

# Falcon Direct Price Policy

The internet has changed the way we do business. The amount of information, some good and some bad, is beyond comprehension. This can be of tremendous benefit to the consumer since the “shopping” can be done from home or office. The consumer can then shop for the lowest price and best terms from many competitors. This is simply an electronic extension of the mail order catalog which allowed retailers such as Sears, J.C. Penny, and others to compete with local area merchants. Still, the local merchant could compete by offering services (such as clothing alterations etc.) coupled with the offering of products especially suited for a particular area or market segment. From these merchants grew the super retailers like K-Mart, Target, and Wal-Mart which sent the catalogers running for cover. And so, the saga continues!

Today, a consumer has the option of purchasing from a full service local supplier or from an Internet merchant anywhere in the world with the appropriate cautions applying to both forms of purchasing. Falcon Direct offers both choices to our prospective customers. Those who want premium services including FCC licensing assistance, on-site demonstrations, financial services, installation, programming, training etc. expect to pay more than those who simply select an item from a web store and purchase the products of their choosing.

Our plans are known as *Best Value* for full service pricing and *Best Price* for those who know what they want and need little or no support. Governmental, educational, healthcare, and public safety users qualified to purchase at special prices available on the GSA contract. For most purchasers, our *Best Value* pricing is the preferred alternative. Here’s how it works.

## Best Value Pricing Program

- You NEVER pay more than MSRP
- Whatever the manufacturer’s warranty is – We DOUBLE it (Typically 4 years)
- You don’t pay for programming, if applicable
- You don’t pay for FCC licensing assistance
- You don’t pay for system consulting
- You don’t pay for on-site demonstrations
- You choose from the widest choice of products available anywhere
- You don’t pay surcharges for payment by credit card
- You don’t pay for shipping or delivery

## GSA Pricing Program

Government agencies, whether federal, state, county, or municipal; as well as healthcare and volunteer fire and rescue departments qualify for special discounted pricing negotiated between the U.S. General Services Administration and participating vendors. Currently, we offer GSA pricing on communications products by ICOM, Midland, Motorola, and Relm/BK. Additional information is available by clicking [here](#).

# Best Price Program

You ALWAYS pay less than MSRP

You have our guarantee that we will meet or beat any advertised price

Our objective is to serve you to the best of our ability with the best products available with terms to suit YOU! In communications, we offer HeadLine, HYT, ICOM, Maxon, Midland, Motorola, Relm/BK, and TEKK with models available for every budget and every need. Please visit [www.the-end-of-confusion.us](http://www.the-end-of-confusion.us) for additional information.

Thank you for your consideration of Falcon Direct.