Case Study Customer: **Toolprice**

Company History

Toolprice was established in 1996 and have been selling online since 1999. They are located in Ontario, Ca and their primary selling focus is on high quality tools. Prior to using **Zoovy** they were selling only on **eBay** using a generic listing tool. They consisted of 3 employees and sold about $20,000 per month.

Why Zoovy

After a few years selling online **Toolprice** started up with **Zoovy** in 2001. 'The main reason we switched over was to have the ability to manage auction closings, notify customers of how they need to pay, and basically automate the check out process. Zoovy enables us to manage what we we do easier, using more automation and less manual work.'

Using Zoovy

Toolprice now uses **Zoovy** to sell on several major marketplaces including **eBay**, **Overstock** and **Yahoo**. They ship through **FedEx** and manage their accounting with **Quickbooks**. 'It is very seamless to put orders in and have those sales recorded into our accounting program.' For online payment they use a gateway that enables credit card processing, as well as **Paypal**. 'Both of which are fully integrated with Zoovy.'

'The most advantageous feature for us is the fact that we are able to run multiple channels like **eBay**, **Overstock** and **Yahoo**, as well as our website and it all ends up in one place. If you buy something from **eBay** you check out through our store. The idea is that if a customer buys a screwdriver on **eBay** they come to our store and the order size increases because they end up adding a wrench and a socket that they found in our store. I have seen orders that start with a $10 **eBay** item, and the final order we get is $200. To me that justifies the cost involved.'

Company Growth

In just the last few years **Toolprice** has shown substantial growth as a company. They now have 10 employees, generate over $200,000 a month and are in the process of building a brick and mortar store.

'If you are searching for an all in one eCommerce auction management software, I would only use Zoovy.'

'We have looked into all the big names, and I can say that there is no other company that can offer all of the features we currently have with Zoovy.'

Integrated Partners Utilized by Toolprice