

# Northeast

# DEALER

The Newsletter of NORTHEAST EQUIPMENT DEALERS ASSOCIATION, INC.

## This is How Dealers Are Taking Advantage of Their Winter Downtime

The winter season is notorious for being a little slower for business in most of the equipment industry. So what can your dealership do to take advantage of this sluggish season? Total Landscape Care published an article with some great areas to consider focusing on.

### Clean Shop

To prepare for a more regular stream of customers coming in, get your shop looking squeaky clean. Take the time to really go through each portion of your dealership and look at what can be cleaned and potentially given away. Having a clean and organized business reflects how you run your business, so take advantage of this early "Spring Cleaning."

### Equipment Maintenance

There's nothing worse than having to repair and do maintenance on your inventory during your busy season. Evaluate and think proactively about what may need to be replaced, repaired, etc., in every piece of inventory you have. This will also save you potential revenue loss if your equipment breaks down, costing your dealership a chance to rent it out, or better yet sell it!

### Plan Your Marketing Strategy

Since your marketing strategy can be one of the first things put off [in the new year], take this time to catch up and strategize on how to better market your business in [2024]. This is especially important for your slow months. Use this downtime to try some different and creative ways to get more traffic through your door.

Even though the season can be slow, don't let that deter you from keeping your business occupied. There are so many opportunities to enhance and prepare your dealership for the busy months ahead!

~ Excerpted from article published online [Commercial WebServices](#)

*Happy New Year!*

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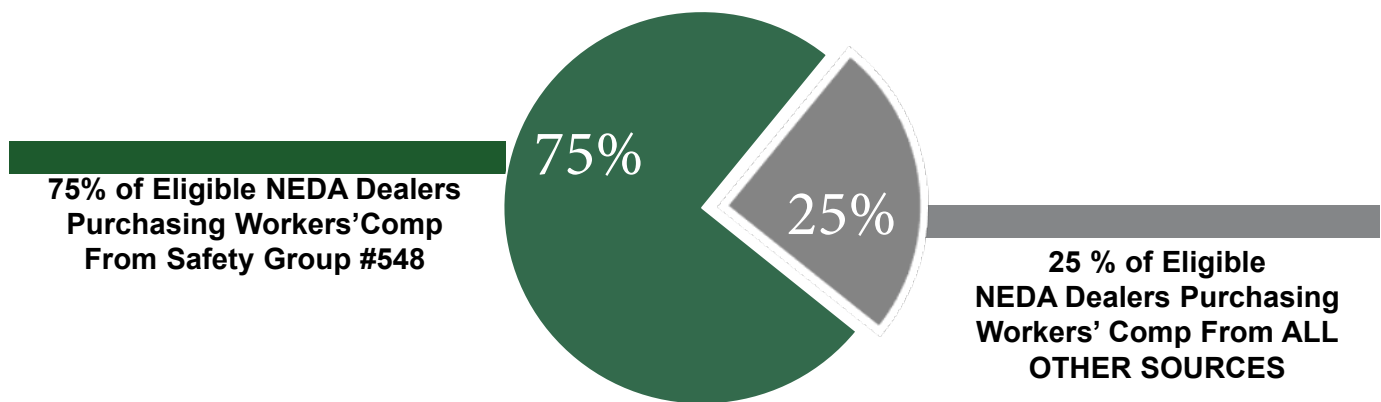
Policy Year	Dividend
2021-2022	35.0%
2020-2021	35.0%
2019-2020	35.0%
2018-2019	40.0%
2017-2018	40.0%
2016-2017	35.0%
2015-2016	30.0%
2014-2015	20.0%
2013-2014	15.0%
2012-2013	15.0%

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# Observations from the **FIELD**

I hope that everyone had a happy and healthy holiday season, and that you were able to safely enjoy quality time with family and friends!

Most agree that 2023 was a challenging year. Customers and manufacturers worked to address higher than expected interest rates, moderating inflation, and persistent labor challenges, while also trying to match inventory levels to demand/need. Most expectations are that equipment sales will continue to moderate throughout 2024. How exactly 2024 will play out will be anyone's guess, but I think it is reasonable to expect that the year ahead will be a challenging year for dealers as manufacturers look to maximize profits and focus more attention on dealers' market share performance. Those willing to focus on building out their CRM and associated marketplace data and plan and adapt are most likely to reap the highest profitability!

While most reports indicate that 2023 was a profitable year for most dealers and manufacturers, I did receive several reports from dealers who were not able to turn all their inventory. Knowing that manufacturers are beginning to and will likely be able to match or exceed production capacity to demand, it will be important that dealers and manufacturers work cooperatively to ensure that both are able to identify and achieve mutually agreed upon goals. With inflation still exceeding the Fed's target of 2 percent, I expect that the Fed will be slow to lower interest rates. This will make inventory management and associated floor plan expenses an important part of those manufacturer/dealer conversations.

NEDA's legislative priorities will continue to focus on advocating against right-to-modify bills, support of workforce development efforts to include access to quality educational programing and support, DOT (over-width hauling), employment, and tax laws/regulation.

Looking forward, Right-to-Repair will continue to be a major issue in PA, VT, NH, MA, ME, and NJ as the advocates continue to expand their coalitions, networks, and grassroots advocacy, building on their successful auto telematics ballot initiatives in MA and ME and their success in NY (off-road equipment was exempted). Please take time to familiarize yourself and your staff with the issue and talking points. There continues to be a tremendous amount of misinformation on the internet and in the press, and dealerships will have to play an active role in the communication outreach campaign.

