





For everyone involved in the business of agricultural, industrial, and outdoor power equipment - including buyers, sellers, dealers, auctioneers, lenders, and insurers - IRON Solutions, Inc. is the leader in Equipment Market Intelligence™. The company's mission is to provide the equipment industry with the information and tools they need to serve their customers more profitably. IRON Solutions provides a portfolio of innovative and integrated products and services starting with the *Official Guides*, which for more than 70 years have been the gold standard of used equipment data in the industry. The Guides' trusted foundation of transactional data form the source of other IRON Solutions products and services. These include:

- IRON Search®, the industry-leading equipment inventory and search engine for Buyers and Sellers to connect. North America's largest used tractor and equipment web site, IRONsearch.com receives over a quarter million unique visits each month from professionals interested in selling, buying or researching construction, agriculture and landscape equipment. IRONsearch.com boasts more than 60,000 new and used equipment listings with nearly \$2 billion reported sold in 2008. Go to www.ironsearch.com for more information. 
- IRON HQ™, a fully-integrated business management solution that provides a seamless process from taking a lead, to providing a quote, to placing and processing the order. Go to www.ironsearch.com/Solutions/Dealers/IRON-HQ.aspx for more information.
- IRON Builder™ product configurator, which enables manufacturers and dealers to improve order accuracy, create brand awareness, streamline communication, lower customer acquisition cost, decrease quote turnaround time and track model and option popularity. Go to www.ironbuilder.com for more information.
- IRON Guides™ equipment pricing tool that finds used tractor values and other outdoor power equipment and farm equipment values, instantly analyzes the latest sales activity in an area, factors in hours, options and reconditioning costs for the most profitable price for both a trade-in quote and for the sale of the machine. 

The products are continually updated and improved. For more information go to www.ironsearch.com or call 877-266-4766.