



Persona Research

Young Entrepreneurs Insights

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Introduction



When nearing the end of my Co-op experience at Bobcat, I wanted to utilize everything that I have learned to investigate an area that I believe can be an area of improvement:

The future generation of Bobcat owners



Bobcat



Introduction

When I learned that the persona of “Learning the Ropes” tend to own less Bobcat products than others, I wanted to investigate into the reasons behind why. With this group accounting for 34% of the compact equipment industry, there is a lot of opportunity in this area.

Initially, I was investigating this demographic but realize that there is overlap with the “Just Needs to Work” persona.



LEARNING THE ROPES

34% of market



JUST NEEDS TO WORK

19% of market



Persona Review



Paige

LEARNING THE ROPES

34% of market



Eli

JUST NEEDS TO WORK

18% of market

- Less experience with purchasing new machines
- Rely on others for guidance
- Tight on budget and value driven
- Reactionary to damage to equipment
- Rely on peers for recommendations
- Looks for quality and versatility in machines
- Tends to want small and efficient equipment that will get the job done fast

Just Needs to Work

19%

This segment is involved in a mix of industries, with landscaping being unique, mostly in urban and suburban areas. They tend to have lower company revenue but have a sizeable fleet. Because of this, they are looking for a machine that provides the best value and are open to traveling longer distances to dealers that have what they want. They are less experienced and rely on peers for recommendations.

Although value is important, they still look for quality. They will purchase machines to win jobs and stay up to date on the latest trends. Most important in any new machine, they want a something that is small, efficient and has attachments that work for them.

They tend to stick to well-known brands: Cat, Bobcat, and Deere across product types.

Learning the Ropes

35%

This segment comes from a mix of industries. The companies tend to be a bit younger, though range in size. Those tasked with purchasing new machines are less experienced and so their needs are different from other segments.

Given their inexperience, this segment is looking for less functionality, and instead rely on others for guidance; they are looking for a brand that comes recommended. Similarly, they are looking for a new purchase to provide peace of mind and make them feel confident they made the right choice.

They tend to more reactionary, sometimes running equipment into the ground, and are less likely to be invested in learning about the latest products and offers.

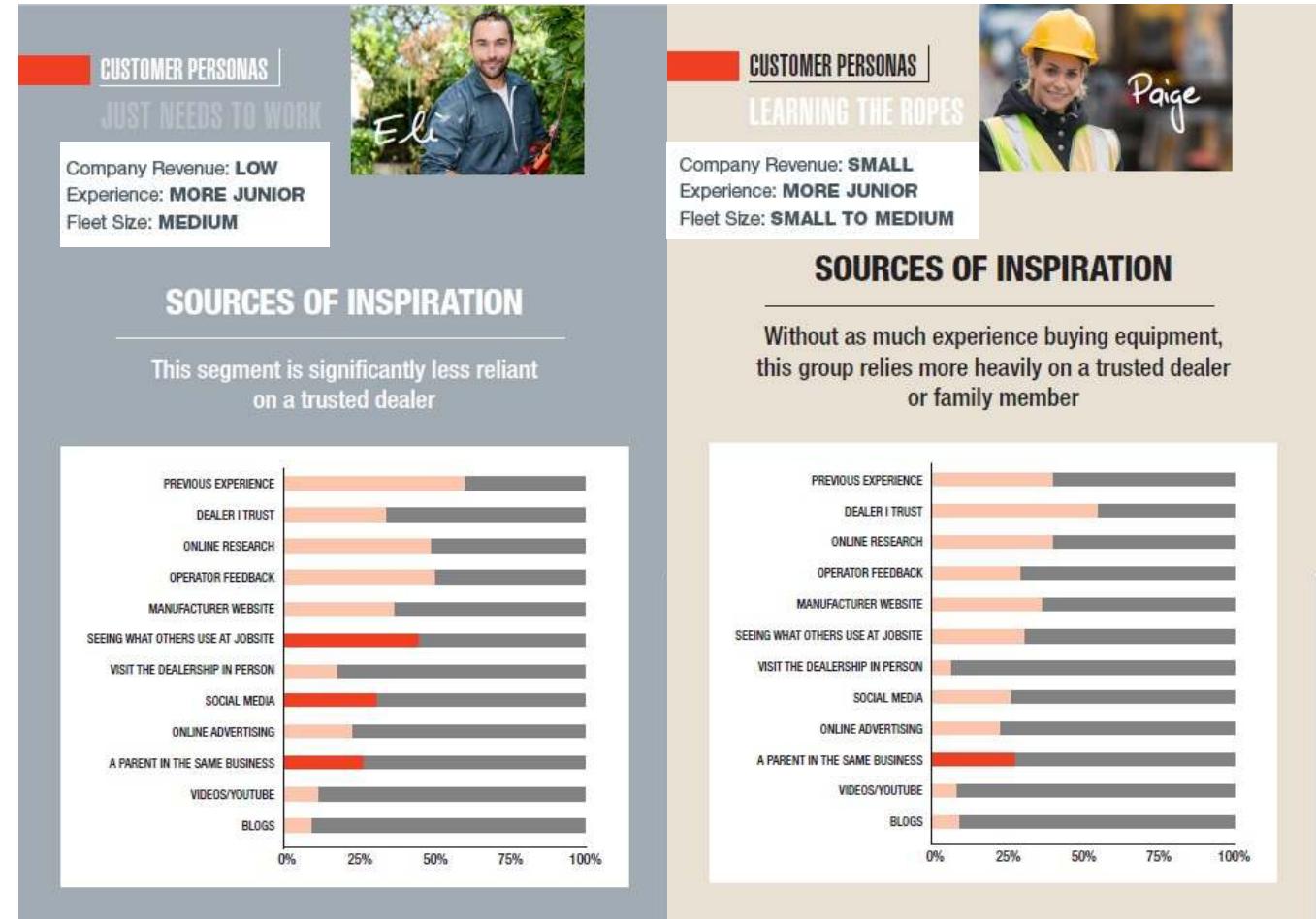
Bobcats are less often owned compared to other segments.



