

**USM**

LEADERS IN **PRE-OWNED AND RELIABLE**  
**MACHINERY** WITH THE **GREATEST**  
**PERFORMANCE AND GLOBAL SERVICE**

# **SELLER'S GUIDE: IS IT TIME TO RETIRE YOUR MACHINE?**



**+61 414 151 900**



**[sales@usedstructuralmachinery.com.au](mailto:sales@usedstructuralmachinery.com.au)**  
**[www.usedstructuralmachinery.com.au](http://www.usedstructuralmachinery.com.au)**



# WHAT'S INSIDE:

01 Introduction

02 When to retire your machine?

03 Ultimate Checklist in Selling Your Used Machinery

What happens on a sale with USM? 04

Ready to sell your used machinery? 05

Why choose USM? 06





# 01 INTRODUCTION

Selling your pre-loved machinery may appear to be a simple process but it might be more complicated than you think. Selling pre-loved machinery involves equipment liens, resale certificates and financing a buyer.

## BUT DO NOT WORRY!

Used Structural Machinery (USM) is here to partner with you. At USM, we are your ideal channel to take your equipment and place it in the right hands, with the security and confidence that characterises us.





## 02 WHEN TO RETIRE YOUR MACHINE

Deciding when to sell your used machine is as crucial as how you will sell it. Assuring potential buyers that your used machine is still in excellent condition, well-maintained, and ready to go into production suited for their requirements is considered as equally important.

With this, it is imperative that you must appropriately evaluate the value of the machine, including the costs related to decommissioning and selling it off with the help of an expert partner.

Review our checklist below to help you understand when to retire your machine and how USM can help you sell it off efficiently and effectively.





## AGE OF THE MACHINE

How long the machine has served your workshop?

When the machine has been manufactured?

The number of hours it has been running?

## CONDITION OF THE MACHINE

How well you have maintained the machine?

Is it still in excellent condition?





## POSITIVE ECONOMIC CONDITIONS

What is the current state of  
the economy?

Is the manufacturing industry  
growing or there is a slowdown?





## HOW OFTEN IT IS USED

Are there changes in  
work patterns?

Are there changes in operations  
and work requirements?

Has it been idle for  
some time?

## WHEN COSTS TO KEEP IT IS NO LONGER FAVORABLE

Are the maintenance costs becoming  
higher, thus becoming costly?

Are the consumables and parts still  
available in the market?

Are there still a favorable number of  
operators/technicians familiar  
with the machine?



# 03 ULTIMATE CHECKLIST IN SELLING YOUR USED MACHINERY

- **Make it presentable by cleaning it up**

The very first step in selling your used machinery is to make it presentable - clean the machine and its surroundings.

Not because it's a used machine, it doesn't have to be presented the way new machines are; instead, this assures potential buyers that it does not look worn out and thus, it won't disappoint them knowing you have taken good care of the machine and still worthy being sold to the market.





- **Remove what is not included**

When you take photos/videos of the machine for sale, you need to make sure that any other parts not included in the sale should be removed; or if you are taking the photos/videos while in operation, make sure to put a disclaimer that some parts included in the photo or video are **not** included.

In this way, potential buyers will not be left with the impression that what they see are always included in the sale of the machine.

- **Take good photos**

When taking photos, please make sure that you at least take different angles of the machine. Ideally, 10 to 12 photos are good for advertising, but taking at least 20-30 high-resolution photos is also highly recommended knowing that most potential buyers ask for more.





- **Record a video while the machine is in operation**

Photos alone won't be sufficient to convince potential buyers of your machine's capabilities. Taking videos of your machine in operation will earn you more chances of a closed deal. Ideally, 2 to 3 minutes is good, please make sure to capture the most important stages of the production process.

- **Define the technical details precisely**

Always ensure to provide the technical description as descriptive as possible but avoid being overly detailed. Reserve some room for the potential buyer to inspect the machine in person to ensure that it is suitable for their requirements. Please keep in mind to avoid any promises/claims about the machine's condition like good as brand new.





- Provide a layout drawing in CAD and PDF.
- Be available for a shared screen software demonstration.
- Provide video in time lapse of any eye-in-the-sky video.
- Continue to keep the machine presentable for any buyer's live walk-through of the machines in operation so buyers can ask questions.
- Provide a few engineering drawings of common or challenging parts and include the average processing times.
- Provide a video and time study of these parts being manufactured and a photo of the result.
- Provide the service history and what spare parts, software, material handling and tooling, tool holders and consumables will be provided with the machine.
- Supply any electronic copies of operation manuals and marketing material provided at the time of purchase that can be used for marketing this machine.
- Provide the original packing list and any special lifting instructions that are required when packing or delivering this machine.
- Provide the instructions from the machine tool builder on what special tooling was supplied or is required to commission this machine.





