

# Top 10 reason to buy directly from the manufacturer

Buying directly from the manufacturer has 10 great benefits:

1. Pricing - Buying direct from the manufacturer, can represent substantial savings because the product has not been through multiple mark-ups.
2. Product Knowledge - The manufacturers' sales people have expert knowledge of their products' features and limitations. Their staff can help you decide on the right product and accessories for you.
3. Technical Support - Manufacturers' customer service employees, or the sales personnel, are generally more knowledgeable than representatives about their products. Since they are responsible for their products end to end, there's no confusion on how and where to get help.
4. Product Customization - The manufacturer is able to make an offer of a product that needs to be customized according to your specifications.
5. Warranty Service - There's no guessing on where to call for warranty issues, and you'll usually receive prompter service compared to agents or representatives
6. Parts - Manufacturers are in the best position to provide miscellaneous parts should the need arise. This can mean the difference between repairing and replacing a unit.
7. Accessories - Manufacturers will have a full line of accessories for their products. This can substantially enhance the value of your system.
8. Product Availability - Buying directly from the manufacturer gives you full access to the company's entire product portfolio. Downstream suppliers usually carry only part of the product line, which may or may not contain the best product for you.
9. Latest Product Versions - Newer models usually have improved features. Get the latest version of a product by dealing directly with the manufacturer.
10. Accountability - When you purchase from the manufacturer, you are ensured a more stable relationship.