



**Blanchard
Machinery**



RENTAL / SALES / SERVICE

Blanchard Machinery Inc.

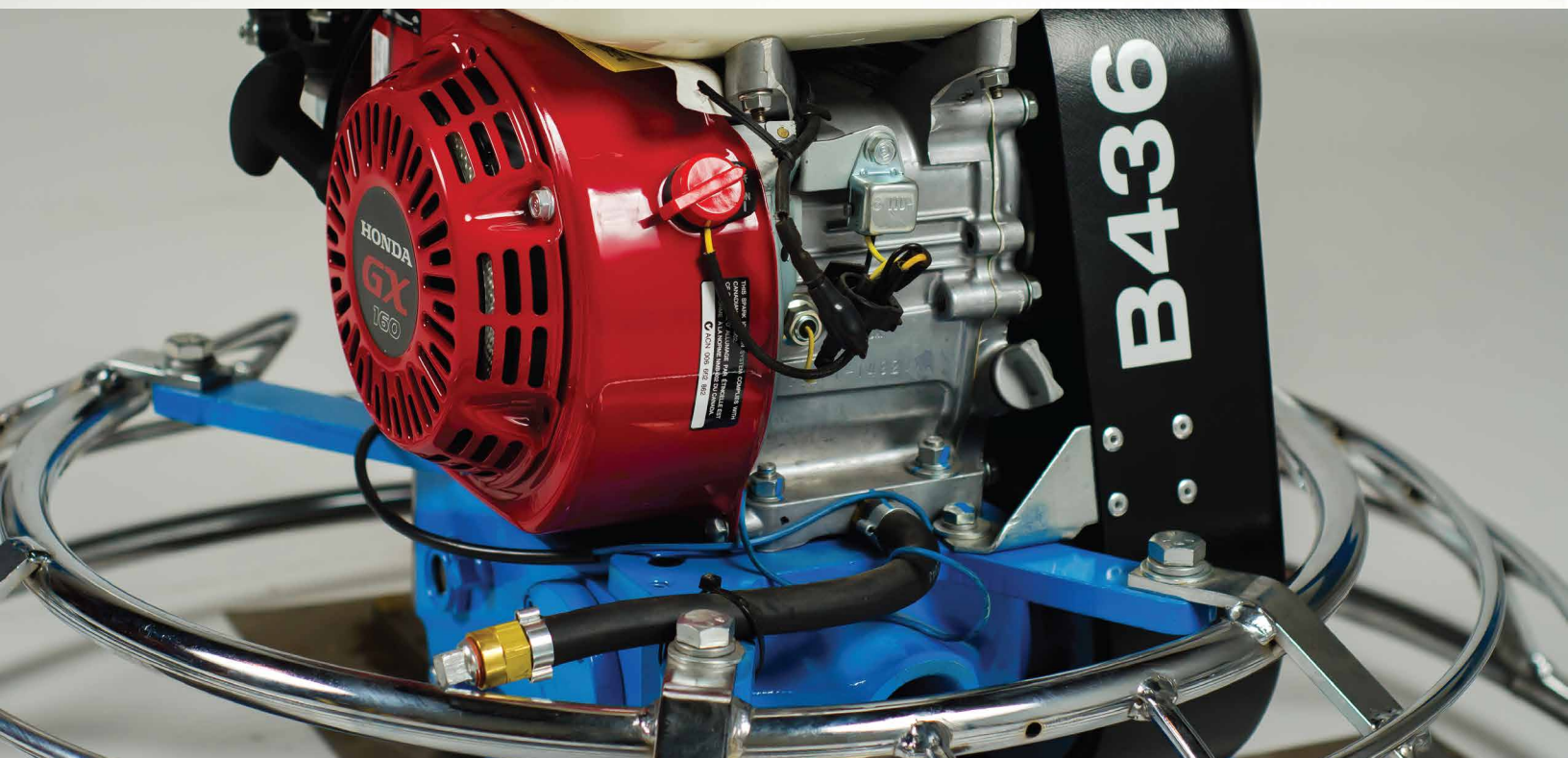
