

Four Reasons Why You Probably Won't Respond...

As attractive as this offer is, our marketing experts tell us that only 12% of the people receiving it respond. Although that's OK with us from a business point of view. It still bothers me personally.

You see, I know how much the estate agents who've accepted my offer benefit from it. I read their letters, I talk to them on the phone; I even see them personally, and hundreds each year tell me:

"I didn't believe it at first, but your offer of a free laser printer is genuine and the quality and speed of the printer and service are second to none."

Because of this, I just hate the thought of someone not taking my genuine offer because of some error or omission in my explanation. That's why I held a brainstorming session with my people just to try and figure out why you might say "No" to our free printer and special bonus offers. After several hours, we could think of only four possible reasons. Here they are:

Reason 1. "It's a con!" There's no way you're going to give away a laser printer and not expect something in return. So far, 273 other estate agents have suspended their disbelief long enough to find out that this is a truly genuine offer. They all decided to keep their free printers after the demo and are still using them to produce high quality details for their clients and prospective buyers. **Surely 273 agents can't be wrong?** Don't you think they would have sussed it out if there was anything untoward? You betcha they would!

Mind you, some took more convincing than others, like *Stuart from {Agency} in Sheffield*:

"I was very sceptical about this 'too good to be true' offer and ignored the offer twice. On a third occasion I telephoned an agent I knew who had provided an endorsement and he said everything was as stated in the offer and he was delighted. I therefore decided to respond and can now confirm that the offer made by Grant at IC Office Solutions is 100% genuine and exactly as stated on his promotional literature.

The machine is outstanding, producing top quality prints every time and up to 1000 a month are in effect free of charge. I tried to get four local firms to compete and nobody could come anywhere near this offer.

One said the offer was so good they would take it up themselves if they could!"

I'm sure you're probably as cautious as he was – I don't blame you, I think I would be if I were in your shoes. But I promise, we'll spend just 1 hour with you demonstrating the machine and, 'hand on heart', I can truthfully say that it is highly unlikely you'll want us to take it away.

Even so, you still have 100 days to thoroughly test our claim. If you decide this printer's not for you, we'll remove it and your only commitment is only to pay for the prints you run during that 100 day period.

Reason 2. "The cost per print is too high." This is an interesting one because when I explored costs with estate agents who had said this I discovered they were only thinking

Please turn to the next page...

about the costs of toner, and not all the other components and aspects of what we offer. So, I thought I'd do a comparison and, to make things fair as possible, I've based it on the same printer being installed under 2 different packages:

Installation 'A' is our free printer installation, with the 10p per colour print charge covering all service maintenance costs and consumables (I haven't included the additional value of the bonuses you'd be receiving for acting quickly).

Installation 'B' is the normal arrangement where you buy the printer on a 3-year lease, pay for a separate printer maintenance contract and buy consumables as you need them.

I've shown the **true cost per print** for each installation based on 1,000 colour copies per month over the three years (I could have calculated for black & white prints as well, but the example was starting to get awfully complicated!) I think this demonstrates it quite well.

The first thing to remember is that the print quantity claimed in advertising literature for consumables, toner etc., is based on 5% coverage on an A4 page, that's not actually very much and is rarely representative of the true usage. It's like this...

Imagine you have a piece of bread A4 size, divide it into 20 sections and add enough jam to cover one section properly. Now, spread that jam over the whole A4 slice – see what I mean about not being very much! It certainly doesn't 'cover the area'!

So – to save you the trouble - I've calculated the running costs on the **true print quantities** achieved based on my existing estate agent client's experiences.

By the way, if you just want to know what the final cost per print is, without checking through all this detail, it's:

Installation A: 10p per print (constant)

Installation B: 27.1p per print (average over 3 years)

This, at just the minimum of 1,000 prints per month, over 3 years equates to a massive saving of **£6,144!!!** Here's the detail – check it out....

Detail of Print Cost Comparisons

I've already told you the DSC38u retails a £6,032.98. And I've also said with a bit of searching around you could probably find one at £3,500. I've used the lower sale figure as the original lease purchase price in my comparisons, that's only fair. Obviously it depends upon the lease agreement you're able to find, but I've based my calculations on a monthly lease figure of £115. The service maintenance, again, can vary quite widely so I've gone for £20 per month, which is about average.

In this table for **Installation B**, I've shown the actual breakdown of all the consumables and the true number of prints you're likely to get, based on the normal property details you are producing. I've broken down each item's cost to show the amount for each page of A4 colour print...

Please turn to the next page...

