

## **BUYING AND SELLING PRE-OWNED IMAGING EQUIPMENT**

***By David Band***

### **SELL SIDE**

**Do** keep equipment well maintained. Keep all service records and the original purchase documents, which aids the potential purchaser and helps to ensure you will receive top dollar for you system.

**Do** keep detailed records kept of every upgrade performed to ensure maximum re-sale value.

**Do** keep your equipment as clean as possible.

**Do** put the equipment up for sale as soon as possible. Selling used equipment is similar to selling commodities, in that values are dictated by supply and demand, so even if a system is not available for 6 months, it should still be placed on the market to maximize its value.

**Do** use one and only one IAMERS member company to sell your equipment. This will ensure market penetration resulting in maximum value for your gear.

**Do** contractually ensure that the purchaser is insured and will be responsible for the de-installation and rigging out of the equipment. Understand that the seller is typically responsible for any construction that needs to be done to provide a path for de-installation such as the removal of doors, walls, roofs and/or the side of the building.

**Do Not** trade in the system to the OEM without testing the market through an IAMERS member broker. Understand that a broker will offer a real cash value. Often trading in a system to the OEM will only get you a discount you could have negotiated without a trade in.

If you have any questions please feel free to contact me directly at 718-727-2461