Persona Review

People who they trust have the biggest influence on their decision-making

- **More likely to have family in the industry**
- **More junior in experience**



Persona Review



	Total (n=680)	Only the Best (n=142)	Just Needs to Work (n=126)	Learning the Ropes (n=237)	Set in Their Ways (n=175)
MOST IMPORTANT WHEN SELECTING BRAND - FUNCTIONAL					
Durable/built to last	47%	54%	35%	24%	81%
Powerful	37%	38%	36%	24%	55%
Easy to troubleshoot and repair	36%	48%	38%	16%	51%
Offers a good warranty	36%	44%	28%	27%	46%
Can handle a variety of terrain	28%	37%	20%	13%	47%
Is compatible with the attachments/accessories I already own	28%	23%	37%	18%	41%
Excellent after-sales service support	26%	31%	20%	25%	29%
Comfortable cab	25%	27%	21%	24%	28%
Lowest price	23%	24%	23%	25%	20%
Is compact and can work in small places	23%	27%	44%	11%	19%
Ability to connect/disconnect attachments easily	22%	13%	29%	12%	35%
Available at a dealer/retailer I trust	22%	23%	20%	20%	26%
Good re-sale value	22%	22%	27%	20%	21%
Top of the line	22%	25%	21%	22%	19%
Most advanced features	21%	39%	19%	22%	7%
Receives positive customer reviews	20%	23%	25%	19%	17%
Receives positive expert reviews	20%	19%	21%	22%	15%
Intuitive controls and settings	20%	29%	11%	24%	14%
Fewer, simpler controls and settings	19%	20%	20%	17%	22%
Innovations that are relevant to my needs	19%	34%	17%	15%	13%
Is eco-friendly/energy efficient	19%	27%	29%	13%	11%
A brand that leads in innovation	18%	39%	13%	17%	5%
Recommended by family or friends	15%	15%	13%	22%	7%
Doesn't have a lot of extra features I won't use	14%	11%	13%	13%	19%
Recommended by a dealer	14%	18%	10%	21%	3%

Persona Review



	Total	Only the Best (n=142)	Just Needs to Work (n=126)	Learning the Ropes (n=237)	Set in Their Ways (n=175)
YEARS IN OPERATION					
Less than a year	1%	1%	2%	*	1%
1-2 years	4%	3%	4%	8%	1%
3-4 years	11%	6%	14%	16%	5%
5-10 years	34%	34%	46%	38%	22%
10-25 years	30%	41%	21%	24%	35%
More than 25 years	20%	16%	13%	14%	36%
Mean	13.25	13.98	11	11.22	17.03
YEARS IN THE INDUSTRY					
Less than 6 months	1%	1%	2%	3%	-
6 months to 1 year	3%	2%	4%	5%	1%
1 to 2 years	6%	4%	7%	11%	1%
2 to 5 years	22%	17%	30%	28%	11%
6 to 10 years	34%	43%	38%	35%	22%
11 to 20 years	20%	23%	13%	14%	29%
More than 20 years	14%	11%	6%	4%	37%
Mean	9.44	9.81	7.33	7.04	13.9

