



# BUILT FOR RENTAL YARDS AND EQUIPMENT DEALERS

MARKET EASIER. SELL MORE.

IronTek Solutions Will Help You Get the Most Out of Your Fleet with Online Marketing and Traditional Equipment Services Including:



**Sell & Manage Your Equipment** through the Fleet Up™ Online Marketplace & Smart Fleet Management Tool



**Be Found Online** when people search for construction equipment with IronTek's Search Engine Optimization Services



**Build a Strong Identity** for Your Business with a Professional Logo, Signage, and Branding Services



**Improve Your Online Presence** with a Website That's User Friendly and Easy for Search Engines to Find



**Get Customized Software Solutions** Designed to Meet Your Specific Needs & Make Your Job Easier

Fleet Up is Your #1 Resource for Selling, Buying & Managing Your Fleet

- ✓ EASY SETUP
- ✓ SELL MORE EQUIPMENT
- ✓ KNOW HOW TO PRICE YOUR EQUIPMENT RIGHT
- ✓ TRACK UTILIZATION AND ON/OFF RENTAL STATUS
- ✓ EASILY COMPARE EQUIPMENT
- ✓ MANAGE YOUR INVENTORY AT A GLANCE
- ✓ CONNECT WITH YOUR CURRENT RENTAL SOFTWARE OR SPREADSHEET

**FLEET UP™**  
POWERED BY:  IRONTEK  
SOLUTIONS™

Contact IronTek Today to Get Started. –It's Fast & Easy!  
1.833.476.6835 | [info@ronteksolutions.com](mailto:info@ronteksolutions.com)



# MAKE YOUR JOB EASIER CUSTOM SOFTWARE SOLUTIONS

**CUSTOM WEBSITES. EASY INVENTORY MANAGEMENT.**

IronTek Builds Technology Solutions that Make Selling Your Equipment  
and Managing Your Inventory Easier



#### **Custom Designed Websites**

Stand out from your competition with a new site that's affordable, user-friendly, and is easy to find in search results.



#### **Easy Inventory Management**

Save time & money while keeping your inventory up-to-date on your own website by managing your fleet with Fleet Up.



#### **Rental Software Integration**

Fleet Up easily syncs with your current rental software or spreadsheet, and gives you critical equipment details at a glance. Quickly see on/off rental status, bottom line, previous repair costs, and more.



#### **Custom Features to Meet Your Needs**

Have an idea that would make your job easier? IronTek builds custom features into your website, Fleet Up, or a new solution.

#### **Fleet Up is Your #1 Resource for Managing Your Inventory**

- ✓ KEEP YOUR SALES TEAM ON THE SAME PAGE WITH SHARED INVENTORY DETAILS
- ✓ ENSURE YOUR INVENTORY IS UP-TO-DATE ON YOUR WEBSITE
- ✓ AT-A-GLANCE REPORTING; INCLUDING HIGH/LOW PERFORMERS AND KEY RENTAL EQUIPMENT METRICS
- ✓ EASILY CONNECT WITH YOUR CURRENT RENTAL SOFTWARE OR SPREADSHEET
- ✓ CAN BE CUSTOMIZED TO MEET YOUR NEEDS

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# GROW YOUR SALES & PROFITS MARKET YOUR FLEET WITH IRONTEK

SEE A 2-4x INCREASE IN QUALIFIED LEADS

Market Your Fleet Through IronTek to Sell More Machines Faster.  
More Leads = More Sales



#### **Be Seen Online**

Find local buyers & renters when they search for equipment online! Get your equipment in front of new customers through search engine marketing and social media.



#### **Build a Strong Brand**

Having a professional logo, business card & website go a long way when you meet new customers. IronTek will help you with your website, promotional items, signage, and more.



#### **Drive Store Visits**

Get your offers and inventory found on renters' phones, and get them into your rental store. Being found online by new leads is one of the best ways to increase walk-in traffic.



#### **Improve Your Online Presence**

Is your website up-to-date & user-friendly? We'll build you a new site that's mobile-friendly, and easy for search engines to find. Our sites are easy to update, easy to navigate, and built to last for many years to come.



#### **Get Renters to Call You**

Equipment renters are on their phones all day. We make it easy for them to find your address and phone number online.



