

Fusable Forward: Where Innovation Meets Market Insight

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Product Manager

FUSABLE

Agenda

- Fusable: How We're Evolving
- IronGuides: What's New & What's Next
- IronGuides Data: What Makes It Unique
- Market Trends: What We're Seeing
- Market Signals & What They Could Mean

Introducing Fusable

Intelligence That Informs

Delivered through an unparalleled fusion of scored and structured data, trusted media engagement, and expert professional services

	Agriculture	Construction	Transportation
Content <i>Core Media Brands</i>	EQUIPMENT WORLD	EQUIPMENT WORLD TOTAL LANDSCAPE CARE	OVERDRIVE CLEAN TRUCKING CSJ TPS
Market & Company Intelligence	EDA	EDA	RigDig CAB
Pricing & Asset Intelligence <i>Taxonomy & Specs</i>	Iron Solutions	Equipment Watch	Price Digests
Digital Services	FUSABLE	FUSABLE	FUSABLE

Fusable: Evolving to meet your needs



Fusable Platform

Our new web-based prospecting solution

Fusable Salesforce App

Integrate Fusable prospecting data into Salesforce



Fusable API

Integrate Fusable prospecting data into any CRM, marketing automation, or custom business workflows

All powered by the **Fusable Data Core** – one trusted source of truth across all three products.

New User Interface (Effective August 1, 2025)

- **Unified Search Function**
 - Guide Models – Tractors, Combines, Sprayers
 - Non-Guide Models – Planters, Grain Carts, Augers
 - **40,000+** additional data points
- **Streamlined Appraisal Process**
 - Simplifies and speeds up workflows
- **Options & Standard Specifications Modules**
 - Less scrolling, faster navigation
 - Exclusive to **IronGuides**
- **Region & Guide Switching**
 - Change regions or guides mid-appraisal without starting over
- **Option Descriptions**
 - Long descriptions to provide more detail on package options
 - Exclusive to **IronGuides**

Options and Specs

Appraisal Summary
2023 John Deere S780 Combine

Options

Add options from our options da

Custom Options

Define your own options as Cus

Specs

Specs add more detail to the ap

Add Options

Add Custom Optio

Options Total

Usage

Sep hour

The iron average is 591, You can adjust it i

450

Set variable usage-dependent rate

Usage Adjustment

Profit Calculator

Expected Cash Selling Price Subtotal

My Adjustments

Final Expected Cash Selling Price

Reconditioning / Work Order

Delivery Allowance

Other Adjustments

0%

\$0

Options	Description	
<input type="checkbox"/> StarFire 6000 SF1		\$2,000
<input type="checkbox"/> StarFire 6000 SF3		\$5,200
<input checked="" type="checkbox"/> Ultimate Technology Pkg		\$5,298
Operator Station		
<input type="checkbox"/> Premium Cab Pkg		\$1,630
<input checked="" type="checkbox"/> Premium Visibility Pkg	Includes Premium Heated and Ventilated Leather Seat with Swivel, Premium Leather Steering Wheel Cover Includes eight cab roof mounted LED lights: four overhead LED work lights, two LED high beam and two LED low beam driving lights, LED service lights, plus two LED header extremity lights mounted on the lower cab fascia.	\$3,667
Residue		
<input type="checkbox"/> Deluxe Residue Advanced Powercast Tailboard		\$7,743
<input type="checkbox"/> Powered Tailboard		\$6,113
<input type="checkbox"/> Premium Residue Advanced Powercast Tailboard		\$9,373
<input type="checkbox"/> Twin Disc Straw Spreader		(\$4,075)
Transmission		
<input type="checkbox"/> Trans ProDrive		\$0
Type		
<input type="checkbox"/> Rice Package		\$3,260
		Total \$35,046

Long Description
(IronGuides Exclusive)



Options

Options Module (IronGuides Exclusive)

Axle Front

Tires 520/85R42 Duals \$4,095

Axle Rear

Tires Rear VF750/65R26 \$2,047

Power Rear Axle \$20,069

Monitor/GPS

Ultimate Technology Pkg \$5,324

Operator Station

Premium Visibility Pkg \$3,686

Add Options

Add Custom Options

Add Specs

Options Total

\$35,221

Usage


Usage Module (IronGuides Exclusive)

Sep hour

The iron average is 591, You can adjust it if you know the actual usage.

450

[Set variable usage-dependant rate](#)

Usage Adjustment 

\$12,041

Appraisal Summary

2023 John Deere S780 Combine

Appraisal Date

Oct 23, 2025

Record ID

6749600

Guide

Fall 2025 

Region

South Dakota, US 

Trade Premium

\$422,622

Resale Cash

\$456,852

Advertised

\$473,232

Net Trade-in

\$437,663

See All Values

 [See 2571 comparables](#)

 [Send to My Equipment](#)

 [Download Appraisal](#)

Specs

Axle Front

Tires - Front 900/60R32

Axle Rear

PRWD - Opt

Tires - Rear 750/65R26

Engine

Engine Aspiration Turbo

Engine C.I.D. 13.5L

Engine Cyls 6

Engine Fuel Diesel

Engine Make JD

Engine Tier 4

Fuel DEF Capacity 54.9 Gal

HP - Eng 473

Standard Specs

Monitor/GPS

Monitors Gen4 10" DSP

Operator Station

Apply Specs

Cancel

IronGuides Enhancements

- **New Model Year in Fall Guide – Began September 2024**
- **Comparables Tool – Updated Every 24 Hours**
 - **Similarity Score** – Base machine value and option dollar amounts (Only One)
 - Type, Make, Model, Year are not enough
 - **Enhanced Filtering & Sorting** – Options, your data vs. Other data
 - **Interactive Chart** – Identify trends quickly
 - **Summary Tab** – Summarizes all selected data points



What is coming?

- **John Deere PUKs**
 - First step to accurate pricing
- **Trade Value Calculations**
 - Trade Premium
 - Trade Rough
- Usage Adjustments for Outdoor Power
- Comparables Tool – More Construction
- Upgrade Forecast Tool



2023 S780 John Deere Combine



IronGuides

\$467,000

Sephr: **333** Location: **NE** Sold on: **September 29, 2025**

Tires DIs 580/85R42, Ultimate Technology Pkg, Premium Cab Pkg, Premium Visibility Pkg, Premium Residue Advanced Powercast Tailboard, 26' Unloading Auger, Ext Wear Concaves, Extended Wear Gr Handling System Corn/Bean, Yield Monitor, 2WD, Chopper

**IronGuides
Exclusive**

2023 S780 John Deere Combine



IronGuides

\$424,332

Sephr: **228** Location: **CO** Sold on: **September 26, 2025**

Premium Residue Advanced Powercast Tailboard 2WD, Yield Monitor, Chopper, Duals, Corn/Bean, NO globe

Filters

Reset All

Date Range:

Last 180 days x

Change Date Range v

Sep (Appraised: 450 Sep Hours: Hours)

Min Max
225 x 675 x

10 Appraisal Options x

Equipment Options ☰

Region:

Northwest US x

Western Canada x

Select a Region v

Enable Year Filter

Model Years (2018 - 2024):

Min Max
2018 x 2024 x

Sold Reports:

- IronGuides Sold Reports
- My Sold Reports
- All Sold Reports

Dealer Sold 106 of 1,142

Filtered Avg(US): \$449,078

Filtered Avg(CAD): c\$613,676

Auction 13 of 107

Filtered Avg(US): \$360,386

Filtered Avg(CAD): c\$445,000

Advertised 60 of 1,322

Filtered Avg(US): \$478,854

Hi/L0/Avg



Select all Reset all View selected

Sorted By: Similarity High to Low v

2023 S780 John Deere Combine



IronGuides

\$464,000



Sephr: 295 Location: ID Sold on: July 31, 2025

202kW Five Speed Drive, Ultimate Technology Pkg, Premium Cab Pkg, Premium Visibility Pkg, Powered Tailboard, Trans ProDrive, 28.5' Unloading Auger, Small Tough Grains Wear Package Fore/Aft, 2WD, Singles, Small Grain

