

**Company:**

netFoundation LLC, dba Pikes Peak Traders

Industry:

eBay business

Z-Firm Solution:

ShipRush USPS for eBay

Other eBay Tools Used:

inkFrog

Results:

- Expedites shipping by up to three hours a day.
- Enables staff to process more than 100 shipping labels in 10 minutes.
- Company grows from 25 to 125 sales per day, and from \$600,000 to \$2 million in annual sales – without adding staff.

"Before ShipRush, we were grossing about \$600,000 a year in sales. ShipRush brought so much efficiency, that our staff of 2½ has gone from 25 to 125 eBay listings a day. I don't know of any two-to three-person company doing over \$2 million in sales. Hats off to Z-Firm."

— Richard Hauf, President, netFoundation

For more information, visit us at www.zfirm.com or call (206) 812-RUSH

Success Story: netFoundation, LLC

ShipRush Helps eBay Titanium PowerSeller Triple Sales without Adding Staff

A true entrepreneur, Richard Hauf began selling consumer electronics online in 1995 – before many Americans started using email or had even heard of eBay or Amazon.com. Hauf saw the potential of offering affordable, high-end electronics and other products to buyers across the country with an online storefront.

Since then, Hauf's business, netFoundation, LLC, has taken off. Offering some of today's most desirable electronics, such as the Xbox 360, iPods, satellite radios and GPS products, netFoundation now grosses more than \$2 million a year in sales across its Web sites and eBay stores.

With about 1,000 auctions a week, netFoundation – trading on eBay under Pikes Peak Traders and other store names – has reached the highest category of eBay seller: Titanium. Sellers at this level maintain a 98 percent positive total feedback rating and average monthly sales exceeding \$150,000.

But netFoundation only recently reached that required sales volume. Until 2006, the company's staff of 2½ struggled to package and ship about 25-30 items a day. Staff members manually typed shipping information from eBay into the DHL shipping site. For USPS shipping, they used eBay's PayPal shipping option, but found it cumbersome. Both options required three to five minutes per package to create shipping labels.

"It took hours to process all our shipping labels," said Hauf, now President of netFoundation. "At that rate, there was no way we could go past 25-30 orders a day."

Shipping in 2-3 Clicks

Hauf found ShipRush USPS for eBay through an online search. Designed for eBay sellers who ship via USPS, ShipRush USPS for eBay eliminates the need to manually type buyer addresses into separate shipping sites. It automatically imports ship-to address information and sets the shipment reference to the eBay auction ID. ShipRush then prints shipping labels with postage ready-to-go. With the ability to create shipping label templates for frequently shipped items, ShipRush also automatically fills in common fields such as weight, dimensions and type of shipping.

Each day, netFoundation staff pulls up ShipRush to ship their orders. ShipRush is seamlessly integrated with eBay and the inkFrog eBay listing tool so ShipRush lists all sold items. Staff members simply click on an order and ShipRush pops up with the buyer's information pre-populated on the shipping form. If the sale is for one of the more popular items, like an Xbox 360, staff members select the relevant template and ShipRush populates all the shipping options for Xbox.

They hit "Ship," and ShipRush prints the bar-coded USPS shipping labels with postage on netFoundation's laser printer.

In addition to ShipRush templates, netFoundation also expedites shipping with ShipRush's bulk shipping options. The team can process batches of shipments in just a few clicks.

ShipRush records every shipment in its history files, so the netFoundation team can easily look up a shipment or tracking number in response to a customer question. However, the company rarely receives such calls anymore, now that ShipRush automatically emails all customers a shipping notification and tracking number.

Hauf particularly appreciates that ShipRush allows his company to use one platform to manage multiple eBay user names and accounts for its different eBay sites.

For technical questions, the team consults the Z-Firm support forums, and has been pleased with the quick, effective responses.

From 25 to 125 Items a Day

A stickler for high-grade performance of business software, Hauf doesn't hesitate to call ShipRush "one of the best products" he's found in his 12 years in business. He also credits ShipRush with enabling his company to achieve its rapid sales growth.

"There aren't a lot of options that allow us to grow from 25 to 125 orders a day, besides adding staff. But that's what ShipRush did," Hauf said. "With ShipRush we save two to three hours a day."

The team now cranks out more than 100 shipping labels a day in just 10 minutes – five times the number of labels in a fraction of the time. ShipRush frees up staff to package more items, and ultimately list more items for sale. Plus, the company can offer buyers same-day or next-day shipping more frequently.

Since bringing in ShipRush, sales growth has tripled. Unlike many other eBay-compatible solutions out there, ShipRush does not take a cut of every item the company sells. This allows netFoundation to preserve more of its profits.

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About Z-Firm LLC

Z-Firm makes parcel shipping integrated and easy. We bring large-firm automation to smaller firms, and allow warehouses to operate without needing six-digit shipping automation systems.

Founded in 1992, Z-Firm has been making parcel shipping software since 1998. Our solutions have the relevant authorizations and certifications from the shipping carriers (ShipRush is a USPS approved Compatible solution). Our out-of-box integrated software integrates with accounting, POS and CRM software from the major publishers (Intuit, Microsoft, and Sage).

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