

## Internet Sales



*Beyond fire...*

The internet has revolutionized the way people live. For businesses, it has become a fantastic and essential tool to promote products and services. For consumers, it is a great method of making a more informed decision about the product they wish to buy. Sometimes, in certain areas, it can also be the only way for consumers to access the product they are looking for.

At Osburn, we understand that you have a choice, as a consumer, to shop with the best retailers. Some retailers may offer Osburn products online. Before you buy an Osburn product over the internet, we would like you to take a few minutes to read the following advice:

- ☑ First, use our dealer locator to find your closest Osburn dealer. Even if there is no dealer showing-up on your screen, the name of the closest distributors will appear. Please contact them. They will be able to direct you to the closest dealer. A visit to your local dealer for the eventual purchase of an Osburn product is the wisest investment you can make. Read on, and you will discover why...
- ☑ Inquire to your local Osburn dealer about their ability to install and service the product. You will be surprised! Your local Osburn dealer is a heating specialist that will help you select the Osburn product that's right for you. They can install it and service it. They are your best alternative for total satisfaction.
- ☑ If you have obtained a quote from a retailer selling Osburn over the internet, insist on a revised quote that includes freight on a door-to-door basis, including delivery of the unit to the area where it needs to be installed in your home.
- ☑ Be very wary of any internet retailer offering a discounted price over the suggested retail price quoted by your local Osburn dealer. We know from experience that a dealer operating on discounted margins will need to find a way to cut costs in order to stay in business. A lower service level is often a quick and easy way to reduce expenses...in the short term! Therefore, if you receive a quote from an internet retailer, ask them:
  - **What will they do if the product you receive is not what you expected?**
  - **Will they take the product back, freight prepaid?**



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☑ Your Osburn stove or fireplace will provide years of satisfaction. However, as for any hearth product, it needs maintenance and it is not immune to potential manufacturing defects. But rest assured, Osburn provides one of the best warranties in the industry. The Osburn Warranty includes the reimbursement of some labor costs by an authorized Osburn dealer. Therefore, if you receive a quote from an internet retailer, ask them:

- **Who will perform labor if some services need to be rendered as part of your warranty?**
- **Will they drive 500 miles to perform such services at no charge?**

☑ If a unit ever needs to be replaced under warranty, remember that the manufacturer may require the unit to be inspected before sending a new one to the Osburn authorized dealer. Freight and pick-up arrangements will be organized between the authorized dealer and the manufacturer. Therefore, if you receive a quote from an internet retailer, ask them:

- **Who will be responsible for arranging and paying freight if the product needs to be sent back to them as part of the warranty?**
- **What will they do if the manufacturer requires that the unit be inspected by an authorized Osburn dealer before the warranty can be honored?**

We hope that the above advice will prove useful. Osburn manufactures some of the finest stoves and fireplaces in North America. However, the Osburn brand and its reputation would not be where it is today without the dedicated work and professionalism of the Osburn dealer and distributor network. Together, they have been supporting the thousands of satisfied consumers who have purchased Osburn products since 1979.