Persona Review



Comparing the Segments: Brand Ownership

	Only the Best (n=142)	Just Needs to Work (n=126)	Learning the Ropes (n=237)	Set in Their Ways (n=175)
Compact Track Loader	Bobcat	Caterpillar	Caterpillar	Bobcat
	Caterpillar	Bobcat	John Deere	Caterpillar
	John Deere	John Deere	Bobcat	John Deere
Mini / Compact Excavator	Caterpillar	Bobcat	Caterpillar	Bobcat
	Bobcat	Caterpillar	John Deere	Caterpillar
	John Deere	John Deere	Bobcat	John Deere
Skid Steer Loader	Caterpillar	Caterpillar	Caterpillar	Bobcat
	Bobcat	John Deere	Bobcat	Caterpillar
	John Deere	Bobcat	John Deere	John Deere
Compact Tractor	John Deere	John Deere	John Deere	John Deere
	Bobcat	Bobcat	Bobcat	Bobcat
	Kubota	Kubota	Kubota	Kubota
Utility Vehicles	Bobcat	John Deere	Honda	John Deere
	John Deere	Caterpillar	John Deere	Honda
	Caterpillar	Kawasaki	Caterpillar	Polaris





How is this information useful?

Method



Qualitative Data taken from “Surprise and Delight Request” information on Monday.com

Total of 30 companies recorded for this research

All have used or own Bobcat equipment and are generally active on promoting themselves on social media

