality, and receive free pricing reports each week.

What does Used Equipment Guide do better than anyone else?

- UEG is a search engine and not a listing site, nor will it ever be. Similar to Google, our competitive advantage is based on processing and indexing data better than anyone else with the most user friendly and intuitive search tools in the world.

Used Equipment Guide, similar to Google, uses proprietary algorithms to process vast amounts of data to make it as intuitive and user friendly as possible. As a result, we have the highest quality data set in the world, which allows us to provide a variety of products based on this high quality real time data.

Market Pricing Data

Using current market prices, we create statistical pricing models to determine which listings are over or under priced. We offer this data **free for all users**, applied to search results in real time, and also available using our Market Price Calculator: <https://usedequipmentguide.com/price-calculator>

Market Pricing Heatmaps

Some geographic areas have higher pricing than others for a variety of reasons. Using our pricing data to analyze geographical variations, we have created visualizations **free for all users** to better understand market pricing trends in their area: <https://usedequipmentguide.com/heatmaps>

Custom Reports

Users have the ability to download a set of search results by purchasing a custom report for **1 cent per item with a \$10 minimum**. The data included in the report is accessible on the website for free, but instead of loading tens or hundreds of pages to collect all of the data users can have it all in a sortable spreadsheet. These reports can be powerful in enabling buyers to identify the best priced listings, helping sellers to price their own equipment more effectively by understanding how their prices compare, as well as aiding sellers in identifying any errors in their listings.

Native & Banner Advertising

Using our high quality dataset, we are able to offer highly targeted advertising opportunities throughout our website, app, and in email alerts. Our ad system uses an **auction-based bid system with a \$30 minimum vCPM** (viewable cost per thousand impressions). Campaigns can be setup to target users by industry, geography, equipment type, makes, models, and more to reach your target audience.

- Used Equipment Guide (UEG) was founded in 2015 by Jeremy Balog and after two years of product development, went live in early 2017. The company organized as a Delaware Corporation with physical offices in Asheville, North Carolina and Chattanooga, Tennessee.
- The UEG team worked together previously at dieseljobs.com, which was also founded by Jeremy Balog and has grown to become the largest niche job board in the heavy equipment and truck industry. The team brings a wealth of job board industry knowledge that was used to create UEG.
- Our mission is to create liquidity in the marketplace, enabling buyers and sellers to find each other efficiently and to accelerate human development on a global scale. UEG allows users to search a growing list of over 2,500 of the largest for-sale and auction websites on the internet.
- With content indexed from thousands of websites, users can search over 2 million listings with a single search. Our incredible data cleaning algorithms ensure you find exactly what you are looking for rapidly.
- UEG is focused on providing buyers the best experience including free equipment pricing data through our Market Price Calculator and Market Heatmaps.
- Our Market Price Calculator provides an estimated value for over 28,000 models of equipment based on publicly available for-sale listings to help buyers and sellers determine current market pricing.
- Our Market Heatmaps visualize geographic pricing differences using our aggregated pricing data, providing insight into pricing for both buyers and sellers.
- For additional information, please use the contact information below.

Clint Lawing
Director of Marketing
Clint@ueguide.com
(828) 398-0212

We're a young company and would appreciate the courtesy of a preview of all press before release. It helps us plan and refine our messaging. Many thanks!

Leadership



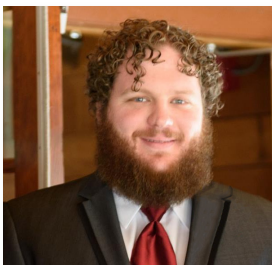
Jeremy Balog, Founder & CEO. Jeremy has a diverse background including 8 years as an executive recruiter in the equipment industry and founding dieseljobs.com, the largest niche job board for the heavy equipment and truck industry. He has a Masters in Entrepreneurship from Western Carolina University, a Master Certificate in Lean Six Sigma, a BS in Applied Mathematics, and an AAB in Culinary Arts.



David Lilly, COO. David is the cofounder of AutoTrader.com with over 25 years of business development experience. He has held numerous positions in operations, mergers & acquisitions, valuations and investments, and has grown businesses in a variety of verticals. He has an MBA from Emory University's Goizueta Business School and a BS in Business Administration from Auburn University.



Demarland Dean, Director of Sales. Demarland started his professional sales career nearly 30 years ago selling business machines in the Chattanooga area. His philosophy then was the same as it is now. Meet people. Connect with them. And see how you can help them. Demarland has led teams at Cumulus Media and Comcast and served in the Chattanooga Police Department.



Clint Lawing, Director of Marketing. Clint holds an undergraduate degree in Business Administration/Entrepreneurship from Mars Hill University and an MBA from Western Carolina University. With his industry knowledge and background, Clint is poised to drive quality traffic to UEG, while giving it distinct branding and voice that will resonate with users.



Brad Bassinger, Business Services Manager. Brad's background includes a degree in Business Administration with a concentration in Economics from Mars Hill University and an MBA from Western Carolina University. Brad works within accounting, human resources, and data quality. Brad also assists with sales as a technical liaison for the sales and support team.

A Slate of Powerful Investors

UEG has raised equity funding from some of the biggest names in the industry.

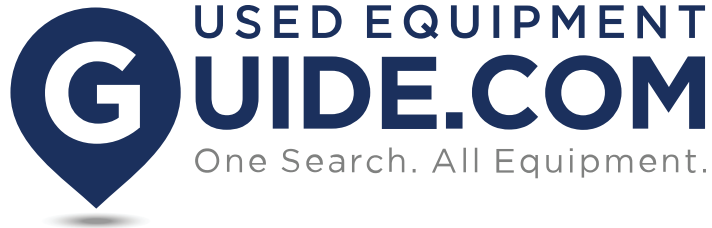


HOLT Ventures. The Holt family is one of the biggest names in the equipment industry starting with Benjamin Holt inventing the Caterpillar track-type tractor over 100 years ago. HOLT CAT is currently the largest Caterpillar dealer in North America and one of the largest dealers of heavy equipment in the world.



“Their dynamic vision to create an expansive marketplace focused on the equipment- and truck-buying experience is revolutionary, which fits perfectly with our core values,” ~ **Peter Holt, CEO of HOLT CAT**

Primary Logo



Download:

<https://usedequipmentguide.com/img/svg/ueg-logo.svg>

Secondary Logo



Download:

<https://usedequipmentguide.com/img/svg/g.svg>

Used Equipment Guide Blue



#002B60

Alternative Blue



#337AB7