As we look forward to 2024, our ability to continue advocating on our members' behalf depends on you. We need your help recruiting new members, as well as participating in and financially supporting our legislative and program development work.

Workforce development continues to be a high priority for NEDA, and we hope to build on the momentum generated by our 2023 work with PA Career Centers and Ag Teacher professional development opportunities through continued outreach and relationship building. Our intention is to begin work on the development of

*continued on page 6*



**TIM WENTZ**

Field Director / Legislative  
Committee Chairman  
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## Antitrust: Federal District Court Denies Deere's Motion, Allows Multidistrict Antitrust Suit to Proceed

On November 27, 2023, the U.S. District Court for the Northern District of Illinois issued an [opinion and order](#) denying Deere & Co.'s motion for judgment on the pleadings in a [consolidated multidistrict action](#) alleging monopolization and trade restraint violations under the Sherman Antitrust Act. Deere & Company Repair Services Antitrust Litigation, No. [3:22-cv-50188](#). The plaintiffs, "a group of agricultural crop farms and farmers," allege that Deere "deliberately designed its Tractors so that both the diagnosis and the completion of a repair frequently requires software tools and resources ('Repair Tools') that Deere keeps under tight lock" and then "restricts access to the Repair Tools to preserve 'supracompetitive monopoly profits.'" The court's opinion follows a hearing, held August 2023, for which the court issued a [preliminary list of questions](#). The court found the plaintiffs' allegations "plausible" and "sufficient" to support their claims and denied Deere's motion, allowing the case to proceed. **See also the Center's [Agricultural Antitrust Litigation Issue Tracker](#).**

~ Published online Penn State Law | Agricultural Law Weekly Review | 12.4.23

## THESE PRODUCTS COME IN HANDY WITH SHOP PROJECTS

What's New From the Shows:  
Get more out of your shop with these products.

### By Farm Progress Staff

Where do you spend most of your working hours during the winter months? If you answered, "In the shop," you have plenty of company.

Manufacturers who exhibit at farm shows know that products that make the shop safer, more comfortable or more efficient catch your eye. They bring plenty of old favorites each year, but this year, many also brought new products never seen before.

These products either enhance your shop or shop experience, or make caring for equipment — which often happens in or around the shop — more efficient and more enjoyable. Enjoy the [slideshow](#) here.

Here is a lineup of new products that fit this category. Check out each one and see how many sound like a fit for your farm. Use the descriptions and contact information to learn more about the new shop-related products that interest you the most.

Here is a preview of just a few products in the lineup:

**Caster wheel upgrade from Alkota.** Steam cleaners and pressure washers are essential to a shop, no matter whether your shop is set up to use them inside or outside on gravel or a concrete pad. How many times do you need to move them? Probably every time you use them! This new package of caster wheels makes moving them a snap. No more pushing and pulling on a heavy machine. Let the casters do the work and position it where you need it quickly and easily.

**Fire Lake Horizon 200 shop heater.** This heater from A & I Industrial is not only a heater to warm the shop, but it's also a smart method for disposing of used oil collected in the shop while servicing tractors, trucks and other equipment. This waste-oil burner preheats the waste oil placed in the heater. Then the oil burns inside the chamber, providing plenty of heat for most shops.

**Pure Water Mega Classic automatic water purifier.** This unit from Pure & Secure can deliver purified water for the shop and the home. In fact, it can purify all the water you will need daily, using a 10-gallon storage tank. If you need purified water in your shop, it's worth a look.

~ Published online **Farm Progress** | 12.6.23



January 2024  
Happy New Year!



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# ASSOCIATION & MEMBER NEWS

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together we can  
accomplish great things!

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## OPE Market Data

Constellation Dealership Software companies, Ideal, c-Systems and Charter, have developed the largest database of dealership transactional sales, inventory position and task completion information in the outdoor power equipment (OPE) market. Drawing from over 1,500 dealers on a nightly basis, this data warehouse is the largest, most accurate source for dealership and market year-over-year trending information in the industry.

- The report is based on a group of dealers who have reported their data over the previous three years. The dealer count, wholegood unit sale count, and total sales numbers below show the actual number of dealers and total sales being analyzed.
- The graphs and analysis are based on a smaller "same store" group of dealers who have submitted data each month for three years in a row.
- The report is showing data from combined sales of parts in all departments, wholegood sales and service repairs.
- The report is showing a year-over-year average with a yellow line indicating the current year performance over the previous year.

Click [here](#) to sign up to receive monthly industry reports.

## Tractor Market Data

Constellation Dealership Software companies, Ideal, c-Systems and Charter, have developed the largest database of dealership transactional sales, inventory position and task completion information in the tractor market. Drawing from over 1,700 dealers on a nightly basis, this data warehouse is the largest, most accurate source for dealership and market year-over-year trending information in the industry.

- The report is based on a group of dealers who have reported their data over the previous three years. The dealer count, wholegood unit sale count, and total sales numbers above show the actual number of dealers and total sales being analyzed.
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Click [here](#) to sign up to receive monthly industry reports.

## Observations

continued from page 3

engagement tools/programing focused on outreach to middle school students, parents, educators, and administrators. Our dealerships are great places to work. They support multiple pathways to family-sustaining careers, most of which have not made it on to the next generation's "radar". Telling our story(ies) will take a concerted, continuing, and evolving effort by dealers, our manufacturers, our customers, and partners. As with legislative advocacy, success is directly tied to dealer participation and financial support.