Item Description	Prints/Item	£	£/print
Black Toner	10,000	56.00	0.0056
Magenta Toner	5,000	155.50	0.0311
Cyan Toner	5,000	155.50	0.0311
Yellow Toner	5,000	155.50	0.0311
Magenta PCU Drum	50,000	148.52	0.0030
Cyan PCU Drum	50,000	148.52	0.0030
Yellow PCU Drum	50,000	148.52	0.0030
Colour Developers	100,000	263.11	0.0026
Fuser Unit	50,000	311.12	0.0062
Black PCU Drum	50,000	36.26	0.0007
Black Developer	100,000	73.65	0.0007
Oil Unit	20,000	55.89	0.0028
Monthly Service Maintenance	1,000	20.00	0.0200
Lease Cost	1,000	115.00	0.1150
Total per Print:			0.2559

That means, in the first year, you're paying a true cost of **25.59p/print** compared to my offer which is **10p/print**. (Of course when you go over the 4,000 colour prints per month you start paying even less... just 6p per print!)

Costs for consumables and maintenance can increase by 10% per annum, on average, so, on that basis:

	Inst A	Inst B
Year 1	10p	25.6p
Year 2	10p	27.0p
Year 3	10p	28.6p

This means your genuine annual running cost for 1,000 prints per month is:

	Inst A(£)	Inst B(£)
Year 1	1,200	3,072
Year 2	1,200	3,240
Year 3	1,200	3,432
Total:	3,600	9,744

Giving you a saving of... £6,144 over a 3-year period

Fact is, when you are looking at the running costs of a printer the quoted number of prints for consumable items is highly unreachable for the type of material you are producing. The average you need, in toner, for example is at least 10% and could be more, which makes the cost per copy even more expensive than my example above.

So – if you thought our cost per print was expensive, I'm sure you agree discovering the true, hidden costs opens up a completely different view. It's these hidden costs that other suppliers don't bother to tell you about.

Which is why *Malcolm from {Agency} Northampton* wrote:

"We previously purchased an Oki 7000 printer unaware of the costs involved of running this printer. We have taken the DSc38 and seen our printing costs more than halved.

When I received the offer of a free printer I was very sceptical – because as we know

Please turn to the next page...

you get nothing for free, however {supplier} have saved us £100's of pounds in the first 3 months of use. I wish they had contacted us sooner."

and *Robert, of {Agency} in Paignton* said:

"Having looked carefully at the capital and running costs of a number of printers I am satisfied that {supplier} are giving a sensible deal. Theirs is a genuine offer with, I believe, no catches."

By the way if you want to check the printer out for yourself it's also sold under the badges : Ricoh CL7000, Gestetner DSc38u, Infotec IPC2838, Nashuatec DSc38u and Lanier LP138c.

Reason 3. "If it's free, it must be a poor quality printer." I can see where you're coming from with this. Especially if you're thinking of other 'free printer deals' such as inkjet printers, which are small and definitely not suitable for the high print runs you'd expect in a busy estate agent's office like yours.

I can promise you the print quality is phenomenal – crisp, true to life colours – your photos enhance the property details and give added appeal to your prospective buyers, but don't take my word for it. This is the review from an expert:

"The Ricoh CL7000 (also badged as Rex-Rotary DSC38u) Printer outputs brilliant colour pages at a blazing 28ppm and 38ppm in black and white - all at 1, 200 x 600 dpi - quickly and affordably producing every type of colour document today's business office needs. Uses plain paper and has an optional duplexer. It holds up to 500 sheets of paper. The CL7000 quickly produces every type of colour document that today's business office needs - documents like flyers, proposals, newsletters, direct mail pieces, and brochures. Best of all, it does it at a price you can easily afford, adding up to an incomparable value."
by Jane Seabolt, Newbie.net Product Reviewer

Mind you there were a few problems in the early installations as **PC Magazine**, who rated the printer as '**Editors Choice**', noted as part of their review:

"Our 10 page combi document test was completed in 41 seconds, which was good going. Text printouts were sharp and glossy, and the combi document was very well rendered too. Where the DSC38U lost out was in the photo printout segment, and quite strangely the printouts were good overall, but the ink simply peeled off the paper in many areas."

And it did! But our technicians discovered that whilst the heat settings were high enough to fuse the concentration of toner colours, it wasn't hot enough on the first print copy produced to set it on the paper properly. And that's no good for an estate agent's property details where photos are frequently used.

After some experimentation and testing we discovered the optimum temperature. Now all our printers are installed with the correct settings.

You can check this for yourself. Have a look at the DL flyer with this letter describing the free bonus report. It was produced on the same printer I'm offering you.

The only way you can get this spectacular parade of colour off the page is if you

Please turn to the next page...

scratch it really hard! Now the printer gives brilliant, lasting colour as you'd expect.

Of course, the **true test of quality** shows when it is in use. As one satisfied customer told us:

"I received an offer from yourselves, outlining your terms for a 'Free Printer'. I am the sort of person that believes there is no such thing as a free lunch, let alone a free printer.

