



Why Custom Computers cost *less* in the long run.

Ok I get a little long winded here, so I'll summarize; Warranty support is frustrating, time consuming and labor intensive for you, the customer. Even more importantly it wastes your money.

Many people prefer to avoid the headache and buy a custom computer locally – with local support. If there is a problem they make a phone call. The local computer company does the rest.

Local service also saves you money. For those running a business office out of their home, time is money. Spending hours on the phone with Tech Support is a waste of time and money.

Can you imagine a Lawyer, Doctor or Real Estate Agent fixing their computer rather than earning good money working in their own profession? They'll be the first to tell you, it costs less to buy a custom computer locally with local service support.

Ok, so local is preferable. Then why not buy a cheapo computer at the local retail giant?

The details are below, but basically those computers are propriety and massed produced – which isn't good for you the customer. Also, after the warranty the retail giants charge an arm and a leg if you need repair work done.

If you want the details . . . read on, if you've experienced this personally you'll either laugh or cry.

1. Warranty

If you buy a cheapo computer and need help you will probably:

- Struggle through a phone menu, then wait on hold.
- Finally you get an 'overseas' Rep who often can't speak English very well and has a strong accent.
- On top of that, YOU DO ALL THE WORK !
- Many phone reps know very little about computers – they just read from a script.
- Most of the time they want you to restore their “Recovery Partition.” After which all of your personal files are gone – not to mention any programs you've installed.

2. No Windows Disc

Cheapo computers rarely include a Windows install disc. If your hard drive dies completely, once it's been replaced, how can Windows be reloaded without the install Disc? This is just wrong. You paid for Windows but don't get a disc and couldn't reinstall it if you wanted to.

3. Parts

There are at least two problems with the parts in most Cheapo computers. First they are often an inferior quality because they are mass produced over seas by the lowest bidder. Secondly they are

usually custom parts. For example, if you need a power supply, you can't buy one just anywhere. No, if it is custom you must buy it from the computer manufacturer at their price.

So who buys custom computers ?

Typically small businesses and professionals working out of a home office.

Can you image a Doctor, Lawyer, Author, Financial Advisor, or Real Estate Agent wasting their time on the phone with an overseas rep ? If they did, they would be losing money – not saving it !

But even home users can appreciate the logic of buying a locally build and supported custom computer. They value their time and sanity.

Money is tight these days. If you can only afford the Cheapo computer then go buy it, It is better to do that than have nothing.

So, who buys computer computers ?

People who want quality.

People who want a real warranty. Where a local professional fixes the computer rather than making you do all of the work over the phone.

People who don't have time to fool around with the computer.
One phone call and some one comes and fixes the computer.

There are business professionals who need their computers to make a living.
Examples include, Radiologists, Real Estate Agent, Tax Professional.
Many of these businesses run out of a home office – can you imagine them wasting their valuable time of the phone with Tech Support ?

Many small businesses couldn't operate with out their computer system.
A local dentist office can't run with a down computer system.
Does the dentist, dental tech or receptionist have the time to spend hours on the phone with tech support ?

Ok – so custom computers are not the low cost leader.

But they are better quality and the local service and support is unbeatable.

Admittedly some of the big retail chains now offer repair services.

But check their prices and offered services very carefully. I think you'll their services are over priced.

