



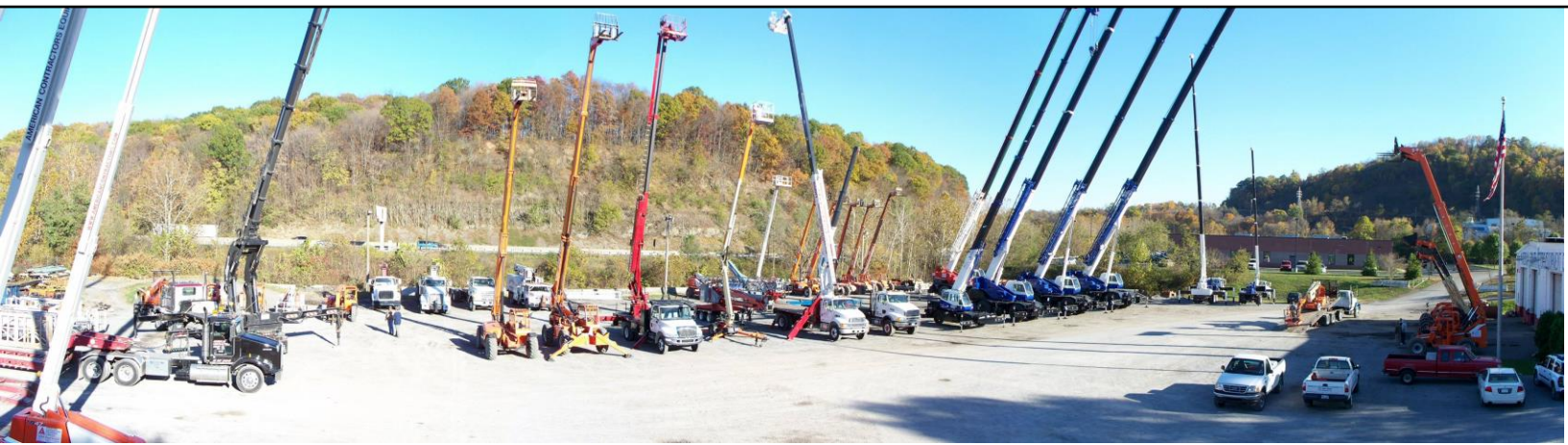
# To Crane or Not to Crane?

That is the question.

Imagine arriving at your job site the day your project is set to start. Bright sunlight, favorable weather, perfect conditions. Everything is prepped, and the crew is ready to work. On cue, your rental company shows up to deliver the crane. But before the crane can even be unloaded from the flatbed, your rental coordinator says, "Wait, we might not need this crane."

You follow the coordinator around the job site, explaining your project and what needs done. You tell him what needs moved, the weight of the object(s), and the distance you'll be moving. And eventually, you both realize a crane may not be the most efficient piece of equipment for the job. Without hesitation, your rental company recommends using a Forklift. With that simple expert recommendation, you are instantly saved time, money and getting the job done in the most efficient manner possible to complete the project. Without that on-site expert consultation, you would have a larger, unnecessary crane on site that would cost more and delay your project.

Requesting the wrong piece of equipment happens more often than you would think. Finding a rental company, you can trust is the first step. Customers are able to focus on budget, timing and the project at hand rather than being an expert on each piece of equipment needed.



## Save time. Save money. Plan ahead.

Renting a crane is no small investment in time or money. These heavy-duty machines provide immense value to a project. They are also expensive, difficult to transport, and challenging to operate if you have not planned properly. The last thing anyone wants after spending their hard-earned money and valuable time planning for their project is the wrong equipment. And sometimes, a crane isn't the most efficient piece of equipment our clients need to get their projects completed on time and on budget.

So, how do you successfully plan for the correct equipment for a project? Do you really need a crane, or would a forklift (or something similar) get the job done equally well?

These details are important to get right. So, before renting the crane you think you need, take some time to answer the following questions:

### Are there any obstructions that might inhibit the use of a crane?

Cranes are best used in environments where there is no risk of obstruction. Power lines, trees, deep ditches, etc., are common obstructions we see at many job sites. If any of these are present at your site, mention them to your rental company. These types of obstructions could interfere with the crane's ability to safely operate at the necessary height or perform the appropriate work as needed for the project. If you are free of obstruction, a crane may be the solution.