I looked carefully at your terms, I investigated the actual printer and could not fault what I found. I then decided to dip my toes into the water. I took delivery of the printer. What a machine, I cannot fault it at all, it is superb, the quality and speed of the sales details I produce are second to none.

Alan, {Agency}, Stafford

It's not just the print quality that's important though, is it? Reliability and speed are paramount as well!

No more waiting! Your **first print, in colour**, is out **in just 12 seconds!** Then it carries on, spitting out a copy every **2.14 seconds**. That's incredibly fast! Black and white copies whiz out at just **63 seconds** each.

How?

It has a unique 4-drum engine – a separate drum for each colour. For most colour laser printers the paper normally has to be 'passed through' the machine for each colour. In this printer, all the colours are laid simultaneously, so it reduces the print-time dramatically.

Now, you might possibly be thinking "that's OK if it doesn't jam." There's nothing more frustrating, and time consuming, than having to constantly clear paper jams. I know – I've been there and I appreciate it's something that can make a good printer appear really naff.

I'm glad to say we knew we had a winner with the DSc38u. Its state-of-the-art engineering produces a smooth paper flow through the machine so paper jams are very infrequent:

"I can confirm that the offer of a free A3 fast colour laser printer is 100% genuine. In the time we have had the printer it has never misfed. (very rare quality) I can wholeheartedly endorse the DSc38.

Luke, {Agency}, Seaford

"We are very pleased with our printer both with the quality of printing & the reliability of the machine."

Mr E, {Agency}, Kington

This printer does it right and does it fast!
It's practical, efficient and economical!

Reason 4. "I've recently installed a new printer." This might be the most frustrating

Please turn to the next page...

reason for you, especially when, like so many other professional estate agents, you appreciate the quality of this printer and the real benefits this offer gives.

I'll tell you what I'll do. Let me know when you expect to change your printer and I'll make a note to contact you again a month or two beforehand. Of course I can't guarantee I'll be making the exact same offer; costs per print could change. But at least you know you've already got a good quality printer in mind and won't have to waste your valuable time researching for a suitable printer and supplier at the best possible price. And you can still claim your free bonus report now.

Then again, you might decide to do what *David of {Agency}* did:

"Since using the DSc38 printer we have not had any problems whatsoever – in stark contrast to our previous printer!! Although we've only had the printer for 2 months, it has already proved itself. Consequently our old printer is being sold.

This seems a genuine offer which for us presents excellent value for money. I would therefore thoroughly recommend it."

A Clear Choice When Only The Best Will Do...

One other thing I believe is crucial to your business – **SERVICE**. Service includes answering all your questions during the demonstration and installation and being available when you need help.

Don't expect the usual service from us. **Expect more!** Many estate agents are open 7 days a week, maybe you are too. So we decided we would also be available 7 days a week – after all you're supplying the service demanded by your clientele, so we want to do that for you as well.

And we're just a phone call away. Our expert technician contacts you within an hour of your call. 78% of the calls we receive can be resolved over the phone – so your **downtime is probably less than 90 minutes!** And if we can't sort it out over the phone, a member of our nationwide support team is with you within one working day. You won't be wondering what's going on for days on end. **We deliver the service you deserve.**

"...the quality of the machine is excellent. We have also had very good service when required. This latter has largely been fitting the printer into our existing network. The machine has been exemplary in its performance."

K R L, {Agency}, Malvern

"With all the dealings I have had so far I have found the staff and support team to be friendly and professional!"
Kate, {Agency}, Mansfield

"...to date {supplier} have been true to their word! The staff are friendly and prompt with service... and, oh yes, the printer is excellent! Go ahead and try it!"
Mrs M, {Agency}, Oswestry

Please turn to the next page...

Free refills – when you call for your new toner, the cartridges are sent out immediately – completely free of any additional postage charge – pop them into the top of your printer and it's refilled, ready to go.

"The service from your office staff, when requesting toner, is also faultless, with delivery always before 12.00 the next day.
Alan, {Agency}, Stafford

Listen to what some other estate agents are saying about this deal:

"Having looked carefully at the capital and running costs of a number of printers I am satisfied that {supplier} are giving a sensible deal. There's is a genuine offer, with I believe, no catches."
Rob, {Agency}, Paignton

"We are extremely please with the machine, the technical backup cannot be faulted and the staff at {supplier} are very helpful. The quality of the printing is, in our opinion, exceptional."
Tony, {Agency}, Shropshire

"For anyone seeking to produce top quality full colour sales particulars this machine is a must. The offer is as good as it sounds, the performance of the machine and quality of service are second to none."
Marge, {Agency}, Leominster

What to Do Now...

Now it's your turn to put your doubt to one side and make up your mind.

Please turn to the next page...