

Why Not Hi-Point Profit?

Let's face it to hear a customer say the three most feared words in firearm sales "I'll Be back" or "I'm just looking" generally means, you don't have what they want at the price point they can afford and you miss a sale to a competitor. Now that's fun, huh?

The profitable line of Hi-Point firearms (pistols and carbines) fills the entry level customer perfectly. More so why miss a sale to a competitor because your inventory does not include Hi-Points for new shooters, those with limited budgets or simply the budget minded?

Hi-Points are affordable, certainly not cheap, the incredible factory warrantee follows the gun, not just the first time buyer; a real closing point. In business for over 30 years Hi-Points of course pass or exceed all state and federal safety tests. Hi-Points are serious working guns you can toss in a tackle box without crying and are at least as robust, reliable and accurate as the \$500+ crowd.

Have you noticed you will not see any of the high dollar guns on the Internet being run over by trucks, dropped from high buildings, burned in fires, thrown against walls, blown up, dragged behind vehicles, and even shot with other guns and yet keep on accurately functioning! That is NOT the definition of cheap and it happens all the time with Hi-Points.

Don't watch a profitable \$200 (you sell ammunition and accessories too, right?) customer walk out of your store to search elsewhere when you only have \$500+ choices? Hi-Point Firearms are a well-known and promoted reduced inventory cost high ROI customer selection filler.

Think solution, think Hi-Point Firearms.

Hi-Points are exclusively marketed by MKS Supply, LLC and sold through all major distributors.

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While at This Year's SHOT Show come by booth 11349 and let us prove what we say.