1	Company Name	Industry	Location	Website URL	Foundation Year	Person Name	Age-Range	Social Media	Machines Used	Notes
2	Novak Brothers Landscaping	Landscaping	East Haddam	https://novakbn.com	1999	Josh, Brandon, Chris Novak	Millennial	Instagram	Bobcat T870, Bobcat E60, Scag mower, John Deere 4720 Tractor 400x, Toro 1X1000 mini-loader, Toro mower, SnowEx UTV, Toro Multi Force power broom, Steiner Turf 450 V, Bobcat ZS4000, E32, Bobcat S250	Started with a lawn mower and very active social media presen
3	C&J Services LLC	Landscaping, Snow	Clarendon Hill	https://www.inservice.com	2007	Christian Schloegel	28-29	Instagram	Toro Tx-1000 mini loader, Bobcat MT100, Bobcat 5000 mower, Bobcat ZT6000	3rd generation construction fam CEO of Trifecta Landscaping, P
4	Burton Concrete Company	Concrete	Piedmont	Triahaus.com	2019	Chad Burton	Instagram	Bobcat quickcat mower, John Deere 317 Loader, rents as needed	Maybe he took this company fr	
5	Trifecta Landscaping	Landscaping	Lexington, SC	https://trifecta.com	2016	Alex Kirby	Instagram	Lots of heavy equipment from all companies, mostly excavators, Bobcat T770, does like Bobcat a lot	Very fast growing outdoor servic	
6	Aldrich Landscape	Landscaping, Snow	Sylvania, OH	https://aldrichla.com	1988	DJ Aldrich	Instagram	Bobcat T595, Bobcat E20, Bobcat Green Mower, Bobcat MT56	Posts social media content alm	
7	G&M Outdoor Services	Landscaping, Excavation	D Monticello, MI	https://gmoutdoor.com	2017	Garrett Williams, Marlena St	25-28	Instagram	Young Millennial	Started with a lawn mower and
8	Singwongsa Landscaping	Landscaping	Jackson, MN	https://www.facade.com	2009	Chant Singwongsa	Millennial	Instagram	Bobcat E32, Bobcat S250	Very active social media presen
9	L Bar L Excavation	Excavation	Portland, OR	https://lbarlexcavation.com	2017	Jake Lorenz	Young Millennial	Instagram	Toro Tx-1000 mini loader, Bobcat MT100, Bobcat 5000 mower, Bobcat ZT6000	3rd generation construction fam
10	Building Roots	Construction	Portland, OR	https://www.yoobr.com	2020	Millennial	Instagram	Bobcat quickcat mower, John Deere 317 Loader, rents as needed	CEO of Trifecta Landscaping, P	
11	Llad Concrete Cutting	Concrete	Medford, OR	https://www.lladconcrete.com	2020	Dustin Ziegler, Nick DiCosta	Millennial	Instagram	Bobcat T770, does like Bobcat a lot	Maybe he took this company fr
12	Synergy Landscape Construc	Landscaping	Bergen Count	No website	2020	Carey Puzo	Millennial	Instagram	Bobcat T595, Bobcat E20, Bobcat Green Mower, Bobcat MT56	Very fast growing outdoor servic
13	Perron Contracting	Excavation, Demolition	Southeastern	https://www.hpw.com	2019	Hunter Perron	Millennial	Instagram	Young Millennial	Posts social media content alm
14	Florida LandworX	Excavation, Demolition	Brandon & P!	https://floridalandworx.com	2016	Doug Burgess	Millennial	Instagram	Bobcat E32, Bobcat S250	Started with a lawn mower and
15	Monsignore Excavating	Excavation, Snow	Burlington, VT	https://www.facade.com	1988	Scott Monsignore	Millennial	Instagram	Toro Tx-1000 mini loader, Bobcat MT100, Bobcat 5000 mower, Bobcat ZT6000	Very active social media presen
16	Frisch & Sons Construction	Demolition, Construction	Orange Count	https://www.frischandsons.com	1994	Millennial	Instagram	Bobcat E32, Bobcat S250	3rd generation construction fam	
17	MB Land Solutions LLC	Excavation	Ponca City, OK	https://mblandsolutions.com	2020	Millennial	Instagram	Bobcat T770, Bobcat 5000 mower, Bobcat ZT6000	CEO of Trifecta Landscaping, P	
18	Lakeside Landscaping & PM	Landscaping, Snow, Excavation	Freedom, NH	https://www.facade.com	2019	Millennial	Instagram	Bobcat E32, Bobcat S250	Maybe he took this company fr	
19	Santa Landscape Design	Landscaping	Southern CA	https://santalandscape.com	2015	Sara Bendrick	Millennial	Instagram	Bobcat T770, Bobcat 5000 mower, Bobcat ZT6000	Very fast growing outdoor servic
20	Lassiter Excavating INC	Excavation	San Francisco	https://lassitere.com	1989	Verdell, Brenda Lassiter	Millennial	Bobcat E32, Bobcat S250	Posts social media content alm	
21	Sagona Landscaping	Landscaping, Excavation	Staten Island	https://www.facade.com	1978	Kevin Sagona	Millennial	Instagram	Toro Tx-1000 mini loader, Bobcat MT100, Bobcat 5000 mower, Bobcat ZT6000	Started with a lawn mower and
22	Black Iron Dirt & Demolition	Excavation, Demolition, Sno	Fargo, ND	https://blackirondirt.com	2018	Luke Payne	Millennial	Instagram	Bobcat E32, Bobcat S250	Very active social media presen
23	D.Roy Contracting Inc	Landscaping	Ottawa, Ontario	https://www.drc.com	2010	Devon Roy	Millennial	Instagram	Bobcat E32, Bobcat S250	3rd generation construction fam
24	Country Creek Homes	Landscaping, Construction	Mississauga	https://countrycreekhomes.ca	2019	Kurt Thompson	Millennial	Instagram	Bobcat E32, Bobcat S250	CEO of Trifecta Landscaping, P
25	Truclif Landscaping LLC	Landscaping	Lebanon, CT	https://www.truclif.com	2009	Steve and Dylan	Millennial	Instagram	Bobcat E32, Bobcat S250	Maybe he took this company fr
26	Vinny Mofford Excavation LLC	Excavation	Middleboro, MA	https://www.facade.com	2017	Vinny Mofford	Millennial	Instagram	Bobcat E32, Bobcat S250	Very fast growing outdoor servic
27	Rock Solid Excavation	Excavation, Demolition	Willamette Valley	https://www.facade.com	2016	Paul Genstler	Millennial	Instagram	Bobcat E32, Bobcat S250	Posts social media content alm
28	Key Land Management LLC	Landscaping	Maryland	https://www.keylandmanagement.com	2017	Kris Meyers	Millennial	Instagram	Bobcat E32, Bobcat S250	Started with a lawn mower and
29	Hartland Northwest	Excavation, Snow	Washougal, WA	https://hartlandnw.com	2015	Young Millennial	Instagram	Bobcat E32, Bobcat S250	Very active social media presen	
30	Colron Ottawa Excavating	Excavation	Ottawa, Ontario	http://www.colronottawa.com	1987	Millennial	Instagram	Bobcat E32, Bobcat S250	3rd generation construction fam	
31	Kronk Skidsteer Services	Landscaping	North Liberty, IA	https://www.kronkskidsteer.com	2016	Tony, Patrick Kronk	Millennial	Instagram	Bobcat E32, Bobcat S250	CEO of Trifecta Landscaping, P



