

# The Crown Chronicle



*"We are the experts"*

So you've found a "**BARGAIN**" TAYLOR soft serve freezer in the classifieds or on the internet! Is it really a bargain? Before you spend your hard earned money...

## Here's TAYLOR'S Top 10 List

- #1 If it was such a good idea, the TAYLOR factory would be doing it.
- #2 Purchasing a freezer over the internet is a disaster waiting to happen.
- #3 Is it really only a year and a half old? It seems as every freezer out there is.
- #4 Is it water cooled? If so, was it stored in a heated facility to prevent cracking of the condensers? Does your municipality allow water cooled equipment?
- #5 Most as-is freezers are three phase. It won't work if you don't have it.
- #6 More as-is freezers are condemned than approved by the health inspector.
- #7 What about delivery? We are not moving a couch or a chair. This is a 1000 lb electronic freezer that demands professional delivery. It's included in our price.
- #8 What about start-up? Who is going to show you the proper way to start-up the freezer, making sure calibrations are professionally set according to Taylor's specifications. It's very important to dispense quality and profit from your freezer.
- #9 What about a professional demonstration? Who is going to define your dessert menu? Expertly demonstrate portion control to maximize profits along with customer satisfaction. Proper presentation to increase dollar value of each sale. On going knowledge necessary to exceed your growth potential.
- #10 What about warranty? If it isn't given by an authorized Taylor distributor, it's probably "0". We guarantee our Taylor freezers.

The above list is fact and experience shows that no matter what type of business you venture into, do it professionally. If it's ice cream, remember this, you are serving America's #1 dessert. Doing it right the first time will enable you high profits along with a very successful business in your community.