



EquipmentDealers
A S S O C I A T I O N

COVID-19 Survey Report

Operational Strategies for Equipment Dealerships

This survey data was collected April 7-19, 2020 from agriculture and outdoor power equipment dealers in the United States and Canada. The survey received data from 282 individuals, representing 44 U.S. states and 5 Canadian provinces.

The purpose of the survey was to measure if dealers were open and to what extent they were operating and gauge how they were addressing the challenges of doing business under the pandemic conditions. There were minimal differences in responses between the AG and OPE dealers on most of the key survey questions.

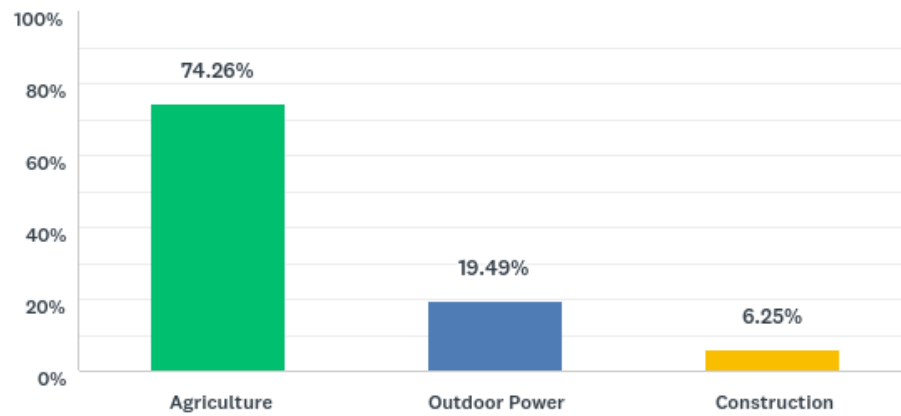
Survey Highlights:

- All responding dealers reported to be open with 88% operating under regular business hours. However, only 64% of OPE dealers were operating under regular hours compared to 95% of Ag dealers.
- 88% of OPE dealers were selling wholegoods, with 100% selling parts and service. 98% of Ag dealers were selling wholegoods, parts and service.
- In dealing with customers, only 19% were operating as business as usual with curbside delivery (75%), applying safe distancing parameters (82%) and wholegoods delivery (64%) as the primary implementations.
- 23% of OPE dealers were providing remote service compared to 61% of Ag dealers.

EDA is planning a follow up survey to assess the impact of the Covid-19 pandemic on dealer revenues and other accounting and operations.



Q1 What is your primary source of equipment sales?

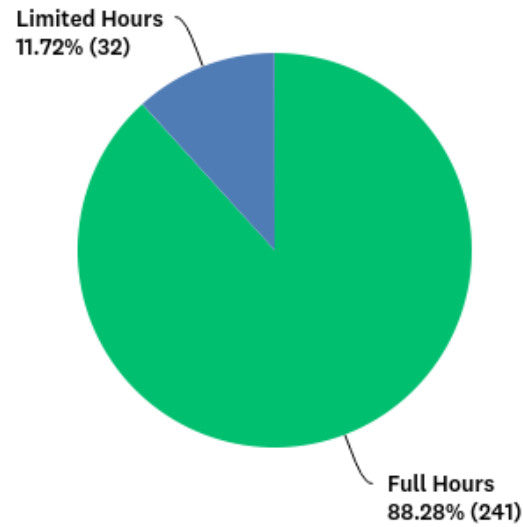


Q2 In what states/provinces are your stores located? Check all that apply

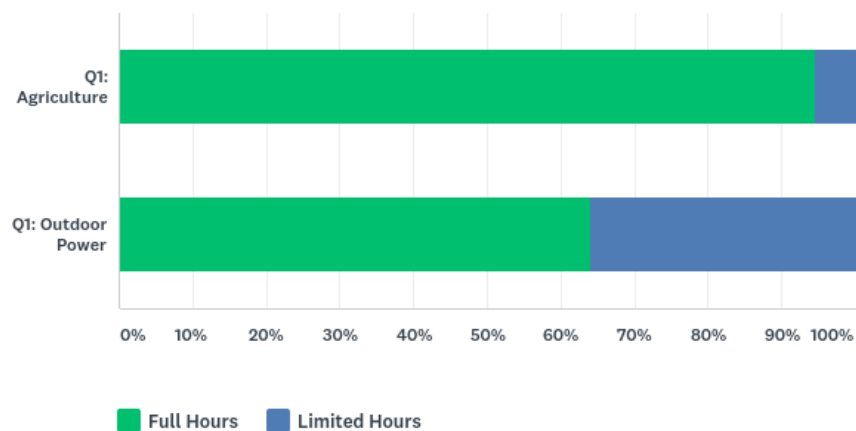




Q3 Are you currently open for business?

