

Online Purchases vs. In Store Purchases

This year, like others, we have been forced to deal with the reality that sometimes our customers can find items we sell online and as much as we hate to admit it sometimes those items are less expensive. Landmasters, being a brick and mortar family owned business, do the best we can to stay competitive but we know we can't always beat online prices. We would like to bring up a few points that make us different than those online retailers and we hope the next time you need to purchase products for your pond you'll think of us first:

We have been in business since 1992: Not only have we been in business since '92 but we have maintained many customers since we started, we believe this speaks to our quality of products and customer service. We like that we know our customers and having a personal relationship with them. Online there is little personalized service beyond having a login that welcomes you by name when visiting the site.

We find value in the services we provide: We are there for you each step of the pond process; from constructing it to maintaining it. When you're building your pond or just replacing existing parts we help size the items you need. We spend the time to make sure you have the items that will optimize your feature which is why it's even harder after taking the time to find out someone has decided to save money they will purchase the item online. We are more than happy to test your water for you, a service that we do not charge for, and then help figure out what additives you need. We hold Pond Chats every third Saturday of the month to devote more time to our pond customers and to create a community feeling between our customers and, like we are now, we send emails to keep you up to date on specials and tips.

We handle warranty and replacement: We stand behind our products 100% and we deal directly with the manufacturers so you don't have to. Many manufacturers will not deal with consumers directly which means you have to go back to the website the product was purchased from, hope you can still find them in business and they will honor the warranty. If you purchase the product through us there is no cost to you to ship back your product and for in stock products there is no wait to get your product replaced. If you do send the product back to the online retailer and they find the manufacturer is not at fault but the product can be fixed don't be surprised to find they will charge you to repair the product and for the freight to get the product back to you. Also, we usually have your sales history on file so that we can see when a product was purchased so if you lose or misplace your receipt we can still honor the warranty. We highly doubt an on-line company would do the same without proof of purchase. Our first response to any product that is not working correctly is how we can fix it. We use this philosophy whether the item is under warranty or not. We know how difficult times can be so before we sell an item to replace the one you have we want to make sure there isn't a more cost effective solution.

Product Information based on personal experiences: We have the ability to give you information based on personal experiences, either ours or from other customers, about the success of our products. We believe knowledge is the most important part of the buying process and although you may be able to find accurate product information online there isn't a sales person to tell you the positives and negatives about the product before you purchase it. We aren't afraid to admit there are some negatives along with positives to the products we sell. Not every product will work in every situation which is why we offer a variety of products that are designed to produce the same outcome.

No Shipping Charges: The only time we will ever charge you shipping is on a special order item. We are now being charged fuel surcharges on most of the orders we bring in yet the price of the products we sell are still less than they were 10 years ago.

We want to come up with a solution for you: Our product selection goes beyond those items you can see on our shelves. Our suppliers have many products we can't fit on our shelves and if you can't find a solution to your situation on our shelves we will look at the catalogues and call vendors if necessary to come up with a solution.

We employ hard working employees: We try to provide opportunities for our employees to establish themselves in their careers and to provide for their families while saving for their futures. We provide 401ks and health insurance for our employees. When you purchase items online you don't know if they have any employees and if they do what opportunities are they offering to those employees.

Contributing to the economic growth in your community: Buying local is not only good for you but it is good for the community. It seems as though every time we turn around we hear about another company going out of business or moving to a different state at Landmasters we take pride that we're still in New York State and that we can employ people from our communities.

LASTLY BUT MOST IMPORTANTLY WE APPRECIATE AND VALUE OUR CUSTOMERS! THANK YOU FOR 19 YEARS OF LOYALTY.

With the hard economic times we do our best to buy local and we hope you do the same. If you have any questions about the services and products we provide please contact us at info@landmasters.net. Thank you for taking the time to read this article and we hope to see all of you in soon for all of your water gardening and hardscape needs.