



FULLY EQUIPPED MACHINERY
NEED NOTHING. FULLY EQUIPPED

PARTNER INVENTORY API

Put our used excavator inventory and attachment product line on your own dealership website. Your customers, your leads, your margin - with listings that stay accurate on their own.

INTEGRATION GUIDE | VERSION 1.0 | API v1

Includes a copy-paste prompt for ChatGPT, Claude and other AI tools - page 6

WHAT YOU ARE SETTING UP

Fully Equipped Machinery (FEM) runs a live catalogue of used excavators and a full attachment product line. The Partner Inventory API lets your website read that catalogue directly, so our machines appear on your site alongside your own stock and update themselves as things sell.

How the money works

You advertise at our retail price. The API gives you the exact price shown on fullyequippedmachinery.com, and you display it as-is. That means you are never competing with us on price, and no customer finds a cheaper listing after seeing yours.

Your money is made on the back end, and it settles the same way whichever of us handles the sale:

IF YOU FULFIL	IF WE FULFIL
You buy the unit from us at retail less your agreed rate. The spread is yours.	We ship to your customer and pay you the same spread as commission.

Either way you never publish those numbers. They live on separate endpoints that are deliberately unreachable from a web page. Your rates are set in your dealer agreement.

What you get

Live machine listings. Year, make, model, hours, ton class, location, specifications, installed equipment, retail price in CAD and USD, and the full photo gallery.

The attachment product line. 42 families and 225 SKUs - buckets, thumbs, couplers, breakers, tilt-rotators - with carrier class and list price.

Listings that self-maintain. When a machine sells it disappears from the API, so it disappears from your site. No stale listings, no awkward phone calls.

Your leads. Enquiries from your website are yours. We do not see them and do not contact your customers.

ONE THING TO KNOW UP FRONT

This integration must run on your **server**, not in the visitor's browser. Your API key is a password; anything in browser code can be read by anyone. If your website cannot make server-side requests, talk to us before you start and we will suggest an approach that fits.

GETTING SET UP

1 Request your API key

Email sales@fullyequippedmachinery.com with your dealership name, the website address you will publish on, and whether you also want attachment pricing.

We issue keys by hand. Yours will look like `femk_live_...` and is shown to you once. We cannot read it back to you afterwards - only a one-way fingerprint is stored on our side - so save it somewhere safe the moment you receive it.

2 Store the key as a secret, never in a file you publish

Put it in an environment variable or your hosting platform's secrets manager. Never commit it to a public repository, never paste it into a page template, and never email it onward.

If a key is ever exposed, tell us and we will revoke it and issue a new one within minutes. A revoked key stops working immediately.

3 Confirm the connection before building anything

Run the test below from your server or a terminal. If it returns your dealership name and permissions, everything downstream will work. If it does not, stop here and contact us - building pages on top of a broken key wastes your time.

```
curl -H "Authorization: Bearer femk_live_YOUR_KEY_HERE" \
  https://fullyequippedmachinery.com/api/partners/v1/me

# A working key returns something like:
{
  "partner_ref": "your-dealership",
  "label": "Your Dealership - website syndication",
  "scopes": ["attachments", "machines", "pricing"],
  "rate_limit": { "limit": 1200, "remaining": 1199 }
}
```

4 Build the integration

If you have a developer or an agency, hand them this guide - the reference on page 4 is everything they need.

If you do not, use the AI prompt on page 6. It is written so that ChatGPT, Claude, Cursor or a similar tool can build the whole thing for you, and it carries the safety rules so the tool does not do something that leaks your key or misprices your listings.

KEYS ARE NOT ACCEPTED IN THE ADDRESS BAR

Send the key as an Authorization header only. Keys passed in a URL end up in server logs, browser history and referrer headers, which is the single most common way an API key leaks.

ENDPOINT REFERENCE

Base URL: **https://fullyequippedmachinery.com/api/partners/v1**

Every request carries the header **Authorization: Bearer <your key>**

ENDPOINT	WHAT IT RETURNS	SHOW ON SITE?
GET /machines	Every machine currently available, at retail, with photos.	Yes
GET /machines/{id}	One machine. Returns 404 once it is no longer available.	Yes
GET /attachments	Attachment families and their SKUs at list price.	Yes
GET /me	Confirms your key works and reports its permissions.	No - testing
GET /machines/pricing	Your commission per machine. Back office only.	NEVER
GET /attachments/pricing	Your cost and margin per SKU. Back office only.	NEVER

The two pricing endpoints are protected on our side as well as by this instruction: they send no cross-origin headers and are not readable by a browser at all. They exist for your quoting and accounting systems, reached from a server.