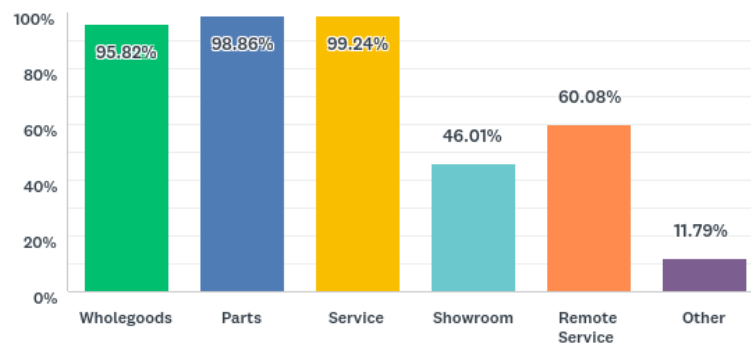


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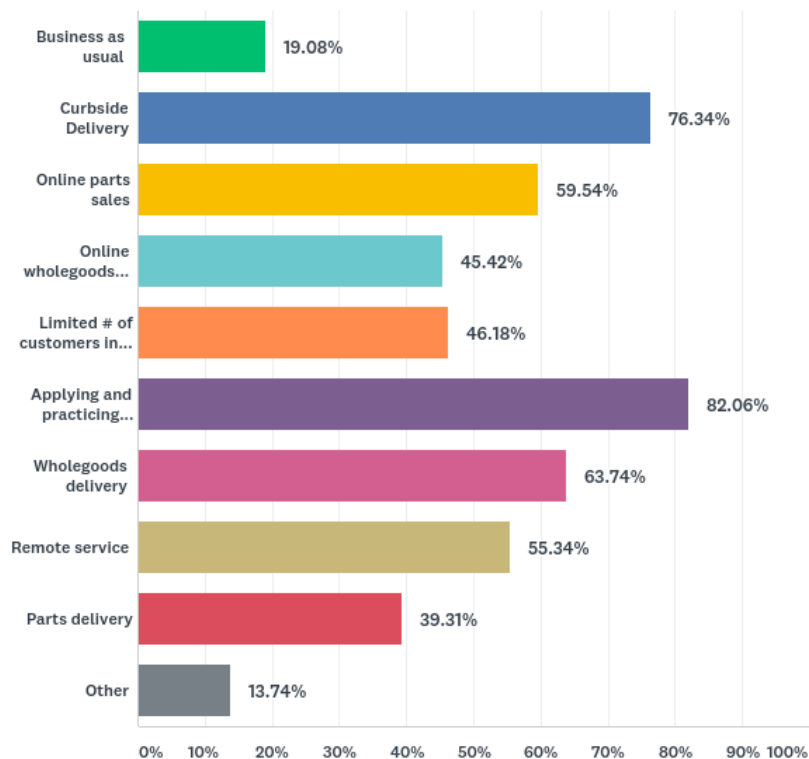


Q4 If you are open, to what extent? Check all that apply.



Q4 other responses are available in APPENDIX I

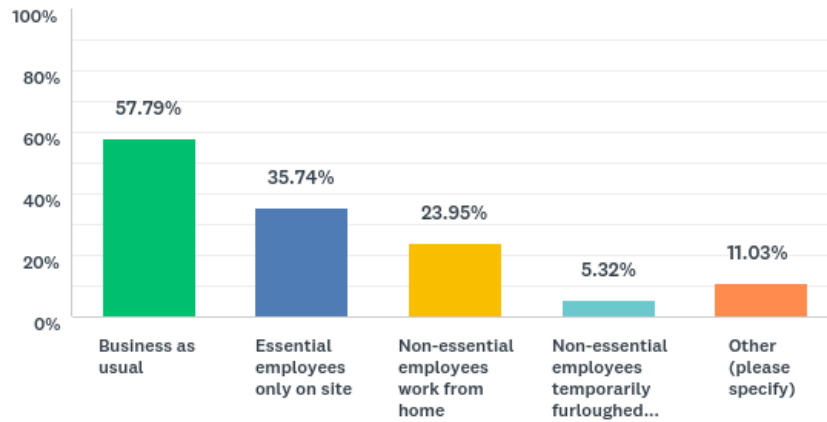
Q5 How are you dealing with your customers? Check all that apply