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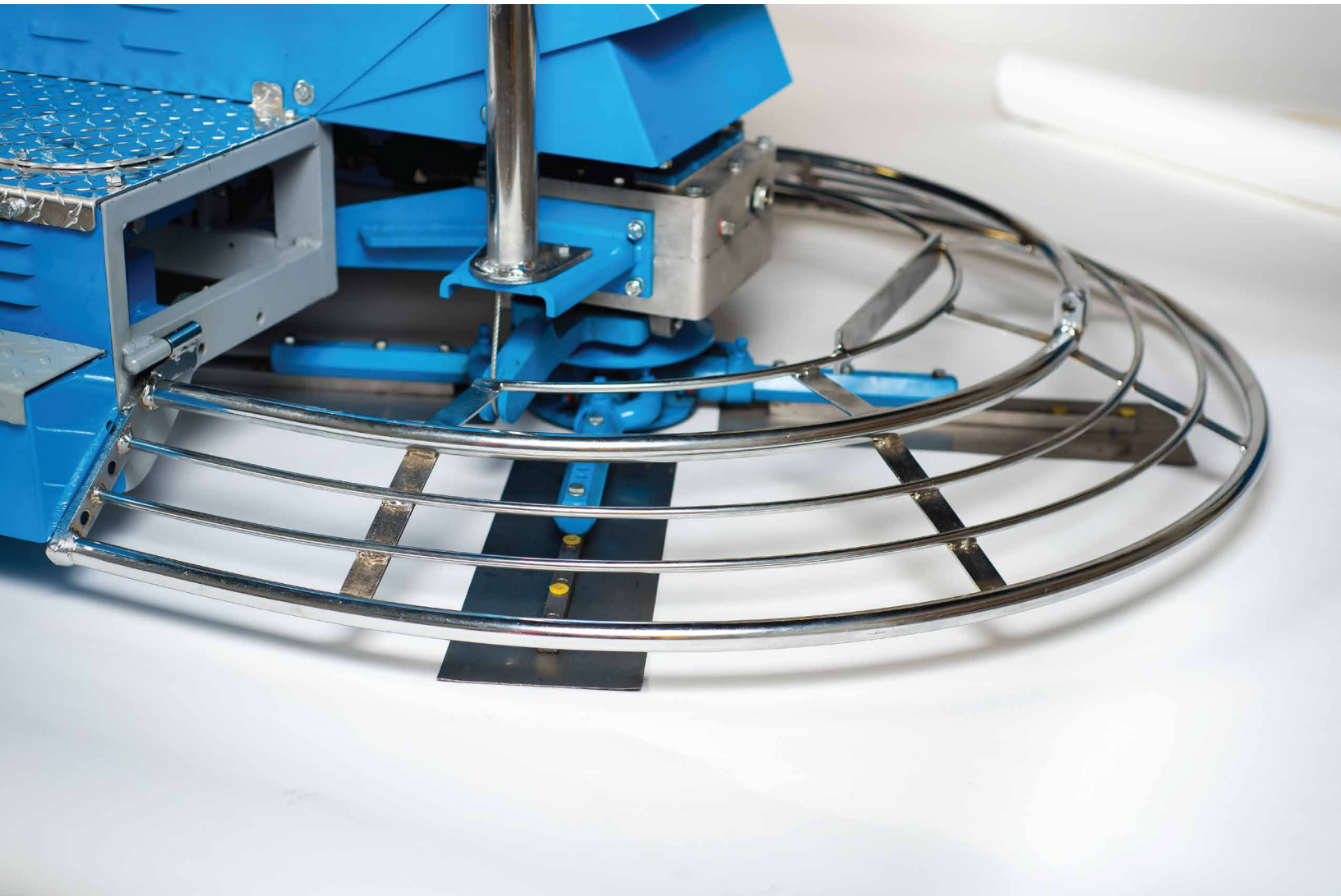
HOW TO INCREASE ROI WITH POWER TROWELS



