

DEALING WITH SUCCESS

How Dealers Boost Business on GunBroker.com®

GUN
BROKER.COM®



Numbers Jump at JoJo's Thanks to GunBroker.com®



"Small shops need to realize customers aren't limited to local inventories anymore. The Internet is changing how people buy everything. Using GunBroker.com® gives me confidence in the continued success of my business."

Kasey McKay
JoJo's Guns
Owner

Nothing has changed the landscape of business more than the Internet. Small businesses have never had a greater opportunity to increase their bottom line by reaching national and global customers. Gun shops are no exception.

Kasey McKay, owner of JoJo's Guns in Birmingham, Ala., knows the potential that small gun shops have with GunBroker.com®.

"GunBroker.com is the largest firearms auction on the Web. Before I registered, our sales were seasonal and limited to local people who often didn't recognize collector-grade firearms," McKay commented. "GunBroker.com opened my small business with four employees to millions of people every month."

GunBroker.com receives some 2,500,000 unique visitors each month, and the number is growing. It has become the number one Internet destination for hunters, shooters and collectors looking to buy or sell firearms and related items in a safe, friendly environment. Every buyer or seller must be legally allowed to own firearms. Ownership policies and regulations are followed using licensed firearms dealers as transfer agents.

"My profits are typically 75 percent higher when I list an item on GunBroker.com versus selling it locally," McKay stated. "With so many people looking over the auctions, it's obvious that the participants recognize an item's worth. I've never been disappointed or upset with a winning bid."

According to McKay, the level of participation on the site also ensures that buyers get a fair price regardless of their location.

"It's been my experience that states with harsh restrictions on firearms have fewer shops, and as a result higher prices," she said. "GunBroker.com levels the playing field. As long as they follow their local laws, a person in California can purchase a firearm for the same price as someone in Alabama."

GunBroker.com has become such an important aspect of JoJo's Guns that McKay now uses the site for non-firearm auctions.

"I tried eBay and other firearm auctions years ago, but I haven't looked back since joining GunBroker.com," McKay said. "There are so many people monitoring the site that I have confidence in every one of our auctions, whether the item is a gun or not."

In fact, GunBroker.com is now the Internet's third largest auction Web site overall behind only eBay and eBay Motors.

"Small shops need to realize customers aren't limited to local inventories anymore," McKay noted. "The Internet is changing how people buy everything. Using GunBroker.com gives me confidence in the continued success of my business."



➔➔➔ JoJo's employs four people but serves millions via GunBroker.com®.



Go to www.GunBroker.com or call 720-223-0164, ext. 3006.