Q5 other responses are available in APPENDIX II

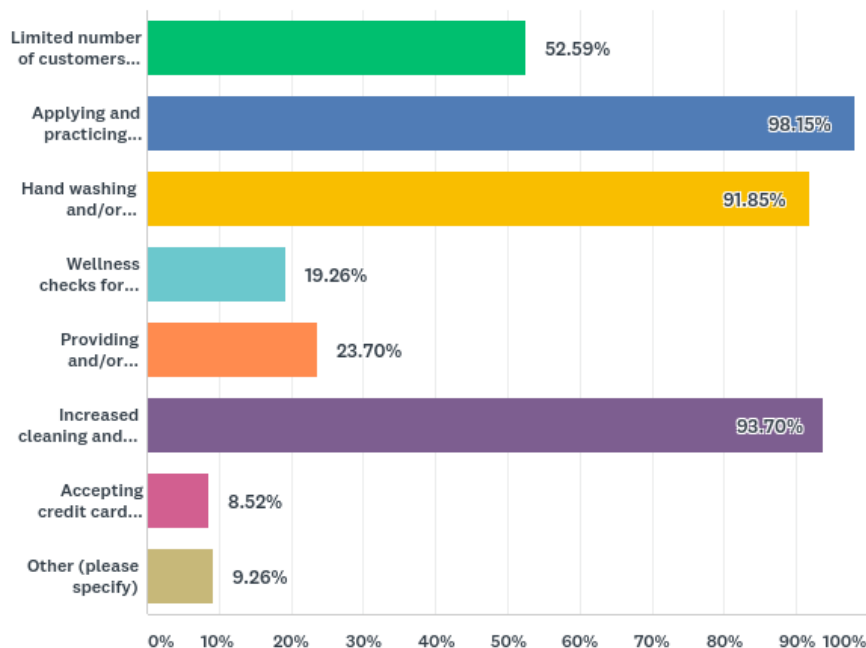


Q6 How are you operating your business in regards to your employees? Check all that apply



Q6 other responses are available in APPENDIX III

Q7 What measures are you taking to ensure employee and customer safety? Check all that apply



Q7 other responses are available in APPENDIX VI

APPENDIX

APPENDIX 1

Q4 If you are open, to what extent?

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|--|
| Other (please specify) |
| curb side service only |
| Call and we take orders and place items in outside lockbox for pick up/ outdoor equipment sales with one customer |
| Electric motors and all related parts and repair |
| Building is closed off to walk in customers |
| Our doors are locked. Curbside service. Electronic paperwork |
| Phone orders--no customers in store |
| Showroom is partially open |
| LOCKED DOORS, SHOWROOM ACCESS IF NEEDED |
| Rent |
| all |
| taking orders and delivering outside - pay over the phone |
| we are open but doors are locked for customers to come in the store |
| showroom closed to public/curbside parts lay outside |
| Closed show rooms, but Monitors set up in front to separate parts people from customers |
| the doors are locked, all employees are working in the store providing curbside delivery of parts |
| We are open for emergency service and parts outside pick up (drop box) |
| limited access to all departments, limiting number individuals in each department area |
| Very limited service only for our municipal customers |
| Everything is open, but doors are locked to limit traffic |
| Hardware store, automotive dept. |
| provide phone parts & equipment sales/car delivery |
| rental |
| Doors are locked but working 1 on 1 in showroom for sales, no service equipment being brought in during Governors stay at home order, curb side pickup on parts orders |
| first 5 ft. only |
| Curbside Service, Lot Service |
| on call |
| CURBSIDE STYLE ON THE PARTS |
| Pre-arranged meeting, outdoor pickup |
| Doors are locked but will let customers in on an individual basis. |
| at customers comfort level |

APPENDIX II

Q5 How are you dealing with your customers?

Other (please specify)

parts are curbside only

Limited customer access to facility

no customers in store-outside limited contact one on one with sales

Door is locked, only letting one customer in at a time and actually encouraging them to stay in their vehicle and let us come to them. Sometimes that can't happen, but most are receptive so long as they are able to get what they need. Equipment sales are more inside, just because it is harder to sell equipment to someone without personal contact.

no customers in showroom

Call ins for parts. Service and sales we meet outside.

We built a 10x10 area inside 1 door at each location. That is the only access the customers have in the store. We have credit card machines and computers set up at that area as well. We also have tents set up outside to service customers' needs outside the stores.

SHOWROOM CLOSED, FOYER OPEN TO MAX OF 3 PEOPLE

BUILDING IS LOCKED DOWN, ACCESS TO SHOWROOM FOR WHOLEGOODS IF NEEDED

We've closed down the showroom. Only parts will-call

doors locked - call or knock on door for up

OPEN, WORKING BEHIND LOCKED DOORS. CUSTOMERS CALL OR EMAIL

No one allowed in the store unless by appointment and necessary paper signing

showroom closed to public

showroom closed

Show rooms closed for 2 weeks

mandatory hand sanitizing

ONLY ONE ENTRANCE TO STORE HAVE SECTIONS ROPED OFF SO CUSTOMERS HAVE TO KEEP THEIR DISTANCE

open but with all the distancing rules in place

cleaning more/sanitizing more/cough shields at part department stations

OUTSIDE WITH WHOLEGOODS AND SOCIAL DISTANCING.

