

# LIEBHERR LTM1500-8.1 MARKET ANALYSIS REPORT

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## Executive Pricing Recommendation

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**Date:** August 11, 2025

**Subject:** 2012 Liebherr LTM1500-8.1 Pricing Strategy

**Recommended Action:** Price Adjustment to \$2,600,000

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## EXECUTIVE SUMMARY

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Based on comprehensive market analysis of recent comparable sales, our 2012 Liebherr LTM1500-8.1 is currently overpriced. Immediate price adjustment to **\$2.6M** is recommended to achieve sale within 60-90 days.

### KEY FINDINGS:

- 2011 comparables establish market ceiling at \$2.4M
  - Current premium of \$550K is unsustainable for 1-year age difference
  - Market-supported range for our unit:  $2.5M - 2.8M$
  - Recommended price: \$2.6M (competitive with justified premium)
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# MARKET COMPARABLE ANALYSIS

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## RECENT MARKET DATA:

Year	Model	Hours	Price	Status
2011	LTM1500-8.1	10,561	\$2,375,000	Sold
2011	LTM1500-8.1	11,500	\$2,400,000	Current Ask
2011	LTM1500-8.1	10,500	\$2,400,000	Current Ask
2012	LTM1500-8.1	4,800	\$2,950,000	Our Unit

## MARKET INTELLIGENCE:

- 2011 units consistently priced at  $2.375M - 2.4M$
  - Market ceiling established for older LTM1500-8.1 models
  - Age premium of 1 year does not justify \$550K increase
  - Hours advantage provides legitimate but limited premium
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# COMPETITIVE POSITIONING ANALYSIS

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## OUR UNIT'S ADVANTAGES:

- ✓ **Newer Year:** 2012 vs. 2011 (+1 year advantage)
- ✓ **Lower Hours:** 4,800 vs. 10,561 (-5,761 hours advantage)
- ✓ **Liebherr Rebuild:** Complete factory reconditioning (2017)
- ✓ **Optimized Configuration:** Short boom = higher utilization
- ✓ **Working Condition:** Current certification, job-ready

## MARKET REALITY:

- ✗ **Rebuild Premium Depreciated:** 8 years since 2017 rebuild
- ✗ **Age Premium Limited:** Only 1 year newer than comparables

- ✗ **Market Ceiling:** 2011 units establish pricing benchmark
  - ✗ **Buyer Resistance:** \$550K premium exceeds market tolerance
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## RECOMMENDED PRICING STRATEGY

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### TARGET PRICE: \$2,600,000

- **Premium Over 2011s:** \$200,000 (8.3% premium)
- **Justification:** Age + hours advantage
- **Market Position:** Competitive

### FINANCIAL COMPARISON:

Scenario	Price	Premium vs 2011s	Market Position	Sale Timeline
Current	2, 950, 000 550,000 (23%)	Overpriced	6+ months	
Recommended	2, 600, 000 200,000 (8.3%)	Competitive	60-90 days	
Aggressive	2, 500, 000 100,000 (4%)	Quick Sale	30-60 days	

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## STRATEGIC RECOMMENDATIONS

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### IMMEDIATE ACTIONS REQUIRED:

#### 1. PRICE ADJUSTMENT

- **Reduce asking price to \$2,600,000**
- **Rationale:** Competitive positioning within market reality
- **Timeline:** Implement immediately

- **Expected Result:** Generate buyer interest within 30 days

## 2. MARKETING REPOSITIONING

**Emphasize competitive advantages:** - Low hours (4,800 vs. 10,561 market average) - Utilization optimization (short boom configuration) - Immediate availability (certified and working) - Age advantage (newest available in price range)

## 3. TARGET MARKET FOCUS

**Priority buyer segments:** - Rental companies (value utilization efficiency) - Fleet managers (appreciate low hours and reliability) - Regional contractors (need immediate deployment capability)