Method



**Information was found on their social media accounts and their company website
- Instagram, Facebook, LinkedIn**

A COMPANY BUILT ON A POSITIVE ATTITUDE

OUR STORY

BY BROTHER-SISTER DUO, GARRETT & MARLENA

After years of working for other landscapers and contractors, we knew we wanted to form our own company. Our past companies had divided teams with negative attitudes toward co-workers, projects, and customers. We wanted to work within a different culture.

In 2017, we founded G&M Outdoor Services with a goal of creating a positive and uplifting environment for our employees and customers. Thanks to our community and our customers, our goal for a positive culture was rewarded. G&M has become one of the fastest growing and most trusted residential and commercial outdoor services teams.

We look forward to learning your story and putting a smile on your face!



The image shows the G&M Outdoor Services website on the left and their Instagram profile on the right. The website features a large "TAKE YOUR LANDSCAPING TO THE NEXT LEVEL" headline over images of their equipment and staff. The Instagram profile shows a bio for "G&M Outdoor Services, LLC" as a "Personal blog" from Minnesota, with links to YouTube and a LinkedIn page. It displays a grid of recent posts showing various outdoor projects like snow removal and landscaping.



Bobcat

Findings



These entrepreneurs usually have...

- Family in the same business
- Worked in the field at a young age
- A small fleet (1-5)
- Smaller-sized equipment

Important Notes / Insights:

- Dealer relationship and communication is crucial
- Hustles and needs to get the work done
- Inexperience leading to running down equipment and other oversights
- Need for very compact equipment in urban/suburban settings
- Seeks opinions about equipment from people of the same industry
- Long-time owners of Bobcat tend to continue to buy from the brand

Family in the Same Business



- Chad Burton, CEO



- Chad Burton, grew up around the construction industry with his father, an owner of Burton Builders. He is in the 3rd generation of a construction family line.
- Chad has 5 plus working years of experience in the construction industry and quickly discovered his passion for concrete.



Kris Myers

Business Owner at Key Land Management LLC
Business Owner at Powerstrokejunkie LLC



Our Story



Verdell and Brenda Lassiter started Lassiter Excavating in 1989. Both were very knowledgeable in this field of work. Brenda had worked in her parents' business, Dig-Mor Excavating, in Livermore since the age of 12. After school each day, she would answer phones and do filing and accounting. Verdell came to work for Dig-Mor in 1975 at the age of 17 as a mechanic.

In 1977 Verdell and Brenda married and continued to work in the family business. In 1989, they decided to venture out on their own. With help from Brenda's parents, they formed Lassiter Excavating and never looked back. From the beginning, Brenda and Verdell were determined to

About

My father was a small business owner who had a landscaping business for my entire life. Growing up, I started working for him as early as I possibly could. I was learning the basics at age 10, and plowing snow in parking lots at age 12 with five jackets stacked up on the seat so I could see over the steering wheel. I always have had a passion for operating machinery and playing with toy tractors as a child. As I grew up I always loved assembling lego and other types of puzzle toys. Now I get to live out my passion operating machinery to help solve problems people have with land management. When I turned 16 I had enough money saved up to buy a diesel truck. I then proceeded to modify, break, fix and repeat that cycle for several years. I became very mechanically inclined, and proceeded to turn that talent into a full time business with employees. We specialize in one thing, because we know that area very well, and would rather go deep on one subject instead of knowing something about everything.



Worked in the Field at a Young Age

Brandon is the middle of the brothers. He had a dream to start a business at a young age after learning hard work from his mother. She would take her three boys to a certain customer that she worked for and while she worked inside, Brandon and his brothers would work outside on the property. From there they got a lawn mower and a very old truck and have evolved from there.

