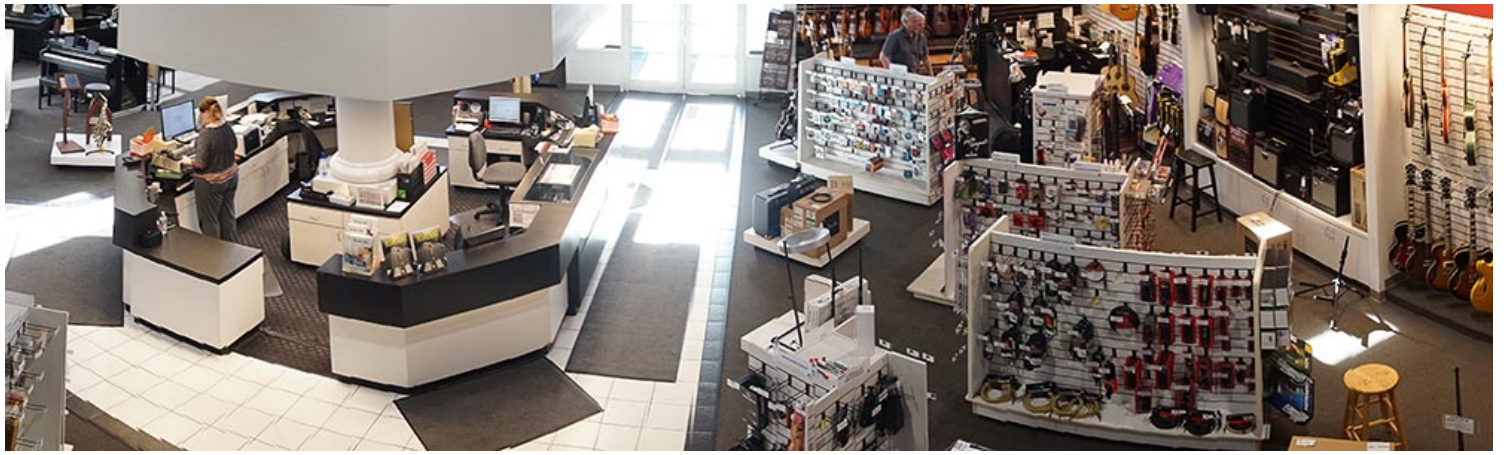


BUYING LOCAL: SHOULD I PURCHASE INSTRUMENTS ONLINE OR AT MY LOCAL MUSIC STORE?

by White House of Music



The Dangers of Buying Instruments Online

Amazon Is Great... for Some Things

Online shopping has never been easier. Type in a keyword, find your product, maybe browse a few reviews, and with a single click, your item is on its way! While e-commerce sales may simplify the shopping experience, there are some products that are still best purchased at your local brick-and-mortar retail store. Musical instruments and a number of their accessories definitely fall under that umbrella!

When Buying Online Doesn't Work

When purchasing instruments or accessories, there is more to selecting an instrument than a simple product description. The feel, sound, and purpose behind each instrument may vary widely!

Learn more at [WhiteHouseofMusic.com](https://www.whitehouseofmusic.com) or visit one of our six locations.

Waukesha: 2101 N. Springdale Rd., (262) 798-9700 | **Watertown:** 1724 S. Church St., (920) 261-0700 | **West Bend:** 869A S. Main St., (262) 334-4426
Wauwatosa: 11727 W. North Ave., (414) 607-3900 | **Germantown:** N112 W16290 Mequon Rd., (262) 255-2283 | **Hartland:** 1125 James Dr., (262) 367-5333

Determining Instrument Quality

You can't determine the quality of an instrument from a product photo. There are certain elements tied to touch and feel that simply can't be replicated through the online purchasing experience. There's nothing worse than purchasing an instrument online, only to have your band director tell you that the instrument you selected isn't going to make the cut for your student's needs!

Buying Discount Instruments

Purchasing off-brand instruments online can be a risk. We've had more than one customer bring in a budget instrument they recently purchased online for repairs, only to discover that they needed to invest more into fixing the instrument than they did for the instrument itself!

Purchasing Used Instruments Online

Purchasing a used instrument online may provide a slight discount over buying one locally, but it also comes with its fair share of risk. Is the instrument in "like new" condition or is it completely unplayable? Do the mouthpieces or reeds included with the instrument create the sound your band director is hoping to achieve? Any time you're picking up an instrument sight-unseen, you're rolling the dice and hoping for the best.

The Personal Touch: Buying Local Has Its Advantages

More often than not, when it comes time to purchase your next instrument, it pays to buy local. As a local music store, we might be a bit biased, but there are plenty of reasons it's worthwhile to visit a White House of Music store [near you!](#)

Finding a Consultant

Unless you're a seasoned professional, it always helps to have someone to guide you through the selection process. Their focus should be less on the instrument itself, but more on your unique musical goals. Once your goals have been defined, then it's time to start exploring the various options available!

Here at White House of Music, we make a point to connect you with a consultant who specializes in your instrument or play style. If one of our in-store representatives isn't able to help answer a question, [team members](#) across all multiple locations across Southeast Wisconsin are just a phone call away! Each of our staff members is a musician, so they have been through the same process of learning to play and master their instrument of choice as you or your student!

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Local Music Stores Know What Your Band Director Wants

Another benefit of buying local is that we're tied into the unique needs of each school music program. Our database of over 600 teachers and their individual preference of instruments, music books, reeds, valve oils, slide grease, rosin, and other accessories will ensure that your shopping experience is as simple as possible.

By knowing the unique needs of each school system, we can make sure the sound and function of your instrument meet your student's musical needs, saving you plenty of time researching and comparing different options that may or may not offer the performance you're looking for.

White House of Music Offers Financing and Maintenance Options For Instruments

Purchasing an instrument can be a big investment! Many of our products are designed to last a lifetime (some are even passed down through multiple generations as family heirlooms). In order to keep these cherished instruments affordable, White House of Music offers a number of [financing options](#) through Synchrony.

Making Music For Life can take your instrument into all sorts of unpredictable situations, including a few we mentioned in our recent [Maintenance & Repair article](#). The White House of Music Maintenance and Repair program offers low-cost protection from the unexpected for as little as [\\$5.00 each month](#)! You can rest assured that each instrument purchased through White House of Music has been thoroughly vetted, and will continue to perform throughout the entirety of your musical journey.

FIND YOUR MUSICAL CONSULTANT

Reach out to your local music store to schedule a private consultation today!

[Schedule an Appointment](#)

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