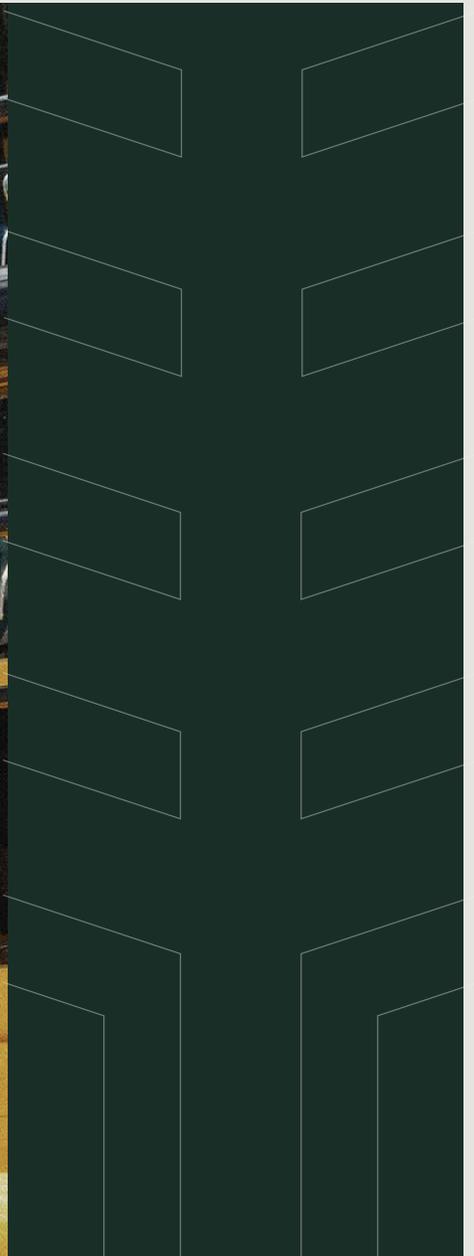


Dealer Insights Report 2025

Find out what dealers really think. Uncover trends that can help shape smarter strategies—from inventory management to lead generation and margin protection.



Find out what's driving dealer strategies this year.

Table of Contents

Executive Summary

Snapshot: Trends to Watch

General Economic Sentiment

Biggest Operational Challenges

Inventory and Market Trends

Digital Transformation & Tech Use

Leads/Buyers/Prospects

Customer Behavior & Competition

Closing Summary

What to Watch for Next

Fusable Dealer Solutions

Methodology & Respondent Profile

Executive Summary

In 2025, dealers are under pressure—from rising equipment costs and tariff instability to slower customer decisions and disconnected tech. Nearly half describe themselves as “concerned” about the state of the market, and the dominant theme is unpredictability. Still, many are adapting, leaning on experience, relationships, and smarter tools to keep moving forward.

Sales cycles are stretching, rental demand is rising, and customers expect more digital speed with less financial commitment. Dealers are frustrated with lead quality and inventory mix, but they’re also clear-eyed about what needs to change: better tech integration, stronger qualification tools, and data that drives action.

