machine. Of course, net-new installs take longer, but upgrades take much less time. We have tracked our costs over 15 years and this amount covers us with about a 5% margin. We just increased these amounts this year. They were previously $200, $100 and $50.”

Michael DelBorrello, owner
Cyan Sky Copier Technologies
Schnecksville, Pennsylvania

“Our hourly rate is $165 per hour. We include delivery, setup and installation in our equipment pricing markup to the reps. It is approximately $395.”

Stephen Valenta, president/owner
Offix, Gainesville, Virginia

 “These fees vary depending on complexity, starting at $195 to deliver and connect an A4 device, up to $450 for an A3 with mailbox setup and possible stairs to navigate.”

Tom Minuti, president
Copy Products, Upper Darby, Pennsylvania

> “These fees vary ... starting at $195 to deliver and connect an A4 device, up to $450 for an A3 with mailbox setup and possible stairs to navigate ... ”

“All of those fees are in the cost of goods to the rep. It may vary by segment, but it is always built in.”

Tim Renegar, president
Kelly Office Solutions
Winston-Salem, North Carolina

“All of these costs are billed into the deal as a charge out of the deal. Very rarely do we actually charge the client any of these fees.”

Rick Salcedo, president & CEO
KDI Office Technology, Aston, Pennsylvania

Do you have a question for your fellow dealers? If so, email it to brent@bta.org with the subject line: “Dealers Helping Dealers.” BTA will then share your question with the full dealer membership with a request for guidance from your fellow dealers. ∎

Brent Hoskins, executive director of the Business Technology Association, is editor of Office Technology magazine. He can be reached at brent@bta.org or (816) 303-4040.

ADVERTISER INDEX