Participation leverages a dealer's ability to REAP the benefits of membership - your PROFITS will follow!



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# WORKFORCE DEVELOPMENT UPDATE

I'm happy to report that NEDA has been actively participating in PA's Workforce Development Board Agricultural Committee and that the committee is actively working to find/identify implement solutions to increasing labor participation in Agriculture. The committee was formed in the fall of 2023, has had monthly meetings, and promises to be an excellent opportunity for industry, labor, and education to work collaboratively. January's meeting will be an in-person listening session for Sec. Redding and other agency leadership at the PA Farm show – hopefully you have the opportunity to attend.

In addition to working with the committee, NEDA has reached out to others working to promote AG Careers and staff within the Department of Education to advocate for the incorporation of instruction focused on skills/competencies

identified by "industry". We intend to work both from the top down and the bottom up with our advocacy. Regardless, engaging teachers and equipping them with curriculum, teaching aids/materials, knowledge and confidence needed to present the materials will be key to those efforts. Long-term, our hope is that those efforts focused on "recruiting the next generation" will pay dividends.

As we move into 2024, I want to encourage dealers to take some time and examine career pathways within your dealerships. Are they clearly defined to include skills/competencies associated with each position? Are associated professional development resources available? Within these resources, are both leadership and management training resources available? Have the pathways been presented to staff? Is there appropriate follow up?

Clearly, there's lots of work to be accomplished within workforce development. As with our legislative advocacy we will be most successful if we can find ways to work collaboratively with both those within and outside of our industry/dealerships.

## Annual "Driver Certification" No Longer Needed

We get many questions concerning DOT rules and specifically driver files. Recently, a client asked, "whether they needed to continue to have drivers fill out an Annual Review of Driving Records/Certification of Violations form." As of May 9, 2022, [FMCSA no longer requires this certification](#) as it is duplicative with the annual MVR employers are required to obtain through the CDLIS.

### Driver Consent, TPAs & Record Retention

Before conducting an MVR check on a driver, employers must first obtain written permission from the driver. This is typically documented on the Driver's Application for Employment. MVR inquiries may be performed by the employer or a TPA. Records must identify who performed the review with a copy kept in the driver's qualification file for at least three years.

### Login.gov

Effective 12/31/23 login.gov will be utilized to access the CDLIS portal [cdlis.dot.gov](#). All users must be registered with login.gov, a single, secure portal to numerous government agencies.

### Non-CDL Drivers

As a company policy, employers may require non-CDL drivers to report traffic violations.

### Note

49 CFR 391.27 (code requiring annual driver certification) has been rescinded. For clients who subscribe to our Policy & Procedures Manual, updates to the Fleet Safety section have been made to reflect this and other recent changes. We will coordinate delivery in person, electronically or by mail.

**CDLIS** - Commercial Driver's License Information System

**FMCSA** - Federal Motor Carrier Safety Administration

**MVR** - Motor Vehicle Record

**TPA** - Third Party Administrator

If you have any questions concerning the above, please contact Joey Barnes at [joey.barnes@unitedconsultantsllc.com](mailto:joey.barnes@unitedconsultantsllc.com) or 785-547-5701. Thank you.

If someone in your organization should get The Help Line but is not, forward their email address and approval using the email link below. Suggestions for newsletter topics are always welcome.

~ Contributed by [United Consultants LLC](#)





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# Survey Highlights What Drives Small Business Owners

Small business owners are known for their resilience. Their ability to adapt, pivot and persevere in the face of challenges is a defining trait. At U.S. Bank, we wanted to understand more deeply the factors behind small business owners' unique resilience as well as the challenges they are facing.

That is why we conducted a nationwide Small Business Owner research study: to pinpoint what motivates small business owners, how they're feeling, where they're experiencing challenges – and inform our role in supporting them through ongoing uncertainty and change.

Here's what 1,000 of your peers said.

Beyond financials, small business owners are driven by their individual purpose and desire to serve others, with 95% stating autonomy as a key motivator for starting their business.

As responsibilities pile up, 83% of owners often feel short on time and resources, but many acknowledge that digital solutions and community connections can help address some of the challenges and stressors they face.

Still, with all they have to take into account, an impressive 87% are upbeat about their future as they find ways to stay optimistic, happy and resilient.

[Click Here to View Charts](#)

► Posted online [NAEDA website](#) | 12.15.23

## COMPLIMENTARY WEBINAR

Hosted by Federated Insurance Co.

## BACK TO THE BASICS: COMMON OSHA CITATIONS AND RECORDKEEPING REVIEW

Thursday, January 18, 2024

11:00 AM CST - 60 minutes

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# 1031 Exchange Explained

By IAN C PERRY and ROMAN A. BASI

With the year coming to an end, it is time for everyone to prepare for the upcoming tax season. This season, especially for business owners, can be very stressful. Many business owners may be on edge when considering the possibility of footing a large tax bill. The best way to plan for taxes as a business owner starts at the beginning. When starting your small business, your choice of business structure plays a vital role in not only minimizing taxes but also reducing personal liability.

Starting with the most common and simple type of business structure, a sole proprietorship is someone who owns an unincorporated business by himself or herself. A key advantage to operating as a sole proprietorship is simplicity. Within this business structure, there is no distinction between the business and the individual who owns it, leaving the owner entitled to all profits. Along with this, your business assets and liabilities are not separated from personal ones, leaving the business owner personally held liable for the debts and obligations of the business. The owner will report all income and expenses on their tax return (Form 1040) using a Schedule C and pay taxes on any profit.

