

E02 / THE LISTING TRANSLATOR

Cut the bullshit. Keep the questions.

Seven familiar listing phrases.
Seven useful follow-ups.

No mind-reading. No accusations.
Just a clearer conversation.

THE LISTING SAYS

“Runs great”

Great. Show it running.

Can you share a recent demonstration of this exact machine and the conditions of the test?

Match the machine identity, date and configuration. A video helps you ask better questions; it does not replace an appropriate inspection.

THE LISTING SAYS

“Low hours”

Which hours?

Which counter is shown, when was it photographed, and what service history supports it?

Power-on, cycle and spindle hours can describe different things. Record the counter label, date and any known replacement or reset.

THE LISTING SAYS

“Rare find”

Rare is not a specification.

What exact model, year, control and options make this machine different?

Compare the configuration and your application. A listing count alone does not establish rarity or current availability.

THE LISTING SAYS

“Priced to sell”

Compared with what?

Which comparable machines support the ask, and what costs are excluded?

Check condition, configuration, location, date and terms. A category median is not a price for this unit.

THE LISTING SAYS

“Make an offer”

First, define the deal.

What is included, what inspection is available, and what are the removal terms?

Put inclusions, exclusions and timing in writing before comparing offers. The invitation does not tell you the seller's motive.

THE LISTING SAYS

“Serious inquiries only”

Bring serious questions.

Can we confirm availability, seller authority and the information needed for an inspection?

An organized buyer brief beats a vague price request. A slogan is not evidence of the machine's condition.

THE LISTING SAYS

“Priced below book”

Name the book. Show the match.

Which source, date and comparable configuration support that comparison?

Separate asking-price records, completed sales and appraisals. Confirm currency, condition and what the number includes.

YOUR NEXT LISTING

A better question beats a better slogan.

Buying? Ask for the evidence.
Selling? Put it in the listing.

themachinebluebook.com

Buying Guide / Selling Guide