

# BuySAFE bonded web stores

increased sales through trust and safety.



Zoovy's web store bonding functionality shows shoppers it's safe to buy from you. Offer this financial protection for your transactions and watch profits grow.

The biggest problem facing online shoppers today is figuring out who to trust.

Making a purchase online from a company you don't know is a big risk. It's hard to be sure that your financial information will be secure, that you will get what was advertised or that you will even receive anything at all.

These risks keep many people from shopping online altogether. Those that do buy online tend to stick to big name companies they think they can trust, passing over a number of reliable, affordable, high-quality stores.

*So what is a small to mid-sized company to do to obtain the trust of online shoppers?*

## **Zoovy has the solution:**

### **Web store bonding.**

Web store bonding guarantees that the shopper will receive what they ordered, exactly as it was advertised. By eliminating risk, more people will feel comfortable buying online, and customers will have an unmatched peace of mind about their transactions.

Bonded shopping has proved to be extremely successful for auctions on marketplaces like eBay and Overstock Auctions. With this security feature, sellers achieved higher sales numbers and higher bids. Web stores in the past, however, haven't had access to this profitable capability.

Overcome the largest obstacle to online selling - customer trust

Zoovy is the first e-commerce solution provider to bring the benefits of bonded shopping to web stores. Now online stores can show their customers that they are trustworthy and provide them with a guarantee on their purchase. This automatically gives bonded web stores an advantage over the competition.

### **Zoovy's bonded shopping**

#### **What is a surety bond?**

An agreement between three parties: the merchant, the customer and the surety company. The agreement guarantees that a seller will do exactly what they committed to do. If the merchant fails to provide the product in the way it was described, the surety company compensates the customer.

This third party involvement not only provides shoppers with a guarantee, but it also provides them with trust. A surety company is unlikely to back a company unless they have proved that they are reliable.

#### **How does Zoovy provide bonded shopping?**

Zoovy is fully integrated with buySAFE, the leading online trust and safety company for e-commerce transactions. This partnership allows Zoovy web stores to become buySAFE bonded, demonstrating that they are reliable merchants that provide risk-free shopping. buySAFE then backs each of the bonded transactions for up to \$25,000. This service easily incorporates with the merchant's Zoovy package.



#### **How does it all work?**

Web store bonding takes the risk out of online shopping and passes it over to buySAFE. This means buySAFE will only back companies that prove themselves to be reliable, stable and trustworthy.

To become a bonded seller a company must pass through the scrutinous buySAFE Business Inspection qualification process. buySAFE carefully examines sales experience, reputation, financial stability, verifiable identity and track record.



## **The seal of trust**

Once the company qualifies as a buySAFE Bonded Seller, you can display the buySAFE seal on its web store. This proves to shoppers that the merchant's web store is one of the most trustworthy and reliable on the web.

Shoppers can click on the seal and go to a page that verifies the transaction is indeed bonded. Only merchants that pass buySAFE's strict background inspection qualify to display this seal. Even if a customer doesn't elect to pay for a bond, the seal indicates that the business is verifiably trustworthy. This gives the seller a significant advantage over the competition.

## **Bonding the transaction...**

### **at no cost to you**

Zoovy provides flexibility in the merchant offers shopping bonds on their web store, and neither option will cost anything! The customer simply pays a small fee of 3% of the billed price to have the transaction bonded.

**Option A:** The price of the bond is included in the price of the item.

**Option B:** The customer can choose to bond the transaction for a small fee.

## **What are the Benefits?**

### **Gain new, loyal customers**

As a bonded seller a merchant gains customers' trust. Displaying the buySAFE Seal proves to shoppers that they can enjoy risk-free shopping from the web store, guaranteed. Those that were previously fearful of buying from companies they didn't know, and even those that were fearful of shopping online altogether, will be able to buy from Zoovy stores with confidence. Not only will sellers gain more customers, but they will be loyal ones that will buy from the store over and over again.

### **Increase sales**

By eliminating the risk of shopping online, more shoppers will follow through with their purchases, and do so for higher priced ticket items. You'll see less abandoned shopping carts because, instead of fear and doubt, customers will experience peace of mind as they complete their bonded transaction. What do they have to lose?

### **Competitive edge**

As bonded sellers, Zoovy merchants have an advantage over the competition. Shoppers are more likely to buy from bonded sellers because they know they can be trusted.

## **Exclusivity**

Zoovy web stores were the first web stores to have bonding capability. Zoovy web stores provide customers with an unmatched level of trust and assurance. This distinction sets a new standard in online shopping.

## **How can I bond my web store?**

Sellers need to have both Zoovy and buySAFE accounts to bond their web store. If they don't have a Zoovy account already they can sign up for a consultation at [www.zoovy.com](http://www.zoovy.com). To apply for a buySAFE account visit [www.buySAFE.com/offerzoovy](http://www.buySAFE.com/offerzoovy).

**Note:** More experienced sellers are more likely to qualify as bonded sellers. buySAFE requires a minimum of 3 months doing business online and a minimum average sales volume of \$1,000/month. Visit the buySAFE application page on their web store to see a list of all identity verification and financial information.