INTRO

Whether you are a contractor, in the rental industry, or a distributor, ROI should be the number one thing on your mind when buying equipment. How is this investment going to make me money at the end of the day? With so many options out there, it can be hard to determine what you actually need to suit your situation. Some guys need the most productive machines while other may need something to do occasional pours.

In this guide, we will highlight a few areas to pay attention to when buying power trowels that should help you gain more profits from your jobs, rentals or sales.



PRO VS. COMMERCIAL

There was a time when buying a power trowel was a yes or no question. Manufacturers offered one type in different sizes and that was it. Over time there were different engine options, but not much else to cater to the contractors using them. The 90's brought on more changes in weight and pitch adjustment, and contractors now had some choices. Many users developed brand loyalty based on their favorites, and held true to them over the years.

Here we are now in 2015 and the trowel market has become inundated with manufacturers, importers and options; almost like the pickup truck market has. In the past, you were either a Ford or Chevy guy. Now you have a multitude of brands and options in both imports and domestics. Just as the truck market was forced to innovate and change, many trowel manufacturers have as well.

Contractors today have more options than ever to choose from, and Bartell (like Ford or Chevy) has adapted and grown since their original 36" trowel in 1962. Our walk behind line up has grown from one single unit to eight; with engine, gear box, clutch and handle options to give the operator a total of forty four (44) different models. Why, you ask? If the Ford dealer told you they only had six cylinder models and you needed more power, would you buy a Ford? If you only needed a mid-size pick up would you buy an F450? Probably not on both counts and that's why you have so many options with Bartell.

For starters, we offer both a Commercial series and a Professional series. If you trowel every day you'll want our Pro (B) series. The B446 uses the gear box from our six foot riders. It's completely over built for a walk, but that's why we have units in the field over 40 years old, still on the original gear box. If you're a general contractor and don't pour concrete every day, the Pro series is overkill. The commercial series is a great alternative; saving you almost 20% on your initial purchase. If you drive your truck every day, you want it loaded. If it's a second vehicle, you probably won't put as much in to it. We offer the longest warranty in the business on our Pro Series (3 years), while our commercial series trowels match the industry standard of one year.

When it does come to price, our Commercial series is great for the contractor that needs a quality product with a quality company that will back it up. With the 3-year gearbox warranty on our Professional series, you know that you're getting the best money can buy.

At the end of the day, you can't go wrong with either trowel. Both are high-quality machines that produce excellent results.

BUY FOR YOUR NEEDS

There is nothing worse than buying a piece of equipment to quickly realize that you should have gone with another option. With so many different brands, options and technologies out there, where should you start? You need to identify what you actually need from your trowel machines.

Here are a few questions to ask yourself to find out what your needs are:

1) How often will my company be using this trowel?

If you plan on using your power trowel almost everyday of the week, you will want to look at a machine that is built to last. Your profits will go down the drain so fast if you are spending time and money on repairs. In the industry there are some trowels that are built for everyday use, and there are some that are not. This doesn't mean that the lower quality trowels are bad, but it does mean they will be more susceptible to wear issues when used often.

2) How long do I want to keep this trowel for?

Depending on your business, you may want to buy a trowel that will last 2 years or 10 years. In industries like rental for example, they usually don't want to keep a trowel for that long because as new technology comes out, they want to be able to offer different options to their customers. On the other hand, contractors are normally happy when a trowel lasts them a long time. They get very comfortable with the machine over many jobs and don't need to fix what isn't broken.

Another aspect of this question is warranty. Most trowel manufactures offer a 1 year warranty, but a select few offer up to a 3 year warranty. If you are planning on keeping your trowel for over 1 - 2 years, you may want to go with a longer warranty. This has the potential to save you money and keep your profits where they belong.

ROI POTENTIAL, NOT UPFRONT COST

As businesses who are purchasing items for use or re-sale all of the time, an important factor is cost. This is very important to keep in mind, but if you purchase based only on this, you may be reducing the potential ROI you could be making.

Depending on what industry you are in, you will need to look at different trowel options to maximize your ROI. Here is a basic buying guide depending on your industry. Remember, this is only a guide. Depending on your area and the customers you deal with, this may change.

1) Rental

If you are in the rental industry, the worst thing is breakdowns. Especially with trowels that may be working outside of your business hours. When looking at purchasing a trowel for rent, you want to make sure that the machine quality is up to par. Contractors who rent, can be extremely hard on the machines because they are not their own. So, make sure you purchase a trowel that is high enough quality to take a beating from the contractors and minimize repairs needed. On the other hand, many rental yards like to sell off their older equipment in order to bring new stuff in. If you are aiming to keep a trowel for 1 -2 years, you don't necessarily need the professional's trowel. You will spend more upfront and not see the longevity from it.

2) Contractors

If you are a contractor who is using a trowel 3 -5 days a week, a high quality machine would be ideal. Even though the upfront cost is more, you will get longer life, less breakdowns and sometimes a longer warranty. This will also reduce the amount of downtime you have. In this case, paying more for a machine that will last longer will increase your ROI because you will pay off the cost of the machine time and time again. If you are doing occasional troweling, you would be fine to choose either a commercial or professional unit. The commercial unit will have a cheaper upfront cost, but probably not last as long. Even still, unless you are troweling 3 - 5 times a week, a commercial trowel is a great investment.

