

How To Choose The Best Lawn Tractor Brought to you by Nel's Tractor

***The advantage of a tractor dealership versus a mass merchant:** The dealer has experience, experience, experience!

The tractor dealership is established, based on precise, mandated, detailed requirements, with trained service technicians, proper and adequate repair facilities, annual factory school training and updates.

***Dealers are required to stock parts:** Nel's Tractor averages about \$250,000 in parts inventory.

***Dealers have more to offer:** Experience is an important factor that separates the dealer from the mass merchant. Nel's Tractor was established in 1981 and offers over 28 years of business experience.

Mass merchants often don't do service, warranty or repair work. Many lack the trained personnel to perform these repairs: For a faster turnaround on service work, a dealer puts priority to its customers. Its customer's products are repaired first, then as time allows, they repair non-customers.

A tractor dealer works one-on-one with its customers, from selection of products to proper assembly to pre-delivery inspection and finalizing all required paperwork for warranty registration, securing financing if needed, delivery to customers and giving instructions on proper use and operations of the new products: A tractor dealer is obligated to this responsibility at every sale.

During and after the sale, a phone call to the tractor dealer allows the customer a one-on-one conversation for questions or comments. You get to know the dealer personally, and that person will be there tomorrow to help you.

A tractor dealer who is committed to his customer soon realizes the quality of products being built and refrains from selling "cheap."

***The tractor dealer sells quality versus price:** The price may be a little bit higher but the products are better.

***Service, setup and pre-delivery are all extremely important:** A product out of the box or crate is not ready to go. Pre-delivery inspection and maintenance must be completed prior to use. Pre-delivery inspection usually cannot be done by a mass merchant or customer.

One example is adjusting the RPMs of a tractor engine. Most engines run at 3,600 RPM; if out of the box your engine is running at 3,200 RPM, that's more than 10% off... or running at less than 90% efficiency.

The usual customer complaint is slow ground speed, overheating, poor performance and plugged baggers.

Low air in the tires causes the deck to cut low on the right or left side. A deck out of adjustment causes streaking and scalping, and a deck not level front to back causes excessive grass on the deck, uses too much engine power and wears the belt excessively fast.

Batteries out of the box are not fully charged and will not get to full charge from the charging system of the tractor. A low battery will stay low if put in use without being fully charged.

***Would you purchase a new car knowing that the place you purchased it from would not supply you with parts, service or warranty?** We at Nel's Tractor do not charge for delivery of a new product purchased, like tractors, snowblowers, etc. Some mass merchants charge a minimum of \$65 plus extra for mileage. Add delivery to their price, plus pre-delivery inspection that all tractor dealers perform, and the dealer's price looks a lot better for a better quality product.

Keep your money local, to be used in the local economy. Profits from the tractor dealer network are invested and spent in their local area. Profits from mass merchants are sent out of the local area to be invested elsewhere.

To keep your local community alive, invest in your local dealer so he will be there for your sales, parts and service needs.



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