Dealer Sold 443 of 1,142

Filtered Avg(US): \$387,985

Filtered Avg(CAD): c\$440,526

Selected Avg(US): \$459,500

Selected Avg(CAD): c\$597,375

Auction 29 of 107

Filtered Avg(US): \$329,132

Filtered Avg(CAD): c\$333,333

Selected Avg(US): \$364,000

Selected Avg(CAD): c\$340,833

Advertised 448 of 1,322

Filtered Avg(US): \$428,245

Filtered Avg(CAD): c\$462,050

Selected Avg(US): \$313,300

Selected Avg(CAD): c\$498,167

Hi/Lo/Avg 19

High/Low/Average of Selected Comps

Selected Comps are included in Appraisal Export

	Sold 7	My Sold 0	Auction 6	Advertised 6
High(US)	\$481,500	--	\$383,000	\$499,900
High(CAD)	c\$620,500	--	c\$415,000	c\$512,000
Average(US)	\$459,500	--	\$364,000	\$313,300
Average(CAD)	c\$597,375	--	c\$340,833	c\$498,167
Low(US)	\$430,000	--	\$342,000	\$215,000
Low(CAD)	c\$574,000	--	c\$297,500	c\$475,000

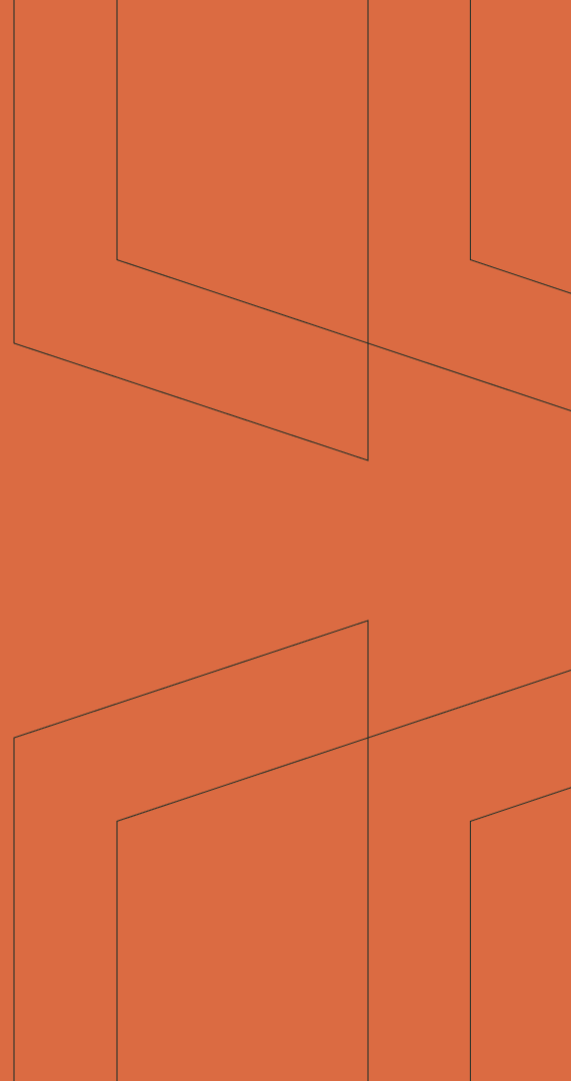
Sold Report Normalization Process

- Each sold report must include: **type, make, model, year, usage, and options.**
- **Type, make, model, and year are not enough**
- **150+ years** of expertise. **OEM-verified** options. Data cleansing like **nothing else on the market.**
- During this process:
 - The machine description is cleansed.
 - The value of each option is subtracted from the cash value.
- Allows us to break each machine down to its **base configuration**, giving a clear view of true market movement. Exclusive to **IronGuides**

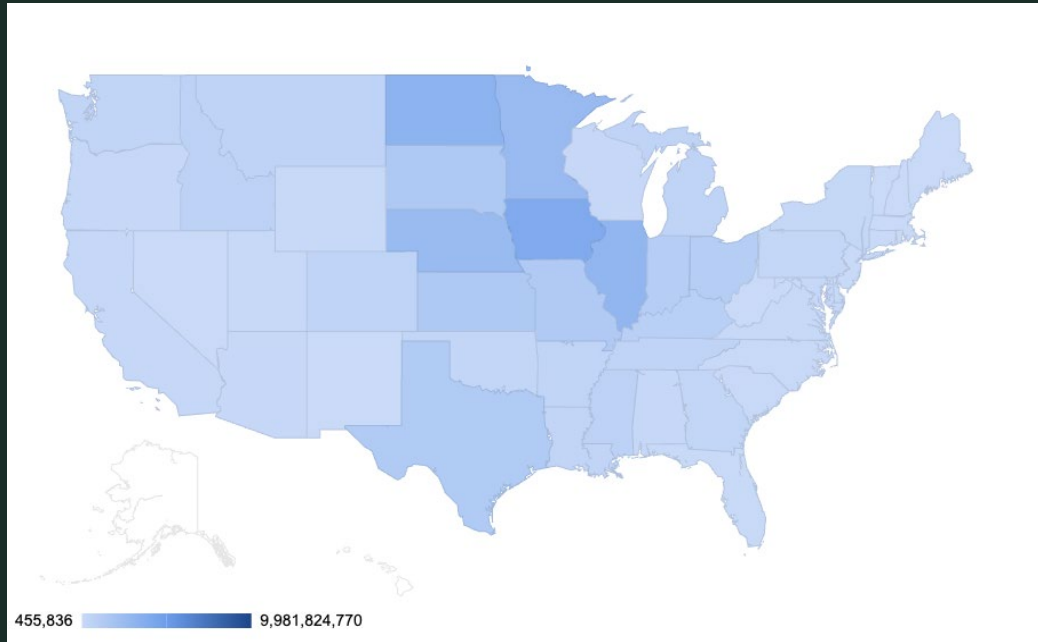
Example

- Two combines sitting side by side—one with tracks and 4WD, the other with wheels and 2WD—could differ by over \$100K in options.
- To understand the true combine market, these units must be analyzed on the **SAME LEVEL.**
- Our process makes this possible.
- Exclusive to IronGuides

**What are we
seeing?**



United States Data Sourced by State



Since January 1, 2020

800,000+
Reports

\$60+ Billion
Asset Sales Data

In the last year...

160,000+
Reports

\$19+ Billion
Asset Sales Data

Canadian Data Sourced by Province



Since January 1, 2020

110,000+
Reports

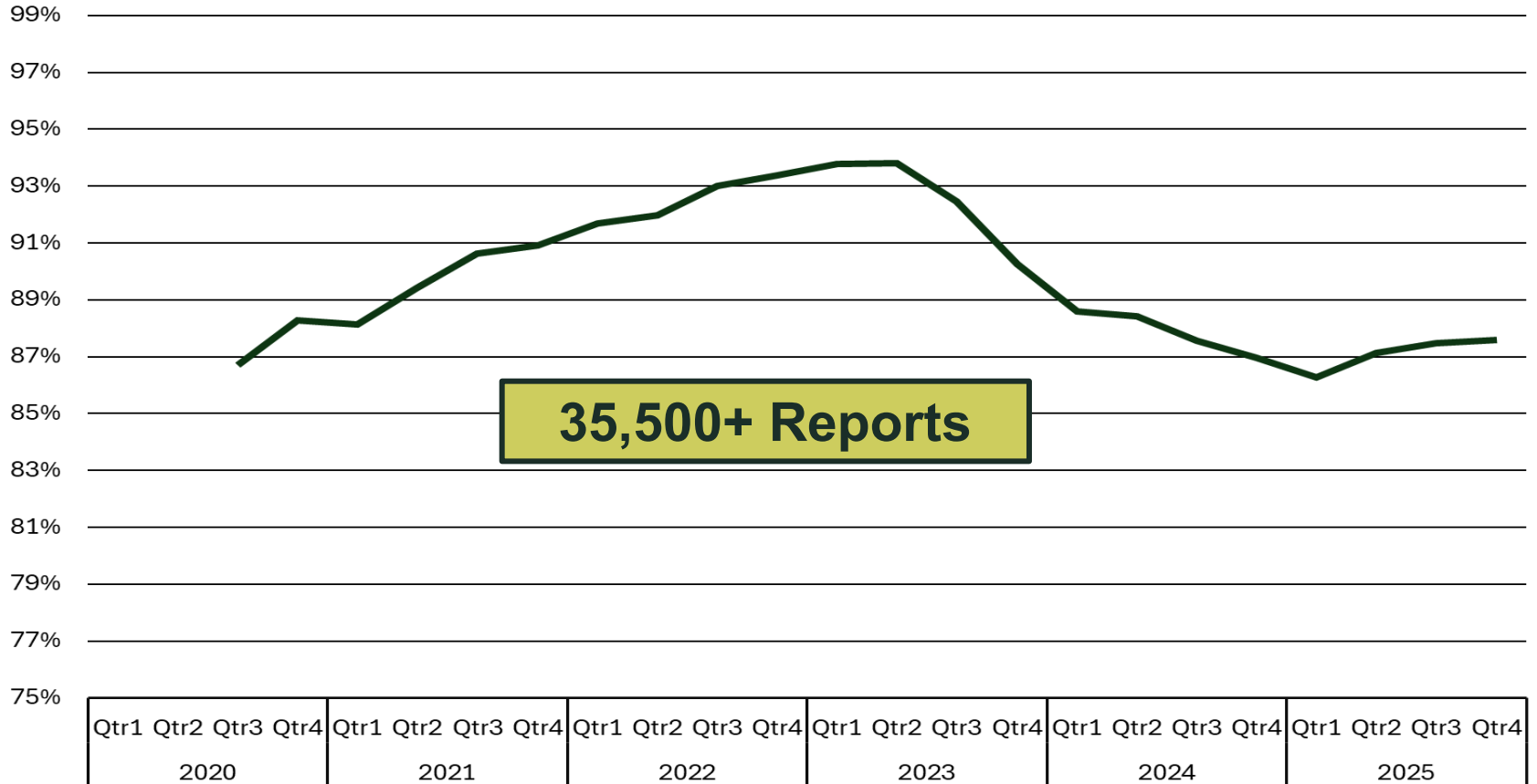
\$17+ Billion
Asset Sales Data

In the last year...

