

Why Do Wholesalers Matter?



That question may seem a bit presumptive. We're certainly biased, but by the end of this post we hope that you'll not only agree with the premise that wholesalers are important, but also develop a deeper appreciation of everything that Able empowers you, the contractor, to do on a daily basis.

Working with a wholesaler provides a number of advantages over dealing with manufacturers directly or purchasing from a storefront at near retail prices. When you work with a wholesaler like Able Distributors, it's a symbiotic relationship. Your success is our success; when we succeed there are direct, tangible benefits for you. This can be seen most easily in matters of pricing.

One of the most tangible, direct benefits of working with a wholesaler is that we can use our buying power as leverage to obtain deals that an independent contractor simply cannot find elsewhere. Of course, the more business you do with us, the more business we do with manufacturers, the better the deals get for everyone involved.

In addition to obtaining products at lower prices, wholesalers can also provide access to brands that cannot be purchased direct from manufacturer at the contractor level. By expanding your access to new models, wholesalers allow you to pursue clients and sales that would not have otherwise have been an option.

Wholesalers also insulate the contractor from risk. When a new product comes along, you don't have to sink a considerable amount of capital on it in case you have a customer that wants one. You can allow your local wholesaler to order and store the equipment, comfortable in the knowledge that you'll have easy access to it when the need arises.

Along that same vein, wholesalers also provide insight on and access to new products. Rather than investing your time into keeping up with every incremental advancement in the industry, you can instead rely on your wholesaler to keep you apprised to new products and technologies as they become available. Staying ahead of the curve on new products can be an exhausting enterprise for an entire company, let alone individual contractors and small businesses.

When the next killer product or ground-breaking piece of equipment does come along, you can rest assured that any wholesaler worth their salt will have members of their staff trained to help contractors implement it. At Able, we not only offer regular training classes at the branch level, we

also have an outside sales staff that can meet you at your jobsite and help you plan the best approach based on any number of variables.

Why do wholesalers matter? Because we make life easier, and better, for contractors. We are invested in your success, without it ours would not be possible. Able was founded on the concept that wholesalers and contractors can achieve far more together than apart. We have strived to exemplify that idea every day of the last thirty-five years, and we have no intention of stopping anytime soon. If you need anything, be it a product or a piece of advice, we are always there to help. Just give us a call or stop by.

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