

WESTERRA EQUIPMENT BUILDS IN ALBERTA

THE DEVELON DEALER IS READY TO SERVE CANADA'S LARGEST EQUIPMENT MARKET

BY MEGHAN BARTON, SENIOR WRITER



Westerra Equipment has entered the Alberta market with a greenfield launch in the greater Edmonton area, bringing DEVELON sales, service, and rental support into one of North America's most competitive equipment markets.

Prior to this expansion, the Wesgroup Equipment family of brands maintained a broad presence across British Columbia with four Westerra Equipment locations, four Williams Machinery locations, and the company's WE Rent division. Westerra has served as DEVELON's sole dealer across British Columbia for roughly a decade.

Westerra's move into Alberta is more than a geographic manoeuvre. It reflects a deliberate strategy by Wesgroup: build a dealership presence from the ground up, establish service capability first, and leverage a long-standing OEM partnership to gain traction in a market dominated by entrenched competitors.

"Alberta will be a growth market with its existing resources and upcoming projects," says Dhar Dhaliwal, CEO of Wesgroup Equipment. "It's the largest

equipment market in Canada and one of the largest in North America. It made sense for us to expand into this market."

GREENFIELD OVER ACQUISITION

Nisku, just outside of Edmonton, was selected for its market size and central role in the province's construction and energy activity. Here, Westerra operates out of a large facility that is well-suited to heavy equipment and provides room for expansion. Westerra's decision to enter Alberta through a greenfield model rather than acquisition defines how the company is positioning itself from the outset.

"We made the decision to make a greenfield investment and scoped the real estate market for an optimal location and facility," says Dhaliwal. The approach forgoes the immediate revenue stream that comes with acquisition, but gives Westerra full control over operations, systems, and staffing - something Dhaliwal views as critical to long-term execution.

"We wanted to use our own systems,

hire our own people for our own culture," he says. That culture, Dhaliwal notes, is ultimately about delivering exceptional service levels as the company builds its presence in a new market.

WESTERRA BUILDS ON A DECADE OF DEVELON EXPERIENCE

Westerra's expansion into Alberta builds on its long-standing relationship with DEVELON in B.C.

That experience positions Westerra as both a brand champion and a technical resource. Dustan Sept, Director of Marketing and Inside Sales at Wesgroup Equipment, says that experience also shapes how the company approaches new markets, particularly when building awareness for a product line.

This is particularly relevant in Alberta, where incumbent brands dominate. Although DEVELON had a previous dealer presence in Alberta, the brand remains relatively underdeveloped in the market. This presented a challenge and an opportunity for Westerra.

The company is entering a competitive market with limited brand aware-



Westerra Equipment's first Alberta dealership is located in Nisku, near Edmonton.

ness and a minimal established customer base. But the absence of strong existing perceptions gives Westerra the ability to define how the DEVELON brand is experienced in the market.

"DEVELON is a high-quality product that competes with the top-tier brands but at a value price point," says Dhaliwal. "We can effectively execute our strategy and not be competing with preconceptions in the marketplace."

For Westerra, backing a consistent DEVELON product line across both regions simplifies sales, service, and technical support. As the company enters Alberta, that operational advantage allows Westerra to compete in a new market without relying solely on brand legacy.

TARGETING RENTAL, CONTRACTORS, AND INFRASTRUCTURE GROWTH

Westerra's initial focus in Alberta is on construction, oil service businesses, and the rental market, with an eye on future infrastructure development.

"We believe Alberta will be a net benefactor of infrastructure investment in the coming years, and we are positioning

ourselves to participate in that growth," Dhaliwal says.

The company is also targeting small to mid-sized contractors, a segment Dhaliwal sees as underserved by larger competitors.

"Our major competitors are focused on large customers, but we really succeed in that small to mid-sized customer base," he says.

WE Rent plays a central role in that strategy by providing a lower-risk entry point for customers unfamiliar with the brand.

"Rentals are a way for a customer to become associated with the brand and build that level of trust to the point of purchase down the road," says Sept.

PLANS TO SCALE ACROSS WESTERN CANADA

The Alberta expansion is part of a broader plan to increase Westerra's presence across Western Canada.

"Our next expansion will be into Calgary," Dhaliwal adds. The company will then evaluate further growth within Alberta and into Saskatchewan.

The goal is to build regional coverage

while maintaining a consistent operating model - extending Westerra's service-led approach and DEVELON partnership across multiple markets.

DEFINING SUCCESS IN A NEW MARKET

For Westerra, success in Alberta is being measured in practical terms: building a team, establishing a presence, and gradually gaining share in a highly competitive market.

"In year one, it is getting the people on the ground, training them on the products, and building a market presence," explains Dhaliwal.

Early targets reflect that measured approach. Dhaliwal says placing 20 to 25 machines into the market in the first year would mark a strong start, while longer-term success is defined by growing market share.

Those benchmarks underscore the company's broader strategy: a disciplined, service-led expansion focused on building capability first, then scaling as the operation takes hold in a market where service performance will be a key differentiator. HEG



Westerra's decade of experience with DEVELON equipment in B.C. positions the dealer to offer strong service capability in Alberta.