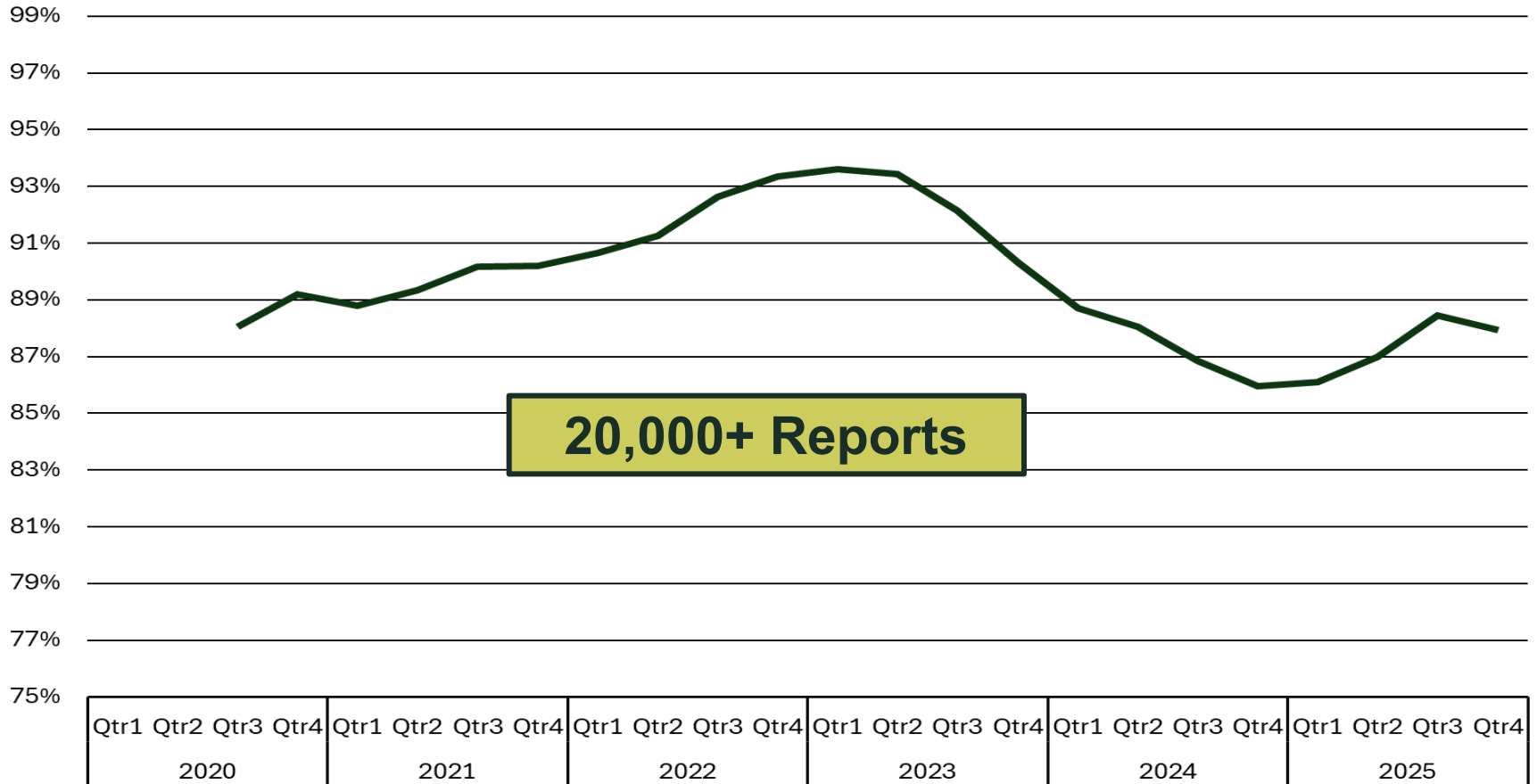
25,000+
Reports

\$7+ Billion
Asset Sales Data

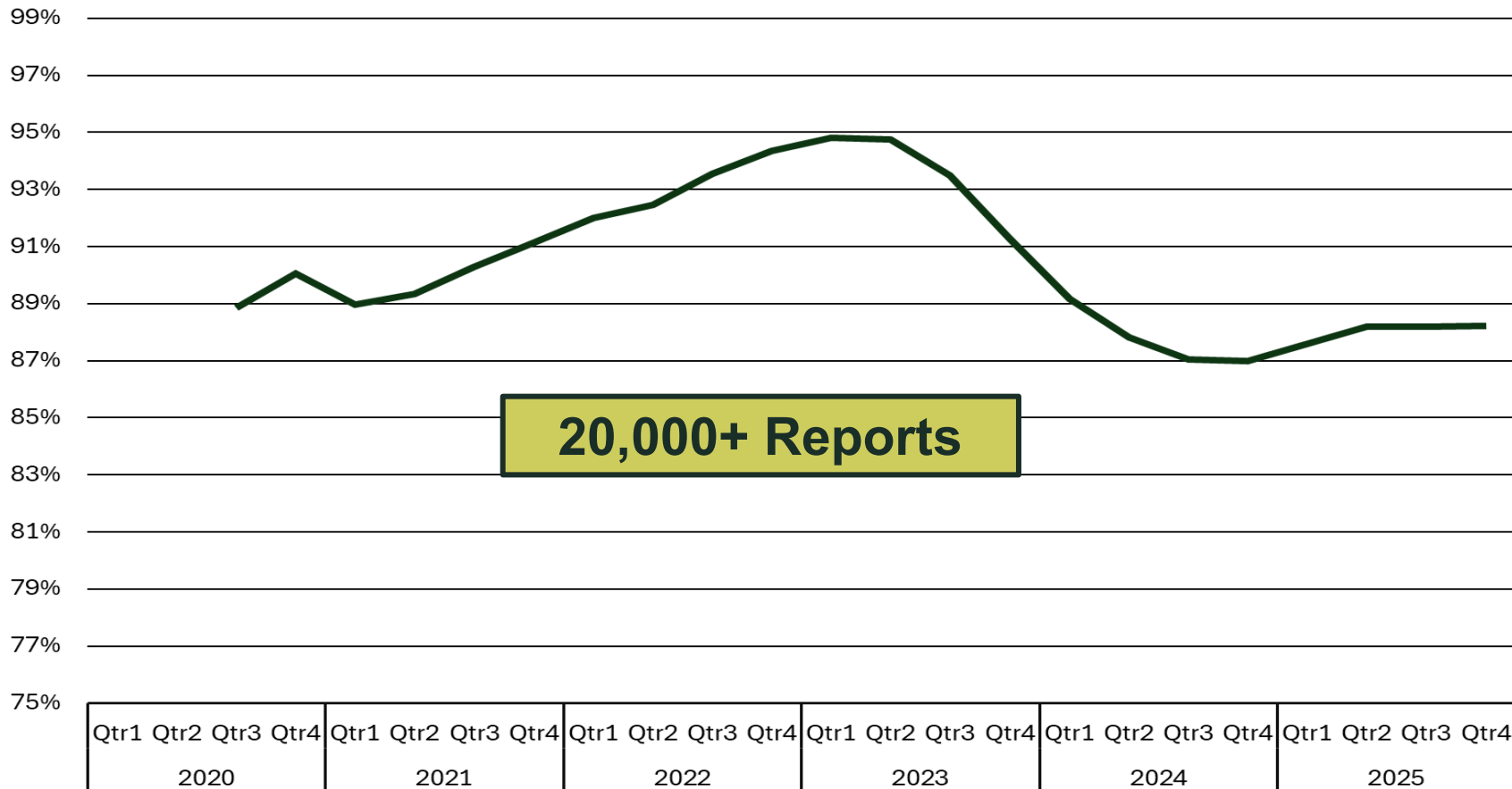
Compact Tractor Dealer Cash% Advertised Price