# 04 WHAT HAPPENS ON A SALE WITH USM?

USM

Selling your used machinery can be sold in three options: best offer closing buy; reserve price; and, expressions of interest.

We would also require our partners to provide a **mandate letter of exclusivity and a non-refundable upfront costs (AU\$5,000) to generate cash flow faster.** These costs include the machinery evaluation, advertising costs (posting your used machine on our website, directory listings, ad placements, marketing and sales campaigns) and commission. Contact us for more details.



Contact USM  
and **submit  
your proposal**



Our experts  
**will evaluate  
your proposal**



If you wish, and it is  
possible, a visit will be  
scheduled to **inspect  
the machinery**



**Agreement** in  
the purchase  
conditions



We will **manage  
your transfer**



# 05 READY TO SELL YOUR USED MACHINERY?

USM sold 4 machines from Samaras for three phone calls only. We can do the same for you!

Clients who partner with us provide the following information to get a higher price for you:

- Year / Make / Model
- Price
- Technical Description including layout
- Photos of the "**cleaned**" machine (at least 10 to 20 high-resolution photos)
- Brochure





# CHECK OUT HOW WE SUCCESSFULLY MARKET AND SOLD THESE MACHINES DURING COVID

When USM sold the 4 Daito machines from Samaras for three phone calls, we supported this with email campaigns + social media + Machines4U listings. The below are sample mailouts we have done in the past and some current ones for your reference:

- **Daito Machines from Samaras** - cope robot and beamline sold to NZ during COVID lockdown and airports closed, site unseen.
- **Daito CSD2 Beamline from Samaras**
- **Daito Drill-Saw from Samaras**
- **Daito Coping Robot from Samaras**
- **The fastest plate processing machine in Australasia**
- **Peddinghaus Plate Processing Machines from SA Structural** - 2 machines sold with only 2 phone calls off the market and references available.
- **HGG MPC from SA Structural** - sold with one phone call off the market with reference available

Take advantage of shorter delivery times and readily available preloved machines by partnering with USM. If you would like to achieve the same optimum results with the above references and achieve the best offer for your preloved machinery, contact us so we can assist you with a range of options that will suit your needs and requirements.





# AUGMENTED REALITY SERVICE VIA SMART GLASSES

This augmented reality service - **smart glasses** can be used for decommissioning, recommissioning, training, and after sales support leading to faster and reliable support, reduce down time, and thus, better quality of service.

## Features at a glance

- Usage from virtual-reality-glasses
- Interactive guidance from our technician and customer
- Qualification distribution Highly qualified know how carriers at the help desk instruct less qualified operators on-site
- Better analysis of faults by assessing with your "own eyes"
- Support during the assembly, commissioning, service or repair process
- Hands-free work
- Smart phone app available





# AUGMENTED REALITY SERVICE VIA SMART GLASSES

- **Glasses**

- included installed RISE APP
- Configured for connecting to supplier
- Trial for 3 months / 4 hours
- Transport cover / headset / charger
- Can be used to all your machines in your workshop

**3,500 €**

- **Service Contract**

- 4 hours each month not transferable
- Software license

**450 € per month**

- **Pay by use**

- 1st hour / from second hour (invoicing from beginning of the quarter)

**250 € / 180 €**

- **Rental**

- 1 month including 6 hours (maximum of 3 months)

**1,000 €**

**USM**





06

## WHY CHOOSE USM?

With more than 15 years of experience providing solutions for the steel and construction industry, at USM, we have positioned ourselves as a worldwide benchmark company in the purchase and marketing of pre-owned machinery.

### **Mission**

Supplying worldwide steel fabricators with high-quality pre-owned machinery supported by the best aftersales team.

### **Vision**

Make the technology more attainable for any steel fabricator around the world by giving pre-owned machinery a new life, connecting supply and demand.

USM





## 06 WHY CHOOSE USM?



Leaders in pre-owned machinery with global service



Complete service with the greatest performance



**More than 15 years of experience** providing solutions for the steel and construction industry



Made up of a **largely technical service team**



We **supply, install, provide multiple services** and supply spare parts and consumables **to automated machines globally**



Strengthened by our core values- **commitment, integrity, passionate, knowledge, effectiveness and experienced**

The image shows a large industrial machine, likely a CNC lathe or mill, with a blue and grey color scheme. The machine is complex, with various components like the tool head, bed, and guideways visible. The background is a factory setting with yellow structural elements. The USM logo is overlaid in the top right corner of the image.



