

# Understanding DJ Skill Level vs Pricing & Satisfaction

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Living in a Search Engine driven world gives a person the opportunity to compare pricing with relative ease.

However, most search engines were designed with retail items or commodities in mind. Finding a “**great deal**” can always make you feel good, however, is the **DEAL** really that good?

Understanding DJ Pricing and Skills can be a daunting task. Perusing websites of DJs becomes confusing by the unending ploys, pitches and schemes that are designed to entice you into making an urgent entertainment choice to fill up some DJs calendar.

A commonly held misconception is that all DJs are equally qualified or do the same thing. Myth-Busting the “just as good as ploy” takes some initiative on your part to dig a little deeper into qualifications and abilities. This can safeguard you against hiring a nightmare DJ with bogus credentials or embellished experience and talent claims that could potentially ruin your event.

## Here are a few tips to help you avoid bogus and inflated credentials:

1. Never hire a DJ that DOES NOT have a current business license or State Registration. *A Professional and above will have a business license.*
2. Demand a copy of a Certificate of Liability Insurance for your wedding records. *A Professional and above will have current liability insurance.*
3. Meet in person, whenever possible, to interview potential entertainment. You want to be certain you have a good rapport with the DJ that will be performing. Professional and above will be the main DJ/MC for their company.

**This chart is a visual reference for what can be expected in a DJ/MC search.**



