



WARRANTY INBOARDING CASE STUDY: QUANTUM WHOLESALE, EZAuctionAGENT

Working with SquareTrade Warranty Service has been an eye opening phenomenal experience. I have used other Warranty services in the past and had nowhere near this type of success. I have even received e-mails from my customers that they prefer the SquareTrade warranty over the other. For product and service differentiation, this is my strongest tool!

Thanks SquareTrade,

Brian
Quantum Wholesale aka EZAuctionAgent



Company Background

Who they are | What they sell

Quantum Wholesale's Retail Surplus division has been selling on eBay since 2001 as PowerSeller EZAuctionAgent. Quantum Wholesale buys and sells large amounts of surplus items. In order to make this a viable business model, Quantum Wholesale must ensure they earn the highest selling price possible for each item.

Items with a Warranty Included earn more time and time again

EZAuctionAgent consistently earned higher selling prices on items with a warranty included compared to other similar items without warranties.

The included warranty gave buyers confidence to bid on used items – without a warranty included, buyers are more wary of purchasing used and refurbished items online. Included warranties give buyers peace of mind that they will not be slammed with unexpected repair or service costs.

As a result, EZAuctionAgent consistently earned higher selling prices on the items that included a warranty, compared to similar items without warranties. The included warranty let the buyers worry less about the item condition and focus on bidding for the item they really wanted to win!



Apex PD-500 Portable DVD Player, used

EZAuctionagent: \$74.06
Without Warranty: \$63.85



Panasonic PV-GS120 Camcorder, used

EZAuctionagent: \$475.00
Without Warranty: \$405.99



Sony DSC-V1 5 MegaPixel, used

EZAuctionagent: \$475.00
Without Warranty: \$405.99

Highlights

- Paid \$251.19 for warranties and increased sales by **\$541.65** – a ROI of **116%**
- **12.41%** increase in Average Selling Price
- Higher Sell-Through Rates of used items

What are the Benefits of Inboarding?

- **Prove your items are just like offline goods.**
- **Sell more items at higher prices.**
- **Earn a higher commission rate. 30-40% commission guaranteed on all warranty sales!**



WARRANTY INBOARDING CASE STUDY: EZAUCIONAGENT

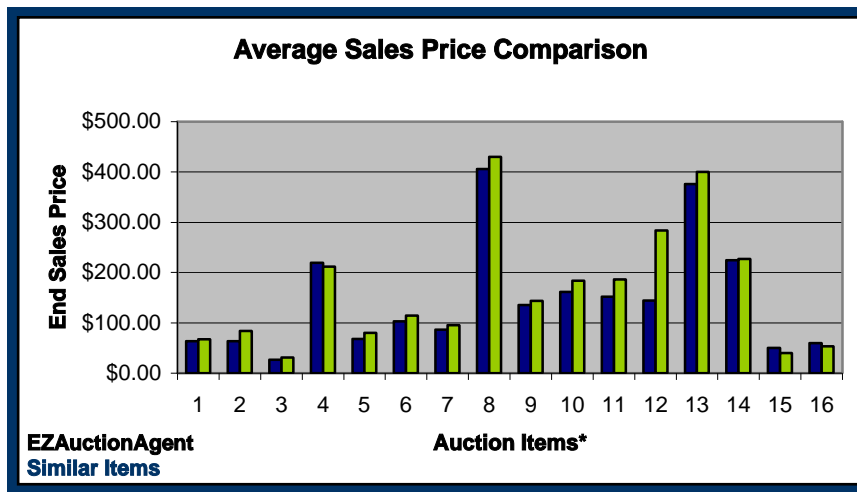
Warranty Inboarding Study Results

EZAuctionAgent included a SquareTrade Warranty plan on several used items. These items were tracked during the duration of the auction, and final sales price was recorded.

Similar products of the exact manufacturer, model number and condition were evaluated using Andale's Research Tool in order to determine the average selling prices for these items. In most cases, sample size included at least 10 items, and only auctions with no reserve were included in the study.

EZAuctionAgent's items with warranties were then compared to the similar items that did not include a warranty. By including a warranty in their item listings, EZAuctionAgent was able to add value to their items, **increasing Average Sales Price by 12.41%**.

Data Analysis



- 1) Apex PD-500 Port. DVD Player, used
- 2) Apex PD-501 Port. DVD Player, used
- 3) Go Video DV1140 DVD/VCR, used
- 4) Kodak 5.0 Dig. Cam. w/ Print Dock, used
- 5) Liteon DVD Recorder LVW-5007, used
- 6) Memorex MM7000 Port. DVD Player, used
- 7) Panasonic KX-TG5212M, used
- 8) Panasonic PV-GS120 Camcorder, used
- 9) Polaroid 8" Portable DVD, used
- 10) Roomba Discovery Robotic Vac., used
- 11) Samsung SCD103 Dig. Camcorder, used
- 12) Sony Cybershot DSC-T1 5MP, used
- 13) Sony DCR-DVD101 DVD Camcorder, used
- 14) Sony DSC-V1 5 MegaPixel Dig. Cam., used
- 15) Sony DVP-NS575P/S DVD Player, used
- 16) Sony SLV-D350P DVD / VCR, used

DATA MEASUREMENT	Comparable Items	EZAuctionagent	Value Increase	Percent Increase
Final Value of 16 Auctions	\$ 2,340.45	\$ 2,882.10	\$ 541.65	23.14%
Warranty Cost	\$ 0.00	\$ 251.19		
Net Value of Auctions	\$ 2,340.45	\$ 2,630.91	\$ 290.46	12.41%
Summary			Return on Investment: \$ 290.46 = 116%	
			Average per Item: \$ 18.15	