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The Carolina's Premier Dealer For Construction & Material Handling Equipment Launches A New Website Focused On Customer Needs

(Wilmington, NC – June 28, 2022) Citing a need to make it easier for Carolina's construction, landscapers, and material processing customers to evaluate light and heavy equipment options and the latest industry trends, Sound Heavy Machinery (SHM) has launched a new website to highlight its services and product portfolio. The new site is drastically different than the old website utilizing large photos, videos, and easy-to-download information sheets for various brands and product categories. The new design will be located on the same URL at **www.SoundHM.com**

The new site instantly grabs visitors with photography highlighting the different types of construction, material handling machines, industry categories, and services SHM provides. The backend of the site is SEO enhanced so current and prospective customers can easily find the website when they need to purchase new or used equipment, learn more about the company and its brand partners, rent a material processing solution, or reach out for 24/7 mobile service and parts. Marketing Director Mark Thomas said the site was specifically designed to answer feedback the organization has received over the past 12 months on how a new website could help them.

"Everything these days is digital and it's how our customers and operators want their information. We have been working on this for the past three months and feel we have come up with a website that is always available to our North and South Carolina audiences and is easily navigated and user-friendly," said Thomas. "This site will augment our printed brochure and other materials and users can download many of our previously printed traditional marketing tools. Additionally, the website is an educational tool for learning about the latest technology in landscaping, golf course maintenance, and material processing such as mulch, compost, food waste, sand, and many other materials that land clearing operations, landfills, and private processing operations need to be more efficient."

Besides product and service sections, the new website will feature a monthly blog to talk about issues in the industry as it pertains to the Carolinas including new equipment, governmental regulations, and emerging technology. Any time of day, customers can access information such as equipment specifications, how to order parts, accessories, or a new rental unit. A key feature for the company is a "real-time" feed for access to information on pre-owned equipment including benefits, pricing, financing, and even estimates monthly payment information.

"While it is a valuable selling tool for us, this website is fantastic for owners, operators, and operational personnel to find out what is available in the market. Often municipalities, landscapers, light machine operators, landfills, or commercial mulch or compost operators need immediate service or equipment and this makes it easy for them to evaluate their options and take action any time of the day," said Randy Sloan, Sound's Sales Manager. "Our premise is that everyone wants to make a Sound decision and this allows them to do it. This website is just one illustration of that fulfilling that promise. It's easy to find valuable information quickly, easily, and then take action on what they need."

Sound Heavy Machinery was founded in 2010 and has grown every year since. The Wilmington, NC firm offers name-brand equipment such as Anaconda, ASV, AUSA, Kobelco, Loftness, Blue Diamond, Rockland, MB, R. D. Olson, Steel System Installations, and XL Specialized Trailers. Besides also renting heavy equipment, SHM has beefed up its mobile service department with several new professionals and a fleet of mobile service vehicles. SSHM offers service on all makes and models in its shop and on job sites.

More information on all the Sound Heavy Machinery products and services can be found on www.SoundHM.com or by calling (910) 782-2477.