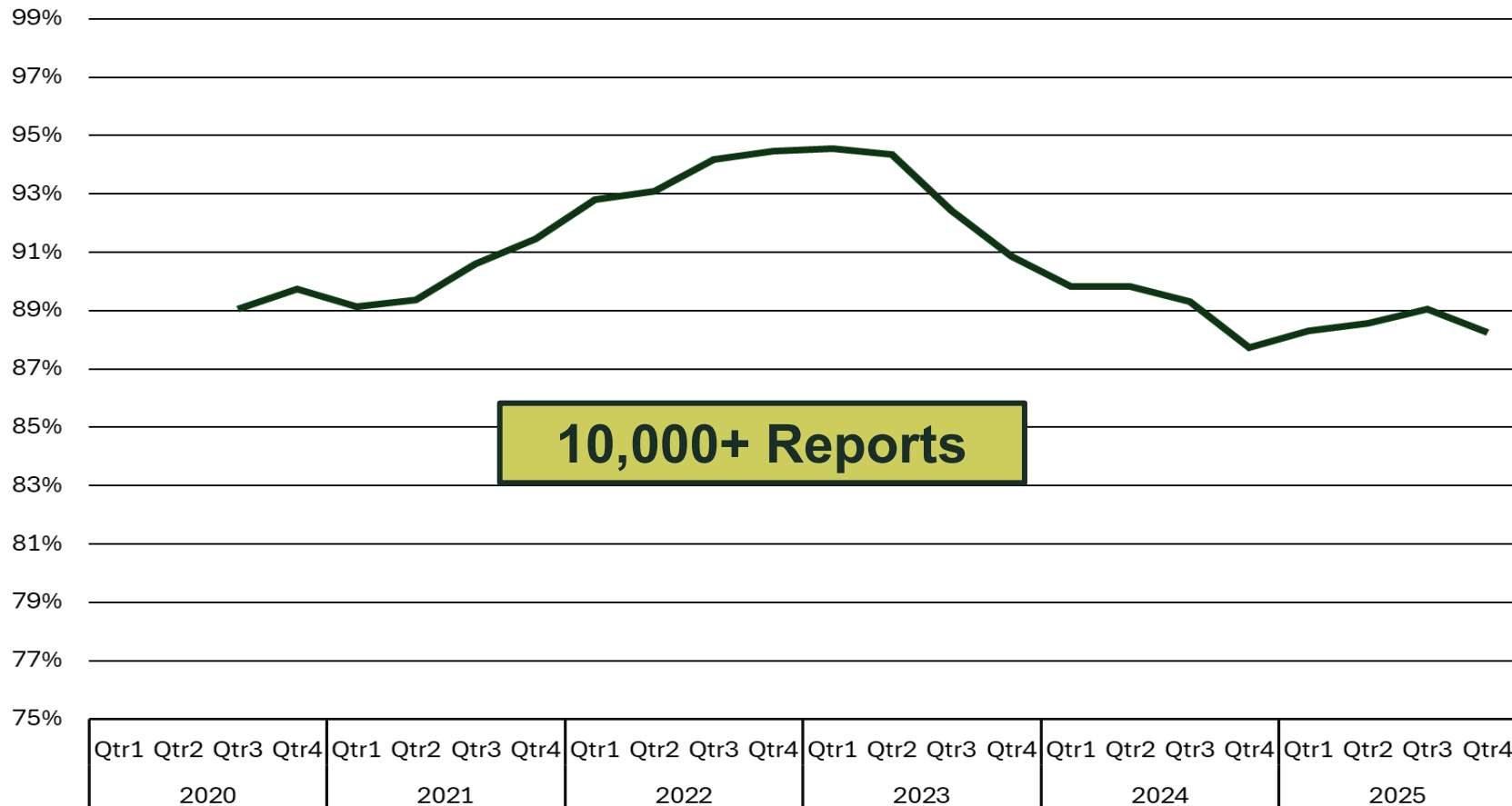
Utility Tractor Dealer Cash% Advertised Price



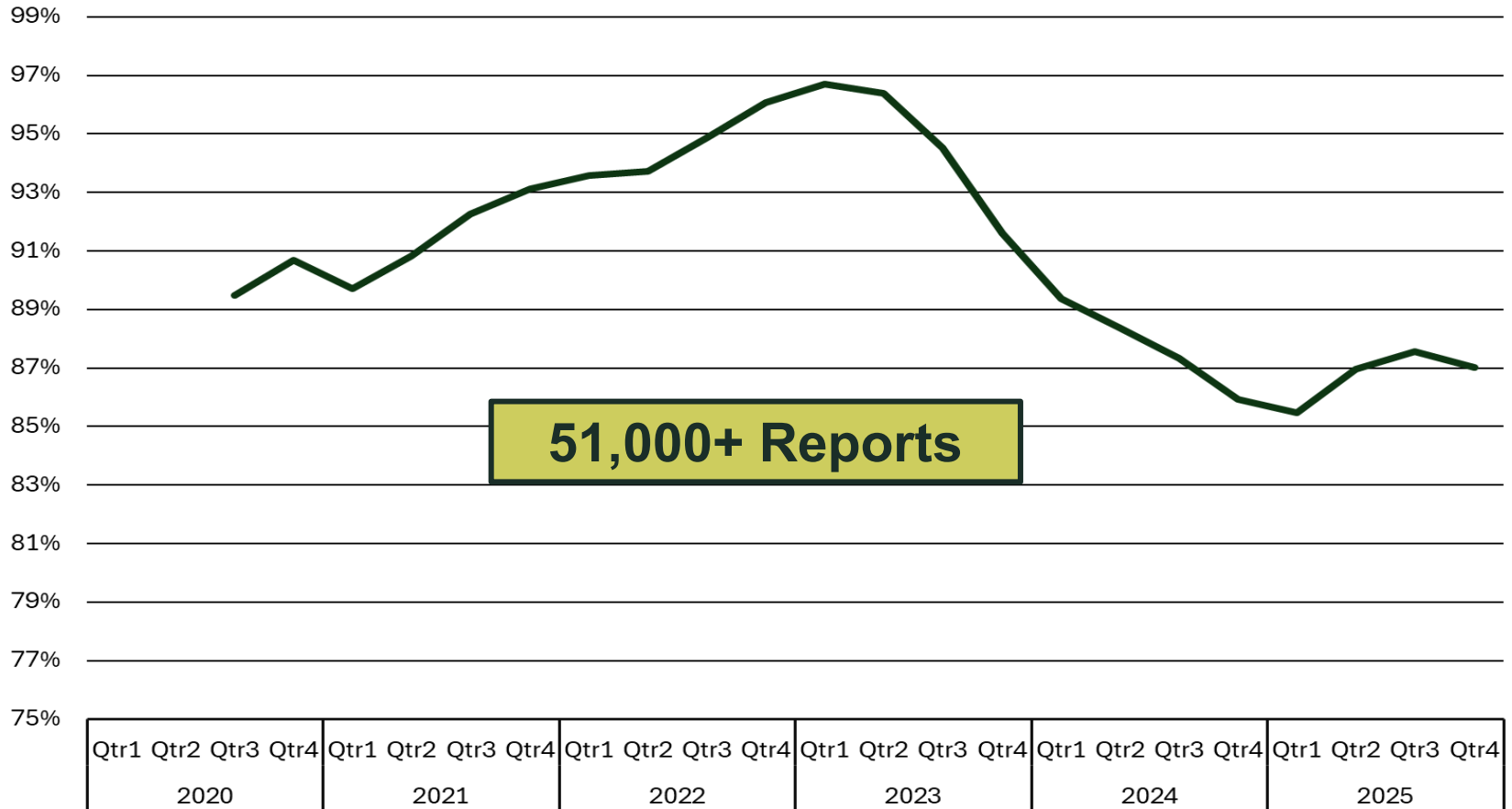
Small Row Crop Tractor Dealer Cash% Advertised Price (100 – 139 PTO HP)



