

# Get in Gear with GENCO Marketplace

Your Roadmap to Profits  
with Retailer Returns



GENCO  
GREENLIGHT SERIES

## Introduction

GENCO Marketplace is the largest wholesaler of retailer returns in the US and Canada; we are leaders in ReCommerce (more on that later). We're committed to helping savvy entrepreneurs like you work toward profitability. This guide explains how purchasing uninspected customer returns for pennies on the dollar can lead to profits that are not attainable through traditional supply channels.

**As with any business, investing in this industry comes with risk and uncertainty. But the potential for profits is real.**

If you are willing to apply yourself, think creatively and possess a long-term mindset, selling retailer returns could be the right challenge for you!



**GENCO GREENLIGHT SERIES**  
The Roadmap to Profitability



**DISCOUNTS**

**CLEARANCE**

**SALES**



## What is this business all about?

Shoppers in today's retail environment have options. Almost too many options. They can buy in stores, online, through apps, and more. Buying is almost too easy. Shoppers are not as loyal as they used to be.

To stay afloat, retailers offer sweet deals with no-questions-asked return policies. That wasn't always the case. Historically, comparison shopping was more complicated, and there was less competition for buyers' attention. The result? Consumers were less price-driven. They had stronger ties to specific retail brands. Those golden days are gone for retailers, but that can be to your benefit.

## How is their loss your gain? It's simple.

The 21st century shopper is a different animal. Easy access to price information across different retailers makes them hypersensitive to price. 24/7 purchasing opportunities makes them more impulsive. Add today's more relaxed store policies, and it's a perfect storm for liquidation sales. The end result is a steady flow of valuable merchandise made available to people like you, and profits that can be yours for the taking.



## Where the Rubber Meets the Road

In the past, uninspected returns might have been less valuable because of stringent return requirements. These items would have ended up by the truckload in a landfill. Today, the value of these castoffs has improved. Entrepreneurs are cashing in by selling these products across a variety of channels like online marketplaces or retail stores. Smart business minds see that, and are making the most of it.

### ReCommerce Begins Where Retail Ends

GENCO Marketplace's long-term relationships with 10 of the top retailers in the US and Canada put \$2.5 billion in products back into circulation annually. Some call our line of business "liquidation." We call it ReCommerce. It's a win-win-win situation. You benefit by earning a profit for your sales efforts. Retailers are no longer left holding returned products that they cannot sell as new. The earth benefits because these still-useful items do not end up being prematurely retired to a landfill.

### Be Resourceful and Creative!

With that mindset, mine for gold in each pallet and earn a profit by connecting your buyers to the products you bring into circulation.



# Uninspected Returns Demystified

So, what exactly are uninspected returns? Good question, and the answer varies from pallet to pallet. You already know that we connect you with items people bought, handled and returned. That could be for any of the following reasons:

- 🚗 Good product, but the original purchaser had buyer's remorse
- 🚗 Expensive items bought with the intention of returning them after a single use (a large TV for a Super Bowl Party, for example)
- 🚗 Scratch-and-dent items
- 🚗 Damaged packaging
- 🚗 Products lacking parts or accessories that might be readily available as an aftermarket accessory
- 🚗 Defective merchandise that needs a little work before it's worth full value
- 🚗 Items that were returned in packaging that does not match the actual contents



