



Every one of us wants to stay in business and during these tough economic times we always look a little closer at price and pay-back. Is it going to help you to take on this client or manufacturer or just cost you time and effort?

I've seen a lot of talk on here about how much Business Software costs and what do you get for the money and why should you be on support. I'd like to give you our take on the subject.

### 1. The cost to you:

Well, that's what it's all about these days. It is a little more than difficult to justify a monetary outlay unless you see something positive from the start. Unfortunately, there are no "magic bullet" programs. And, if someone tells you that theirs is a "plug and play" program, watch out. You have to learn how to use any program before it really pays out. But, that doesn't mean you have to learn it all at once. You learn what you need to know to get started and as you see features you want to try they are already there.

### 2. The value to you:

There are lots of good, fairly simple programs out there to help you estimate jobs and create invoices. I know a lot of you use Estimate and such and that's fine. For starters. I'm not putting them down, it's just that when you start growing and have to keep track of your business you probably have to purchase add-ons and updates to do it. Right when you need to have money available to advertise and such. (Now for a sales pitch) Advantage does offer all of it's features (excluding web apps) with the initial purchase. The only "add-ons" are extra users. The price is \$1995.00. That may seem like a lot of upfront cost but when you consider everything, it's only about the price of 3 or 4 good jobs in a month and it's paid off. And there is no use purchasing 5 or 6 licenses if you don't already know how to teach your people how to use it effectively. So, the overall price is in line with cheaper products that need upgrades and add-ons.

### 3. How to get to know a product:

We used to offer our 30 day trial for \$250.00. We did this because we want customers that are serious about using our software and not just someone who wants to download a freebie. After being raked over the coals for this policy on this website we dropped the \$250.00 and now it's free for 30 days. It hasn't made much of a difference. Our sales have been about the same. However, we do get a lot of requests for the 30 day trial but some, it seems, don't have the time to follow up on it. So, which is

better, us getting the \$250 up front, training you on how to use it and then MAYBE you buying the software or give the trial away for free so you don't have to wait for your money back? It doesn't really matter to us. As for those that purchased our software they got that 250 applied to their order. As for selling Advantage, we offer a 50% down plan and base the payoff on negotiations. We don't charge for the "loan" so we don't make money off that either. And, finally, we don't try to sell to everyone. If it's not what you are looking for that's ok. All we ask is that you pay us what you owe us.

#### 4. Support

There are people that see charging for support as a rip-off. After all, if the program is so bad you need to pay to have it fixed it's not going to do you much good. But, unlike appliance "extended warranties" the support you pay is not to replace the product, they really don't fail that often, but to give you a life line when you have a problem understanding the program or it does give you an error (a lot of these really are user errors) or in case of disaster, like a computer crash or equipment stolen. You have no control over those things but you want to be sure that the people that sold you software to run your business will do everything they can to help you if you are on support. We do make exceptions sometimes. The hurricane in Galveston did destroy one of our customer's place of business but he had a backup of his database. We restored his program and got it back up running and we delayed some of his support contract payments until he can get back on his feet. That seems only fair. Also, "support" contracts cover improvements to the product and help when you need it. They help pay for our programmers and techs.

Our software is good, our support is good, and our customer service is good. Check out the [Customer Quotes](#). In these times of economic troubles you need to keep real close track of your money. We offer a good return on your hard earned money. Give us a try.