Only employees inside store, no exceptions.

building is closed to public

Focus is on our Municipal customers 60% of my business

curbside and delivery as needed

Created "Safe Zones" around customer service counters and common areas. Removed all chairs.

Limited customer admittance to building entrance only

Sign in / out of all customers in store

appointment only in showroom

doors locked no customers can enter building

WHOLEGOODS BY APPOINTMENT IN YARD



Front doorway lobby is open, and that is it. All transactions take place from there. No customers allowed past that point.

Drive through window for parts pickup

all areas facing customers are clearly marked with 6' tape lines. Parts counters are roped off to create 6' barrier. Employees wearing face protection. Installed foot latches on all doors for opening. Cleaning all touch points in store every 30 minutes and after every transaction.

whatever customer is comfortable with

doors are locked, sign telling them to call in for help

no customers in our facilities

APPENDIX III

Q6 How are you operating your business in regards to your employees?

Other (please specify)

only 3 people out of 10 employees refuse to come in
 So far having everyone here has worked out. As a precaution, I did have to keep one employee at home for a couple weeks due to living in a town with a bigger outbreak. Keeping the customer 6' away and techs staying in shop.
 We have a few non-essential employees at home but not all of them.
 sent employees home for first 2.5 weeks with pay, then called all back in at risk working from home
 full staff, curbside delivery phone call on parts, no customers allowed in store, spraying a sanitizer on equipment techs work on before and after service
 field techs segregated from shop techs
 ALL EMPLOYEES ON DUTY WORKING BEHIND LOCKED DOORS
 Most employees are here, we are cleaning doors handles, computer key boards, mice, and other commonly touched items every hour on the hour
 showroom, parts and service closed to customer entry
 Daily Temperature testing two weeks now.
 Older employees quarantining at home for safety.
 Proper hygiene, social distancing, limited access to lobby and showroom (2 customers at a time). Taking payments over phone to limit contact.
 any employee that is not feeling 100% or if they have a family member with a fever/sick we are telling them they need to stay home
 HAVE ROPED OFF AREAS FOR EMPLOYEE AND CUSTOMER WELL BEING
 keeping everyone apart per rules as much as possible
 It's not so much essential or non-essential but rather if employee can perform job from home or not. We have parts counter people at home participating in parts call queue handling calls and orders seamlessly reducing headcount at the stores.
 We have been designated as an essential service by Los Angeles County
 Not business as usual we are practicing many safety measures and limiting people that used to work closer than 6', most employees are in.
 All employees are essential, but one sales person in the showroom at a time
 Employees are on site, no customers in store, everyone distance themselves.
 outside sales are working in the office or from home
 Mostly Business as Usual with High Risk Employees working from home
 WHOLEGOODS SALES REPS OUT OF OFFICE
 Rotation of some senior staff in and out of HQ
 SOME EMPLOYEES DECIDED TO STAY AT HOME FEELING UNSAFE
 Our employee is currently off on workman's comp/doctors' orders
 Admin employees have the option to work from home
 social distancing
 using all 6' precautions and disinfecting wipe downs twice a day

APPENDIX VI

Q7 What measures are you taking to ensure employee and customer safety?

| Other (please specify) |
|--|
| SHOWROOM CLOSED Customers must call ahead DOORS ARE LOCKED IN SHOP ENTRANCE doors locked - call, email or knock on door for up No customers allowed in building monitoring employees encouraged to stay home if any suspicious symptoms, offered to let stay home if concerned for them or family member showroom/shop closed to public ask to check temp at home if fever stay home Anyone feeling ill or any sort of temp. to leave or not come in Not requiring signatures or passing paperwork over the parts counter No customers inside the building. Showroom is locked parts shelf in foyer or curbside, service over the phone, have mowers outside instead of showroom. Segregation, shop personnel, drivers, parts, office staff, etc. sanitizing card readers after each transaction no customers in store No customers in our buildings Strict Limited Access to Facilities - Employees only all areas limited access in the stores to employees only INSATLLED PERSONEL SHEILDS Operating with doors locked. Employees only in building HAVE BEEN UN ABLE TO FIND A SOURCE OF PPP OTHER THAN WIPES, CLEANING CHEMICALS, NO SANITIZER OR MASKS AVAILABLE AS OF TODAY Plexiglas Sneeze shield around reception employees only in building if you have a fever or feel bad then stay home Doors locked to building. No customers inside. |