



## SquareTrade helps Sellers earn more Profits

“With the SquareTrade Warranty Program, you only get the rewards, not the risks and costs. There really isn’t a reason for an eBay seller not to be part of this. It’s simply fantastic!”

- Aditya Chandra  
COO, Saberpoint



eBay ID: **saberpoint**  
( 10901  ) 

### SquareTrade Warranty Program Benefits:

No Cost program  
Earn 15%-40% Commissions  
Hassle-Free: SquareTrade does all the work  
Professional Account member Support  
Online Warranty Center:  
Measure and monitor your warranty sales, buyers, and item numbers

### Check out some of the other sellers in the SquareTrade Warranty Program:

ritzauctions (Ritz Camera)  
compusa\_auctions (Comp USA)  
philipscertifiedauctions (Philips)  
delphicertifiedauctions (Delphi)

### Growing without growing pains

Experience, credibility, and focus have combined to make Saberpoint a leading eBay seller of new cell phones and accessories, from Motorola SLVRs to wireless Bluetooth devices. A Titanium PowerSeller and a member of PESA (Professional eBay Seller Alliance), Saberpoint has more than 15 years of experience in the cellular industry and a recent history of fast growth. Says Chief Operating Officer Aditya Chandra, “We’ve grown our business on eBay nearly fivefold in a little over a year’s time. That’s quite an accomplishment.”

To continue growing while maintaining consistency, Saberpoint needed to overcome two hurdles:

- Increased eBay and Paypal fees, which were biting into its profit margins.
- Establishing trust with buyers in a highly competitive and commoditized category, where countless sellers offer identical brands and models at differing levels of quality.

### SquareTrade warranties to the rescue

Saberpoint found the answer to both challenges in the SquareTrade Warranty Program. “The SquareTrade Warranty Program has played a huge part in our growth over the last year,” says Chandra, noting that the company has doubled in size every few months since joining. “SquareTrade helped us in two key areas: buyer trust and marginal profits from commission revenue. Now we’re able to focus on other business growth needs.”

The SquareTrade Warranty Program allowed Saberpoint to give its customers the protection of an affordable extended warranty along with the peace of mind offered by the SquareTrade seal. As a result, Saberpoint increased the perceived value of its products and could even raise prices on some items.

“Nothing is more valuable to a buyer than tangible protection—in this case, an extended warranty,” Chandra points out. “Membership in programs and accreditations helps, but at the end of the day, the extended warranty is the only tangible thing buyers can take with them.”

Chandra also appreciated the quarterly commission revenue from SquareTrade warranty sales. “It may not sound like much,” says Chandra, “but several thousand dollars every few months for doing absolutely nothing really helps with the bottom line.” He adds: “We’re able to get newer items in a larger range listed on eBay while reducing the pain of eBay fees. As a seller, we immediately have a leg up on the rest of our competition!”

“We’re able to get newer and larger varieties listed onto eBay and it definitely helps reduce the pains of the eBay fees. As a seller, you immediately have a leg up on the rest of your competition!”



**Quick, easy, and free**

Before Chandra decided to join SquareTrade’s Warranty Program, he wanted to be sure it involved no hidden costs. As little as a year ago, Saberpoint had limited resources it couldn’t afford to misuse. “Some programs have hidden charges,” Chandra notes, “and other programs have hidden costs associated with membership. We were afraid of both.”

As it turned out, he had nothing to fear. The SquareTrade Warranty Program is cost free and hassle free. “SquareTrade really does do all the work,” says Chandra. “All the marketing, customer service, and costs associated with providing buyers with an extended warranty are handled by SquareTrade. I don’t have to do a thing. It’s like having another division in your business that doesn’t cost a thing.”

Chandra sums it up this way: “With the SquareTrade Warranty Program, you only get the rewards, not the risks and costs. There really is no reason for an eBay seller not to be part of this. It’s simply fantastic!”

“Thanks to SquareTrade, we’ve been able to get newer and larger varieties listed on eBay while reducing the pain of eBay fees. As a seller, we immediately have a leg up on the rest of our competition!”

**For more information:**

Contact an account executive to learn how you can increase your profits at no cost

Visit us at:  
[www.squaretrade.com/warrantyseller](http://www.squaretrade.com/warrantyseller)

Or call:  
1.800.649.5208 9am-5pm, PST

Email:  
[warranty.manager@squaretrade.com](mailto:warranty.manager@squaretrade.com)



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