A machine, as returned

```
{
  "count": 4,
  "generated_at": "2026-08-12T00:00:00.000Z",
  "machines": [
    {
      "id": "1",
      "fem_url": "https://fullyequippedmachinery.com/equipment/...",
      "year": 2021,
      "make": "Hitachi",
      "model": "ZX135USK-6",
      "hours": 2950.3,
      "ton_class": "13.5 Ton",
      "status": "available",
      "location": "Surrey BC",
      "price": { "basis": "retail", "cad": 159000, "usd": 112900 },
      "specifications": {
        "equipmentType": "Excavator",
        "auxHydraulics": "Yes - lines plumbed to arm end",
        "engineManufacturer": "Isuzu",
        "power": "78.5 kW (105 hp)",
        "emissions": "US EPA Tier 4 Final"
      },
      "installed_equipment": ["Hydraulic quick coupler", "Hydraulic thumb"],
      "photos": [
        { "url": "https://fullyequippedmachinery.com/api/catalog-media/1/0",
          "alt": "Hitachi ZX135USK-6 - photo 1", "sort": 0 }
      ]
    }
  ]
}
```

THE RULES

These are the terms your access is granted on. They exist because breaking them costs somebody real money - usually you. A key may be revoked if they are not met.

1 Advertise at our retail price

Display `price.cad` and `price.usd` exactly as returned. Do not add a markup on top and do not round. Your margin is the rate in your dealer agreement, not a number you add to the listing.

2 Never publish your cost or commission

The figures from the two pricing endpoints are confidential. Use them to quote, to buy and to reconcile. Never render them on a web page, never put them in a public spreadsheet, and never share them outside your dealership.

3 Keep the key on your server

Never in browser JavaScript, never in a page template, never in a public repository. If your platform cannot do server-side requests, contact us rather than working around it.

4 Cache for five minutes

Reuse each response for 300 seconds. Your key allows 1,200 requests per hour and every response tells you how many you have left in `X-RateLimit-Remaining`. Cache properly and you will never come close.

5 Hotlink our photos

Use the photo URLs directly rather than downloading and re-hosting them. If we correct or withdraw an image, your site picks the change up automatically. A copy on your server does not.

6 Credit the source

Any page showing this inventory carries a visible "Sourced by Fully Equipped Machinery" credit.

7 Do not repost to marketplaces

This inventory is for your own dealership website. Republishing it to third-party marketplaces or auction sites needs our written permission first.

8 Confirm before you commit

Availability and pricing are not a guarantee of sale. Check with us before promising a specific machine to a customer.

SOLD MACHINES VANISH, AND THAT IS DELIBERATE

We remove sold units from the API rather than flagging them, so a site that ignores a status field cannot advertise a machine we no longer have. Build your page so the list shrinking is normal, and never hard-code a machine into your template.

BUILD IT WITH AI

If you do not have a developer, an AI assistant can build this integration for you. The prompt below is written for that: it carries the endpoints, the response shapes and - importantly - the safety rules, so the tool does not put your key somewhere public or invent inventory that does not exist.

How to use it

- 1 Fill in your two details**
In the prompt, replace the two lines marked <<< FILL THIS IN >>> with what your website is built with and where it is hosted. If you are not sure, whoever set up your site will know, or your hosting invoice will say.
- 2 Paste it into your AI tool**
ChatGPT, Claude, Cursor, GitHub Copilot, Lovable, Replit - any of them work. Paste the whole prompt as your first message.
- 3 Do not paste your real key into a chat window**
Leave the placeholder FEM_API_KEY in place. The prompt already tells the AI to read the key from an environment variable and to show you where to put it on your platform. Your key should only ever be typed into your own hosting settings.
- 4 Work through it one piece at a time**
Ask it to get the /me test working first. Once you see your dealership name come back, add the machine listing, then the detail pages, then attachments. If something breaks, paste the exact error back to the AI.

THE FULL PROMPT IS ON THE NEXT PAGE

It is also supplied as a plain text file alongside this PDF - `ai-integration-prompt.txt` - which is easier to copy from than a PDF. If you would rather we email it to you, just ask.

