



Iowa-Nebraska Equipment Dealers Association

Is this equipment listing a REAL deal?

The amount of equipment being sold at auctions is high. That allows individuals of all motivations to have access to photos and machine specifics that could be used to list and “sell” online. Whether it is you or your customers, please be cautious and keep an eye out for any fraud activity. If it is too good to be true it likely is.

Here are some resources and best practices that can help you to verify the integrity and accuracy of the company listing the product if you suspect foul play:

1. **Business Search.** Nearly every Secretary of State has a website that allows you to do a free business search to determine if the company is legitimate or if they are doing business as (DBA) someone else. We have found that sometimes someone will use the name of a former business as the front for their scheme.
2. **Google Maps.** Using the street view in Google Maps you can get a fairly recent photo of the location of the business to determine if it is a legitimate address. That isn't to say that if the photos match that someone isn't misleading you still, but it is a piece of the puzzle.
3. **Website Domain Search.** You can look up who registered and owns websites using <https://www.whois.com/whois>. Sometimes it is a third party like a marketing company, or they have paid to hide the specific information, but it could give you a clue as to who is behind the site.
4. **BBB.** The Better Business Bureau is a resource that can assist you in finding issues others have had with businesses. You can search businesses on their site www.bbb.com.
5. **Attorneys General.** Most, if not all, have a consumer protection division that researches and investigates fraudulent and illegal activity. You can typically file a complaint on their website.
6. **Contact Auction Sites.** If you know that information from an auction site is being used to spoof or to try to scam someone, let the auction site know.
7. **Buy from your local equipment dealer!**

For more information contact Iowa-Nebraska Equipment Dealers Association
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