#### **Sell More Equipment**

Fleet Up is an online marketplace for equipment dealers to buy and sell equipment. It's a reliable, easy-to-use resource that will increase your sales and profits.

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# BE IN THE KNOW TRADITIONAL EQUIPMENT SERVICES

## GET PERSONAL ASSISTANCE SELLING & BUYING EQUIPMENT

Get Personal Assistance with Services Like Buying / Selling Equipment, Including Large Volume Deals, Re-Rental Programs & Utilization Reporting



### **We'll Help You Sell Your Equipment**

Our knowledgeable staff is here to help you sell more equipment. From finding potential buyers, to helping you price your equipment right, we're ready to help you increase your sales and profits.



### **Utilization Reporting that Allows You to Easily Take Action**

Quickly identify equipment that is under-performing, and take action to sell it, add images, etc. And, it can all be done at a glance without clicking around your clunky software. Increase cash flow, and save time when you use Fleet Up.



### **Re-Rental**

Never lose a customer due to lack of inventory by augmenting your existing fleet with our re-rental program.



### **De-Fleet**

When the job is done and you have to move equipment, IronTek offers an alternative to auctions. With marketing and hands-on help, we're here to help you move large quantities of equipment.



### **Buy Equipment**

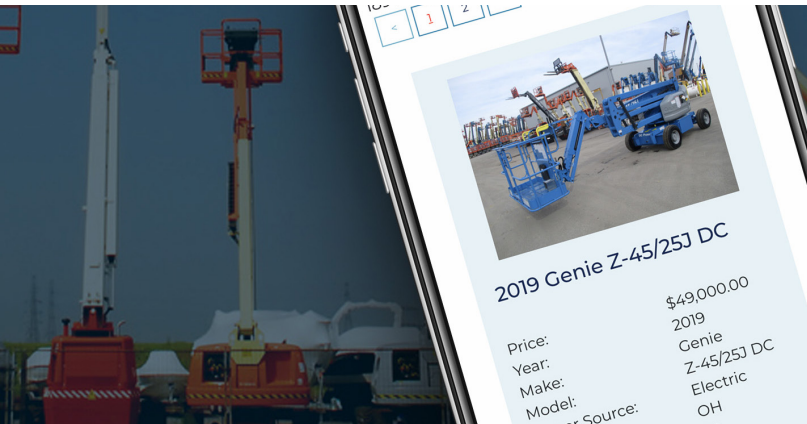
Let our team know what you're looking for. We'll scour our sources to find you the best equipment for your job at the right price. You can also rapidly search for and compare equipment through Fleet Up.

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# FLEET UP™

## THE SMART WAY TO BUY AND SELL EQUIPMENT, AND STREAMLINE YOUR FLEET MANAGEMENT

Designed for rental yards, construction equipment vendors, and individuals looking to buy or sell used equipment, Fleet Up gives you the opportunity to substantially outperform your top- and bottom-line results.



### EASY SETUP

- We'll set it up for you, and show you how it works
- Integrates easily with your current rental software or spreadsheet

### GET NOTICED

- We'll do the marketing for you at no additional cost
- Connects you to the best buyers for your equipment

### INCREASE YOUR TOP LINE



- Instant, data-driven pricing guidance to get the most out of your equipment
- Your personalized account rep will help facilitate and speed up the sale of your equipment

### REDUCED WORK LOAD



- Efficient transactions; clear chain of communication between your team and buyers
- Quickly view all of the data you need in one streamlined location

### BEST SEARCH RESULTS



- Proprietary search algorithm matches the most relevant equipment to the search terms and location
- Search rankings are not based on additional fees or business size

### TRUSTED VENDORS



- Only authorized dealers with verified equipment sell through Fleet Up
- Reliable network where buyers want to come back
- Vendor rating system

### ALL OF THE INFO YOU NEED IN ONE PLACE



- Quickly compare specs, repair costs, and utilization to make smart business decisions
- Determine when to sell versus when to rent equipment
- View and set on/off rental status

### STREAMLINED COMMUNICATION



- Online messaging to keep your team on the same page; avoid double selling equipment
- Communication between the buyer and seller is easy to reference
- Listings stay current with regular uploads; no need for manual updates