3) Dealers

This one is completely up to you. As a dealer, you need to buy for the customers you have. If you deal with the occasional trowel company, a commercial unit would be fine. If you are dealing with professional concrete guys, a pro might be better option.

HELPFUL QUESTIONS TO ASK YOURSELF

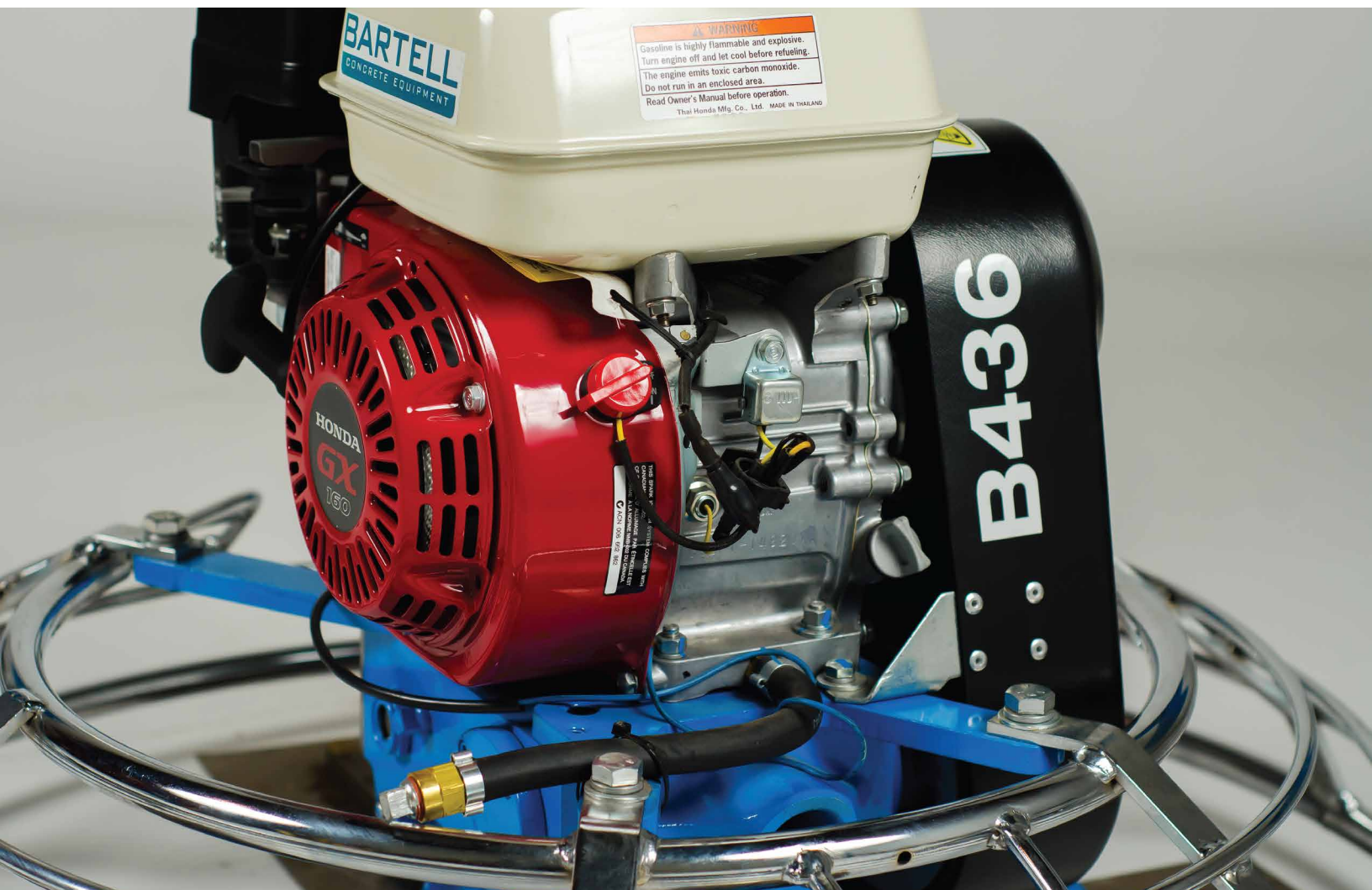
If you are still not sure what type of trowel is best for you, here are a few more questions that you can ask yourself in order to make the best decision. Get into the minds of your customers and make sure that you buy on their behalf.

