

FINE PRINT FIX POLICY

FACTS OF MODERN LIFE

"BUYER BEWARE" is an established principal. The Global Financial Crisis has hurt many (and some importers quite badly, due to poor fiscal management strategies). Some companies in the residential lift industry are desperately trying to recover substantial losses. And are therefore acting in ways that may exploit customers' naivety or lack of knowledge or lack of time.



OUR CONCERNS

It is getting very difficult to compare residential lifts and harder to understand what you are buying. (rumour is that the telephone companies started this trend but the truth is its been going on for much longer)

WHAT WE HAVE SEEN



Naturally, our competitors' quotations which are written with confusing fine print so that you cannot understand exactly what you are getting. The patterns and intent is always the same, low headline price, plus plus plus, along the way. The end price is much higher. Eg. Additional delivery charges of at least \$895 when you cannot take delivery on exactly the day the lift clears customs - something impossible to plan for - the reality is that lifts are never unpacked at the wharves anyway, the whole container is usually unpacked at the storage depot. Or leaving out something critical like the floor plate, say when you plan to do your own finished floor covering - cleverly passing costs on to you the client.

WHAT WE BELIEVE

That you are entitled to value, and that it is achieved through a clear understanding of ALL costs and who pays for what. We don't included what you don't want but we also don't put you into a situation where you are certain to get a variation charge. Our inclusions and exclusions are clear.

WHAT DO YOU DO NOW

For the type of money that you are going to spend on a residential lift (often around \$50,000), you should shop around. And you will. Probably you will sit quietly with the quotations of your favoured suppliers and consider the relevant benefits of their lifts and the prices. And then you have the confusion of who includes what, and what are the associated costs. We understand how difficult this can be especially when some of our competitors want it to be difficult.

OUR FINE PRINT FIX POLICY

After careful consideration we have decided to adopt this policy of a way of helping you with this problem.

Our options were to:

- Discount the price at the start and then charge variations later... (we hated that idea).
- To pretend this problem does not exist
- Implement the "FINE PRINT FIX"

Send us the other quotation that you are comparing to Lift Shop, block out the headline price, we can then give you a quote under their fine print (contract conditions) with our price. So that you are comparing like with like.

You can then decide whether you wish to accept

Our inclusive price, (the way we like to do things, it makes it better and fairer for our clients... Just ask one of the 100s of already satisfied.)

Or

Our new and much lower price, where we utilize the terms / fine print of our competitors quotation.

At Lift Shop we still believe in old fashioned values like transparency and integrity. We trust that this will help make it easier to understand your transaction.

And remember, if the competitor is afraid that you will pass the quotation around, then they are afraid of this policy, and that their pricing system will be exposed. We do not mind if you pass our quotations to our competitors. Our competitors visit us all the time. Its where they go for ideas and inspiration.

