

SHOPPING AIDS FOR BUYING A NEW PIANO

HOW TO ...

... Estimate the Street Price of a New Piano

The “street price” is the price you actually pay, and it’s usually discounted. But discounted from what, and by how much? The Manufacturer’s Suggested Retail Price (MSRP) is often a wildly inflated price that nobody actually pays, and typically bears no consistent relationship to the street price, so it’s useless for figuring discounts. We’ve developed an alternate price, called “SMP” (Suggested Maximum Price), that bears a consistent relationship to the dealer’s cost and profit margin, so that you can reliably calculate a street price from it.

- Go to PianoBuyer.com.
- In the left column of the Home Page, click on New Pianos ... Brand Index.
- Find the name of the brand for which you want to look up prices, and click on “prices.”
- Scroll down, if necessary, to the brand name, and find the exact model you’re considering buying, including style and finish. Note its price in the column marked “SMP.” The street price of that model will probably be between 70 and 90% of the SMP (between 90 and 100% for a Steinway).
- For more information on how piano pricing works, see the footnote at the bottom of any pricing page and click on the page number shown.

... Look Up the Profile of a Piano Brand

A piano is likely to be one of your larger purchases, so you’d like to find out something about the various brands you’re considering. What are their histories? Where are the pianos made? What are their major features? What are the various components made of? What sizes are available? How do the various models differ from one another? What are the manufacturers’ contact information, websites, and warranties? All these and more can be found in the Brand & Company Profiles.

- Go to PianoBuyer.com.
- In the left column of the Home Page, click on New Pianos ... Brand Index.
- Find the name of the brand whose profile you want to read, and click on “profile.”
- Scroll down, if necessary, to the brand name.
- For more information about the brand profiles, return to the Home Page and click on New Pianos ... Brand Profiles.

... Look Up Ratings and Recommendations

There are at least 70 piano brands distributed nationally, many of which barely existed a decade ago, and many older names are made by companies completely different from the original, and to different quality standards. So even if you thought you knew something about piano quality, your opinions are probably no longer accurate. At PianoBuyer.com, we keep up with the industry so that you don't have to. Our ratings will show you how manufacturers and dealers position brands in the marketplace by price, features, and reputation. Our recommendations will help you find specific models that are classics, musical standouts, and/or good values.

- Go to PianoBuyer.com.
- In the left column of the Home Page, click on New Pianos ... Ratings & Recommendations.
- The Ratings are contained in a section titled "A Map of the Market for New Pianos," which shows how the various brands are positioned relative to one another in the marketplace.
- Recommendations of specific models are contained in a feature titled "Staff Picks."
- Be sure to read the commentaries that accompany these features.

... Find Models That Fit Your Criteria, Using the Searchable Database

You probably already know whether you want a grand piano or a vertical (upright). Perhaps you also know about how much you want to spend, what size piano will fit in the space, and/or what furniture style and finish will look good. How do you sort through the thousands of models available to find the ones that fit your criteria? Easy—just use our searchable database.

- Go to PianoBuyer.com.
- In the left column, click on New Pianos ... Models & Prices (searchable database).
- Click to access the database.
- Read the instructions and click on "Grand" or "Vertical", as appropriate.
- Check the boxes for the criteria you wish to select (size, price range, quality level, furniture style and finish, etc.) and click "Submit."
- The results shown are all the models of new piano that fit your criteria.
- For more information about pricing, return to the Home Page and click on New Pianos ... Models & Prices (tables).

Quick Links to information on **Used Pianos, Digital Pianos**, and other piano-buying subjects can be found on the [PianoBuyer.com Home Page](#).