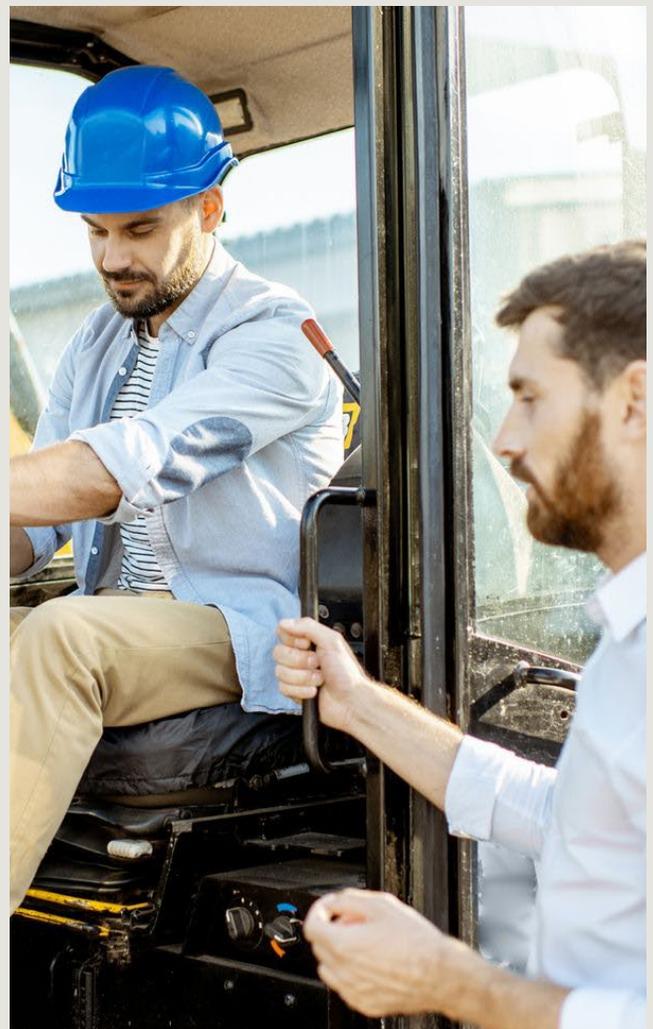
This year’s survey isn’t just a temperature check—it’s a map of where the pressure points are and what high-performing dealers are doing to stay ahead. The message is simple: clarity wins. The rest of this report is built to help you find your own.

Snapshot: Trends to Watch

Dealers are alert, adaptive, and exhausted. While they’re not panicking, they are pacing themselves through what feels like a fragile economy. From rising costs to slow-moving customers and underperforming tech, the pressure is real—but so is persistence.

Tariffs top the list of economic disruptors, tightening margins and cash flow. Customers are holding onto equipment longer, slowing sales and shifting the focus to rentals and financing. Inventory remains a balancing act—too much of the wrong stock, not enough of what is in demand. Dealers are relying more on data, but tech adoption still lags due to poor integration.

Despite it all, relationships remain the foundation of dealer success. Nearly 70% of sales come from existing customers, proving that trust still drives sales. High-intent leads are more valuable than ever, especially in a crowded market where window shoppers outnumber serious buyers. Compact equipment leads demand, while service capacity is capped by staffing issues and price sensitivity.



Significant Findings

01 **Tariff Anxiety and Cash Flow Squeeze**

- Tariff unpredictability is the #1 economic disruptor.
- Combined with high interest rates and equipment costs, dealers face: tighter margins and slower cash cycles.

02 **Delayed Customer Buying Cycles**

- 75% of dealers expect customers to hold onto equipment longer.
- Financing is gaining traction, but only among 15–20% of buyers.

03 **Inventory Imbalance and Turnover Tension**

- Excess inventory is tying up capital for 30% of dealers.
- High-demand equipment is still scarce in some regions.

04 **Data Driven Decision Making**

- 75% of dealers use third-party pricing/market data weekly or more.
- Over half now use retail pricing data, auction results, and age/usage history to triangulate pricing.

05 **Tech Upgrades: Wanted but Hard to Integrate**

- Nearly 50% cite poor system integration as their top tech frustration.
- AI pricing tools, CRMs, and lead-gen automation are top priorities for adoption.

06 **Relationships Outweigh Price in Closing Sales**

- 69% of sales come from existing customers.
- 65% say relationships and reliability are why contractors choose them over competitors.

07 **Rentals Are Replacing Sales in Some Segments**

- 38% of dealers say rentals are cutting into sales.
- 33% report expanding rental fleets to meet demand.

08 **High-Intent Leads Are Gold**

- 34% of dealers say better-qualified leads would have the biggest day-to-day impact.
- Dealers prioritize engagement, equipment match, and financing readiness when evaluating lead quality.

This is a market where grit, strategy, and adaptability matter more than ever.

The rest of the report explores how dealers are navigating those realities—and what they need to keep moving forward.

Start planning smarter.

Fill out the form to download the full report.

Which option best describes your industry?*



Which product are you interested in? *



[Get The Report](#)