



Scanning Charges & UCC Lists

Peers provide feedback on two dealer questions

Compiled by: Brent Hoskins, Office Technology Magazine

Following are two questions submitted by dealer members as part of BTA's Dealers Helping Dealers resource and many of the answers received. These answers and others can be found in the members-only section of the BTA website. Visit www.bta.org/DealersHelpingDealers. You will need your username and password to access this member resource.



Are you charging fees for scans? If so, what details can you provide?

"Yes, we usually charge \$.0019 for scans. If the customer requests it, we give them the first 2,000 free."

*Frank Betancourt, sales manager
Seminole Office Solutions, Longwood, Florida*

"We have in some cases, but not all. When we were deliberate with it, it was \$.002. This probably will not give you what you need from a revenue side to be worth the change. You are better off charging a flat monthly fee on each contract for 'miscellaneous' and the payoff will be much bigger."

*John Eckstrom, CEO
Carolina Business Equipment, Columbia, South Carolina*

"We do not charge for scans. We actually have won deals because the other dealer charges for scans."

*Van Seretis, managing partner
Premium Digital Office Solutions, Emerson, New Jersey*

"We do not charge for scans. While infrequent, for customers that scan excessively, we have billed for document feeder calls when those type of calls impact contract profitability. Again, this is infrequent."

*Mike DelBorrello, president
Cyan Sky Copier Technologies, Schnecksville, Pennsylvania*

"We may be the last holdout, but we do not charge for scans. We continue to look at the cost benefit but, honestly, we sell against it and have won several deals against competitors that are using 'fees' for everything to increase revenue."

*Brian Bence, executive director of sales
Shenandoah Valley Office Equipment (SVOE), Verona, Virginia*

"We do not. We sell scanners and imaging, so if they are scanning a lot, we try to sell PowerPDF, DocuWare, etc."

*Nick Lioce, president
The Lioce Group, Huntsville, Alabama*

"We do not charge for scans. Feed tires are not expensive, even if they need more frequent replacement. If scan volume gets really high, we will recommend a scanner, which will do a better job."

*Isaac Brewer, vice president of sales
Document Solutions Unlimited, Spring Valley, New York*

"Yes, we charge if the customer is using its scanner 50% more than allowed copies or 50% more of billed CPC. We charge \$.003 per scan over the 50% allowable."

*Jennifer Thomson, vice president of sales and marketing
Automated Business Solutions, Warwick, Rhode Island*

"No. Never will. We sell document management and mark up cloud storage with that. High-volume scanning is an opportunity to sell IT or document management. Review the scan reports."

*Adam Volpe, vice president of sales
Altek Business Systems, Telford, Pennsylvania*

"You can do a cost per click instead of cost per copy."

*Dan Castaneda, general manager
International Copy Machine Center, El Paso, Texas*

"We do not, but we do charge what we call a 'professional services fee' for copier/MFPs that covers scanning, training, installing drivers and setting up scanning, etc. This can run from \$25 to \$40 per machine per month."

*David Carson, president
Plus Inc., Greenville, South Carolina*

"No, I keep my CPCs higher to cover scans."

*Shawn Donelson, president
New Jersey Office Systems LLC, Monroe Township, New Jersey*

"We did on MFPs, but competitors used that against us so we had to stop."

*Michael Hicks, president
Electronic Business Machines (EBM), Lexington, Kentucky*

“No. Customers are really upset with this fee.”

*Ronald Weaver, president
Weaver Associates Inc.
Lancaster, Pennsylvania*

“No, but we are considering billing for scans starting in 2025.”

*Rocky Frost, COO
ImageNet Consulting LLC
Oklahoma City, Oklahoma*

I'm wondering if dealerships are having success using UCC lists. If yes, what are some good source options for those lists?

“I get three to four emails or calls every week for ‘lists.’ The use of Google, customer lists and chamber of commerce listings typically provide us with a large number of prospects and gives us addresses, some names, phone numbers and even emails. My inside sales team has used these with success. The other source we always forget about is asking for referrals from your customer base. Create a program or offer incentives (credits) for customer referrals. They already like you, right?”

*Brian Bence, executive director of sales
Shenandoah Valley Office Equipment (SVOE), Verona, Virginia*

“We have had no success with UCC. We used EDA. Most leasing companies do not report anymore unless they are large [companies].”

*Frank Betancourt, sales manager
Seminole Office Solutions, Longwood, Florida*

“These lists have been out there for a long time, but if you do not have a mechanism to follow up, it will be a waste of time. The good, old face-to-face is what is important and that is best accomplished through cold calls.

*John Eckstrom, CEO
Carolina Business Equipment, Columbia, South Carolina*

“We use EDA and have been successful with those lists.”
*Van Seretis, managing partner
Premium Digital Office Solutions, Emerson, New Jersey*

“Not really. Use your CRM. It will take you several years, but the clock works.”

*Dale Rachal, CFO
ABM Office Solutions, Alexandria, Louisiana*

“It is 50/50. The biggest issue we have with those lists are simply poor information. Contacts are consistently incorrect

“These lists have been out there for a long time, but if you do not have a mechanism to follow up, it will be a waste of time. The good, old face-to-face is what is important ... ”

and it can be a struggle to get the data necessary to stand out. On the other hand, these lists provide great opportunities because all of those individuals are already conditioned to lease. It would not be worth turning your back on.”

*Brandon Cousins, president
Kraft Business Systems
Grand Rapids, Michigan*

“A few of our offices are using EDA lists

with some success.”

*Rocky Frost, COO
ImageNet Consulting LLC, Oklahoma City, Oklahoma*

“UCC filings are an important part of our sales and marketing process. We enter them into the CRM with 36-month terms and the reps call and validate the actual lease terms.”

*John Hastings, executive vice president, Imaging Division
Loffler Companies Inc., Minneapolis, Minnesota*

“We use InfoUSA, Salesgenie and ZoomInfo as a last resort.”

*Mark Van Den Hoek, owner
The Office Advantage, Mitchell, South Dakota*

“We make a lot of calls on them. We have not gotten much from them, if anything.”

*Jennifer Thomson, vice president of sales and marketing
Automated Business Solutions, Warwick, Rhode Island*

“I have bought lists and had very little success. They tend to be erroneous. Sometimes the manufacturers can supply lists and those seem to have much better info.”

*Tim Renegar, president
Kelly Office Solutions, Winston-Salem, North Carolina*

“We are killing it on Sourcewell lists in the last year or so. OMNIA lists are good, too. There are also premier health-care lists that are good for those selling Xerox and health-care MFPs. It is one vertical we did not go after because we only sell Xerox production.”

*Adam Volpe, vice president of sales
Altek Business Systems, Telford, Pennsylvania*

“EDA. Since listings are now in the system at the 10,000-foot level, we are engaging with more, but, so far, it is an equal ROI.”

*Michael Hicks, president
Electronic Business Machines (EBM), Lexington, Kentucky* ■

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