









# SHOP CANADIAN

## Strong \$ = Better prices.

As the Canadian \$ strengthened in the last couple years, we pressured our suppliers to lower prices so we could pass along savings to our customers. Meanwhile, American retailers saw the effects of their weaker dollar as their inventory costs increased. The result is that the gap between US and Canadian prices narrowed and many Canadian prices are now less than the US when all factors and costs are considered.

### The benefits of buying from Kerrisdale Cameras, a local specialty photographic retailer:

-  **Trade in** your old digital camera, film SLR camera or accessories and save money! Call, drop by or email us.
-  **Canadian warranties:** Faster and more convenient warranty service through local retailers and Canadian service centers. Some manufacturer's Canadian suppliers (such as Nikon Canada) also offer an additional year on their warranties in Canada. Warranties for USA-purchased products are often not valid in Canada so the item has to be shipped to their US distributor for service.
-  **Bonus gifts:** We offer a free digital photography class, colour enlargements, prints and discounts on popular accessories with each digital camera purchase. (details online and in stores)
-  **Price Protection:** If you find a lower advertised price or if our own price drops within 14 days of your purchase then we'll refund the difference (details online and in stores).
-  **Helpful, local expertise:** We'll help you select the best items for your needs, offer advice, provide technical support and provide after-sale service. We'll be here to help you with your photo needs for years to come.
-  **Competitive pricing:** When you add up the extra and hidden costs of U.S. shopping, our prices are often quite close to the US prices.

**Why aren't our prices identical to the USA prices?** We keep our prices as low as possible to be competitive. But, Canadian retail prices may likely always be a little higher because of our government's tariffs, taxes and regulations, and other trade barriers which are higher than those in the U.S.A.

**Extra costs of shopping in the USA:** If you shop online or drive across the border, you may incur some other costs that you might want to look into before making your decision: state sales tax such as 8.5% in Washington (in addition to our GST and PST that will be charged at the border), shipping and brokerage costs, driving costs (and time), banks and credit cards give a lower exchange rate (even if dollar is at par, it'll cost more than \$100Cdn for an item costing \$100US), **plus** most credit cards add a hidden 2.5% to their bank's current foreign exchange rate (check the fine print in your cardholder agreement for foreign currency transactions). *Add these costs to the American price and you may find the price is higher than the Canadian price!* Plus, by shopping in Canada you'll benefit from Canadian warranties and the other local benefits

Note: These extra costs vary by state, credit card used, & method of cross-border shopping.

