

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](mailto: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](mailto:brent@bta.org) or (816) 303-4040.*

## ADVERTISER INDEX

### 7 • 2023 BTA National Conference

(800) 843-5059 / [www.bta.org/BTAEvents](http://www.bta.org/BTAEvents)

### 31 • BPO Media

[www.workflowotg.com](http://www.workflowotg.com) / [www.theimagingchannel.com](http://www.theimagingchannel.com)

### 33 • BTA On-Demand MITS Workshop

(800) 843-5059 / [www.bta.org/MITS](http://www.bta.org/MITS)

### 32 • C2C Resources

(866) 341-6316 / [www.c2cresources.com](http://www.c2cresources.com)

### 2-3 • Capture the Magic

(800) 843-5059 / [www.bta.org/BTADenver](http://www.bta.org/BTADenver)

### 29 • ConnectWise

<https://connectwise.com/platform/security-management>

### 26 • Cranel

(800) 288-3475 / [www.cranel.com](http://www.cranel.com)

### 31 • DealerSiteBuilder.com

(913) 717-4995 ext. 10 / [www.dealersitebuilder.com](http://www.dealersitebuilder.com)

### 23 • Distribution Management

(800) 405-4745 / [www.distributionmgt.com](http://www.distributionmgt.com)

### 13 • DLL

[www.dllgroup.com](http://www.dllgroup.com)

### 14 • DocuWare

<https://start.docuware.com>

### 39 • ENX Magazine

(818) 505-0022 / [www.enxmag.com](http://www.enxmag.com)

### 5 • Epson

<https://epson.com/business-inkjet-printers>

### 25 • FP Mailing Solutions

[www.fp-usa.com](http://www.fp-usa.com)

### 40 • GreatAmerica Financial Services

[www.greatamerica.com/1invoice](http://www.greatamerica.com/1invoice)

### 9 • Hytec

(800) 883-1001 / [www.hytecrepair.com](http://www.hytecrepair.com)

### 21 • Kodak Alaris

[https://info.kodakalaris.com/see\\_the\\_difference\\_partner](https://info.kodakalaris.com/see_the_difference_partner)

### 17 • Konica Minolta

[www.rethinkwork.com](http://www.rethinkwork.com)

### 27 • NEXERA

(307) 587-8446 / [www.nexera.net](http://www.nexera.net)

### 39 • ProFinance 3.0

(800) 843-5059 / [www.bta.org/ProFinance](http://www.bta.org/ProFinance)

### 19 • Pure Water Technology

<https://purewatertech.com>

### 11 • Toshiba

<https://business.toshiba.com>

### 33 • UPS

(800) 636-2377 / <https://1800members.com/bta>

### 18 • VETech

(800) 843-5059 / [www.bta.org/VETech](http://www.bta.org/VETech)