



Machinio Adds New Marketplace Features to Increase Buyer Confidence in Machinery and Equipment Purchases

September 10, 2026

Dealer Profiles and Service Directory improve seller visibility while connecting buyers with trusted providers throughout the equipment lifecycle

CHICAGO, Sept. 10, 2026 (GLOBE NEWSWIRE) -- [Machinio](#), a software provider that offers powerful tools to manage customers, sales and services, inventory, and marketing, today announced new enhancements to Machinio Marketplace, its platform that powers discovery and transactions for machinery and equipment. These enhancements are designed to give machinery buyers greater transparency while helping sellers and service providers showcase their businesses and generate new opportunities.

As AI-powered search changes how buyers find equipment and evaluate sellers, access to detailed, credible information has become increasingly important. Machinio Marketplace gives buyers more context earlier in their purchasing journey while providing sellers with more ways to advertise their inventory, expertise, and services.

What's New in Machinio Marketplace

Greater Seller Visibility, Dealer Profiles, and a New Dealer Directory

Previously, Machinio Marketplace kept seller information hidden until a buyer submitted a lead inquiry, helping sellers capture buyer interest and connect directly with prospects. With this update, company names now appear directly on equipment listings and link to dedicated Dealer Profiles, giving buyers more visibility upfront while continuing to create direct connections between buyers and sellers.

Dealer Profiles give buyers a more complete view of each seller, including company information, contact details, marketplace history, customer reviews, available services, and active inventory. By making seller information accessible before an inquiry is submitted, Machinio Marketplace helps buyers make more informed decisions while giving equipment businesses a stronger digital presence to showcase their expertise and offerings.

The update also introduces the Dealer Directory, a searchable index of every dealer on the marketplace. Buyers can look up a dealer by name or browse by industry and geography, making it possible to find the right vendor even when they aren't searching for a specific machine. For sellers, the directory creates an additional discovery channel that surfaces their business to buyers earlier in the buying process.

"We have been a Machinio client for years, and the platform keeps getting more useful," said Justin Kadis, Executive Vice President of Federal Equipment Company. "The expanded seller profile lets us show our full inventory and track record in one place instead of buyers having to piece it together. We hear from serious buyers faster, with less back-and-forth. And having a dedicated presence in the service and dealer directories helps buyers find us for exactly what we do best. It's a platform that keeps adding real value."

Service Directory Connects Buyers with Industry Experts

Machinio Marketplace is also expanding beyond equipment discovery with the launch of the Service Directory, a new way for buyers to find trusted providers for the critical services needed before, during, and after an equipment purchase. The Service Directory lists verified vendors who specialize in specific services, as well as Machinio Dealers who also provide valuable services throughout the equipment lifecycle.

The Service Directory launches with three key categories:

Verify – Certified inspections, appraisals, financing, and related services before purchase

Move – Heavy-haul transportation, customs brokerage, storage, and installation

Run – Repair, maintenance, parts and components, retrofitting, and lifecycle support

In the coming months, Machinio will continue expanding Profiles and Directories with additional features designed to help buyers and sellers connect more efficiently.

Listing Quality Score

Machinio is introducing the Listing Quality Score, a new tool for [Machinio.com](#) sellers who manually add inventory, and clients whose websites and CRMs are powered by Machinio. Displayed on the main Listings tab, the aggregate score measures how complete a seller's inventory data is based on the key details that drive online discoverability. Higher scores help listings appear more effectively in search results and improve eligibility for discovery through AI-powered tools. Actionable guidance is also built directly into the listing creation and editing experience, pointing sellers toward the information that matters most for building complete, discoverable listings.

"We have received very strong feedback from our existing clients on the Listing Quality Score feature," said Laura Pereira, Senior Director of

Operations at Machinio. "They are excited to have a more in-depth understanding of the quality and completeness of their listing data, along with the tools and guidance to make immediate improvements. Some clients have even set internal goals to "get in the green" with their score. We are especially excited to see businesses taking ownership of their data and feeling empowered to make the changes needed to improve their online discoverability."

"Machinio has been a valuable partner to MachineryMax, and we appreciate how the platform continues to evolve with the needs of buyers and sellers," said Saad Fahim, Senior Digital Marketing Manager at MachineryMax. "These new updates create a more transparent, credible experience and make it easier for customers to learn about our business and connect with us."

To learn more about Machinio Marketplace and its new features, visit: <https://www.machinio.com/>

About Machinio

Founded in 2013, Machinio is a software solutions provider serving equipment buyers and sellers in more than 190 countries. The company offers two integrated platforms: Machinio Marketplace, which enables equipment discovery, transactions, and servicing, and Machinio Management, a CRM and business management platform that helps vendors manage inventory, customers, sales, services, and marketing. Together, these solutions help businesses streamline operations, connect with customers, and grow in an evolving digital marketplace. Machinio is backed by Liquidity Services (NASDAQ: LQDT).

Media Contact Alyssa Maslowski alyssa@lightspeedpr.com