With

*creativity,  
sweat equity  
and business sense,*

**people just like you are cashing in by checking out uninspected returns.**

**Product descriptions are listed on each manifest,  
so you'll know what items to expect.**

**However, there is no set ratio of product conditions across pallets.**

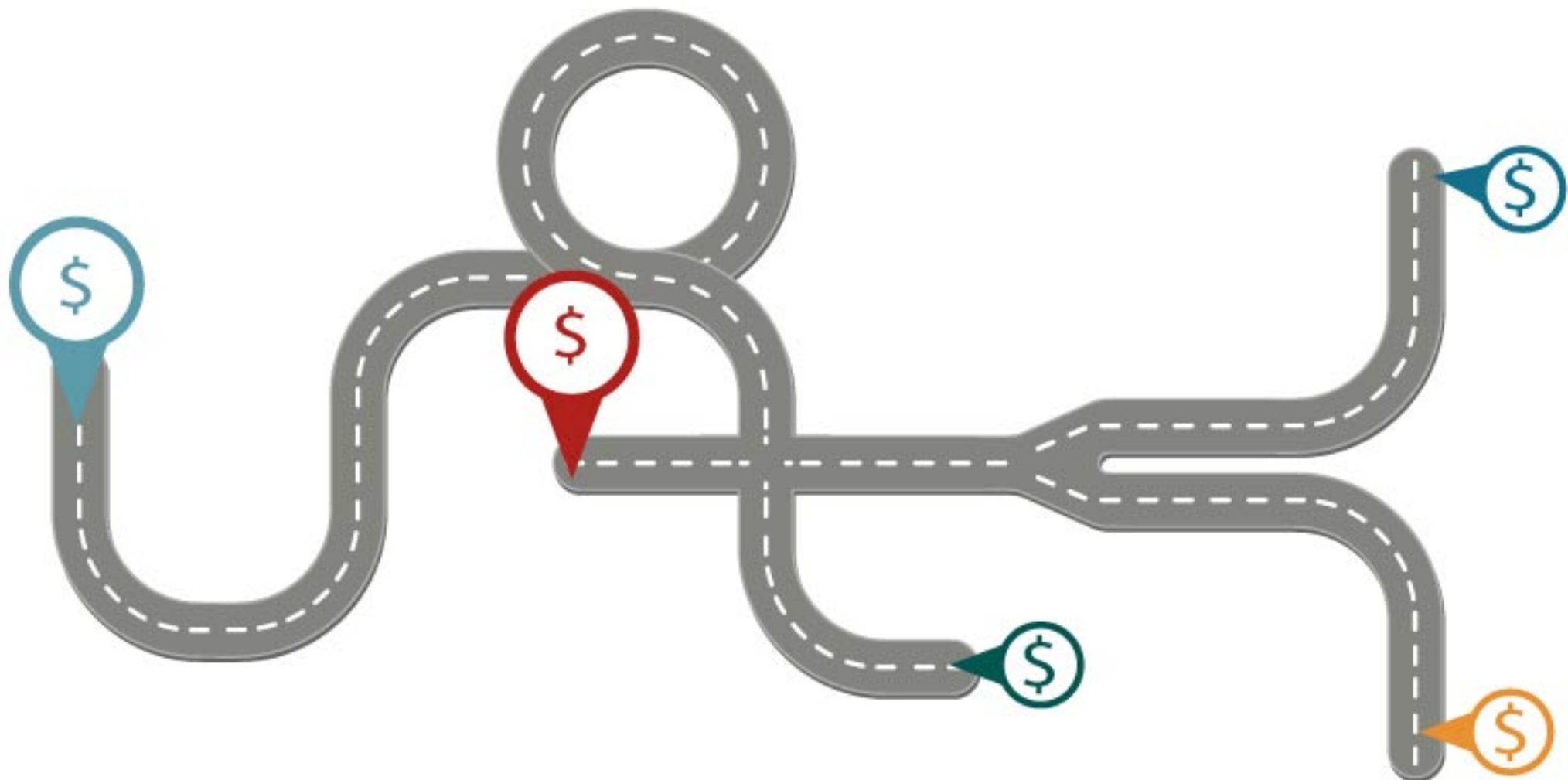
**Some uninspected return pallets will require more work,  
and others will be easy money.**

**All products from GENCO Marketplace are sold as-is,  
and there are no refunds or returns permitted.**

**That means there is an element of risk,  
but the exceptionally low per-piece price offsets much of that risk.  
Look for return on investment over the course of several pallets rather  
than having a one-and-done mentality.**

## Multichannel Selling

We refer to the specific sales platforms for reaching customers as channels (eBay as a unique channel vs. flea markets). **Our most successful sellers say that moving products across multiple channels is their secret.** With online exposure, old-school platforms like flea markets and swap meets continue to flourish. Smart sellers choose channels according to the type of products they are selling and their bandwidth for managing customer relationships. Again, multichannel strategies offer the greatest opportunity to put cash in your pocket. While a single channel might be easy, it might not maximize your profitability. Here are some channels to think about...



## eBay



High margins often come from eBay, but it isn't necessarily easy money. Product descriptions must be 100 percent accurate. Photos must be clear.

Communication with your customers must be rapid.

On eBay, some buyers are willing to pay top dollar for even a broken iPhone, so there is strong earning potential.

Having said that, it's best to focus on selling your top-condition products through eBay.

Presenting your best merchandise allows you to build a strong seller reputation.