Moving onto partnerships, this is the simplest structure for two or more people who own a business together. Partnerships have three common types of classifications: general partnership, limited partnership, and limited liability partnership. A general partnership has partners who share liabilities and responsibilities equally. They take part in the day-to-day operations of the business and are equally liable for any debts generated by the business. In a limited partnership (LP), there is typically a general partner and a limited partner. The general partner would assume ownership of business operations and have unlimited liability. The limited partner acts as a silent partner by investing capital into the business while not being involved in day-to-day operations with limited liability. Limited liability partnerships (LLP) have all partners assuming limited personal liability. This means that a partner cannot be liable for the wrongdoings of another partner. All partners are typically involved in the management of the company and tend to have more flexibility in day-to-day operations. A partnership will file a Form 1065 and each partner will receive a K-1 to report on their tax returns.

A limited liability company (LLC) is a hybrid business structure that limits the personal liabilities of owners. With an LLC, you can select to elect your status as a sole proprietor, partnership, or corporation depending upon the number of owners. This lends more protection and flexibility than some of its business structure counterparts. LLCs protect owners from personal liability in most instances. Personal assets such as a vehicle, house, and savings

account will not be at risk if the LLC faces bankruptcy or lawsuits. It is important to note that LLCs are formed under state law and regulations that may vary from state to state. When thinking about incorporating, there are two options to choose from. You may elect to be structured as a C Corporation, or an S Corporation. S Corporations are pass-through entities just like a partnership, however, the IRS institutes strict standards for companies looking to qualify for S Corporation status. For example, an S Corporation can only have 100 shareholders or fewer and must be U.S. citizens/residents. S Corporations file Form 1120S and issue K-1s to shareholders to report their share of profits on their return. C Corporations are considered the default for corporations. C Corporations offer the strongest protection to its owners from personal liability. C Corporations will pay tax on profits at the business level at a flat rate (21%). C Corporations often are criticized for "double taxation" due to paying taxes at the corporate level on profits and again at the personal level when dividends/salary are paid to shareholders. C Corporations file form 1120 and there are no pass-through forms to shareholders.

Finally, you may choose to be a nonprofit corporation. Nonprofits are organized to do charity, education, religious, literary, or scientific work. Since these organizations benefit the public, nonprofits can receive tax-exempt status. Nonprofits are required to register with the IRS to get an exemption. The organizational rules are very similar to a C Corporation and any profits cannot be distributed to members or political campaigns. Nonprofits are often known as 501(c)(3) corporations referencing the section of the Internal Revenue Code that is most used to grant tax-exempt status.

Choosing the correct business structure that fits your long-term goals, ownership plans to hire employees, and legal risk is one of the most important steps in becoming a business owner. With there being an abundance of important tax and legal implications, it is well worth the cost to consult with an attorney and/or a tax expert in making your decision. Contact the professionals at [The Center for Financial, Legal, and Tax Planning, Inc.](#) Our office can provide the best of both worlds when it comes to legal and tax advice for business structures. We would love to assist you in achieving your dreams of being a successful business owner! Please get in touch with us at (618) 997-3436.

*Ian C. Perry is a staff accountant for The Center for Financial, Legal & Tax Planning, Inc.*

*Roman A. Basi is an expert on closely held Enterprises. He is an attorney/CPA and President of The Center for Financial, Legal & Tax Planning, Inc.*

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# BATTERY BASICS

## FOR OUTDOOR POWER EQUIPMENT

The Outdoor Power Equipment Institute is the advocacy voice for the OPE industry, and is an ANSI-recognized Standard Developing Organization for all outdoor power equipment, regardless of power source. These industry-recognized safety standards provide state-of-art requirements for the performance and safe-operation of outdoor power equipment. For more information on OPEI's efforts to encourage proper fueling of gas-powered equipment, visit [Look Before You Pump](#).

### OPEI and UL partner on Be Safe Buy Real campaign

OPEI has partnered with UL to raise global awareness around the health and safety risks associated with counterfeit products.

UL's World Anti-Counterfeiting Week is a campaign to educate and raise awareness among the general public, industries, and governments. The [Be Safe Buy Real](#) campaign features expert speakers, guest interviews, articles, infographics, and videos that can be shared by OPEI members and the industry.

The campaign aims to protect the public from the safety risks, limit the criminal activities funded by counterfeit sales, and raise awareness about the advantages of buying authentic products.

As battery/electric powered equipment continues to grow in popularity, OPEI reminds consumers and professional contractors to operate this equipment in accordance with all manufacturer instructions.

### Charging and Using

- Read your owner's manual. Use the power equipment and accessories in accordance with the manufacturer's instructions.
- Recharge only with the charger specified by the manufacturer. A charger that is suitable for one type of battery pack may not be compatible with another battery pack.
- Follow all charging instructions and do not charge the battery pack or equipment outside the temperature range specified in the instructions. Charging improperly or at temperatures outside the specified range may damage the battery.

### Replacement batteries and battery-chargers

- Use power equipment only with specifically designated battery packs.

### Repair and service of lithium-ion batteries

- Do not use a battery pack or equipment that is damaged or modified. Damaged or modified batteries may exhibit unpredictable behavior.

