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Price vs. Cost

If you think about it . . . I mean if you REALLY take time to ponder this issue . . . *a price list is not really worth the paper it's written on, is it?*

Don't get me wrong . . . it IS a starting point . . . but one that just may have very little to do with what your actual cost could be. *"Yes, Virginia, there IS a difference!"*. Allow me to explain.

A few years ago I decided to purchase a blender to start making all those fruit smoothies everyone was raving about. I'll have to admit that I hang onto my money with as much force as anyone else (OK, I lied . . . it's actually MORE... . . just try prying it outta my hand, Buddy!) A nifty, multi-colored blender that ran about \$ 24.99 was calling to me . . . "Pssst, kid . . . buy me . . . it's a 'no-brainer', dude . . . I'm the cheapest guy on the shelf . . . just check out all these cool buttons . . . save your money . . . your wife will think you're a hero." Now, keeping my wife happy is indeed, a **HUGE** priority in my life, but then so is making wise long-term decisions. I opted for a model priced 3 times as much, with a name I recognized for having top of the line quality. Why? Well, I don't want to have to replace it when it konks out

after a few smoothies! It would mean another trip to the store, choosing a different model, standing in line, and hearing my wife lecture me about how "stooopid" I was to be so cheap. And THAT doesn't sound like a hero's welcome to me! ***My actual "cost" would be much higher than that little \$ 24.99 I started with.*** Forget it, no way I'm doing that! They say that only the wealthy can afford to buy cheap goods . . . because only THEY can afford to keep replacing them! (Like, no DUH . . . !!)

A manufacturer's price list may be only the beginning of an agonizing journey. It tells you absolutely "zilch" about quality, on-time delivery, industry expertise, and long service life. ***Don't be fooled by price . . . when it's total cost that really matters!*** My blender? It's still cranking out more smoothies than you can shake a stick at! Oh, and if you're in the appliance department and a little blender starts flapping its lid keep right on walking, Pal!