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## **For Immediate Release**

### ***MachineryPete.com Changes the Way Farmers Search for Used Equipment***

Chicago (Nov. 27, 2017)—Machinery Pete, the fastest-growing used farm equipment website, announced the release of Open Search, a new tool allowing used equipment shoppers to find exactly what they're looking for with a single click. This feature is a ground-breaking approach to search for equipment and is only available on the Machinery Pete website.

As [MachineryPete.com](http://MachineryPete.com) grows and adds more listings, the site continues to introduce new features that make it easier for farmers to find what they're looking for.

"Before today, if a farmer was shopping for a 2014 John Deere 8345R with IVT transmission, ILS front axle and front and rear duals they would have to click through hundreds of listings to find the few that met their needs," said Kevin Doyle, CEO of Machinery Pete. "Now, when farmers use Open Search, they can search with this level of specificity quickly and easily."

[MachineryPete.com](http://MachineryPete.com) built this new feature based on insight from interviews with used farm equipment shoppers. The new search feature is just one way [MachineryPete.com](http://MachineryPete.com) is delivering on its mission to make the equipment buying and selling experience faster, easier and better.

Open Search is available at the top of all [MachineryPete.com](http://MachineryPete.com) pages—just look for the orange search button.

### **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 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.