- Have your power equipment serviced by a qualified repair technician using only manufacturer-approved replacement parts. This will ensure that the safety of the equipment is maintained.
- Never service damaged battery packs. Service of battery packs should only be performed by the manufacturer or authorized service providers.

### Storage of lithium-ion batteries

- When battery pack is not in use, keep it away from other metal objects, like paper clips, coins, keys, nails, screws, or other small metal objects, that can make a connection from one terminal to another.

### Proper disposal of lithium-ion batteries

- When your battery reaches the end of its life or becomes damaged, don't throw it away. Batteries for outdoor power equipment are not designed to be disposed of in your community's curbside trash or recycling programs. Take them to an authorized recycling center for commercial batteries or contact [Call 2 Recycle](#).

### Additional Resources

[OPEI Commercial Materials of Trade Guidance](#)

[OPEI Industry Guidance: High Energy Battery Recycling](#)

[U.S. Department of Transportation Guidelines](#) on Lithium Batteries

[Safety Advisory Notice for the Transportation of Lithium Batteries for Disposal or Recycling](#)

[Hazardous Materials Regulations \(49 CFR\)](#) for lithium batteries

[Transport Canada Guidance](#) for transporting lithium batteries

[BatteriesTransport](#) Guidance: OPEI member links available upon request

[Lithium Battery Shipping Label Requirements](#)

[Battery Electric Products Committee](#)

[OPEI Member Legislative Regulatory Alerts](#)

### Protect Your Power

For American consumers, first responders, farmers, foresters, professional landscape contractors, hardscapers, and other small business owners, it's never been more important to protect your power. OPEI and Harris Poll recently surveyed American consumers on how they charge and use their battery/electric equipment. Read the full report [here](#).

~Published on [OPEI website](#)



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# Sales is a Contact Sport

A few days ago, I was watching an Ed Mylett interview featuring Ryan Serhant, a highly successful real estate agent in New York City. According to Ryan, a key factor in his success is reaching out to 15 new people daily. This resonated with a conversation I had two months ago with Rick Fingerman, a local financial planner, who shared a similar strategy. He recounted the story of a very successful insurance agent who attributed his success to talking to three new people seven days a week about what he did for a living. He said it didn't matter if they were at the supermarket or he met them at church, the key was to talk to three new people a day.

During my three-plus decades in the sales industry, I've observed many examples of the importance of what Ryan and Rick emphasized. The idea of salespeople going out and talking to *lots of people* about what they do remains a timeless and crucial element of sales success; it was effective from the inception of sales, continues to yield results today, and will endure as long as selling exists.

For another example of the importance of contacting lots of strangers about who we are and what we do, we can go all the way back to 1940 when Albert E. N. Gray wrote *The Common Denominator of Success*. Albert was an official of the Prudential Insurance Company of America where he was in charge of supervising life insurance agents in their sales efforts. In this role, he thought it would be helpful if he could determine the differences between the successful and the unsuccessful agents so he could better direct all of them toward success. What he discovered was that the common denominator of success was the fact that every individual who has ever been successful formed the habit of doing things that failures don't like to do. And what are the things that failures don't like to do? They are the same things that successful people don't like to do. Specifically related to life-insurance salespeople, he said, "We don't like to call on people who don't want to see us and talk to them about something they don't want to talk about." Those who failed gave into this dislike



BY JOHN CHAPIN

and avoided making calls while successful agents were able to push through this barrier and get themselves to make the number of calls necessary for success.

In a more recent example, I was reading an article about billionaire John Paul DeJoria, the co-founder of two billion-dollar companies: hair products brand Paul Mitchell and tequila company Patron Spirits. To summarize the article, he talks about all the rejection he faced growing up selling encyclopedias and shampoo door-to-door and then later in life building the haircare and tequila companies. He said that dealing with rejection is a tough but necessary skill if you want to be successful. That in order to make it, you need to deal with the rejection so you can *knock on enough doors to get enough people to listen to you*.

In all these examples, the key was to talk to lots of new people about who you are and what you do. The popular saying, "If you build a better mousetrap, the world will beat a path to your door," carries a crucial caveat—awareness is key because while having a better mousetrap is great, if no one knows about it, they won't be beating a path to your door. Another saying is that 'people need to know, like, and trust you before they do business with you.' This is true but the first part is the most important with a slight twist, 'people need to know of you and what you do for a living.' If enough people know you exist and what you do for a living, you'll have plenty that contact you when they need what you have. From that point they'll determine whether they like and trust you. If they do, you'll have plenty of business. So, if you're not a nice person or trustworthy, you want to work on that but assuming you're generally likeable, honest, and have integrity, focus on the first part: making sure plenty of people know you exist and what you do for a living.

Sales is a contact sport; it is a numbers game. In my 36-plus years in sales, literally every time I've seen someone fail it's because they didn't contact enough people to get enough leads to make enough sales. Sales is about people and relationships and in order to get the number of relationships we need to make the necessary sales and be successful, we have to contact lots of people. Even a blind pig finds corn, if you talk to enough people, you'll eventually bump into someone who says, "I need what you have" or, "I know someone who needs what you have." Now go contact some people and let them know you're on planet Earth and how you might be able to help them.

John Chapin is a motivational sales speaker, coach, and trainer. For his free eBook: *30 Ideas to Double Sales* and monthly article, or to have him speak at your next event, go to [www.completeselling.com](http://www.completeselling.com) John has over 34 years of sales experience as a number one sales rep and is the author of the 2010 sales book of the year: *Sales Encyclopedia* (Axiom Book Awards). You can reprint provided you keep contact information in place. E-mail: [johnchapin@completeselling.com](mailto:johnchapin@completeselling.com).

