

GUIDELINES FOR MAKING "THE BIG DECISION"

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Selecting the company to supply your turf and lawn maintenance equipment and service can be a tedious job.

But it doesn't have to be. The decision can be made easily and quickly — with complete confidence — by following these guidelines:

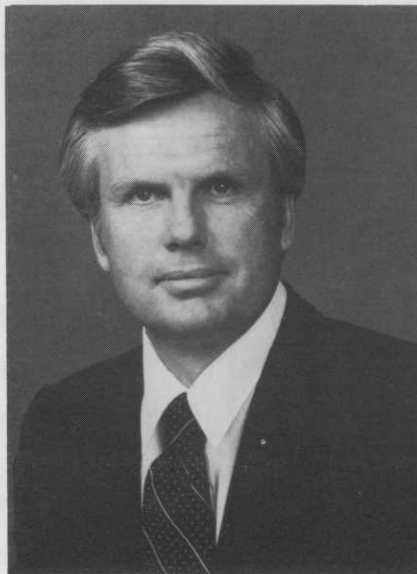
1. Investigate the product lines available. You want a company that can provide the equipment you need from a manufacturer who stands behind the product. Suppliers who handle a limited number of product lines or lines with dubious credentials should be avoided. At DeBra, we offer more than 70 product lines, including the highest quality Jacobsen equipment.

2. Consider the service staff and facilities. Finalizing a sale is only the beginning of an agreement with any supplier. Providing the necessary service from a trained professional is equally important. DeBra features the largest, factory-trained staff and the most complete service facilities in South Florida — including mobile service trucks.

3. Ask about the availability of parts. Down time caused by waiting for parts can be disastrously expensive. If parts are not routinely kept in inventory, ask how long the delivery times average. Our computerized

parts system inventories more than 20,000 of the most commonly needed replacement parts. That equates to more than a million dollar's worth of parts!

4. Read the fine print on cost structures. Special discounts are not always as beneficial as they may first appear. Because DeBra is the world's leading distributor of lawn and turf maintenance equipment, we can offer equipment packages at discounts that other suppliers are not able to compete with. We also work with customers on lease and special terms arrangements.



In short, when selecting your supplier of lawn and turf maintenance equipment it pays to work with the leader in the field. Because of our size and volume, DeBra is able to supply a bigger selection of the finest equipment, outstanding service, and financial packages geared to help you. Our

more than 70 employees work out of the Hollywood headquarters and branch facilities in Tampa and Fort Myers.

And it does not end there. We are constantly looking for new markets to expand into to better serve our customers. It is all in keeping with our 38-year tradition of promises kept.

For additional information regarding the equipment and services offered by DeBra, visit any of the three offices or call: 5921 North Oak Street, Hollywood, 305/987-1400; 6025 U.S. Hwy. 301 Tampa, 813/621-3077; 2857 Hanson Street, Ft. Myers, 813/332-4663.