

WORKING TOGETHER

THE MONTHLY NEWSLETTER OF

FMI EQUIPMENT

SALES • SERVICE • RENTALS

*What's
NEW?*

CUSTOMER SPOTLIGHT



Don Taylor Tree Service Coeur d'Alene, Idaho

Don Taylor, owner of Don Taylor Tree Service, has been in business since 2008. He found FMI Equipment through one of our outside salesmen, Spence. Don said, Spence kept in touch often, worked hard to understand his needs, and persisted to demonstrate our value to his business.

As for Don's story, he decided it was better to work smarter rather than harder. While working on a tree removal crew, he noticed the guy running the chipper was working less and making more. When he got certified and began to excel as an arborist, he realized he should be in business for himself.

Don's advice is pretty straightforward and proven, as his business keeps growing. Get proficient in the industry first, closely evaluate the productivity vs cost ratio of buying new equipment (if it's sitting in the yard it's not making money), and lastly, find the "secret recipe" for how you can provide value to your customers.

Business ownership is very rewarding, according to Don. But money management is key, and machine maintenance is vital. There is nothing worse than broken equipment and no money to pay for repairs.

FMI EQUIPMENT
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**2021 Mahindra
2638 HST**
(serial # 38HRR09200)

 Scan this QR
code for details

Keep your eye's open for these QR tags hanging on our machine inventory at both locations. Now, whenever you find yourself on our lots, simply scan the QR code and go immediately to our website to view the machine specs.

DAVE'S

TAKE A LOOK AT THE NEW ASV RT-135F

2022 brings a new CTL model from ASV. It's the RT-135 and we can't wait to put it to work in the Inland Northwest forests!!

The new model will see a 10% increase in horsepower (now 132 hp), an 11% increase in the *High Flow* flow rate, a 73% increase in fuel capacity (now 52 gal), and an emergency roof escape.

The new model is expected to ship near the end of the year, and we are already taking orders! Call Dave for details.

KEEPING YOU ON THE JOB

(TIPS FROM OUR SERVICE DEPARTMENT)

For most of our customers, investing in a machine from ASV, Bandit, Fecon, Takeuchi, Toro or Mahindra is a move to increase their business profitability. So, it's vital to stay on the job as long as possible. However, maintaining the health of your machine is just as important to protect your investment and keep the money coming in. As our customer Don Taylor says, *"If it's sitting in the yard it's not making money."* (See the front page for more of Don's advice.)

Our service department recommends keeping on track with all manufacturer's schedule maintenance, and that includes performing your daily inspections.

Now is as good a time as any to get caught up on regular scheduled maintenance. Mention this newsletter and receive 10% off parts and 20% off labor for your service, through the month of December.

UPDATES FROM THE TRI-CITIES

Did you know the population growth in the Tri-Cities is among the highest in the state over the last decade. Franklin and Benton counties rank 1st and 3rd, respectively, and the biggest increase across all ethnicities was the Latino population.

As the old saying goes, *"A satisfied customer is the best business strategy of all."* With that said, we are proud to announce **Se habla español** in our Tri-Cities location!

We welcomed a new Customer Service employee, Jackie, to help bridge the gap with our Spanish-speaking customers. You can find her in the shop during normal business hours Monday through Friday, or over the phone by calling the store directly.

We would also like to introduce you to Bill, our new Branch Manager. Bill brings nearly 40 years of experience in the equipment industry and territory management.

We are confident in the team we have assembled to expand our service commitment down through the Columbia River Valley.

Stop by (1947 Saint St, Richland) or call (509) 505-5997 today!

FMI EQUIPMENT RENTAL

Don't let this colder weather lead you to believe the rental market is done for the season. Several of our rental machines can be used for snow removal, we offer extended rental discounts, and our rental shop is open year round.

When construction demands don't align with weather plans, we are here for you. And, with the availability of new equipment reduced by COVID delays, it makes even more sense to take advantage of our rental fleet. Our compact excavator fleet includes several of the most popular Takeuchi models in the industry.

In fact, Takeuchi's line of compact excavators were just awarded the 2021 EquipmentWatch Lowest Cost of Ownership award! EquipmentWatch is a trusted source for equipment data, and a world leader in independent equipment research. These machines are reliable and easy to operate, and we make it cost effective.

Rates start as low at \$200 per day, but extended rentals can see a discount by as much as 55%. Call Mike today to learn more.

GIVING BACK

In the month of November, we made a donation to another great Spokane-based organization: Lumen High School. We donated a Green Mountain Grills wifi-enabled pellet grill to their "IL-LUMEN-ATE The Night" fundraiser, and it was such a hit our VP, who was in attendance, decided to donate another one, right on the spot!

Scan this QR code with your phone to learn more about Lumen.