## Craigslist

Selling through Craigslist can be a great option, but with a similar caveat regarding descriptions, photos and communication. Craigslist can be a simpler transaction since it rarely requires shipping. As a business person, your goal is to be a square-dealer. Sometimes, however, there are issues in spite of your honesty. Unreasonable customers you meet through this channel are less of an issue than they would be on eBay. Since buyer feedback isn't published, you can work through issues privately.



## Facebook

A growing number of locally focused, independent Facebook groups have cropped up, connecting buyers and sellers in a dynamic setting. Groups are generally revealed through natural word of mouth associated with social media. They have few regulations, are free to use and are a bit easier to manage than some other online channels. Do not mistake a lack of regulation with an opening to misrepresent product. The nature of social media leaves you open to public airing of complaints that can haunt you down the road. As always, honesty is the best policy.



## Flea Markets

The widest variety of product conditions can be sold via this channel. Built-in foot traffic carries obvious benefits that are worth the

labor involved with transporting products and costs associated with renting space.

Shoppers are very price sensitive in this setting. Over time, you can build a loyal following of repeat customers who are willing to pay a premium price.

Why? Because they trust you.



## Success on Your Terms with GENCO Marketplace

People come to GENCO Marketplace with a range of goals in mind and from a variety of backgrounds. Some people have been in the liquidation business for years.

They want access to our outstanding supply. Other people, like you, might be new to the industry.

### New, but smart and savvy.

Our customers see the potential that liquidation sales holds for personal and financial freedom.

Let's look at the three stages of growth that entrepreneurs in the liquidation industry move through, and what they consider as they evolve.





## Stage One:

Success starts with purchasing a single pallet. Having said that, smart investors understand it takes multiple pallets to reach best results. You might have entered the industry through product categories you know well. Or, your product section might be less specific, with your existing sales or business experience guiding you. Ideally, you have an idea of whom your potential customers are and how to reach them. Minimizing business costs is important at this stage, so you've planned for low cost or free storage to keep products safe, dry and secure.

Planning cash flow is key, because it can take time to flip a pallet. In this stage, you are ready to reinvest earnings into more pallets, because that cycle brings profits.





## Stage Two:

At this point, you have learned what works for you and your customers. You have sharp instincts for what types of products move quickly at a good profit.

Some trial and error might have been part of your process. You've reduced impact of missteps by feeding your mind (GENCO Marketplace's Buyer Resource Center is an invaluable resource) and making reliable business contacts (repeat buyers, repair folks, other liquidation sellers).

You've earned a strong following across a few of the sales channels we just laid at for you. With experience and ingenuity, you have developed systems for selling through to the bottom of a pallet. You can squeeze every dime out of your investments.

Perhaps your business remains a part-time focus, but you have an opportunity to grow if you choose to shift into high gear.



## Stage Three:

After making smart choices and wise investments, you've evolved. What started as a side venture built one pallet at a time has shifted into multi-pallet or truckload orders.

Your selling channels might include a brick-and-mortar location. Perhaps you add your own ecommerce site in addition to selling on eBay.

