

Alliance With SANY Sets Ironpeddlers On Pathway to Success

By Eric Olson
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Ironpeddlers, a construction and road equipment dealer based in the Charlotte-Monroe market in North Carolina, has thrived for most of the past 48 years as a family-run company noted for offering used machines and parts, along with a close working relationship with its customers.

But a decision to align itself with SANY America Inc., a manufacturer of excavators, wheel loaders and motor graders, among many other products, completely changed Ironpeddlers' direction by making it a successful original equipment manufacturer

(OEM) dealership.

In the wake of its partnership with SANY, Ironpeddlers shifted to an expansionist mode, and now has six locations in the Southeast. Besides its original stores in Monroe, N.C.; London, Ky.; and Savannah, Ga., it opened its first SANY branch in the growing Greenville-Spartanburg market in Upstate South Carolina, followed by other SANY locations in Raleigh, N.C., and in Myrtle Beach, S.C., Ironpeddlers' most recent addition.

Founded in 1974 by Tommy Broome, Art Cates and Jim Birchfield, Ironpeddlers has been family-owned and -operated ever since, according to Broome's son, the cur-

rent company president, Anthony Broome. He and Kim Myers, Birchfield's daughter, are the two active owners in the dealership. Myers also serves as executive vice president of parts sales and service of Ironpeddlers.

In its early years, the company made its name through a commitment to offering robust customer service.

As a SANY dealership, Ironpeddlers has added to that pledge by specializing in keeping its customers' machines running smoothly with skilled technicians and a vast parts inventory. It also runs full-service shops and employs a team of road technicians. In addition, when contractors find their machine has reached the end of its service life, Ironpeddlers is always ready to buy the old piece and part it out, according to Broome.

SANY Guides Ironpeddlers in New Direction

Due to its reputation for being a popular heavy equipment dealership among grading and building professionals, Ironpeddlers began to attract attention several years ago from various OEMs about selling their machines through the company.

Coincidentally, according to Broome, for the first time, he also was looking to add a primary construction equipment manufacturer to expand beyond Ironpeddlers' lineup of used machines and parts.

"Around 2016, I started doing my research on different OEMs," he said. "A few independent dealers with whom I had good relationships had recently picked up the SANY brand. From them, I heard many good things about SANY, chief among them were its warranties and common components, such as engines made by Cummins, Yanmar and Isuzu."

Still, Broome wanted to tread carefully

before making a final decision.

While having lunch one day with Chief Financial Officer, Paul Stokey, where the two executives were discussing their plans for growing the company, Broome received a bit of wise counsel that ended up settling the matter.

"Paul said, 'The way I see it, you are at a fork in the road. You can stay on the track you are going and keep Ironpeddlers the same, or you can take a chance and go with a new OEM such as SANY,'" Broome said. "I struggled with it, and then he told me, 'Well, wouldn't you want to try it in your forties, rather than be in your sixties or seventies and wish that you had?'"

Stokey's insight proved to be the jump-start Broome needed, he said, to take Ironpeddlers in a new and rewarding direction by becoming a SANY dealership.

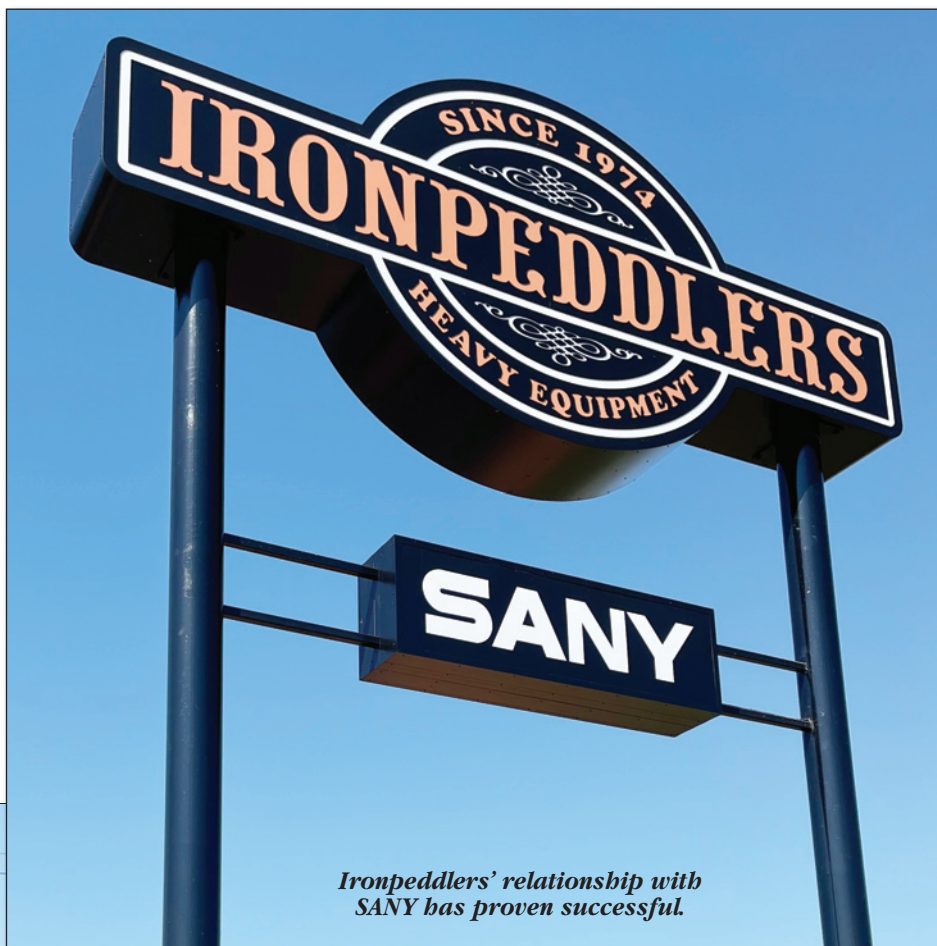
"Along with the product line, the availability and the economy, being associated with SANY has improved our volume and our customer base, and what types of customers we can reach with new equipment who only run new machines," Broome said. "In short, we have been very fortunate to be associated with the brand."

Most SANYs sold through Ironpeddlers companywide, he added, "have been used in the residential building industry, however, we have several machines in concrete plants and mines as well as the paving and clearing industries."

Ironpeddlers Began Expansion in S.C.

Not long after beginning its association with SANY, Broome's company was given the Upstate South Carolina territory in which to sell, rent and service the manufacturer's line of products.

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Ironpeddlers' relationship with SANY has proven successful.



The company keeps many SANY excavators in stock ready for its customers to rent or buy.