

Equipment Buy-vs-Rent & ROI

Photography & Videography

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This guide explains what the tool produces, how to use the output, and what to watch for. The actual output (draft/report) is generated on the tool page.

Background

Analyses whether to buy or rent a piece of equipment from discrete inputs — purchase price vs rental cost, usage frequency, and the payback/ROI — so you invest capital in gear that pays back and rent the rest, conserving cash. Use it before a gear purchase. For the P&L use the Studio P&L Modeller.

Purpose of this tool & output

Decide whether to buy or rent gear

How the output is used

Use it to decide whether to buy or rent gear — a buy-versus-rent and ROI analysis on usage, cost and return.

Who should vet it

A finance-savvy owner, to confirm the usage and cost assumptions behind the buy-versus-rent call.

Important cautions

Buy high-usage core gear (pays back and always available), rent occasional/expensive gear to conserve capital and avoid the fast obsolescence of camera gear. Compute break-even usage before buying.

Companion documents

- Studio P&L Modeller
- Per-Project Economics
- Break-Even Analysis
- Pricing Profitability Review
- Cash Flow & Seasonality Plan
- Day Rate Calculator

This is AI-assisted guidance. Verify with a qualified professional before any binding decision. Fees, authorities and processes vary by state and change over time — confirm with your state authority.