Entry Place for Demountables

Making a Place for Yourself in Demountables Isn’t Difficult, But Planning Ahead is a Must

Competition is fierce! Every job must bring in all the profit available if ends are to meet when the year is over.

An interior contractor who makes the most of every job he bids . . . bids on as many parts of that job as he can; hence his need to handle a demountable line.

Once a contractor becomes familiar with a system that can demount in all probability he will find himself looking for this type work in preference to regular drywall.

Let’s assume that a drywall system is 20% less expensive than a demountable system. The drywall is a cut and dried entity with fixed profit margins forced on the industry by severe competition.

On the other hand, once a client becomes “Demountable minded” he will spend more to accrue the savings lying down the road. He will also take advantage of the up-grading ability inherent in demountable systems (fancier top tracks, corners, glazing components.) These are the basic tenets of demountables.

“Fine”, you may say, “but how can a client be influenced toward demountable mindedness.”

First—Let’s admit that demountables don’t fit everywhere. But if a wall is moved but once in its lifetime it can cost anywhere between 14% and 25% less to move a demountable wall than it can to move a permanent wall.

The labor to dismember and to re-erect a system is all that is spent the second time around. Who would the client call on to do this work? It would naturally be the contractor who originally installed it and that’s how you slide your foot in the door.

To help move your client to a proper attitude toward demountables a good look at the tax structure is also in order:

Moveable Partitions—
Eligible Tax Benefits:
1. 10% Investment tax credit on installed cost.
2. Additional 20% first year depreciation (limited to first $10,000 of cost)
3. Faster write-off periods for depreciation.
4. Full accelerated depreciation methods allowed.

The above reflects the Tax law currently in effect. Such law is subject to change and customers should be advised to seek advice of competent tax counsel for guidance in this area.

Today demountables are standard parts of all new work—schools, hospital, industrial properties. Yet this is really only a small proportion of what is used. The “hidden market” is the big one. It doesn’t show up in Dodge reports or Brown’s letters. It’s where the bulk of the business is done.

The RE-CALL that takes no selling, little bidding and can keep men on the job year round.

To attain this business a contractor must make his clients aware of what is in the market place or his competition will. In this case selling the concept of demountables will not only save a customer . . . . It’s going to make you money, too.