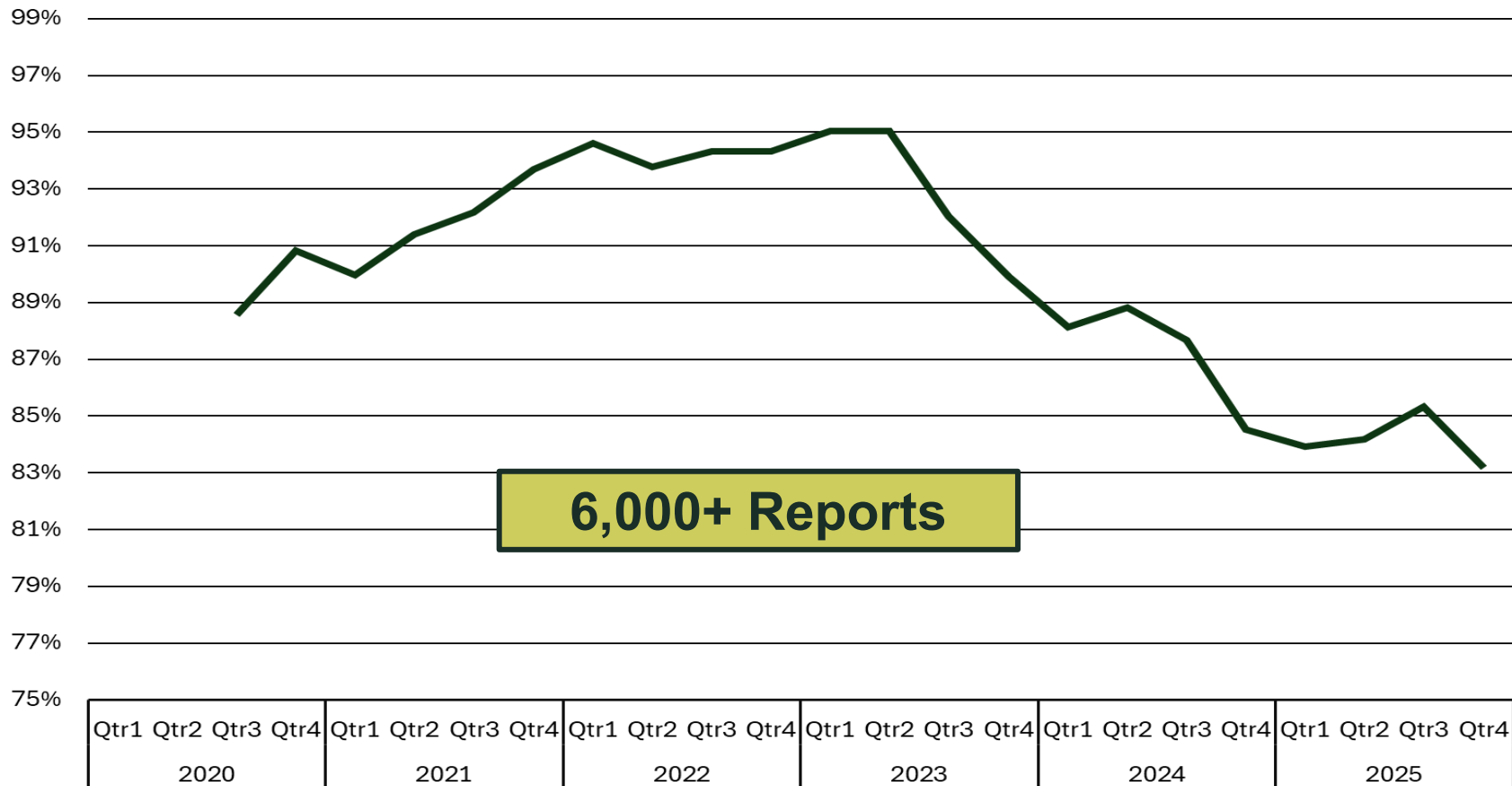
Medium Row Crop Tractor Dealer Cash% Advertised Price (140 – 179 PTO HP)



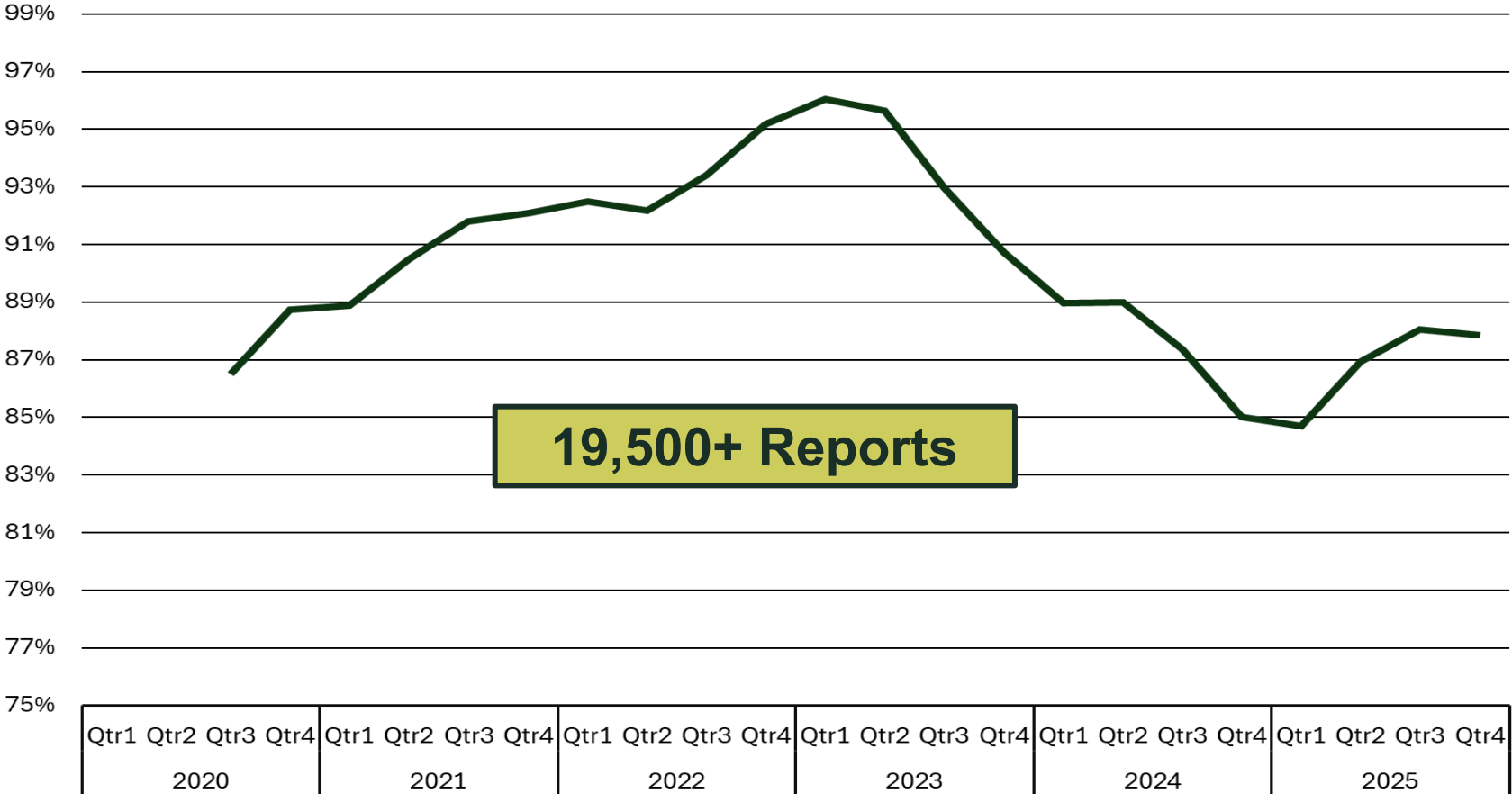
Large Row Crop Tractor Dealer Cash% Advertised Price