- Novak Brothers



Steve and Dylan started Trucut Landscaping L.L.C. in 2009 when they were still in high school.

"Trucut Landscaping L.L.C. gives out a scholarship each year during the Lyman Memorial High School graduation to a student that's well motivated and looking to further their education in the field of business."



"To pay for college Sara worked a few jobs, one in landscape maintenance where she got her first hands on experience in the field. Sara started Sarita Landscapes Designs in 2012 and obtained her landscape contractors license in 2015 to become a full service landscape design and build firm."

About Me

MY NAME IS DEVON

I have been passionate about contracting my whole life. I started doing contract work in my teens with an insatiable appetite for knowledge and quickly learned enough to start my own business. Since then I have honed my skills to be able to provide the best quality service with exceptional attention to detail and customer service.



D. ROY
CONTRACTING
613-899-3469



Small Fleet and Small Equipment





Dealer Relationship



BIG LAKE
WHY DO YOU KEEP BUYING BOBCAT EQUIPMENT?!? HERE'S WHY!!

Garrett says it is easier to go to one dealer and works well. If there's a problem, he would look elsewhere
- G&M Outdoor Services

J Jeff Jablonsky 11 months ago

100% agree with staying with one brand/manufacturer as long as the equipment is good. Your employees don't have to learn about all the controls for different brands. Efficiency is time and time is money in your pocket. If you're loyal to a dealer, they will be more willing to give you better deals.



B&K Excavating LLC 7 months ago

We run Takeuchi's and like you, have a great relationship with our dealership. We do have one ASV RT40 but that's because we needed a small machine and that's the brand we found that made the best setup for that size machine. A product is only as good as the dealer support.



"What inspired me [to start a business] was seeing a market where people would get so irritated with companies because they wouldn't communicate with their customers."
- Black Iron Dirt & Demolition



countrycreekhomes Site prep and a 20 battle with a couple tree routes. Persistence prevails in the one. Bobcat 2, tree roots 0. 🏆

@bobcatofhamilton
@bobcatcompany



bobcatofhamilton 😍👏

16w 1 like Reply



countrycreekhomes Our latest addition to the team finally arrived!! Can't thank Tom and the whole crew @bobcatofhamilton for getting us hooked up with the new MT100. Definitely a hot ticket item this year but worth the wait. Looking forward to putting it to work ASAP. @bobcatcompany



bobcatofhamilton 🌟 Thank you for your business!

60w 1 like Reply



Hustle Mentality



candiservicesllc • Follow

candiservicesllc One of the biggest takeaways that I learned this week throughout the GIE+EXPO is that us landscapers are in the "people business." Whether it is our clients, our crew, or fellow landscapers that we network with in the industry (such as at the GIE), building and maintaining great relationships with people in this industry is a pinnacle part of our businesses. Shoutout to everyone who came up to say hi or came out to one of our events at one of the booths we were at. what an incredible experience. See you all next year!

traceygaetz Awesome to have you!

jobber We are so glad to have you on the Jobber team! 🎉

tmlandscapingservices It was nice meeting up with you man. Thanks for taking us to dinner and the great advice you gave. Hope to see you next year.

notfromstatefarm jakee I didn't realize

744 likes OCTOBER 23, 2021 Post

Add a comment...

Actively attends conventions and always willing to get any form of sponsorship (Jobber, etc.)



Alex Kirby · 3rd
Founder and CEO of Trifecta Landscaping, Pure Marketing Agency, and Beacon Sports Management
Lexington, South Carolina, United States · [Contact info](#)



- Active social media presence
- Tagging companies in posts (i.e. @bobcatcompany #bobcat)

Chants Daily Hustle

Apply For Jobber Grant

50% off Equip Expo Admission 2022

Become a Member/Early access YouTube videos

The Heart Of A Hustler Book

HUSTLE10 promo code and save 10% of Ballard inc products

Daily Hustle Webstore

YouTube Channel

Daily Hustle Podcast

Facebook

Instagram

PodCast

20% Off Jobber First 6 months

Inexperience in the Industry



rock_solid_excavation Enclosed or open cabs? A lot of people default to "always get the enclosed cab", but it's not that simple.

When I started this business I was way too cheap to spend money on a nice cab and I'm actually really glad I went with open cabs.

Everything I used to get started was purchased used or was borrowed from people who helped me get started. Staying really lean and frugal in the beginning has paid real dividends.

