Owning Buildings & Marketing

Dealers answer questions from fellow dealers

Compiled by: Elizabeth Marvel, Office Technology Magazine

Following are two questions submitted by dealer members as part of BTA's Dealers Helping Dealers resource and many of the answers received. These answers and others can be found in the members-only section of the BTA website. Visit www.bta.org/DealersHelpingDealers. You will need your username and password to access this member resource.

If you own your building, at what point did you make the decision to own and what were the factors helping to make that decision?

"We made the decision to own our building once we reached a point of stable revenue, consistent cash flow and long-term confidence in our market.

"Key factors:

- **Cost comparison versus leasing** — Ownership allowed us to build equity while keeping monthly costs comparable to (or better than) rent over time.
- **Long-term stability** — Ownership eliminated concerns around lease increases, renewals or relocation.
- **Control over the space** — We now have the ability to customize the facility to fit our operations.
- **Investment value** — We viewed the building as both an operational asset and a long-term investment."

Keith Anselmo, territory manager
Appalachia Business Communications, Johnson City, Tennessee

"I have owned my headquarters building for about 25 years. It just made sense. We rent a warehouse and an office/warehouse building in Little Rock."

Tim Stanley, owner
TDSiT, Lowell, Arkansas

"We decided to buy our building because of the increasing rents in our area."

Dan Detrick, vice president
CopyLady Inc., Fort Myers, Florida

"My grandfather built the building, my aunt inherited it and I bought it from her (under a separate LLC). Having rent stability was my motivation. No one else is in control of that aspect of my business."

Gary Foote, president
HBM Technology Partners, Reno, Nevada

"[We have owned our building] from the beginning. It gives us the ability to do whatever we want with it, and we'll have income when we retire."

Chip Miceli, CEO
Pulse Technology, Schaumburg, Illinois

"[We owned it] immediately — day one! Owning your own building is vital. It provides many tax advantages, a hedge against inflation, and custom design and control for your business."

Clint Feybusch, president
Office Concepts, Pipersville, Pennsylvania

What kind of marketing are you doing for managed IT services?

"We're taking a multichannel approach to marketing our managed IT services focused on education, trust building and consistent lead generation.

"What's working for us: Targeted digital marketing, email campaigns, educational content, referral programs, and local networking and events."

Keith Anselmo, territory manager
Appalachia Business Communications, Johnson City, Tennessee

"Some marginally effective social media."

Gary Foote, president
HBM Technology Partners, Reno, Nevada

"Facebook and LinkedIn."

Jeff Eaves, president
Appalachia Business Communications of Kingsport
Gray, Tennessee

"Email, telemarketing and our chamber of commerce."

Jeffrey Foley, COO
Apollo Office Systems, Alvin, Texas ■

Elizabeth Marvel is associate editor of Office Technology magazine. She can be reached at (816) 303-4060 or elizabeth@bta.org.