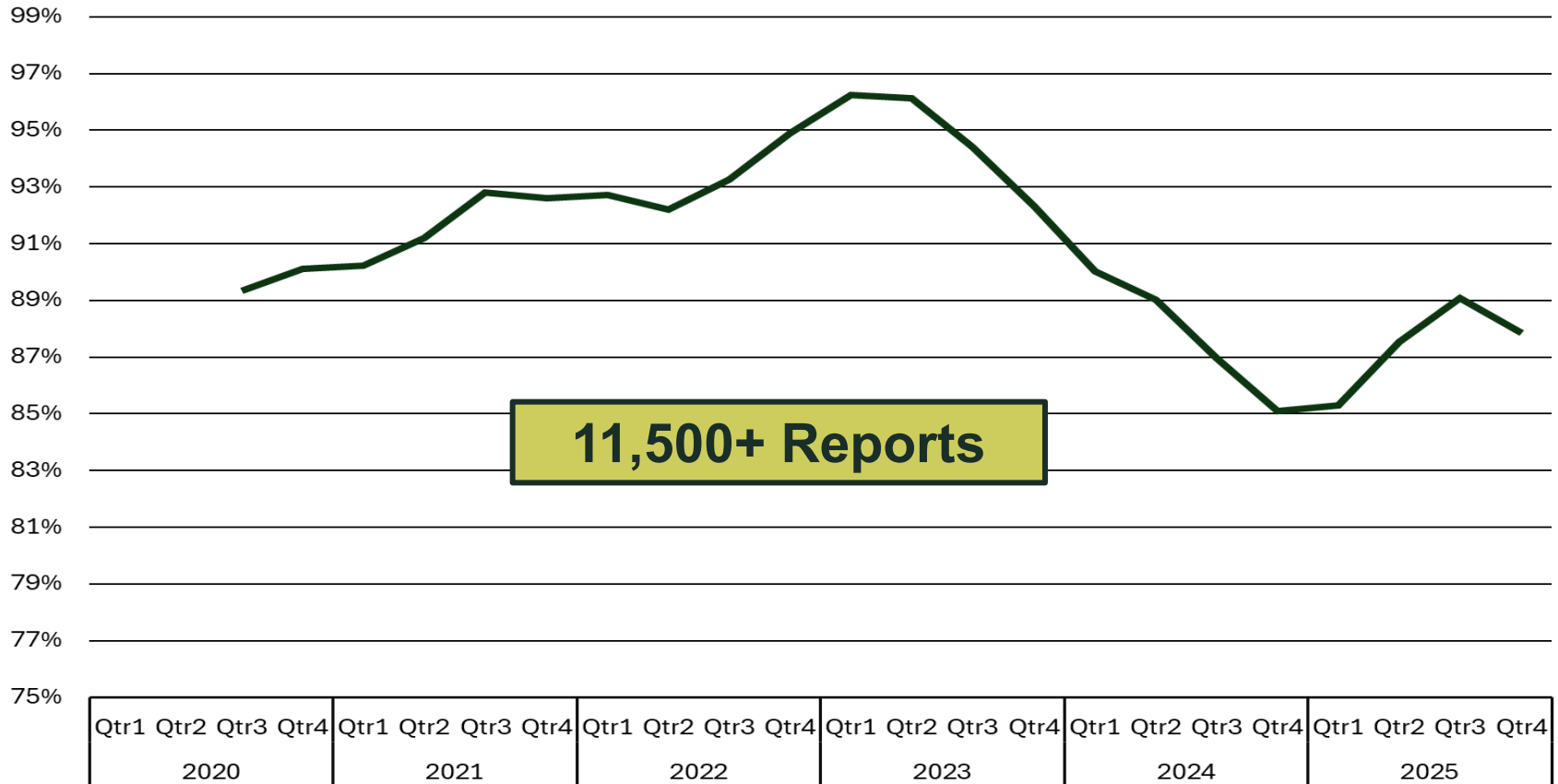
Track Large Row Crop Tractor Dealer Cash% Advertised Price



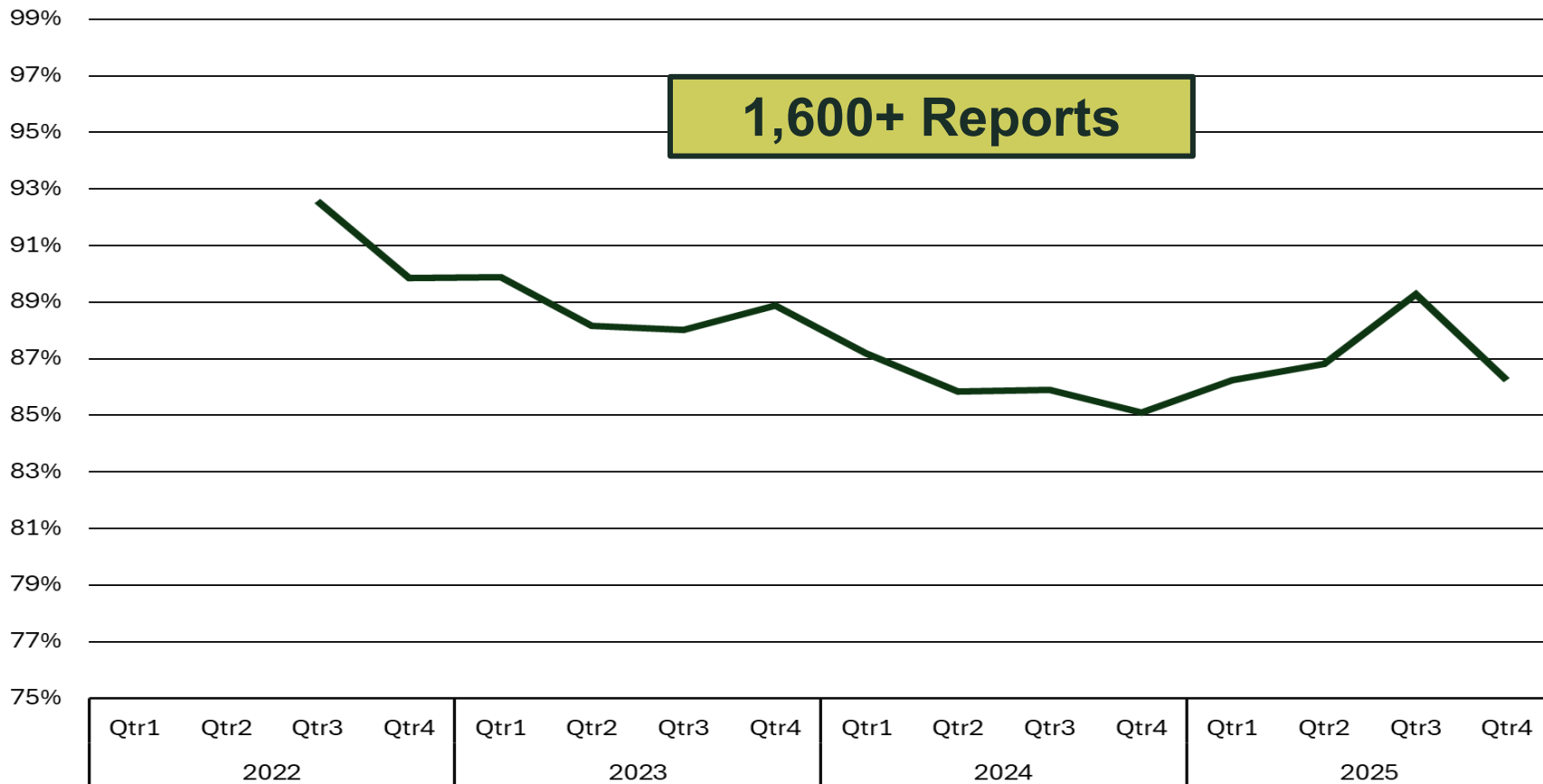
4WD Tractor Dealer Cash% Advertised Price