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# RISK ASSESSMENT

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## RISKS OF MAINTAINING CURRENT PRICE:

- Extended marketing time (6+ months)
- Market perception as overpriced
- Carrying costs (\$25,000+ monthly)
- Opportunity cost of tied-up capital
- Market deterioration risk

## BENEFITS OF PRICE ADJUSTMENT:

- Faster sale (60-90 days vs. 6+ months)
  - Competitive positioning vs. market alternatives
  - Reduced carrying costs and market risk
  - Capital recovery for reinvestment opportunities
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# MARKET INTELLIGENCE SUMMARY

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## BUYER FEEDBACK INDICATORS:

- Price resistance at current levels
- Interest in low-hour equipment (our advantage)
- Preference for working units (our advantage)
- Sensitivity to market comparables (our challenge)

## COMPETITIVE LANDSCAPE:

- 2011 units provide direct price comparison
  - Limited inventory in 600-ton class
  - Market demand for reliable, low-hour equipment
  - Pricing pressure from established comparables
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## RECOMMENDED ACTION PLAN

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### PHASE 1: IMMEDIATE (Next 7 Days)

1. Approve price reduction to \$2,600,000
2. Update all marketing materials and listings
3. Notify existing prospects of new competitive pricing
4. Implement aggressive marketing campaign

### PHASE 2: EXECUTION (30-60 Days)

1. Target qualified buyers in rental and fleet segments
2. Emphasize unique advantages (hours, condition, configuration)
3. Provide financing assistance and inspection support
4. Monitor market response and adjust strategy if needed

## PHASE 3: CONTINGENCY (60-90 Days)

1. Evaluate market response to adjusted pricing
  2. Consider additional incentives if needed (financing, delivery)
  3. Reassess pricing if market conditions change
  4. Prepare for potential further adjustment to \$2.5M if required
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## FINANCIAL PROJECTIONS

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### SCENARIO ANALYSIS:

#### RECOMMENDED PRICING (\$2.6M):

- **Expected Sale Timeline:** 60-90 days
- **Carrying Cost Savings:** 50,000—75,000
- **Net Proceeds:** \$2,600,000
- **Market Position:** Competitive leader

#### CURRENT PRICING (\$2.95M):

- **Expected Sale Timeline:** 6+ months
- **Additional Carrying Costs:** \$150,000+
- **Net Proceeds:** \$2,950,000 (if sold)
- **Market Position:** Overpriced

### NET BENEFIT OF ADJUSTMENT:

- **Time Value Benefit:** \$150,000+ in reduced carrying costs
  - **Opportunity Cost Benefit:** Capital available for reinvestment
  - **Risk Reduction:** Eliminates market deterioration exposure
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# CONCLUSION AND RECOMMENDATION

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## EXECUTIVE DECISION REQUIRED:

**Approve immediate price reduction to \$2,600,000**

## SUPPORTING RATIONALE:

1. Market data clearly establishes pricing ceiling at \$2.4M for 2011 units
2. Competitive analysis shows \$200K premium is justified and sustainable
3. Financial analysis demonstrates benefits of faster sale vs. extended marketing
4. Risk assessment favors proactive pricing adjustment over market waiting

## EXPECTED OUTCOMES:

- Sale within 60-90 days at competitive market price
  - Strong buyer interest due to competitive positioning
  - Capital recovery for reinvestment opportunities
  - Market leadership in 600-ton crane segment
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## NEXT STEPS

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**Upon approval of pricing adjustment:** 1. Immediate implementation of \$2.6M pricing  
2. Comprehensive marketing campaign launch 3. Buyer outreach to qualified prospects  
4. Weekly progress reports on market response 5. Flexible strategy adjustment based on market feedback

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**Contact for questions or clarification prior to scheduled call.**

**Prepared by:** Crane Hot List Market Intelligence

**Date:** August 11, 2025

**Recommendation:** APPROVE PRICE ADJUSTMENT TO \$2,600,000