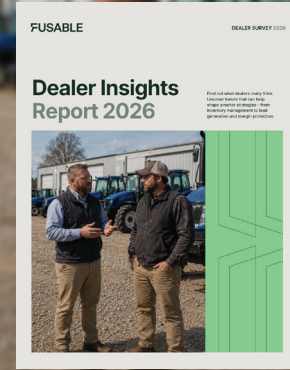


Dealer Insights Report

Fusable's Dealer Insights Report captures what ag, construction, and trucking dealers are seeing across inventory, buyer behavior, margins, lead quality, technology, and market confidence. Dealers are navigating a market where demand signals are harder to read; buyers are slower to move, and every decision needs to be grounded in better data.



A Preview of the Trends Inside:

Use this report to help you benchmark performance against other dealers, identify where deals are stalling, and make more confident decisions.



Buyers are hesitating.

43% of dealers say buyer hesitation due to high equipment costs is their top barrier to closing deals, signaling a growing need to rethink value, financing, and timing.



Margins demand attention.

Rising costs and tighter buyer budgets are putting more pressure on every deal. The report breaks down where margin pressure is showing up most clearly.



Lead quality over lead volume.

More activity does not always mean more opportunity. The full findings reveal how dealers are thinking about buyer intent, lead quality, and conversion confidence.



Integration is no longer optional.

Disconnected tools are becoming harder to justify as dealers look for faster decisions and cleaner workflows. The report shows where technology priorities are moving next.

These are only the starting points. Download the full Dealer Insights Report to see the complete benchmarks, dealer responses, and deeper context behind the trends shaping 2026.

Learn more at info.fusable.com/dealer-insights