



# 10 REASONS TO INVEST IN A NEW ELLIOTT NOW

## 1. DO MORE WITH LESS EQUIPMENT

One Elliott can do the job of two or machines (aerial lift, material handler, digger, more). This eliminates the need for a second truck, crew, insurance, fuel and other expenses. These increase your bottom line, making you more money, year after year.

## 2. INCREASE WORKER'S PRODUCTIVITY

Taller reach, wider side reach, greater lifting capacity, more platform tools, easier set up, better handling – These add up to workers being able to get more jobs done in a day, saving time and money.

## 3. REDUCE MAINTENANCE COSTS

Old equipment requires maintenance. Chassis break down and units need wear parts. These end of life costs can become expensive and unpredictable. New equipment is covered under warranty significantly lowering these expenses.

## 4. LOWER TAXES

New tax laws allow you to write off the entire cost of a new piece of equipment immediately. What's more, the deduction can be carried back up to five years. This reduces your current taxes and could create a refund of taxes paid at a higher rate, creating even more cash flow.

## 5. ENHANCED SAFETY

Old machines are more likely to malfunction or have issues that could put an operator at risk. Your new machine will have the most up to date features to enhance your operator's and driver's safety.

## 6. LOWER RISK OF UNSCHEDULED DOWNTIME

Murphy's Law says that whatever can go wrong, will go wrong, at the worst possible time. Like when you have a tight deadline for an important client. New equipment significantly reduces this risk, and the potential damage it could do to your customer and your reputation.

## 7. IMPROVE COMPANY IMAGE

Your equipment is like a rolling advertisement, projecting an image of your company to the world. Over time, even the best cared for equipment begins to look old and worn. A new machine reflects positively on your business, bringing new opportunities and new customers.

## 8. IMPROVE WORKER MORALE

Nothing tells workers you care about them more than investing in equipment to help them work safely and efficiently. It improves morale, helps retain your best talent and attracts potential new members to your team.

## 9. LOW INTEREST RATES

Interest rates are the lowest in our lifetime. This can help you save hundreds of dollars per month in financing costs that fall right to your bottom line. There never a better time to finance or lease new equipment than right now.

## 10. BEAT YOUR COMPETITION

Your competitor may be nursing along an older machine, thinking they are saving money. In reality, they're missing out on opportunities to get ahead. Victory favors the bold. Now is the time to act. Movers in this environment will be the winners in the long run.

## CONTACT US TODAY.

There's never been a better time than right now to invest in a new Elliott HiReach, Crane or Digger Derrick. Keep your team motivated, lower your costs, free up cash and beat your competition. Jack Doheny Company can work directly with the factory to tailor a Solution **Built For You.**

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