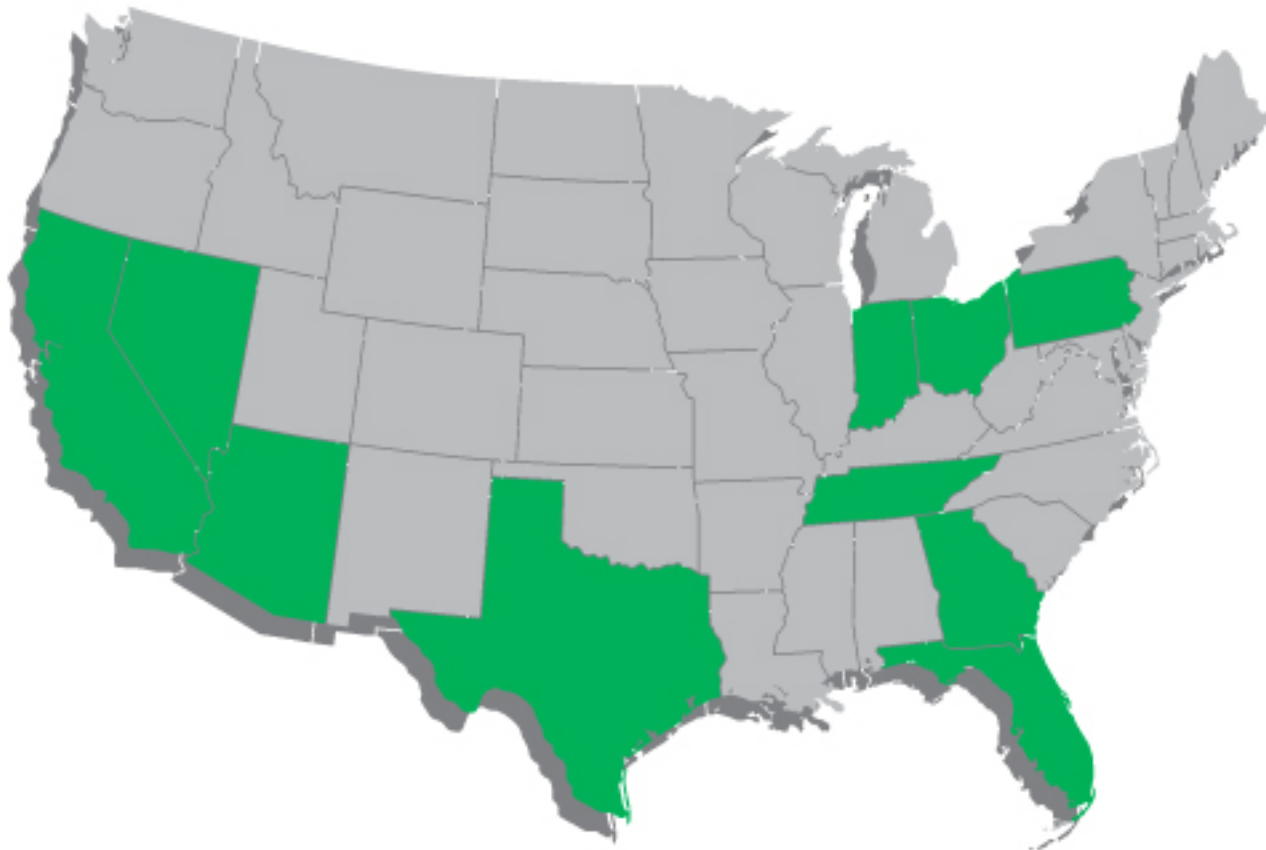
You've been building your network across the industry since you entered the business.

Now, perhaps you've become a source for other sellers (brokering). You are able to move more product with less effort and build faster return on investment.



## Who Is Eligible to Buy

GENCO Marketplace is a business-to-business wholesaler, and our products are intended for purchase by business owners. We do not require you to be an incorporated business.



### Are my purchases taxable?

If a buyer has submitted a valid tax exemption certificate, GENCO Marketplace will not charge tax.

We do currently collect tax on orders when customers take possession of the products in the following states :

**AZ, CA, FL, GA, IN, NV, OH, PA, TN, or TX,**  
and when a buyer has not submitted a valid tax exemption certificate.

Your sales activities can bring unique tax liabilities that might be different for you; consult your advisor with questions.



## Shipping

Shipping is a mixed blessing for sellers of uninspected returns. On one hand, count your lucky stars that so many dot com retailers (and we work with the biggest in the business, by the way) offer free shipping for returns, because that means better stock for you. On the flip side, shipping can be a significant expense in this business.

GENCO Marketplace makes it easy to reduce costs by having multiple locations across the US and Canada. Choosing products from a facility close to your delivery location shaves costs.

GENCO Marketplace permits you to arrange your own shipping, or we can do that for you. You can even personally pick up your pallets by appointment after funds clear. Search by location on the GENCO Marketplace website to see actual stock in each facility.

New buyers are urged to speak with a GENCO Marketplace transportation expert prior to placing orders by calling 800-224-3141. Talking with us in advance will go a long way toward a smooth delivery process and proper cost estimations.

Shipping costs can be estimated on our website, but additional charges might be incurred depending where and when your products are delivered.



# *Choose Success and Get Started Today!*

**This guide gives you an honest look into the liquidation sales industry.**

**It also provides a deeper explanation of uninspected returns.**

**Believing in yourself and your abilities is a big step, and**

**GENCO Marketplace is here to support you on your journey.**

**You might be able to find other sources and product conditions.**

**However, the potential for profitability with GENCO Marketplace is unparalleled. The strength of our commitment to your success is equally unique.**

## **Ready to get started?**

**Visit our Website at [www.GENCOMarketplace.com](http://www.GENCOMarketplace.com)**

**Still have questions? Contact Customer Service:**

**1.800.224.3141**

**or [support@GENCOMarketplace.com](mailto:support@GENCOMarketplace.com)**