



THE Laser Market

Laser Buying guide

The best laser for my business?

The answer to this question is difficult.

At The Laser Market we are here to help!

We have created this guide to help identify which laser is best for you.

We are going to consider a few important factors that will help us point you in the right direction.



What else to consider?

- 1) What are the ongoing costs of the laser/IPL ie maintenance contracts?
- 2) What else can my laser/IPL perform?

You are more likely to earn more money if your system does 12 different applications than if it does 3!

- 3) Marketing!

A vast subject- you can have the best laser in the world but if no one knows you have it, then they are not going to come to you.

Check your laser comes with a marketing guide, help and assistance.



First - What is your budget?

This is an important part of buying any laser or intense pulsed light unit. There is no point in test driving a Ferrari if you can only afford a Fiat.

Lasers and intense pulsed units range from £500 - £200,000 and every price point in between.

The price of the laser depends upon the manufacturer, age of laser and condition.

Second - What manufacturer should you chose?

This depends on your budget and whether or not you want a trusted manufacturer; one that has been in the industry for a long time or are you are happy to buy a sub-standard piece of equipment from other manufacturers.

Third - Should you buy new or used?

This is dependent on your budget; new laser and used lasers each have their advantages.

New lasers are generally more expensive than used lasers but offer longer warranty, better training packages and better support.

Used lasers are generally cheaper.

Have you also considered renting a laser or even part exchanging your current laser to a better one?

Contact The Laser Market to discuss these options further.

Fouth – What treatments do you want to offer?

This will dictate the type of laser you are looking for. A hair removal laser is very different to a tattoo removal laser.

An intense pulse light unit is very different to a laser unit.

If you can decide which treatments you want to promote in your business, you can then narrow down the systems to suit.

Fifth- Should you lease or purchase outright?

This depends on your own circumstances.

If you are a new business, no trading accounts, not a home owner, limited experience: then it is going to be very difficult to secure a lease purchase.

If you are a home owner with a good business plan, then it becomes easier; likewise the more experience you have, the more trading history you have, the easier the process becomes.

Lease purchase is often the most cost effective way of buying any capital equipment

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How to ensure you get a great deal

First - Compare prices of manufacturers

Look for the one that offers the best value for money.

This may not be the laser you were thinking of, but could be a better option for your business. Trust the Laser Market for advice!

Second - Compare warranty periods

Make sure your laser has got the best options. No use buying a laser with a one year warranty and finding the service contract is £5000 a year. This over 3- 5 years would work out very expensive!

Third - Ask if a demo unit is available

This may save a few thousand

Last - Shop round for the best deals on finance, your bank or a leasing companies may offer the best deal!