THE PROMPT - COPY EVERYTHING BELOW

Copying from a PDF can introduce stray line breaks. If the result looks mangled, use the companion file ai-integration-prompt.txt instead.

I am an independent equipment dealer. I want to display Fully Equipped Machinery's used excavator inventory and attachment product line on my own website, using their Partner Inventory API. Please build this integration for me.

MY SETUP

- My website is built with: <<< FILL THIS IN: e.g. WordPress, Shopify, Wix, Squarespace, Next.js, plain HTML, custom PHP >>>
- My site is hosted on: <<< FILL THIS IN: e.g. GoDaddy, SiteGround, Vercel, Netlify, my own server >>>

Before writing any code, ask me anything you need to know about my setup, and tell me plainly if my platform cannot do what this integration requires.

=== THE API ===

Base URL: `https://fullyequippedmachinery.com/api/partners/v1`

Authentication: every request needs this header, where FEM_API_KEY is a secret key Fully Equipped Machinery issued to me and I will supply separately:

Authorization: Bearer FEM_API_KEY

The key is NOT accepted in a query string. It must be sent as a header.

ENDPOINTS I WANT TO USE

GET /machines

Every used machine currently available, at Fully Equipped Machinery's retail price. This is the main one. Returns:

```
{
  "count": 4,
  "generated_at": "2026-08-12T00:00:00.000Z",
  "machines": [
    {
      "id": "1",
      "fem_url": "https://fullyequippedmachinery.com/equipment/...",
      "year": 2021,
      "make": "Hitachi",
      "model": "ZX135USK-6",
      "hours": 2950.3,
      "ton_class": "13.5 Ton",
      "status": "available",
      "location": "Surrey BC",
      "price": { "basis": "retail", "cad": 159000, "usd": 112900 },
      "specifications": {
        "equipmentType": "Excavator",
        "auxHydraulics": "Yes - lines plumbed to arm end",
        "engineManufacturer": "Isuzu",
        "engine": "AR-4JJ1X (Isuzu 4JJ1)",
        "engineFamily": "Pending verification",
        "power": "78.5 kW (105 hp)",
        "emissions": "US EPA Tier 4 Final"
      },
      "installed_equipment": ["Hydraulic quick coupler", "Hydraulic thumb"],
    }
  ]
}
```

```

    "shipping": null,
    "photos": [
      {
        "url": "https://fullyequippedmachinery.com/api/catalog-media/1/0",
        "alt": "Hitachi ZX135USK-6 - photo 1",
        "kind": "finished_photo",
        "sort": 0
      }
    ]
  }
]
}

```

GET /machines/{id}
One machine by its id. Returns 404 if that unit is no longer available.

GET /attachments
Attachment product line - buckets, thumbs, couplers, breakers, tilt-rotators - grouped into families, each with its SKUs at list price. Returns:

```

{
  "count": 42,
  "sku_count": 225,
  "families": [
    {
      "id": "excavator-buckets-digging-bucket",
      "name": "Digging Bucket",
      "segment": "excavator",
      "category": "Buckets",
      "description": "...",
      "variants": [
        {
          "sku": "FEMCUB1015",
          "label": "10-15T",
          "carrier_class": "10-15T",
          "price": { "basis": "retail", "cad": 6298, "usd": 4999 }
        }
      ]
    }
  ]
}

```

GET /me
Confirms my key works and reports its permissions. Use this first to verify the connection before building anything else.

ENDPOINTS TO IGNORE

There are also /machines/pricing and /attachments/pricing endpoints. They return my confidential cost and commission. DO NOT call them from my website and DO NOT build anything that displays them. They are for my back office only.

=== HARD RULES - THESE ARE NOT OPTIONAL ===

1. THE API KEY MUST NEVER REACH THE BROWSER.

Call the API from my server, never from client-side JavaScript. Do not put the key in a React component, an inline `<script>`, a data attribute, or any file the browser downloads. Anyone can read those, and a leaked key gets revoked.

- Store the key in an environment variable or my platform's secret store.
- If my platform genuinely cannot make server-side requests, STOP and tell me that plainly instead of putting the key in the browser. Suggest a workaround such as a scheduled job that writes the data to a static file.

2. DISPLAY THE RETAIL PRICE EXACTLY AS RETURNED.

Use the `price.cad` and `price.usd` values as they come. Do not add a markup, do not recalculate, do not round. My margin is handled separately between me and Fully Equipped Machinery; the price on my website must match theirs.