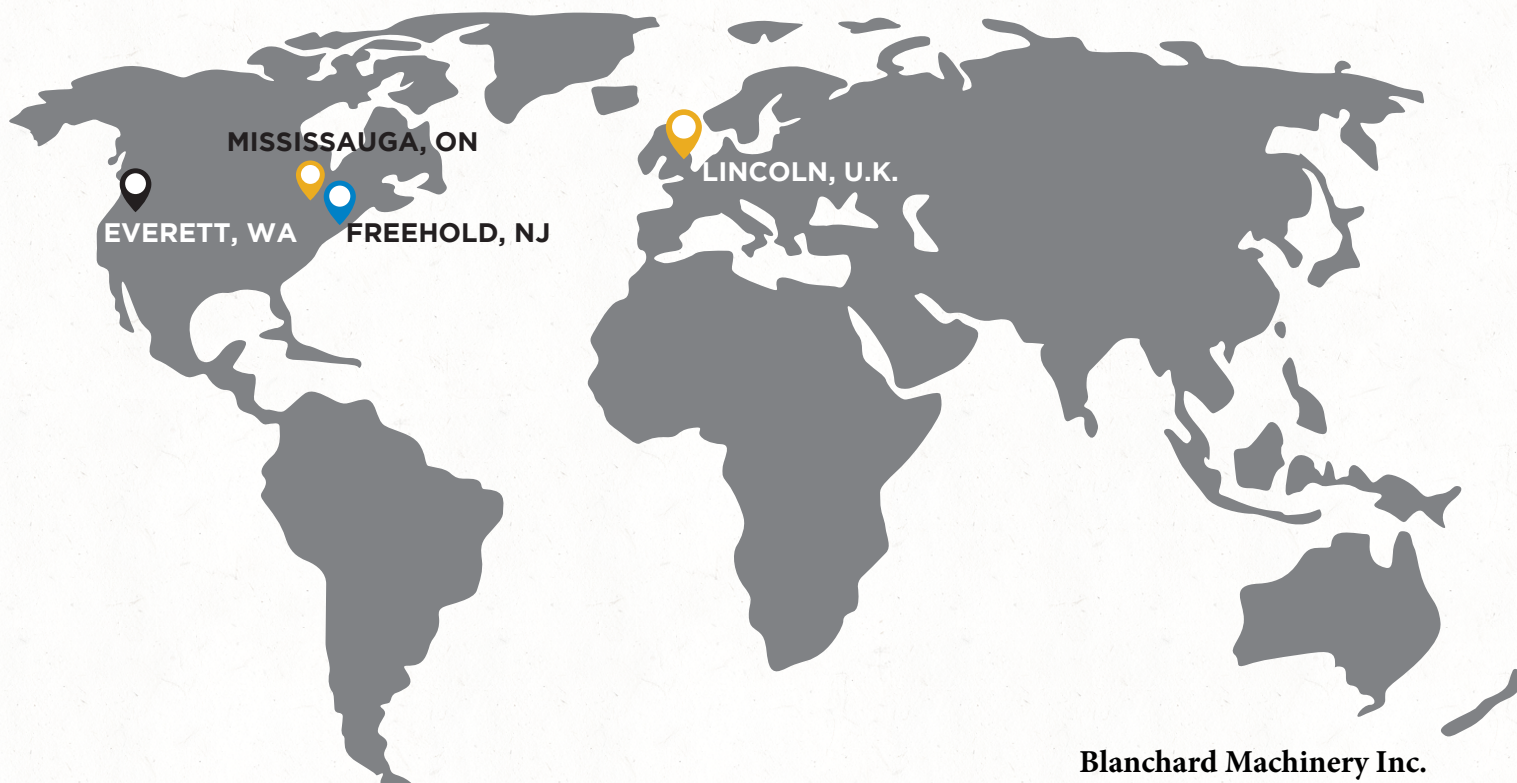
What type of accessories do my customers prefer?

Is the trowel going to be used inside? If so, an electric walk-behind may be needed.

What is the access to the typical job sites from my customers? Doorway widths, slab surface area, etc.

What does the manufacturer offer as far as customer and product support, warranty, and product and service training?





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