What is EquipmentWatch and who uses it?

EquipmentWatch is the data backbone for the heavy equipment industry, covering construction, lift-access, and agricultural machinery. Trusted by over 15,000 professionals, users span across contractors, dealerships, lenders, insurers, rental companies, manufacturers, and government agencies.

What kinds of data does EquipmentWatch provide?

EquipmentWatch delivers trusted data on values, costs, specs, and rental rates—plus market trends, serial number verification, and residual value forecasts—so you can price and plan with confidence.

What's the difference between FMV and FLV?

FMV (Fair Market Value) reflects what a typical machine in average condition sells for. FLV (Forced Liquidation Value) is what you'd expect in a rushed sale, like at auction.

What's the Rental Rate Blue Book®?

It is the industry standard lookup tool to help contractors and project owners understand and recover equipment-related costs, perfect for calculating labor, force-account work, or reimbursable equipment use.

How are retail rental rates calculated?

EquipmentWatch gathers advertised daily, weekly, and monthly rates from rental companies across the US and Canada—packaged by equipment category, subtype, and size class.

How often is the data updated?

Values are refreshed monthly. Adjustment factors (like for location, condition, usage) are updated quarterly.

What role does EquipmentWatch play in compliance and reimbursement?

Public agencies and DOTs use the Rental Rate Blue Book® to comply with federal cost recovery guidelines. Contractors also reference these rates to ensure they're fairly reimbursed for equipment use in force-account work or change orders.

Can EquipmentWatch help with risk management?

By providing accurate FMV, FLV, and usage trends, EquipmentWatch can helps lenders, insurers, and contractors minimize risk on transactions. Whether it's underwriting an equipment loan, verifying collateral value, or pricing insurance policies, the data supports confident, defensible decisions.

What if I can't find data for a rare model?

EquipmentWatch uses its ValueTrend Engine, with cascading logic that draws data from similar models or size classes to estimate value—even if a model hasn't sold recently.