

Ritchie Bros. launches new self-serve equipment listing service RitchieList.com

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New, easy-to-use, listing and private transaction service from the used equipment market leaders



VANCOUVER, BC, Oct. 19, 2021 /CNW/ - Selling equipment on your own just got a whole lot easier with **RitchieList.com**, the latest solution from industry-leader Ritchie Bros. This easy-to-use equipment listing service gives customers the control they want and the tools they need to sell privately for top dollar.

"We are very excited to introduce a new equipment listing service to the market, with secure transaction management and other additional services designed to make selling even easier for private sellers and equipment dealers," said Ann Fandozzi, Chief Executive Officer, Ritchie Bros. "We know sellers don't want a one-size fits all

disposition plan for their assets, so we need to provide them a solution for every situation. Ritchie List gives sellers the power to self-list items, set their own prices and review leads, while accessing multiple microservices and benefitting from the unmatched global reach of Ritchie Bros."

RitchieList.com offers a suite of a la carte services to make private selling more efficient and safe, including a secure transaction management service, complete with invoicing. Customers can also access an inventory management system, data analytics and pricing valuation tools like Market Trends and Ritchie Bros. Asset Valuator, financing, inspection services, warranties, insurance, and transportation.

"We want to make it as easy as possible for our customers to sell when, where, and how they want," added Matt Ackley, Chief Marketing Officer, Ritchie Bros. "Customers can upload their fleet into a cloud-based, mobile-friendly inventory management system from a spreadsheet, API or as individual assets, and list, sell and request services with the click of a button, all while leveraging Ritchie Bros.' global buyer network to reach more qualified leads. With Ritchie List the seller controls the process, while Ritchie Bros. brings the demand. And, if circumstances change and a seller wants to push their items to one of our other solutions, it's quick and easy."

Ritchie Bros. now offers online site auctions (Ritchie Bros. Auctioneers), weekly featured online events (IronPlanet), a reserved marketplace with Make Offer and Buy Now options (Marketplace-E), and a self-serve listing service (Ritchie List), ensuring customers have a selling option for every situation. To learn more about Ritchie List, visit **RitchieList.com**.

Learn more about Ritchie List in an October 25 webinar

On Monday, October 25, at 12 p.m. Pacific (3 p.m. Eastern), Ritchie Bros. will host an informative webinar about its latest solution Ritchie List. Hosted by Ritchie Bros.' Chief Marketing Officer Matt Ackley, this online event is open to the public and is free to attend. To register for the webinar, please visit rbauction.com/blog

About Ritchie Bros.:

Established in 1958, Ritchie Bros. (NYSE and TSX: RBA) is a global asset management and disposition company, offering customers end-to-end solutions for buying and selling used heavy equipment, trucks and other assets. Operating in a number of sectors, including construction, transportation, agriculture, energy, oil and gas, mining, and forestry, the company's selling channels include: **Ritchie Bros. Auctioneers**, the world's largest industrial auctioneer offers live auction events with online bidding; **IronPlanet**, an online marketplace with featured weekly auctions and providing the exclusive IronClad Assurance® equipment condition certification; **Marketplace-E**, a controlled marketplace offering multiple price and timing options; **Ritchie List**, a self-serve listing service for North America; **Mascus**, a leading European online equipment listing service; and **Ritchie Bros. Private Treaty**, offering privately negotiated sales. The Company's suite of solutions also includes **Ritchie Bros. Asset Solutions** and **Rouse Services LLC**, which together provides a complete end-to-end asset management, data-driven intelligence and

performance benchmarking system. Ritchie Bros. also offers sector-specific solutions including **GovPlanet**, **TruckPlanet**, and **Kruse Energy**, plus equipment financing and leasing through **Ritchie Bros. FinancialServices**. For more information about Ritchie Bros., visit **RitchieBros.com**.

Photos and video for embedding in media stories are available at **rbauction.com/media**.

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