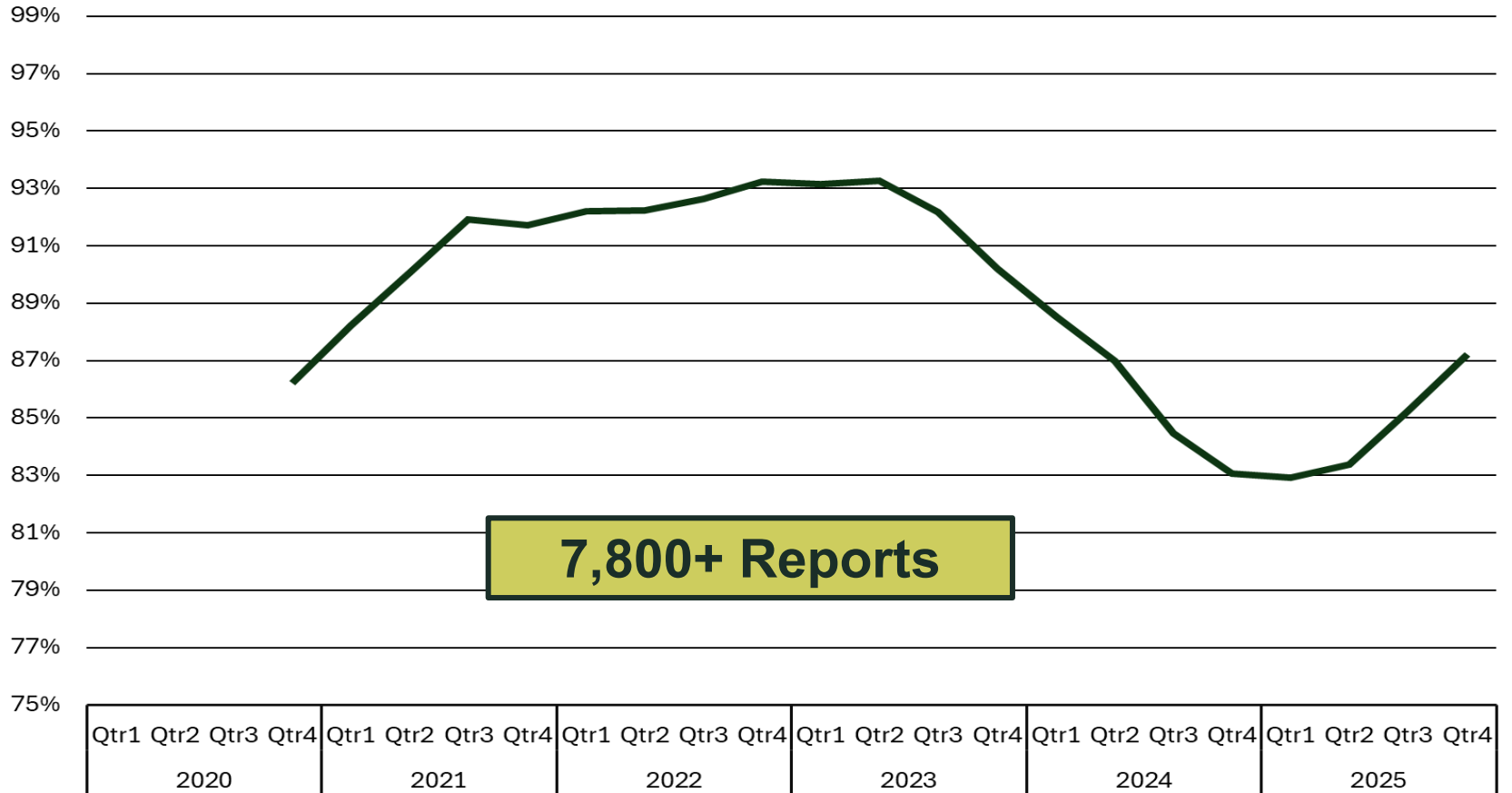
Track 4WD Tractor Dealer Cash% Advertised Price



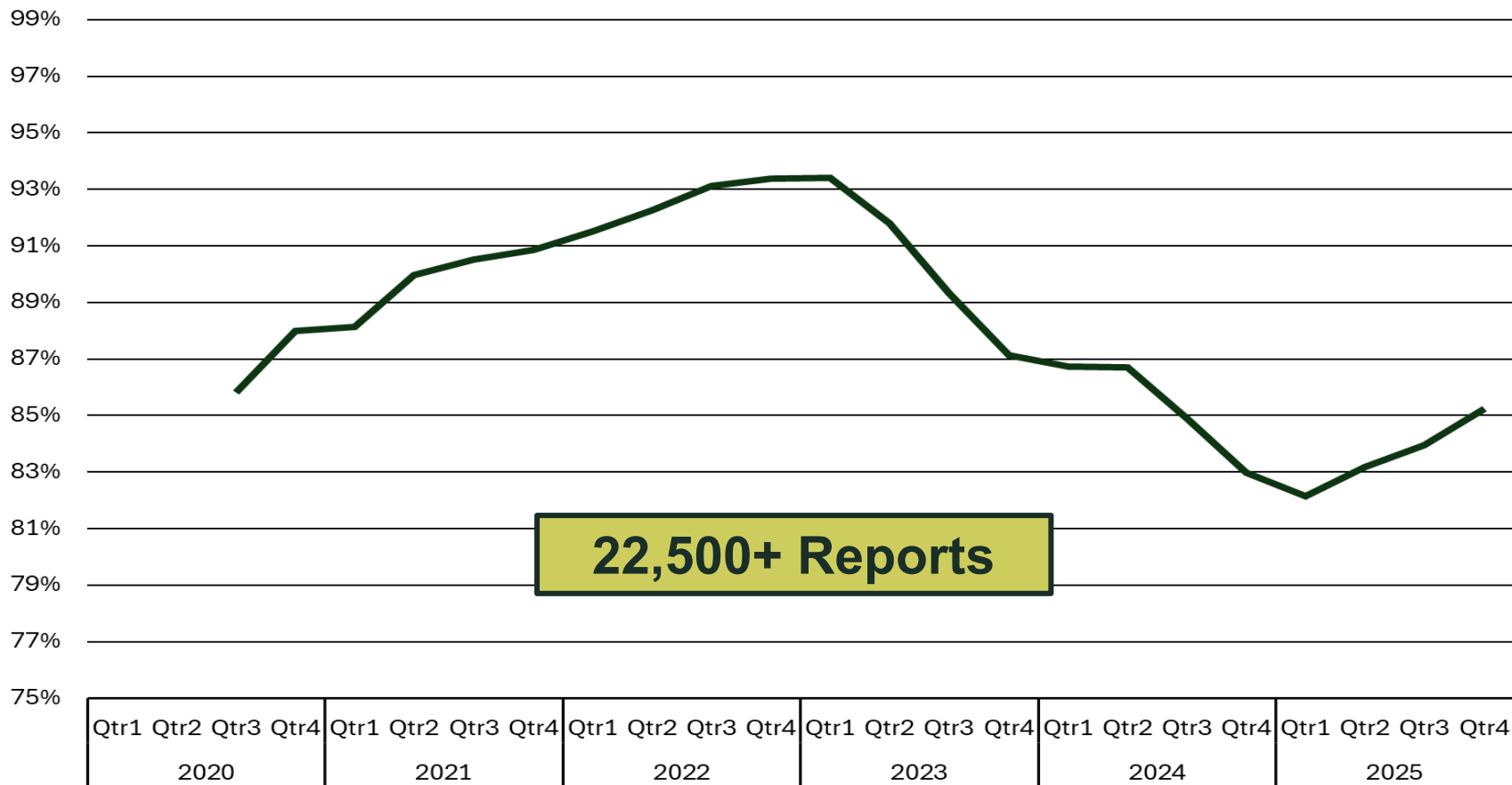
Class 10 Combine Dealer Cash% Advertised Price



