



## **FleetNow Unveils Game-Changing Equipment Photo App, FleetNow PhotoPro, at The ARA Show in New Orleans**

### ***New Photo App Simplifies Photo Management for the Construction Equipment Industry***

New Orleans, LA, February 15, 2024 – FleetNow, a frontrunner in innovative solutions for heavy equipment management, introduces its latest product: FleetNow PhotoPro. Set to make its debut at The ARA Show in New Orleans, this much-needed photo app promises to transform the way construction equipment photos are captured, organized, and stored.

Cumbersome photo management now a thing of the past. FleetNow PhotoPro allows companies to simplify the process, offering a seamless solution tailored specifically for equipment dealers and rental yards. With this intuitive app, the once daunting task of managing thousands of equipment photos becomes effortless.

*"PhotoPro represents a leap forward for the construction equipment industry,"* says Katherine Lagow, VP of Operations at FleetNow. *"Our goal is to empower industry professionals with tools that enhance efficiency and productivity. With FleetNow PhotoPro, we're delivering just that."*

What sets FleetNow PhotoPro apart? Unlike traditional methods that involve manual organizing and storage, PhotoPro simplifies the entire process. Equipped with features designed to streamline photo management, users can effortlessly capture on-site photos using their mobile devices and tie them to their inventory by serial or unit number, eliminating the need for time-consuming sorting.

Furthermore, FleetNow PhotoPro ensures secure storage of photos directly within the app, alleviating concerns about cluttering phone storage or risking loss of valuable data. With instant access to a comprehensive database of equipment photos, users can make informed decisions swiftly and confidently about equipment maintenance, repairs, and sales.

*"We understand the challenges faced by equipment dealers and rental yards when it comes to photo management,"* adds Jill Lackey, Marketing Manager at FleetNow. *"FleetNow PhotoPro addresses these challenges head-on, offering a user-friendly solution that maximizes efficiency and minimizes downtime."*

In addition to its stand-alone functionality, FleetNow PhotoPro seamlessly integrates with FleetNow's suite of products, including FleetNow Inspect and FleetNow Marketplace. This compatibility boosts workflow efficiency, allowing users to utilize a unified set of tools customized for their particular requirements.

Experience the future of equipment photo management with FleetNow PhotoPro. Visit FleetNow at Booth #1460 during The ARA Show in New Orleans to learn more.

### About FleetNow:

FleetNow is an equipment-services company that provides rental yards and equipment dealers with unique software and marketing solutions to increase profits and save time in the management and sales of their fleet. FleetNow's online marketplace, [buyfleetnow.com](https://buyfleetnow.com), is the fastest growing, most flexible platform for heavy equipment sales, and it's the first of its kind to serve the \$300B equipment industry.

FleetNow achieved over \$1 billion in assets available for sale at <https://buyfleetnow.com> in August of 2023, and new equipment is added to the online marketplace daily.

For media inquiries, please contact Jill Lackey at [jill@buyfleetnow.com](mailto:jill@buyfleetnow.com) or 216-513-5603.



***Introducing FleetNow PhotoPro:  
Your Streamlined Solution for  
Equipment Photo Management***

