

Dollars and Sense:

The Case to Refresh Your iPads NOW



No time like the present for technology trade-ins

It can seem logical to conduct your iPad refreshes during the summer months when teachers, staff and students are not present. IT then has all summer to wipe, sell, purchase and onboard their new technology.

The problem with summer refreshes is that the buyback market is flooded with devices from schools doing the same thing. And when the supply is high — which is in the summer — the demand is less, meaning the trade-in value you'll receive will be substantially lower than only a few months prior.

We consulted Diamond Assets, an Apple buyback company located in Wisconsin, to see how much schools are missing out when they wait until summer to trade in their old iPads.

Imagine you purchased **10,000 iPad devices** roughly three years ago and would like to sell them to a buyback company all at once.



Traditional Technology Refresh of 10,000 iPad Devices

Summer

Total residual value

\$1,000,000

iPad value

\$100/iPad

But consider what you gain by being flexible with the timing of your trade-in...

December

iPad value

\$125/iPad

Total residual value

\$1,250,000

Additional residual value from a winter refresh

\$250,000

This could buy you an additional

850

new iPad devices

Now imagine that you purchased those same **10,000 iPad devices** roughly three years ago, but want to sell them to a buyback company as a flexible trade-in option, meaning **2,500 iPads** at a time over the course of four months.

Flexible Trade-In Option of 10,000 iPad Devices

December

iPad value

\$125
per iPad

Total residual value

\$312,500

January

iPad value

\$121
per iPad

Total residual value

\$302,500

February

iPad value

\$115
per iPad

Total residual value

\$287,500

March

iPad value

\$110
per iPad

Total residual value

\$275,000

Additional residual value from a winter refresh

\$177,500

This could buy you an additional

650

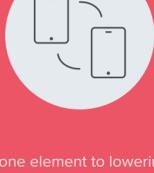
new iPad devices

Still think summer is the right time to trade in your technology?

With each passing month you leave money on the table. Simply by moving your iPad refreshes up, you gain thousands of dollars that you can put towards your next technology purchase.

And, with the advancement of Apple deployment programs and increased device management functionalities, non-summer refreshes are more manageable than ever before.

If you're ready to begin your refresh process now, but aren't sure where to begin, we can help. [Give us a call](#) and one of our Apple experts will help you determine next steps.



Hardware trade-in value is just one element to lowering the total cost of ownership for devices. By choosing technology with the most hardware durability, the strongest security model, the easiest deployment process and proven user support experience, your school will be making the best technology investment for your students.

Download our [Benefits and Cost Savings of a Mid-Year Refresh](#) e-book to help guide you through the refresh process. You'll learn how to sell older iPad devices, how to onboard new iPad devices, and best practices to ensure your iPad refresh is a monumental success.

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