06

## WHY CHOOSE USM?

At USM, **we specialise in importing and exporting used machinery to and from Australia.** Our network of international machine tool builders and agents worldwide allows us to source the highest quality pre-owned machinery from around the globe, and sell, install, and commission these machines in their local markets.

We pride ourselves on our ability to provide turnkey solutions for used machinery, and we often sell working machines before decommissioning, packing, and freight. **Any necessary repairs, refurbishments, or replacements are completed prior to delivery,** ensuring that our clients receive reliable and high-performing machinery.

**We work closely with machine tool builders to provide comprehensive services, including decommissioning, freight, installation, and commissioning of the pre-loved machinery that we have sold.** Our team partners with machine tool builders' service technicians to update software and safety systems, ensuring that the machinery is compliant with current industry standards and regulations.

At USM, we are dedicated to providing our clients with top-quality used machinery and exceptional service. Whether you are looking to buy or sell pre-owned machinery, we have the expertise and experience to help you make the best decision for your business. **Contact us today to learn more about our services and how we can help you optimise your workshop's productivity and efficiency.**



USM



06

## WHAT OUR CLIENTS SAY

These four clients are available to discuss the mutual trust and respect that isn't compromised during challenging times such as COVID where buyers are restricted to travel to visit machines prior to purchasing.

USM always presents off the market machines to the SMS clients to demonstrate reciprocity and gratitude for the goodwill developed in the last 15 years. You're welcome to contact these clients of USM and SMS on their perspective regarding the value and loyalty provided to both businesses and us.

- **Chris Piacentini from Page Steel** - SMS client for Zeman SBA and USM client for a plate processing machine from SA Structural administrators
- **Chris Samaras from Samaras Structural Engineers** - SMS client for Kaltenbach and Zeman, and USM selling the full Daito beamlines to New Zealand
- **Ron Barrington from Cullen Steel Fabrication** - Zeman/SMS 4th SBA client in the world and USM plate processing machine sold off the market from SA Structural administrators
- **Joe Mezzatesta from Better Wear Welding** - pipe and box plasma cutting machine sold off the market from SA Structural administrators

Contact us so we can make an introduction and arrange a potential site visit if your workshop provides a reciprocal invitation for clients of SMS and USM to visit your factory in the next 5 years.

USM





06

## WHAT OUR CLIENTS SAY

“

USM provided us with an excellent opportunity to purchase a three-year-old Peddinghaus HSFDB-C machine before it went to auction. We were able to agree on a price that provided great value for our business and took ownership of the machine with ease.

The process was incredibly smooth, and we are grateful for the opportunity to have had early access to this wonderful machine. USM's expertise and industry knowledge allowed us to make a smart investment that has greatly improved our workshop's productivity and efficiency.

If you are looking to purchase high-quality pre-owned machinery for your business, we highly recommend USM. Their team is dedicated to providing exceptional service and expertise to help you find the right machinery for your specific needs. Contact them today to learn more about their available inventory and how they can help you achieve your business goals.

**CHRIS PIACENTINI**  
DIRECTOR AT PAGE STEEL

USM





# 06 OUR VALUES

USM

We are made up of a largely technical service team and more than 10,000 m2 of facilities where we supply, install, provide multiple services and supply spare parts and consumables to automated machines throughout the world.



