

DEALING WITH SUCCESS

How Dealers Boost Business on GunBroker.com®

GUN
BROKER.COM®



AAC Guns Solves Mysteries, Makes Money on GunBroker.com®



*Jerome Brewster
AAC Guns
Owner*

The gun that originally listed at one cent on a 14-day auction on GunBroker.com® sold for \$3,074. A handsome profit indeed, especially considering the price it would have fetched at the store.

Nobody could identify that unique-looking gun, not in-store customers, not friends. Even research was unable to uncover what it was or who had manufactured it. That's when Jerome Brewster of AAC Guns in Mooresville, Indiana, decided it was time to turn to GunBroker.com®.

"I had bought a gun collection from a guy and tried selling it in the store, but didn't have much luck," Brewster said. "One gun in particular was very unusual, but nobody could identify it. We had it listed for around two-to-three-hundred dollars, but it just sat there for a couple of months."

Brewster, who has used GunBroker.com® to buy and sell guns since 2002, had success in the past with online customers identifying guns for him. He thought it was worth a try putting the unusual rifle on the site.

It wasn't long before several site visitors identified the gun as a very rare antique made in Switzerland. It was a Swiss Vetterly rifle thought to be one of only eight of its kind ever made.

Not surprisingly, the auction activity picked up dramatically. The gun that originally listed at one cent on a 14-day auction on GunBroker.com® sold for \$3,074. A handsome profit indeed, especially considering the price it would have fetched at the store.

This sale is one of many that have been crucial to the success of AAC Guns. Brewster figures his online sales on GunBroker.com® account for about a third of his business. Selling the Swiss Vetterly is just one example of how AAC Guns has benefited from the world's

largest online auction site for firearms and hunting and shooting accessories.

"I bought a gun-barrel collection shortly after I bought the store, but didn't have much luck selling them," Brewster commented. "I started listing them on GunBroker.com®, and they started to sell. It was very important in helping my cash flow in the summer months because we just weren't doing much business in the store at that time."

Brewster said using GunBroker.com® is extremely easy even for those who are not highly computer literate. It takes him only a few minutes to post

several items by following the easy step-by-step instructions found on the site.

"The nice thing about GunBroker.com®, is I can list my items and then go about taking care of other business," Brewster added.

Launched in March of 1999, GunBroker.com® is currently considered the

third largest "shopping, classifieds, auction" site in the United States, exceeded only by eBay and eBay Motors. The site receives around 2.7 million unique visitors monthly with more than 1.25 million registered users.

Just ask Brewster if he thinks GunBroker.com® has a wide reach. "I don't think there is a state in the country I haven't shipped product to since I've been using the site," he said.

That national reach, along with 24/7 access and ease of use, has made GunBroker.com® a moneymaker for AAC Guns and a key to business success.



→ Indiana-based AAC Guns enjoys national sales with Gunbroker.com®.



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