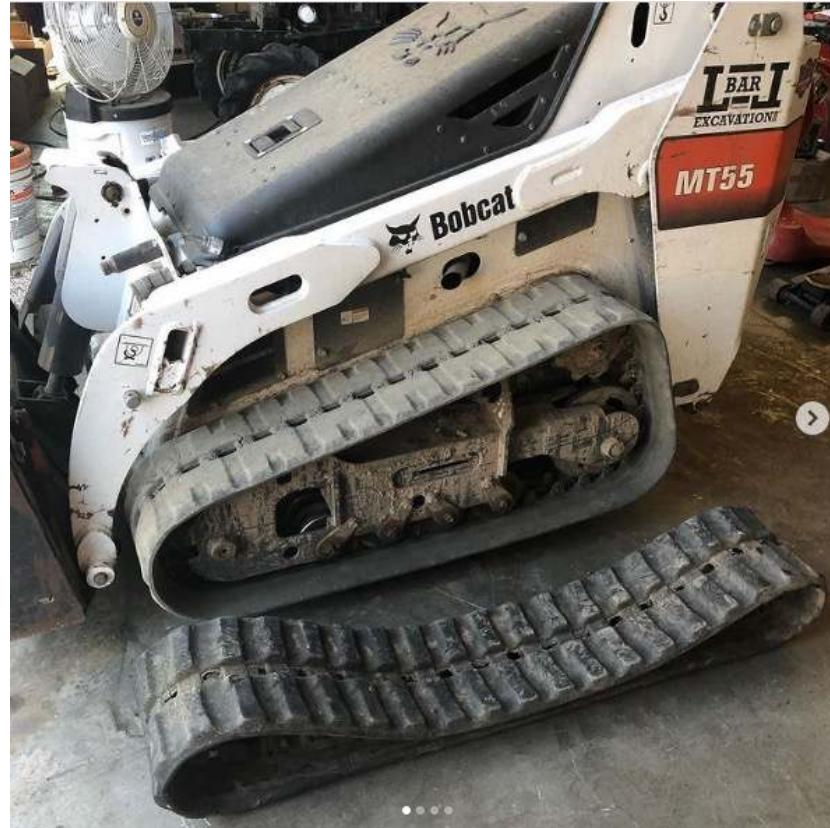
Those days are past and the longer I am in this industry the more willing I am to spend money on nice enclosed cabs. Either I'm getting soft or I'm getting wise. 🤷

There are trade offs both ways. So what do you all think? What machines would you get enclosed cabs on and what would you leave open?

Dozers, rollers, skid steers, excavators, tractors...



aldrichlandscape Don't let my posts fool you, not everyday as a landscaper is glamorous. Equipment breaks down, people don't show up, things get missed.. The best you can do is keep your head up, move forward and finish the day strong! Truck #4 will be fixed and back on the road tomorrow 🌳



lbarexcavation • [Follow](#)
Washington County

...



lbarexcavation One little thing can shed light on problems you never knew about. Picked up a free set of MT tracks and figured I'd try them out since I've been running slicks and often find the need for more traction. Threw them on tonight and instantly noticed this thing rides like a rock on any hard surface. Apparently the track tensioner beam has been worn out for quite some time and the MT basically has been riding on its heels empty or it's toes with a full bucket. I guess a free set of tracks is what it took to find out my MT needs attention. 🤷

#lbarexcavation #bobcatMT55



...

88 likes

AUGUST 4, 2021



Add a comment...

Post



Need for Compact Equipment



floridalandworx One of the MANY times we've been glad we chose the 42 🚜 #floridalandworx #florida #services #stihl #crane #tampa #grading #treeremoval #treeservice #treetrimming #skidsteer #plantcity #landclearing #stumpremoval #landscaping #johndeere #johndeere315 #asphalt #construction #bigtex #excavation #excavator #bobcat #t595 #e42
1d

Ibarexcavation Right there with ya, I've brought my 42 many places and was so glad I got the 42 over the 50.
8h Reply

pdq_equip We just purchased the kx57 kx80 and all new 75-2
1h Reply



k_sagona • Follow ...
k_sagona Another tight concrete removal for the #mt100 would be lost with out this machine #bobcat #bobcatmt100 #concrete #concreteremoval #concretelife #cemento #concreto #beauroc #hooklift #hardscape #landscapedesign #pavers #retainingwalls #sagonacontracting #sagonalandscaping #statenisland #nyc
55w

travisjd338 @143rolando
55w Reply

tommymasonry_ 🔥🔥🔥
55w 1 like Reply



frischands sons People undervalue the @bobcatcompany S70 and other tight access machines. In California, these are the true residential money makers!