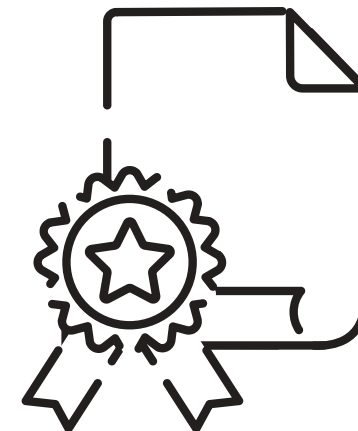
**Commitment**



**Integrity**



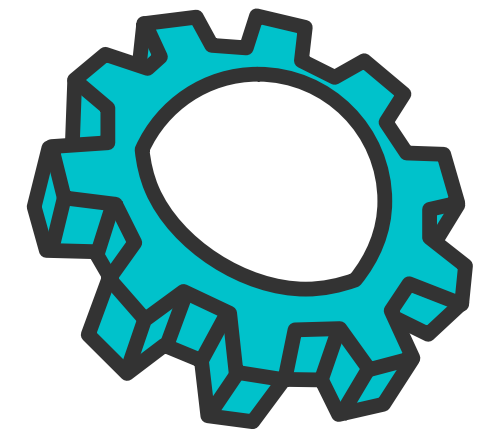
**Knowledge**



**Experienced**

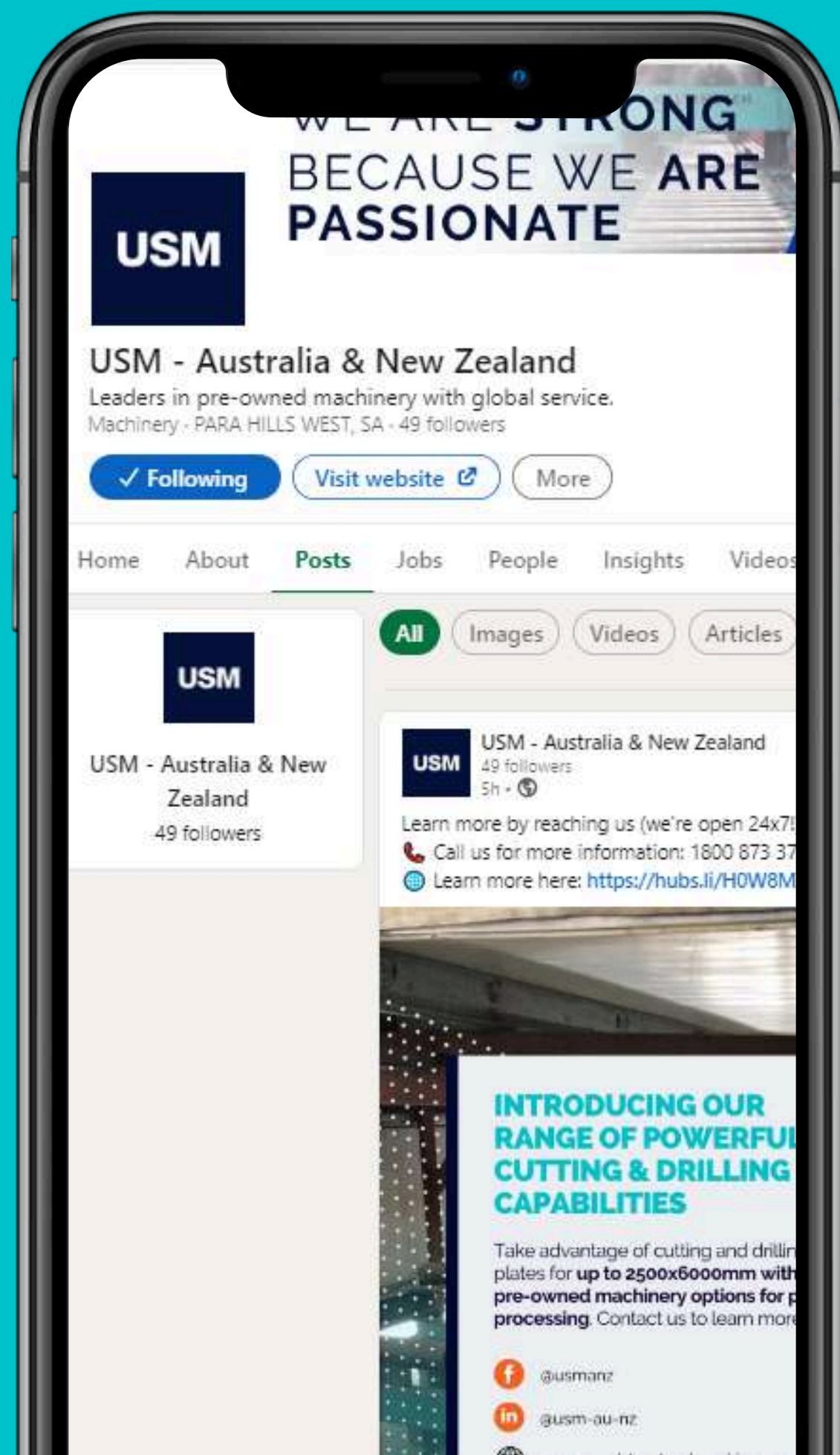


**Passionate**



**Effectiveness**





# HATE MISSING OUT?

Be the first to receive the latest promotions, new releases and discounted offers by following us on social:





**USM**



**+61 414 151 900**



**[sales@usedstructuralmachinery.com.au](mailto:sales@usedstructuralmachinery.com.au)**  
**[www.usedstructuralmachinery.com.au](http://www.usedstructuralmachinery.com.au)**