Be sure to check out John's latest YouTube video [here!](#)

*Sales is a contact sport; it is a numbers game. In my 36-plus years in sales, literally every time I've seen someone fail it's because they didn't contact enough people to get enough leads to make enough sales. Sales is about people and relationships and in order to get the number of relationships we need to make the necessary sales and be successful, we have to contact lots of people.*



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# Truths About the Used Tractor Market

By GREG PETERSON

Let's talk truths in the used tractor market.

1. The overall supply of used tractors finally began to rise in the second half of this year.

2. Despite rising supply, used tractor prices are still exceedingly strong.

3. The value of pre-DEF, pre-Tier IV tractors in good condition is skyrocketing.

Between 2012 and 2016, there was movement toward pre-DEF buyer preferences, but the past few years have been more like a growing tidal wave.

Three recent farm auctions in Kentucky, Missouri and Iowa provide perfect examples.

At the end of October, I was in Winchester, KY. It was the hottest auction I've ever seen with 15 new record high sale prices set. The crowd was like the pre-internet auction days.

A John Deere 4455 2WD with 3,549 hours sold for a record \$97,850, while a 1993 John Deere 4960 with 3,637 hours set went for \$139,360 — a whopping \$25,360 over the prior record from nearly 11 years ago.

The buyer of the 4455, Tim Knutzen from Burlington, WA, told me, "Machinery Pete, I came here to do two things. Buy the 4455 and have you sign it." He bought it. I signed it.

While at the auction, he also bought a John Deere 6400 MFWD tractor with 1,500 hours and Deere 640 loader for \$81,885 — a record price by an astounding \$32,385.

Just under two weeks later at the Phil Kelly farm estate auction in Harrisonville, MO, a 2002 John Deere 7410 MFWD

with 1,612 hours and loader sold for \$139,000, breaking the previous record by \$34,500.

The next day, an auction in Orange City, IA saw a 1991 John Deere 4755 2WD with 5,072 hours and one owner sell for \$82,000 — a new high by \$11,750. The four highest sale prices ever on this model were all during the past eight months.

## A LOGICAL TREND

It's clear pre-DEF, used tractors have become increasingly popular. There's less to go wrong on them, they won't throw a code, and you can wrench on them. They're bulletproof so to speak. And what's the price for a new one, after all?

That brings us to the fourth and final truth of the used tractor market: the ever-rising price of new equipment pushes buyers to good condition 10-year-old models.

I've referred to this magical 10-year-old line in the sand for years, but now those tractors aren't pre-DEF. Our auction price data shows that doesn't matter.

While the John Deere 4455 and 4960 record prices were eye openers, the hottest tractor on that Kentucky sale was a John Deere 6150M 2WD with only 763 hours and no loader. It sold for a record \$154,500 to Tim Knutzen from Washington (he didn't have me sign it though).

► Posted online **AgWeb Farm Journal** | 12.1.23

## Washington Lawmaker Proposes Ban On Small Gas Engines

By DON JENKINS | *Capital Press*

A Washington state legislator has introduced a House bill to prohibit new gas-powered outdoor equipment beginning in 2026.

New gas-fueled lawnmowers, chainsaws, rototillers, log splitters, leaf blowers, pressure washers, stump grinders, wood chippers, snow blowers and other equipment with 25-horsepower or less would be banned.

Small-gas engines pollute and contribute to climate change, according to House Bill 1868 filed by Rep. Amy Walen, D-Kirkland. A ban would have other benefits, according to the bill.

"Residents value the quiet of electric equipment, especially with the increasing numbers of people working from home," the bill reads.

Washington has adopted a ban on new gas- and diesel-powered cars and pickups beginning with 2035 models and plans to ban new gas and diesel heavy-duty trucks beginning with 2036 models.

California led the way in forced electrification of vehicles. If Washington lawmakers ban small-gas engines, they will be following California again.

Over the objection of landscapers and others, the California Air Resources Board banned new gas-powered outdoor equipment beginning next year. Walen's bill cites California's move to restrict small-gas engines.

## Problems seen with ban

Washington Contract Loggers Association executive director Jerry Bonagofsky said large commercial chainsaws are under 25 horsepower and less-powerful electric chainsaws would be dangerous.

"Electric chainsaws are not going to work for our industry," Bonagofsky said.

Read article in its [entirety](#).

► Posted online **Capital Press** | 12.7.23

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# 5 Leadership Trends That Will Shape 2024

By Rachel Wells | Contributor, Forbes

*Are you prepared to adapt your leadership style to the needs of the 2024 workforce?*

To be a dynamic and effective leader, leaders and managers need to be aware of key changes that could impact their industry, market, and the relevance of their roles. As we progress into 2024, the new year is set to radically shift norms and perspectives; in fact, major transformations have already begun within technology and with generations in the workforce, including their motivations for work and the qualities they value.

As a leader, it's your responsibility to remain aware of these key changes and embrace these five leadership trends are set to take front stage in 2024:

## Wellbeing-Focused Leadership

There has been a major uptake in focus on well-being and mental health initiatives within the workforce; this is particularly vital for those who work remotely, and even more crucial since we've all experienced major world changes that have altered our lifestyles, as the cost of living crisis and inflation, wars between countries and politics that have affected our families, and the ever-looming threat of layoffs. According to the American Psychological Association, approximately 70% of Americans feel that the nation does not care for them and are worried about their human rights being under attack, with 38% considering moving to another country.

