



## The Long Term Cost Benefits of a Great Warranty.

The long term cost to a sign owner to maintain an outdoor LED sign can be directly affected by type of warranty coverage. Factors like parts, labor, insurance backing the obligation, and length vary between manufacturers as well as the overall service quality to resolve issues quickly and easily for the dealer and the end-user. Being able to understand a great warranty from a good or bad warranty can save the sign owner a lot of time and money.

### First, Let's Define the Terms within a Warranty:

To understand the difference between manufacturer warranties, it's important to define and understand the terms they use.

**Warranty Term:** This is the number of years your warranty will be valid from the date of installation. It's important to note that warranty term meets or exceeds industry standards to minimize long term costs.

**Parts Coverage:** Standard coverage for parts, including modules, power supplies, and internal components to repair your sign during the warranty term. Read carefully. Unlike Vantage, some sign manufacturers do not cover **all parts** mentioned above during Warranty Term. In some cases, the sign manufacturer will limit the coverage term on a particular part (like power supplies), and/or the shipping costs may not be included.

**Factory Labor:** The term **Factory Labor** does not mean the manufacturer covers on-site labor costs to remove, ship, or re-install part(s) needed to repair your sign, but rather the manufacturer requires you, the sign owner, to coordinate the removal of the defective part(s) and ship them back to them for repair. As a result, it could take several weeks before your sign is up and running again.

**Onsite Service (Labor):** During the **Warranty Term**, your LED sign is covered for on-site labor costs to remove, ship, or re-install part(s) needed to repair it.

**Insured Warranty Program:** Provides additional **"Peace of Mind"** for the sign owner. Meaning, in the event the original LED sign manufacturer goes out of business, the obligation to provide service during the **Warranty Term** will not be interrupted.

**Typical Service Costs:** Costs can vary depending on location, access, state, and provider. Here are some conservative costs for labor and parts on average for the industry:

- **Service Call 1 Tech:** \$100 per hour, typically 2-3 hour minimum.
- **Service Call 1 Tech and Bucket Truck:** \$150 per hour, 2-3 hour minimum
- **High Rise Service Call:** \$500 per hour, 2-3 hour minimum.
- **Out of warranty Parts:** \$300 - \$1500+ each.

### ★ Vantage LED Exceeding the Standard: 7 Year Parts and Onsite Service

The industry standard is 5 years parts and factory labor. Vantage LED sets the bar higher, and offers a 7 year parts (all parts) and a true 7 year on-site service warranty which is fully backed by an "A" rated insurance company backing the service **Warranty Term** obligation. If on-site service is required, there's a small \$100 dispatch fee per incident until the issue is resolved (no matter how many trips). A significant cost savings compared to paying for each service trip until the issue is fixed. This approach ensures a better experience for everyone involved from the factory, to the dealer, and especially to the end user.

### Yearly Cost Estimates by Warranty Type and Length

	Year 1 1 Issues	Year 2 1 Issues	Year 3 1 Issues	Year 4 1 Issues	Year 5 2 Issues	Year 6 3 Issues	Year 7 3 Issues	TOTAL
7 Year Parts & Onsite Service	\$100	\$100	\$100	\$100	\$200	\$300	\$300	<b>\$1200</b>
5 Year Standard Parts	\$300 - \$500	\$300 - \$500	\$300 - \$500	\$300 - \$500	\$600 - \$1000	\$1500 - \$4000	\$1500 - \$4000	<b>\$5000 - \$11,000</b>
2 Year Standard Parts	\$300 - \$500	\$300 - \$500	\$600 - \$1000	\$600 - \$1000	\$1200 - \$2500	\$1500 - \$4000	\$1500 - \$4000	<b>\$6000 - \$13,500</b>

# A Case Study Instance

## Service Call #1

George operates a restaurant with a great looking LED sign. One day, he notices a problem and calls his support rep. The support rep works with him to isolate the issue, and determines he needs a replacement LED module.

- **With Vantage LED Onsite Service Warranty:**

George pays a small one-time \$100 dispatch fee. Parts are shipped, and an authorized service provider is dispatched to replace the module. George ships the old part(s) back via prepaid shipping label. It took about 3-10 business days.

- **Without Vantage LED Onsite Service Warranty:**

**George's cost to repair his sign could easily exceed \$300 + Shipping Costs + Time.**

The parts are shipped to George and he begins calling around for someone with a bucket truck. He hires an electrician for \$150 per hour with a 2 hour minimum. After some missed appointments, the electrician arrives and installs the parts. George ships the parts back at his own expense. It took 10-20+ business days until fixed, plus 2-4+ hours locating and coordinating with the electrician.

## Service Call #2

A week after the service call, George notices an issue near the same location. He contacts a support rep who determines that it may be a loose or bad cable where the original LED module was replaced.

- **With Vantage LED Onsite Service Warranty Costs: (no new costs)**

Replacement parts are shipped, and service provider is scheduled to return with no dispatch charge (continuation of the previous incident). Service provider arrives, finds the loose cable and fixes it. George ships the parts back via prepaid shipping label.

- **Without Vantage LED Onsite Service Warranty:**

**George's additional cost to repair could easily exceed \$600 + Shipping Costs + Time total.**

Replacement parts are shipped, and George takes time to coordinate again with an electrician at a rate of \$150 per hour with a 2 hour minimum. The electrician arrives and installs the parts. George ships the parts back at his own expense.

## The Results are Clear

Even with conservative rate estimates for a single incident with two trips, George will spend much less time and money when using a complete parts and onsite service warranty.

**Vantage LED Onsite Service Warranty:** \$100

**Standard Parts Warranty:** \$600 - \$1000 depending on local service rates.

## Your Time, Your Money, Your Reputation

An outdoor LED sign is a big part of your advertising and brand. It generates revenue, interest in your organization, and allows you to communicate to a large audience. It's incredibly important that it works reliably and issues are resolved as quickly as possible. We stand behind our product with the best warranty in the industry. Our service is executed by our professional support team and is backed by an "A" rated insurance company with authorized service providers across the country. With Vantage LED, your time, money and reputation are in good hands.