3. CACHE FOR 5 MINUTES. DO NOT POLL IN A LOOP.

Cache each response for 300 seconds and reuse it. My key is limited to 1200 requests per hour and every response includes X-RateLimit-Remaining. A page that calls the API on every visitor load will blow through the limit.

4. HOTLINK THE PHOTOS. DO NOT DOWNLOAD AND RE-HOST THEM.

Use the photo `url` values directly in my tags. They are already absolute URLs. If Fully Equipped Machinery corrects or withdraws a photo, hotlinking means my site picks up the change automatically.

5. NEVER INVENT INVENTORY.

Only show machines the API actually returns. If the API returns 4 machines, show 4. Do not use placeholder or sample machines anywhere in the live site. Sold machines disappear from the response - that is intentional, and my page must handle the list shrinking.

6. FAIL QUIETLY AND VISIBLY TO ME, NOT TO MY CUSTOMERS.

If the API is unreachable or returns an error, show the last cached data if available, otherwise hide the section entirely. Never show a raw error, a stack trace, or an empty broken grid to a visitor. Log the error where I can find it.

=== WHAT I WANT BUILT ===

- a) A server-side function that fetches from the API with my key, with the 5-minute cache and sensible error handling.
- b) An inventory listing page showing all available machines as cards: primary photo, year, make, model, hours, ton class, location, and retail price.
- c) A detail page or modal for a single machine: the full photo gallery, specifications, and installed equipment.
- d) An attachments page grouped by family, with each family's SKUs, carrier class and list price in a table.
- e) An inquiry form on each listing that sends the enquiry TO ME, with the machine's id, year, make and model attached so I know what they are asking about. Leads are mine; do not send them to Fully Equipped Machinery.
- f) A "Sourced by Fully Equipped Machinery" credit on any page showing this inventory. This is required by my agreement with them.

=== HOW TO PROCEED ===

- 1. Tell me what you need to know about my site before you start.
- 2. Show me where to put the API key on my specific platform, step by step, as if I am not a developer.
- 3. Give me the complete code, file by file, with the full path of each file and whether I am creating it or editing it.
- 4. Give me a way to test the connection first - a single call to /me that prints the result - so I can confirm the key works before building pages.
- 5. Tell me exactly how to verify each piece works once installed.

Explain each step in plain language. Assume I can copy and paste files and follow instructions, but that I am not a programmer and cannot debug code on my own.

WHEN SOMETHING GOES WRONG

Every error comes back as JSON in the same shape, so your integration can handle them uniformly:

```
{ "error": { "code": "invalid_credential", "message": "..." } }
```

CODE	MEANS	WHAT TO DO
401 missing_credential	No key was sent.	Check the Authorization header is actually being attached. Most often the environment variable is not loading.
401 invalid_credential	The key is wrong, revoked, or your account is suspended.	Re-check for a copy-paste error or a trailing space. If it still fails, contact us.
403 insufficient_scope	Your key is not permitted on that endpoint.	Usually a pricing endpoint on a key without pricing access. Ask us if you need it.
404 not_found	That machine is no longer available.	Expected and normal - it sold. Remove it from your page and move on.
429 rate_limited	More than 1,200 requests in an hour.	Your caching is not working. Cache responses for 5 minutes rather than calling on every page view.
503 unavailable	A temporary problem on our side.	Serve your cached copy and retry shortly. If it persists more than a few minutes, tell us.

Common mistakes

Nothing appears, but there is no error. You are almost certainly showing only `available` machines and there are fewer than you expected. Call `/machines` directly and look at `count`.

It works locally but not on the live site. The environment variable holding your key exists on your machine but was never added to your hosting platform. Add it there and redeploy.

Photos do not load. Use the photo URLs exactly as returned. They are already complete web addresses - do not add your own domain in front of them.

Prices look wrong. Check you are reading `price.cad` or `price.usd` deliberately rather than whichever comes first, and that nothing in your template is applying a markup.

NEED A HAND?

Tell us what you tried and what you are seeing, and we will help you through it. If your platform turns out not to support this, we will tell you straight rather than let you spend a weekend on it.

sales@fullyequippedmachinery.com | 1 888-334-6467 | fullyequippedmachinery.com/developers

Fully Equipped Machinery is a trading name of Smiler Equipment Ltd. Inventory, pricing and availability are subject to change without notice and are not an offer of sale. This guide describes v1 of the Partner Inventory API.