Gallup's State of the Global Workplace report reveals that 57% of U.S and Canadian workers are stressed on a regular basis, while another report from the American Institute of Stress uncovered that 83% of Americans suffer from work-related stress, costing the economy \$77 billion. This is something that leaders and managers cannot afford to turn a blind eye to, if they are concerned about reducing costs, improving productivity and high levels performance, and engaging employees.

## AI-Powered Leadership

With the generative AI boom that was sparked by ChatGPT, will come the need for leaders to adopt this technology at scale. This involves upskilling your team on how to use and deploy it effectively, and will bring significant returns in the long run, to improving overall productivity and boosting wellbeing, with employees being empowered to produce better quality work in less time. As a leader or manager, you will also be empowered with the data and intelligence to be effective in your role.

## Emotionally-Intelligent Leadership

Employees want leaders who are more empathetic, compassionate, self-aware, excellent communicators, and can coach them to success instead of micromanaging or

distrusting their work. This is especially essential as Gen Z takes over as the next biggest generation on the workforce, while Baby Boomers go into retirement. Many managers and leaders have complained about Gen Z's lack of work ethic, which in some respects, is justifiable. But since Gen Z is poised to be the next generation of leaders, why not develop one's own growth mindset and coaching skills to be a mentor and coach be these young professionals, so they can be high performers in their jobs and careers?

## Emphasis On Equality And Diversity

To fully engage the workforce and support their wellbeing while attracting a diverse range of candidates to enrich your talent pool with their wide range of perspectives, leaders will need to remove their unconscious biases and pay special attention to marginalized and underrepresented groups, such as women and people of color, who are traditionally shut out from holding senior-level roles within organizations. Gen Z is already shifting attitudes in this direction, and leaders will need to change and provide a welcoming environment within their organizations for multiple cultures and generations to thrive, especially if their workforce is remote or global.

## The Great Negotiation

"Tensions between young workers and their bosses could come to a head in 2024—and everyone will lose if the coming 'Great Negotiation' doesn't end with healthy compromise," writes demographics expert Bradley Schuman for LinkedIn News' 15 Big Ideas That Will Shape 2024 report. With the unmanageable rising costs of living, and the freelancing industry being projected to swell to a staggering \$14.39 billion by the year 2030, making up the largest contributor to the overall workforce and growing 15 times faster than the traditional job market—leaders and managers will need to accept the harsh reality...Your employees (especially the younger generations) are no longer working just for you.

It's time for leaders and managers to adapt to this trend and create policies that support younger employees to work flexibly and support themselves comfortably to maintain a decent standard of living in these turbulent economic times. What's coming in 2024 will be a workplace revolution like no other. Leaders and managers who desire successful careers and want an empowered workforce need to be aware of these key changes that will impact their businesses and the global economy, and prepare through developing a growth mindset, being self-aware, and maintaining a positive attitude towards change while leveraging technology to remain competitive.

Read article in its [entirety](#).

~ Article excerpted from **Forbes** online | 12.10.23



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## KIOTI Releases Compact Loaders to Dealers Across North America and Delivers Very First Machine to Country Star Trace Adkins

**KIOTI Tractor**, a division of Daedong-USA, Inc., unveils its latest innovation with the launch of its TL750 Compact Track Loader and SL750 Skid Steer Loader. Rugged and tough, the new line builds on Kioti's proven history in machine development to deliver power and performance without sacrificing comfort. As with every Kioti machine, the models were designed, engineered, and manufactured in-house, providing an unparalleled level of quality, consistency, and control.

"KIOTI's entrance to the compact market arrives at a pivotal time for both our company and the industry. Compact sales exploded over the last decade, with no signs of slowing down," said Justin Moe, product manager - Construction Division, Kioti Tractor. "Our customers are part of this demand, seeking compact equipment for everything from acreage management to worksite applications. With the TL750 and SL750, we are meeting this demand, leveraging 35 years of experience and extensive customer feedback to deliver proven, durable machines that are built to power through tough jobs."

Read article in its [entirety](#).

► Published online **PR Newswire** | 12.13.23



## John Deere Details Precision Upgrades for 2024

By **MATTHEW J. GRASSI**

**John Deere** has announced its Precision Upgrades service offerings (formerly Performance Upgrades kits) for the 2024 season. Upgrades are available currently for sprayers, planters and combines. The manufacturer plans to announce its upgrade packages for tractors in the months ahead.

The name change comes as John Deere focuses on unlocking advanced precision technology for its user base via install kits that farmers can purchase and even install themselves.

### **sSense & Act**

Perhaps the most notable Precision Upgrade is a premium bundle that adds Sense & Act spot-spraying capabilities to existing model year 2018 and up sprayers. Sprayers equipped with ExactApply, BoomTrac Pro 2 and 120-foot spray booms are eligible and ready to be upgraded for \$25,000. Interested farmers can fill out [this form](#) to kick start the process.

"Our dealers have inventory coming for this season, so customers who are interested can go purchase this technology today and have it installed prior to the spring application season," says Kyle Barry, tactical sales manager. It's all about making technology more accessible as farmers face down historically high-interest rates and operating expenses, the company says.

