

# 10 REASONS TO PURCHASE AT A STEINWAY & SONS COMPANY SHOWROOM

A close-up, artistic photograph of the internal mechanism of a piano, focusing on the dense array of strings and the hammer flippers. The lighting is warm and dramatic, highlighting the metallic sheen of the strings and the intricate craftsmanship of the instrument.

## 1. STANDARD OF EXCELLENCE

STEINWAY & SONS is known as the standard of excellence. This standard is evident not only in our pianos but in the way we serve you.

## 2. REPUTATION

We are the HOUSE OF STEINWAY. Our reputation for serving the public has been unmatched since 1853.

## 3. SELECTION

Our pianos are displayed in an elegant, acoustically designed showroom. These include new and previously owned STEINWAY, BOSTON and ESSEX pianos as well as our HEIRLOOM COLLECTION of factory restored STEINWAY pianos. We also house a variety of used pianos taken in trade of all makes.

## 4. NO BARGAINING TRICKS

STEINWAY & SONS does not artificially inflate the so-called list price and discount according to your bargaining skills. Our founder said, *“Build the best piano possible and sell it at the lowest price consistent with quality.”* We have lived up to his edict since 1853. Besides giving you the true value of our instruments, this assures you of the investment value of your newly selected piano.

## **5. RENTAL PROGRAMS**

We offer a variety of rental programs including concert services and home rental plans. If you are not sure whether you or your child will enjoy the piano, our Sales Consultants can assess your needs and recommend the best program for you. If you are in need of a piano teacher, you may discuss your preferences with our Sales Consultants who can refer a variety of piano teachers for your selection.

## **6. THE STEINWAY PROMISE**

Any time during your lifetime you can trade your STEINWAY DESIGNED piano purchased from STEINWAY & SONS back to us and receive the full price you paid for it applied toward the purchase price of any new piano of greater value. (This is assuming the piano is in good condition, reasonable wear and tear excepted, and no major repair work is required.)

## **7. WARRANTIES AND GUARANTEES**

Every piano at the HOUSE OF STEINWAY has a warranty. New STEINWAY pianos are warranted for 5 years. BOSTON pianos and ESSEX pianos are warranted for 10 years. Used pianos are warranted according to their condition and age.

## **8. SERVICE SUPPORT**

If your piano needs tuning or servicing we would be happy to refer a qualified technician. More extensive work including full rebuilding is provided by our FACTORY RESTORATION DEPARTMENT.

## **9. CONFIDENCE**

Everyone deserves to have the very best. In both service and product there is no substitute for quality. All that STEINWAY & SONS is and stands for will make you confident in your piano selection.

## **10. SALES CONSULTANTS**

STEINWAY Sales Consultants are dedicated professionals. Their strong musical backgrounds and expertise in piano design and construction make them the most knowledgeable in the industry to assist you in evaluating your piano needs.