



# GET AN EDGE WITH PROPANE

## THE BUSINESS OPPORTUNITY FOR PROPANE EQUIPMENT DEALERS

**Contractors want equipment that cuts their costs and emissions. You want an edge over competitors. Recent findings prove that propane is the answer to getting ahead as an equipment dealer. Review the numbers to see why you can't afford not to stock propane equipment.**

### YOUR CUSTOMER

More than a third of contractors are considering propane for their fleet in the next three years. They're most interested in propane for its low emissions, reduced fuel loss, and reduced fuel cost. Best of all: they trust their dealer's opinion on what equipment is best.\* That business could be yours — are you ready to supply the demand?

\* According to 150 qualified participants surveyed by phone in March-April, 2016. Survey conducted by Wiese Research Associates.



**MORE THAN 1/3  
OF CONTRACTORS  
ARE CONSIDERING PROPANE**

### METHODOLOGY

- The Propane Education & Research Council and Swanson Russell defined research objectives and drafted survey content.
- Wiese Research Associates (WRA) developed the final survey and produced a list of potential survey participants.
- Survey participants were screened to ensure relevance and maintain proportional representation across the U.S.
- 150 qualifying landscape contractors and 101 dealership owners completed the market research survey.



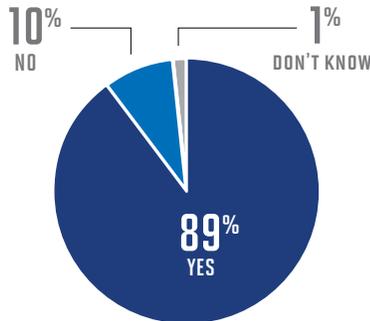
# MARKET SNAPSHOT

## YOUR COMPETITION

The time to stock propane equipment is now. Not only are other dealers aware of available propane equipment and brands, some are already selling it, or planning to do so soon. But as the numbers below prove, there's still ample opportunity for dealers like you to grab market share.

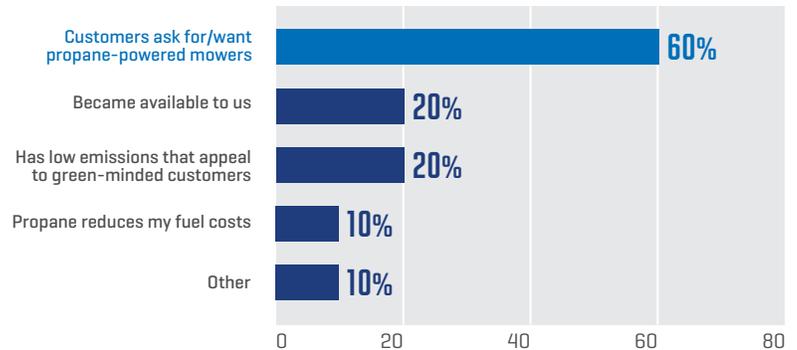
### BRAND AWARENESS

Respondents who show awareness of specific mower brands that offer propane models.



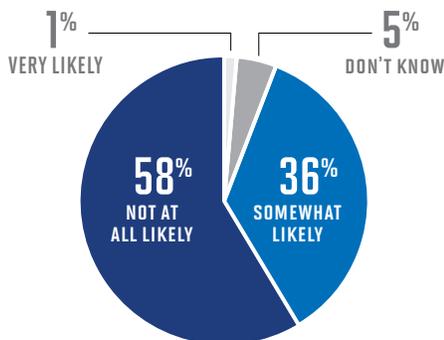
### MOTIVATION FOR SELLING PROPANE EQUIPMENT

Respondents' reasons why they began selling propane equipment in the first place.



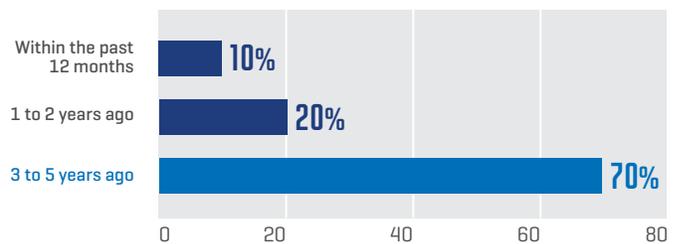
### PLANS TO SELL PROPANE EQUIPMENT

Respondents who report themselves as being likely to begin selling propane equipment in the next three years.



### DEALERS SELLING PROPANE EQUIPMENT

When respondents began offering propane mowers or conversion kits.





## CASE STUDY VIDEOS

Landscape contractors have a lot to say about the benefits of propane equipment. Share their stories with your customers by sending them to [Propane.com/Commercial-Landscape](https://Propane.com/Commercial-Landscape).

## SECRETS TO SUCCESS

### Make a plan for obtaining the fuel.

Nearly a quarter of dealers who have an unfavorable view of propane cite not knowing where to get the fuel as the cause. But connecting with a local propane marketer is easier than you may think. Use the Where to Buy tool on the homepage of [Propane.com](https://Propane.com) to track down a nearby marketer who can supply your customers' fuel. You'll be in good company — over 60 percent of current dealers with propane equipment have a relationship with a propane marketer.



### Use the resources that get you results.

Dealers who sell propane equipment don't go it alone. They have easy access to a variety of PERC-developed resources to educate themselves and their customers about propane equipment. Learn more about these resources on [Propane.com](https://Propane.com).

**Market research:** Use insights about your audience to understand their needs.

**Equipment research and development:** PERC collaborates with some of the industry's most respected manufacturers to continue evolving propane landscape equipment.

**Where to Buy Tool:** Find a local propane supplier your customers can rely on at [Propane.com/Where-To-Buy](https://Propane.com/Where-To-Buy).

**Equipment Dealer Locator:** This is the only online locator directing contractors who want propane equipment to you. Sign up at [Propane.com/MowerDealerApplication](https://Propane.com/MowerDealerApplication).

**Propane Mower Incentive Program:** Sponsored by PERC, this program rewards landscape contractors with \$1,000 per qualifying mower purchase or \$500 per qualifying mower conversion. Find out more at [Propane.com/Mower-Incentive](https://Propane.com/Mower-Incentive).

## BREAK IN TO THE MARKET

Don't wait to get a leg up on your competition. Talk with your OEM representative about your propane-powered equipment options, and visit [Propane.com/Mower-Dealer](https://Propane.com/Mower-Dealer) to learn how to successfully start selling it. The demand is out there. Be the dealer who supplies it — before someone else does.

**THE PROPANE EDUCATION & RESEARCH COUNCIL** was authorized by the U.S. Congress with the passage of Public Law 104-284, the Propane Education and Research Act (PERA), signed into law on October 11, 1996. The mission of the Propane Education & Research Council is to promote the safe, efficient use of odorized propane gas as a preferred energy source.

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