

Binoculars Can Now Cost \$1500 Or More. Start Here Before You Buy!

Binoculars are one of those cool big boy toys that people just love to own, and if you're in the market for one you might suffer a bit of sticker shock when you start poking around. Today it's not uncommon to find premium models breaking the \$2000 mark and even if you're not going that strong you're still looking at several hundred dollars just to break into the quality class.

As if the pain of investment wasn't enough now you've got to wade through a seemingly endless amount of information and hundreds of potential model choices. But before you get to the fun of selecting your new field companion here are a few non glamorous tips that you should know before spending a dime.

*Where you buy is as important as what you buy. Make sure you purchase from an authorized dealer that you've personally checked out with the manufacturer. Use their online dealer locator list, or call the company. Do not assume they are an authorized dealer simply because it's stated on their website. If you don't use an authorized dealer your product will most likely have a bad serial number that will void a potential lifetime warranty.

*If you look at enough websites you'll quickly discover that most of them are selling for the same price. The optics industry is famous for its MAP price controls. Minimum prices are set by the manufacturers to protect the integrity of the brands and to provide superior warranty protection. If you see a price below the field it's most likely an unauthorized dealer and you should stay away.

*If drastic price reductions aren't in the cards feel free to ask for throw-ins and freebies. Often dealers will gladly sweeten the deal to make a sale.

*Avoid opinions on forums and review sites. Often these websites have threads written by hired guns and many review sites are nothing more than affiliate marketers who make commissions by directing your business to specific sites. Most are not really interested in helping you; even the best of sites have been compromised.

*If you've got questions then call a few of the top dealers and get them answered. Dealers are simply resellers who only benefit the market if they help you make an informed decision and make your buying experience easier. If they don't respond to your needs move on, eventually you'll find someone who'll be glad you called.

Now that we've discussed some market realities you're ready to begin that exhaustive search for the perfect binocular. Just remember that your new optic companion will be with you for a long time and you'll want to make sure you get everything you paid for. Shop carefully, take your time, get all your questions answered and don't be afraid to invest in quality. A little diligence now will be rewarded with years of viewing pleasure.

About the Author

Before you buy any quality [binocular](#) online, make sure you visit Chris' store. You will find lots of suggestions and helpful specifications for all the lots of brands including [Swarovski Binoculars](#). You can get a unique content version of this article from the Uber [Article Directory](#).

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