

DEALING WITH SUCCESS

How Dealers Boost Business on GunBroker.com®

GUN
BROKER.COM®



Big Daddy's Pawn Shop Gets in the Game



"GunBroker.com® is a great storefront by the sheer numbers... it's like unlocking your door and having thousands of customers every day."

*Kevin Macdonald
Owner
Big Daddy's Scrap Gold
Exchange & Fine Jewelry, Inc.*

For almost 20 years, Big Daddy's Scrap Gold Exchange & Fine Jewelry, Inc. has been a staple of the Jackson, Miss., area. With two stores in Jackson and one in nearby Canton, the shop has grown over two decades—purchasing new buildings, remodeling others and creating bigger, better showrooms.

"Gun sales are a more recent addition to Big Daddy's business," said owner Kevin Macdonald. "It has helped us find a niche in this marketplace, and now we move between 1,200 and 1,400 firearms a year."

Macdonald credits part of the growth of his firearms business to GunBroker.com® and its staff. Their presence at pawnbroker trade shows and dedication to educating the pawn shop industry about gun sales initially encouraged him to begin selling rarer guns on the site. "As time went on," Macdonald said, "we got more computer-savvy and learned how to do it. Now we have an online department where we take pictures and have a full-time online sales staff member.

"It's fast and easy. The listing process on GunBroker.com is as easy as putting it on the shelf at your store. We've seen a definite increase in sales because of GunBroker.com...it's like unlocking your door and having thousands of customers every day."

GunBroker.com allows third-party sellers to list items, and potential buyers to bid in online auctions. The site is home to 1.35 million registered

users, and garners 2.7 million unique visitors per month. Every buyer or seller must be legally allowed to own firearms, and ownership policies and regulations are followed using licensed firearms dealers as transfer agents.

Macdonald said that before moving to GunBroker.com, it typically took six to seven months to turn around harder-to-sell items. "Now, it takes six to seven days. It's the only e-commerce site we want to use. It's easier to keep them on the Cadillac than to look around and do something else—the service is good, their guys are great and it's easy to list.

"GunBroker.com's involvement with pawn shops has gone beyond bolstering gun sales," Macdonald said. "As an industry, we (pawnbrokers) really appreciate the support and education they've given us over the years. I'm here to make money, and they help me do that."



➔ Big Daddy's Scrap Gold Exchange & Fine Jewelry, Inc.



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