TRACTOR ZOOM PRO



TRACTOR ZOOM PRO FOR EQUIPMENT DEALERS

Price accurately. Turn faster. Increase margins.

Real-time market data and valuation tools that help dealers price with confidence and move inventory before carrying costs pile up.

Tractor Zoom Pro puts real auction and retail results backed by over **$75 billion** in used equipment sales right at your fingertips.

Value trades, price used iron, and manage inventory based on what the market is doing today, not three months ago. Ensure every decision protects your margin and keeps units moving.

The Dealership Challenges We Solve

- Aging inventory quietly drains your bottom line as carrying costs compound month after month.
- Applying inaccurate equipment values leads to poor trade, appraisal, and repricing decisions.
- Without complete visibility, units get mispriced, sit too long, or go unaccounted for across stores.

Why Dealers Chose Tractor Zoom Pro

Real-Time Valuations & Comps

Know exactly what a piece of iron is worth today, backed by $75B+ in sales data.

Actionable Insights

Spot pricing trends, flag at-risk units, and act before carrying costs pile up.

Complete Inventory Visibility

One source of truth across every salesperson, department, and location.

VALUATION & COMPS

Search, view, and compare equipment by specs across dealer listing and auction sale data — or let Match surface the machines closest to yours.

- Auction and dealer listing averages calculated instantly from the most relevant comps.
- Match highlights the 10 best-fit machines and recalculates as you add or remove comps.
- Smart Descriptions use AI to surface the attributes that drive a machine's value.

MARKET DATA

See how equipment prices are moving (by make and model or across categories) so you can time trades and repricing.

- Used Equipment Index benchmarks today's prices against a baseline period.
- Track popular models, the biggest price changes, and volume advertised or sold by month.
- Drill into price and supply by hour range and state to see what's hot right now.

INVENTORY MANAGEMENT

Monitor how changing market conditions affect your inventory and its value, then price to move.

- Compare your listings' price and days-listed against the market, with alerts on items needing attention.
- Time on Lot uses machine learning to flag units likely to sit past 180 days — and shows why.
- Carrying Cost calculates real-time holding costs so you can act before they add up.

ACCOUNTABILITY

Streamline check-in and check-out with real-time inventory accuracy and accountability across every location.

- Always know the location of every machine and eliminate lost or unaccounted-for equipment.
- Real-time notifications reduce reliance on email threads and phone calls.
- Prevent financial losses from damaged, lost, or misplaced equipment.

MOBILE APPRAISALS

Catalog equipment, evaluate comps against auction, retail, and first-party sold data, and generate customer appraisals in the field or office — online or offline.

- Projected Tractor Zoom Pro Value assigns an estimated, market-based value from comparable sales.
- Capture photos, specs, and inspection details on mobile; data syncs automatically when back online.
- Built-in review workflow keeps Used Equipment Managers and reps aligned and accurate.

HOOBER
MAXIMIZE YOUR PRODUCTIVITY

Hoober Inc. achieved 85% centralized appraisal visibility and 30+ minutes saved per appraisal using Tractor Zoom Pro.

~$30M
Potential top-line revenue increase (Ziegler Ag)

60%
Improvement in appraisal efficiency (Ziegler Ag)

20%
Improvement in used equipment margins (Atlantic Tractor)

Read The Success Story

TRACTOR ZOOM PRO

See It In Action

See how faster turns and wider margins are just a few clicks away for your dealership.

Book A Quick Call