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For Immediate Release

Machinery Pete Launches Features Optimizing Online Equipment Searches

Chicago (June 16, 2017)—Today, Machinery Pete, the industry’s leading used farm equipment listing website, announces the launch of three all-new site features to make searching for equipment faster. New features include the addition of new search filters, display of equipment descriptions easily visible on the equipment search results pages and an enhanced dealer contact email form.

Now farm equipment shoppers can filter search results for tractors, combines and lawn and garden equipment using drive, horsepower range and separator hours (combines only). Additionally, equipment specs are featured on the equipment search results page helping farmers identify the exact equipment with the right features they are looking for.

“We are constantly listening for ways to improve the online used equipment search experience for farmers. Our goal is to provide a platform that makes it easier than ever to find the exact equipment they are looking for,” said Kevin Doyle, CEO of Machinery Pete. “With over half a million farmers turning to Machinery Pete monthly for their equipment search, we want to give them the tools they need to buy farm equipment online without a hassle.”

In research, farmers said they want to be connected directly with the dealership selling a piece of machinery listed. The new contact form establishes a clear line of communication between our dealership partners and used farm equipment buyers across the country.

These are just the latest enhancements to *MachineryPete.com*. Through feedback provided by site visitors, we continue to implement these enhancements to create the best search experience for our farmers. So, farmers can find equipment easier and faster making the site the go-to resource in finding used equipment.

About Machinery Pete LLC

MachineryPete.com is the premier online destination for farmers and dealers, providing a comprehensive farm equipment search experience. *MachineryPete.com* offers farm equipment dealers innovative marketing solutions to get their listings front and center to a growing, targeted farm audience, including online advertising, market intelligence and analytics. The site offers access to the industry’s leading auction database of more than 500,000 prices sourced through a curated network of more than 1,000 auction firms. The most trusted name in farm equipment, Machinery Pete regularly provides trend analysis and stories from across on the industry on the Machinery Pete blog and across social media—now with more than 100,000 followers. In 2014, Farm Journal Media bought a majority interest in Machinery Pete, and the two companies have partnered to combine their experience and reputation to engage and provide measurable value to both farmers and dealers.