

Real Equip markets computerized listings

A new computer network service offers buyers and sellers of oilfield equipment and supplies direct access to listings throughout the world.

Real Equip of Houston is marketing an automated listing service that uses a remote access computer system. The system requires only a telephone and a small computer terminal for operation. "The traditional ways of listing oilfield equipment create problems for everybody," says Sam Martin, president of Real Equip. "Our service gives buyers and sellers direct access to equipment listings from supply companies, drilling contractors, equipment manufacturers and petroleum companies around the world."

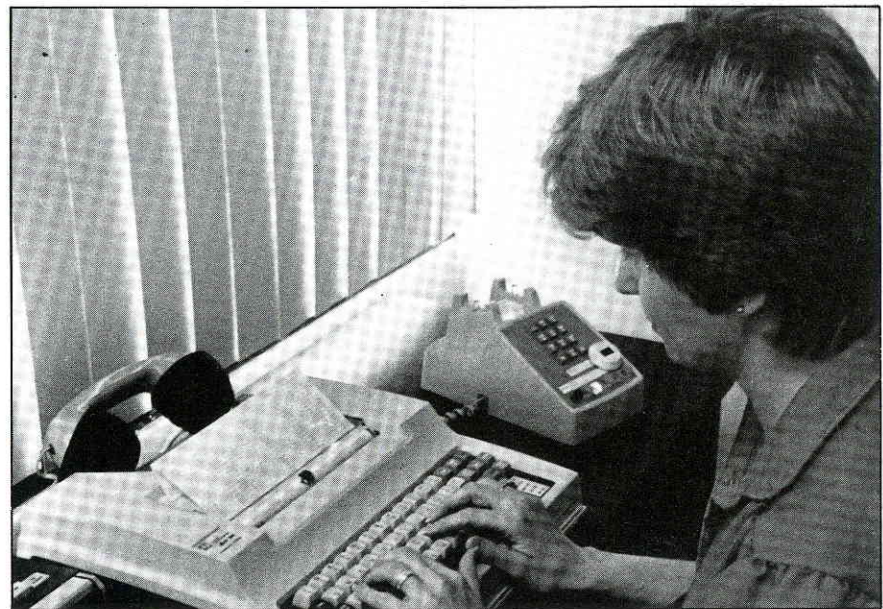
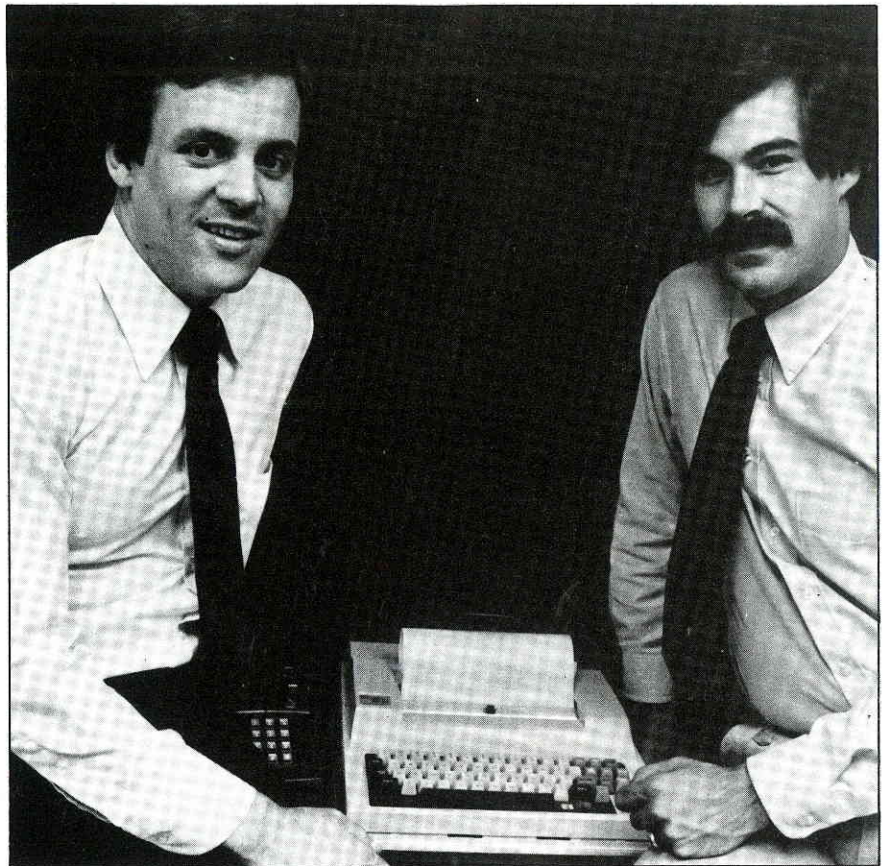
The advantage to the seller, he says, is in being able to place equipment on the market quickly and easily. The seller simply enters into the computer specifications on the equipment for sale. There are no delays involved with publication dates, Martin says, and it takes only minutes to add or delete an item as its availability changes.

According to Martin, the advantage to the buyer is that the equipment is stored categorically, and there is no question of a listed item's availability because the listings are constantly updated.

The buyer selects the type of equipment he is interested in purchasing and immediately receives a comprehensive summary of all items currently listed in that category. The summary includes information on model, brand, size, condition, availability and price. The buyer then can request a detailed description of any particular item he selects from the summary. The descriptions are 4,000 characters long on complete drilling rigs and 500 characters long on all other equipment and supplies. The information appears exactly as it was entered by the seller.

Martin says the system costs less to use than more conventional methods. As an example, he says the cost of listing 65 pieces of equipment with a popular trade journal is about \$1,450; listing that same amount of equipment with the Real Equip service is about \$840.

Subscribers pay a flat monthly fee of \$25, plus a small charge for computer time used; sellers pay a small charge for each item listed. If the customer doesn't already own a compatible computer terminal, Real Equip provides Texas In-



Top photo: Sam Martin, Real Equip president, and John Nipp, sales manager, with a Texas Instruments 787 portable terminal. Below: Shirley Failor demonstrates the use of a portable terminal to access the Real Equip system. (Photos by Robert Palmer Photographics.)

struments Inc.'s line of terminals on either a straight rental or purchase basis. Subscribers to Real Equip's service include Amoco Production Co., Delta Steel, Inc. and Tri-Flo Industries International, says Martin.

Real Equip recently opened an office in Midland. Melvin Hill is West Texas regional branch manager. The office is at 3003 Beechwood, Box 30320, Midland, TX 79701. Phone is 915/334-4276. □