Class 9 Combine Dealer Cash% Advertised Price

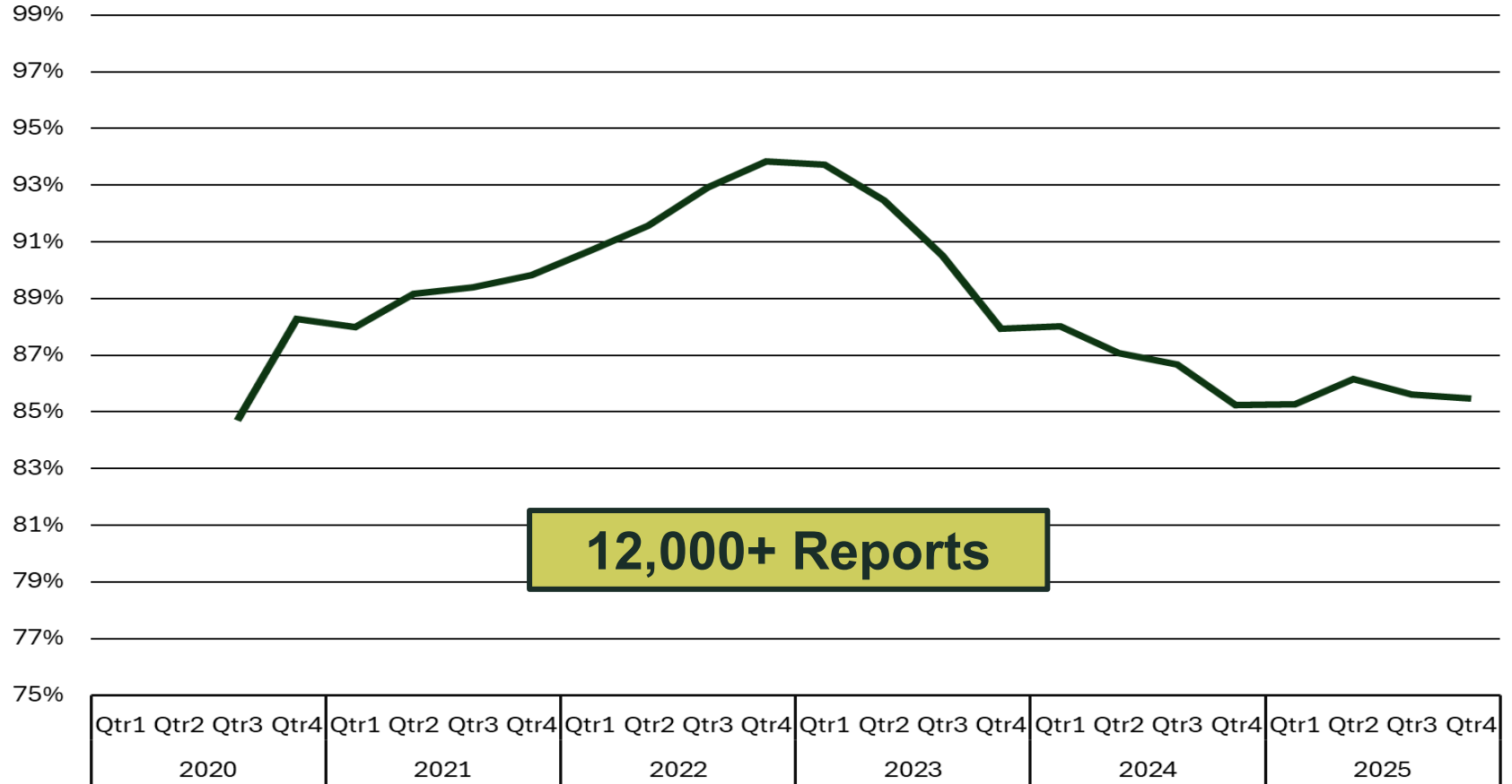


Class 8 Combine Dealer Cash % Advertised Price

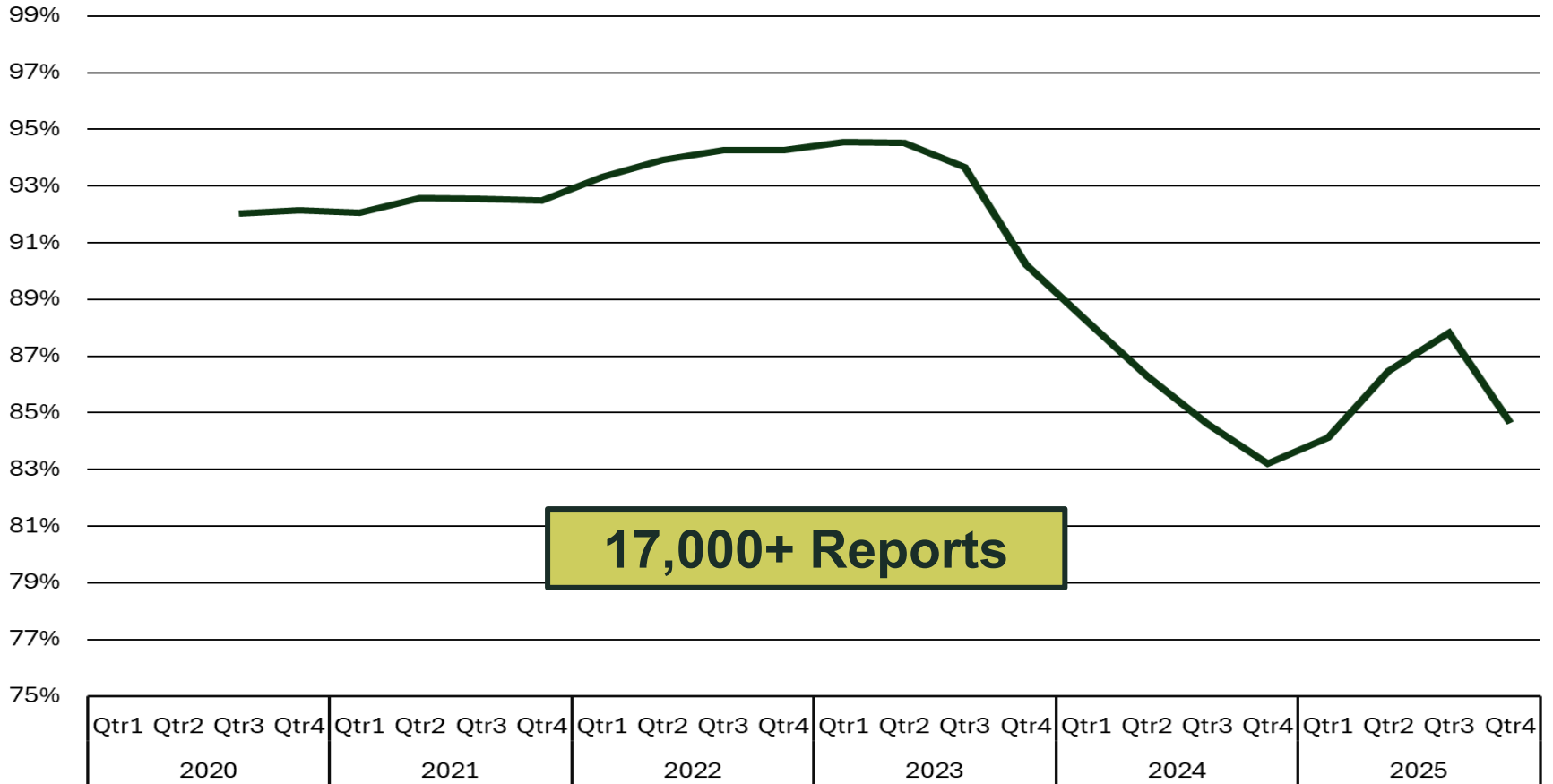


22,500+ Reports

Class 7 Combine Dealer Cash % Advertised Price



Sprayer Dealer Cash % Advertised Price



Market Signals: What We're Watching and Hearing



Commodities/ Interest Rates

- **China**
- Major soybean purchases: 12M tons by end of year, 25M+ over next 3 years
 - Late buying from Brazil
- **Beef Cattle**
- Prices are up — not many buyers have come back
- **Interest Rates**
- Dealers tell us interest waivers are doing little to move the needle, and that support is drying up fast.

New Equipment Sales/ Inventory

- **Early Order Programs**
 - Down for the second year in a row
- **Inventory Levels**
 - Most types and class are still saturated
 - Focus on usage buckets
- **Auctions**
 - Focus isn't just on prices, but on movement — what's selling and in what quantities.

Forecast

- **Inventory Levels**
- When supply is high prices are still soft
- Low new sales should mean fewer trades coming back into inventory.
- Less depreciation expected for 2025 model years
 - New model combines
 - Less 2025 inventory

- **Commodities**
- Soybeans are too early to call
- Still need some help on corn

November 19 | 2–3 PM | International Ballroom I & II

How to Use UCC Data to Move Equipment

Presented by Jeff Cull

Director of Sales, Industrial — EDA by Fusable

How to leverage UCC (Uniform Commercial Code) filings to identify active buyers, interpret lien details, and target prospects ready to upgrade or replace equipment.

Learn how smart data moves metal faster.

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Contact Information

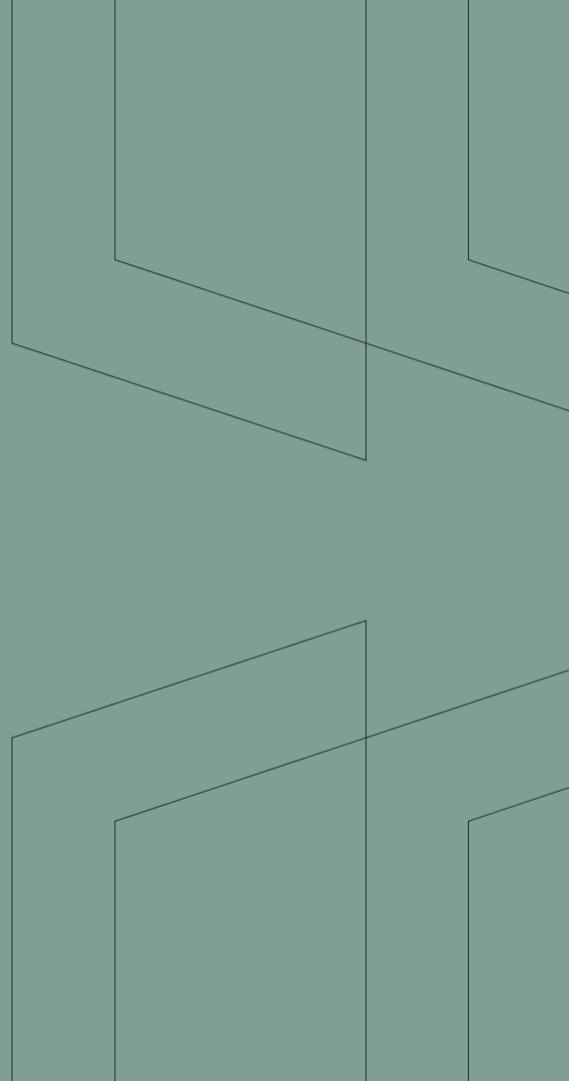


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Questions?





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