Seeks Opinions within Industry Groups



erikgroundsmaster Just sharing my own experience having my Bobcat 341X and Bobcat 442X, they may be close in size, but the difference in overall strength, performance and productivity with my 442 is quite a bit more and definitely makes it worth owning both for the work I do. Very similar size comparison to what you're describing here.

40w 2 likes Reply

— Hide replies



supreme_ex_co I agree with @erikgroundsmaster ! I felt the exact same way about a 55 and 85 being too similar in size to justify, and I thought an 85 and 145 would be too close as well.. But honestly the more I run this 85 I have on demo, the more I realize just what an increase in efficiency it provides over the 55. It really does go a lot of the same places as the 55, and it also goes other places easier than the 145's. Especially when you can move it into a site with a CTL on the trailer too 😊 I used to have an E50 and Bobcat 442, and I used the 442 way more than the 50. When I purchased my JCB's I thought I'd be better off with a 55 and 145 instead, but I've really missed the flexibility of the 85. It truly fills a gap between a 55 and 145. It can be the big machine on a small job, or the small machine on a big job. Compared to a 50 class, they're far more stable, have more reach, can lift more weight further out, have better visibility and bigger cabs than 50's, so for someone like me that's constantly maxing out the capabilities of the machine lifting heavy materials, you can really feel the difference at the end

perroncontractingllc @supreme_ex_co it's such a hard decision to make on what to do. I personally think the 8 ton machine would be a better choice for my company but when always try to think bigger than what I need it doesn't make sense. Time will tell what I end up doing!

40w 2 likes Reply



mikem5080 Thoughts on the loftness auxiliary cooler?

4w 2 likes Reply

— Hide replies



l_wrenn96 yeah curious on this too, what were or are your temps running on a hot summer day

4w 1 like Reply



mb_landsolutions @l_wrenn96 water temps we are between 198-210
Hydro temps between 178-190

4w 2 likes Reply



candiservicesllc • Follow

...

candiservicesllc I have to show off this @bobcatcompany T650 once again because I was just so impressed with this units lift height. It could load my very tall sided F450 dump truck with ease even with the half yard bucket.

44w



green_yard_landscaping Nice machine 🔥

44w 1 like Reply



fieldworx_ R u gonna finally bite the bullet snd get one ?

44w 1 like Reply



candiservicesllc @tcm.yardcare hopefully in the spring we will have some machine

44w 1 like Reply



fieldworx_ @candiservicesllc t76 00

44w Reply



stripemasterslawnandlandscape Love @bobcatcompany equipment! Looking forward to adding more units in the future!

44w 1 like Reply



newmanlandscapingsealing315 They're Very handy machines.

♡



Bobcat



Long-time Bobcat Owners



monsignore_excavating • Follow
Monsignore Excavating

monsignore_excavating Thanks for the customer appreciation gift box @bobcatcompany Today's machines are very comparable, but it all comes down to customer service and support. We're very pleased with our #BobcatEquipment and our nearly 35 year relationship with @bobcatofboston

56w

bobcatcompany We appreciate you and your team, Scott. Thanks to @bobcatofboston for delivering 1st class service.

56w 1 like Reply

33 likes

JULY 16, 2021

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Bobcat of New Hampshire

lakesidelandscaping.pm.llc We were very excited to take delivery of our new @bobcatofnewhampshire S-650 last week. We've been buying machines from @bobcatofnewhampshire for almost 20 years and they have always been a true pleasure to work with. If you are in the market for a machine be sure to check them out! #lakesidelandscapingpmllc #makingdreamsreality

Edited - 159w

30 views

JULY 14, 2019

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Discussion



Questions

What is Bobcat doing to appeal to the upcoming generation?

How can we differentiate the Bobcat brand from other competition?

What kind of equipment are entrepreneurs looking into?

Discussion



Ideas

- Increase accessibility to Bobcat products (used or rent)
 - Get their hands on a Bobcat and have them see and feel the difference
 - Emphasize importance in considering maintenance costs
 - Newer, higher quality equipment will overall save time and money from repairs and breakdowns
 - Pushing new light compaction equipment for concrete companies



Bobcat



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