

# What Equipment Buyers Are Thinking in 2026



Top Business Worries Right Now:



CASH FLOW & ACCESS TO CAPITAL



ECONOMY



LABOR



SALES PIPELINE

Buying Timeline:

Over 1/2 intend to buy within the next year

7%  
1-2 MO.

13%  
3-6 MO.

32%  
7-12 MO.

48%  
None planned

What's holding you back?

- Hesitancy to use up cash reserves
- Space limitations — no room to add more equipment right now!
- Staffing/Personnel - consistent struggles to hire employees to operate new equipment or finding reliable help in general

“ I try to stagger my growth. So typically, I finance one piece of equipment at a time. But if a good deal comes along. You gotta do what you gotta do! ”

What do you enjoy most about Geneva Capital?

simple communication  
**Fast**  
FLEXIBLE  
HELPFUL Responsive EASY

So what can you do about it?

Keep Reading:

5 High-Impact Strategies for Equipment Suppliers