"Maybe some customers think, 'Oh, you know, there's this cool new technology out there, so now I have to order a brand-new piece of equipment' and that's not necessarily the case anymore," Barry says. "We're bringing the latest tech coming out of the factory on new equipment to the existing fleet."

Read article in its [entirety](#).

► Published online **AgWeb Farm Journal** | 12.26.23

## Kress Continues to Revolutionize OPE Market; Introduces 30+ New Products

Kress unveiled expanded product lineup at Equip 2023, looks ahead to strong growth in 2024.

CHARLOTTE, NC - **Kress**, leading the transition of professional landscapers from gas to battery, is adding more than 30 new products to its lineup. At Equip 2022, Kress introduced its revolutionary 8-minute CyberSystem offering higher power output, longer life spans, no downtime and the ability to charge on-the-go in just eight minutes. As part of its initial North American launch, Kress also introduced powerful commercial and prosumer-grade tools. Now Kress is launching additional products to bolster its current lineup, including new commercial-grade handheld tools, batteries and accessories.

"Our launch at Equip 2022 underscored Kress as a manufacturer in the commercial OPE industry, and many people wondered if we'd even exist at Equip 2023," said Michael Jones, president and CEO of Kress North America. "This year we proved that Kress is here to stay and we are diligently expanding our product offering while continuing to innovate new and better solutions for professional landscapers."

The expanded Kress Commercial lineup contains new 60V commercial batteries, 60V commercial equipment and accessories.

Read article in its [entirety](#).

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## Kubota Reveals 2024 Sidekick UTV

By THE STAFF

**Kubota** has revealed its 2024 Sidekick UTV, offering utility performance, versatility and durability. When a job needs to be done or the great outdoors calls, the Sidekick provides a 54 horsepower gas engine with 48 lb-ft. of torque to quickly get riders where they need to be, even under load.

The Sidekick features an ergonomic meter panel steering wheel and shift knob, along with bright LED headlights and convenience utility features.

The Sidekick can carry 1,000 pounds and tow up to 1,550 pounds on hills and 2,000 pounds on flat terrain. The smart new Digital Panel alerts riders to all major vehicle functions with seat belt, parking brake, overheating and intermediate gear control indicators, and the white LCD display provides excellent visibility at all times. The ergonomic steering wheel can be adjusted for easier handling and greater comfort.

Various accessories are available including a door set, glass windshield, poly flip windshield, cargo bed extender, WARN VRX 3500 winch and more. A two-year/1,000-hour warranty is included and the MSRP is listed as low as \$14,499.00.

► Published online

[Power Sports Business](#) | 12.19.23

## Ego Expands Commercial Offerings

"I looked out the window and my neighbor walked by, and I was surprised to see he was mowing his lawn with almost no noise," said Amner Deleon. "My neighbor was using an Ego battery powered mower. Coincidentally, a friend of mine approached me not long after that and asked if I would invest in a start-up lawn care business. I told him if we went 100-percent battery power I was in, and the brand we chose to use was Ego."

Amner Deleon of Blue Sky/Green Earth landscaping in New Jersey has made the move to battery power. He is now helping other towns on the East coast like Princeton and Montclair, N.J. understand how battery powered OPE is a viable alternative to gas.

### Battery Transition

Currently dozens of cities across the U.S. (some estimates say it's up to 200 cities) have either regulated the days and hours of operation or have outright banned the use of gas blowers. Meanwhile California in 2024 will ban the sale of new power equipment using small gas-powered engines. As more state or local governments restrict or ban gas-powered OPE a time will come when crews have to take a hard look at how to convert to battery-powered tools.

On the issue of teaching crews how to use battery vs. gas equipment, Deleon uses the Ego 800 CFM blower as an example. "For the majority of the work that they do, my employees don't use full power; they're maybe 50 percent throttle," he said. If they need to move some wet leaves, they can goose the throttle but then they go back to using only the power they need. A small screen above the trigger provides good feedback about how much power you're using. We find that we have plenty of power to get through our days with just a few sets of batteries."

Read article in its [entirety](#).

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## Ag Express Electronics Announces the Establishment of Integrated Circuit Works

Integrated Circuit Works is a dedicated division focused on wire harness manufacturing, electronics assembly, and printed circuit board manufacturing.

By KAREN JONES

**Ag Express** has produced harnesses for the agricultural sector for more than 30 years. Now, it is positioned to expand its services to a broader audience, including large Original Equipment Manufacturers (OEMs). ISO 9001:2015 will help the company engage in prototyping and full-scale production of any quantities while adhering to globally recognized standards for quality management.

"The introduction of our ISO 9001:2015 dedicated manufacturing division is a testament to our unwavering commitment to delivering the highest quality manufacturing services," says Eric Randolph, chief operating officer. "Today, we are focused on wire harness manufacturing and box builds, but in the very near future, the division will expand to feature repair services and printed circuit board manufacturing in an ISO 9001:2015 environment."

"Ag Express has always been at the forefront of innovation in the agricultural industry. Our new Integrated Circuit Works division is a natural progression that empowers the company to contribute meaningfully to the success of our clients," says Jim Steinke, Chief Growth Officer. "Achieving this certification reflects the world-class manufacturing culture nurtured at Ag Express and the overall commitment to quality and reliability that runs deep in our company's DNA. As the Integrated Circuit Works division scales, we expect to expand into other industries such as construction, public works, forestry, and more."

Read article in its [entirety](#).

► Published online [Successful Farming](#) | 12.15.23



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