## How accessible is the job site?

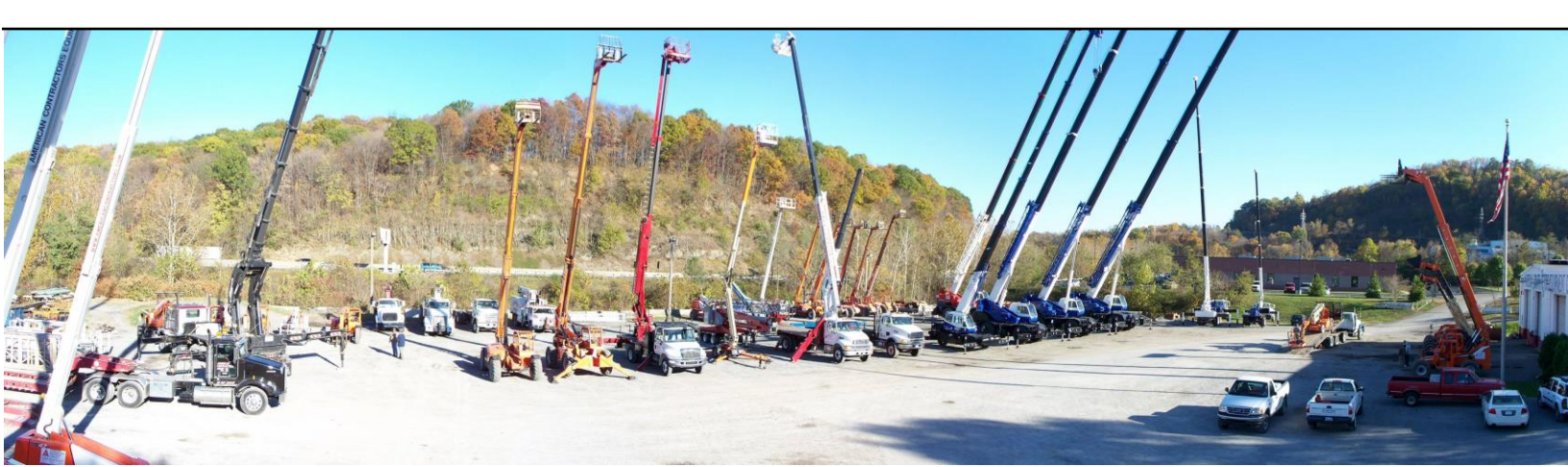
Knowing the terrain, as well as the accessibility in and out of the job site, is an important factor in determining the type of equipment that can be transported. Evaluate if the roads are suitable for transport. Evaluate the route for maneuverability of difficult hills, or if weather or any other environmental factors make the delivery and operation of the crane an issue. If so, it could delay the start of your project. Be sure to discuss these important criteria with your crane rental partner. They have likely managed many projects and can lend valuable insight.

## What is the timeline of the project?

Setting a realistic timeframe for a job is important in any line of work. Meeting deadlines is especially crucial when dealing with heavy equipment. Having the right piece of equipment will minimize the number of issues you might encounter on site. Additionally, it helps you stay on budget and get the job done right. Make sure you rented the crane for the full length of time you'll need to complete your project,

## Trust the Experts!

It is critical to use the expertise of your rental company. It's what they do best! Ask them to visit the site and give their recommendation. Ensuring you have the correct equipment, the first time, is vital in making sure your job stays on schedule, and is cost-



effective and efficient. This helps you in the long run, too, by keeping your own customers happy and minimizing your stress.

At American Contractors Equipment Company, our experts travel to client job sites to evaluate which machine best fits the needs of the project. With over 30 years in the crane rental and sales/service industry, we recognize that your time and money are valuable. You shouldn't have to waste them searching for the right crane, because without proper guidance, you risk renting the wrong one! Let the rental company take care of that for you!

Our experts will assess the job site and project, and determine exactly what is needed for that job. This saves the customer money, time, and stress and allows our customer to be as productive as possible from the start of the job. Countless times our customers have valued and appreciated our recommendation that a crane was not necessary or the most efficient piece of equipment for their job. With proper assessment, they learned that perhaps a forklift was the right solution. They also learned that partnering with a company that leads with integrity gave them value and peace of mind!

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### About American Contractors Equipment Co.

ACEC is a family-owned business that has been renting cranes for over 50 years. Our mission is to provide superior quality crane rental services and exceptional customer service to our clients. Our range of quality [new and used lifting equipment](#), experienced staff, and [informational blog posts](#) should help you locate that perfect piece of equipment for your next project.

