



CRYSTALCOMMERCE™

— BRINGING THE WORLD TO YOUR STORE. —

206.274.7437

<http://CrystalCommerce.com>

TOP 10 REASONS

Why our clients choose CrystalCommerce.

1

Having two markets is twice as good.

The math is simple. The more potential customers you can reach, the more you're going to sell. CrystalCommerce enables you to sell the same inventory at the same time through more online shopping channels than you ever thought possible. Our software puts your products in front of millions of potential customers. Our mandate is to maximize the size of your marketplace exposure, minimize the fees you pay for referred sales, and ensure you'll never double-sell a unique item.

2

Immediate sales are good but long-term relationships are solid gold.

Immediate sales are important, but the true goldmine when selling online comes from the long-term relationships you form with loyal customers. CrystalCommerce captures all of your shoppers' information in one central location and gives you the tools you need to market to them directly for years to come.

3

If you don't make money, we shouldn't either.

Yeah, we've all heard that "you've got to spend money to make money". We've priced the CrystalCommerce software accordingly. All it takes is one affordable investment of \$499 to get started with our software. Only after the money starts rolling in do we take a tiny % of the orders you ship (1.49% on eBay/Amazon sales, 2.49% on eCommerce sales, and ZERO % on in-store POS sales). Our goal is the long term relationship; the better you do, the better we do.

4

Being customer #100,000 really sucks.

Let's face it. Being the customer of a huge business sucks. The salesperson that made impressive promises and wooed you with constant attention disappears as soon as you "sign on the dotted line". Their "expert" support knows nothing and has no authority to solve your problems. And, as a special bonus, you get to fight with 99,999 other customers for the big business's attention. CrystalCommerce is different. We're smaller and we're ok with it. Being smaller allows us to really get to know our customers so we can serve them right.

5

You may not be a technology expert and you shouldn't have to be.

Sure, technology changes fast and involves enough acronyms to cause a migraine headache. But we don't believe you should have to be a technology expert to sell online. We've built software to include everything you need for a successful business into a single, plainspoken, nothing-to-install online platform. More simply, we take the pain out of selling online so you can focus on what matters most, taking care of your customers, and making a living doing what you love.

6

"If you build it, they will come" doesn't cut it online anymore.

There is good news and there is bad news about the fact that online retail sales will top \$200 BILLION this year. The bad news is that such strong growth means there is a lot of competition out there. The good news is that we've built everything you need to compete and win. Our tools were built from scratch to help Game & Hobby stores maximize their online and in-store sales and service.

7

There is enough stress in life without worrying about online fraud and crooks.

Chargebacks. Fraud. Liars. Crooks. Yuck! Only CrystalCommerce has FPN (Fraud Prevention Network). FPN is a state-of-the-art fraud monitoring dragnet that is powered by the data we get from having the largest network of Game & Hobby retailers in the world. We leverage this unique data to protect you from crooks who have targeted stores in our network in the past. We at CrystalCommerce don't believe you should have to stress about selling online. With FPN protecting you, you can sleep better at night.

8

It's the 21st century and eCommerce websites should look like it.

Face the facts. "Cookie cutter" templates just don't cut it anymore. Your website's Brand is the easiest way to differentiate a Trustworthy website from an Sketchy website. Invest in your online Brand. Customers expect more. CrystalCommerce gives you the complete control (but also the access to our Graphic Design Team) to make your website look polished, professional, and UNIQUE.

9

If you can't measure your business, you'll struggle to manage it.

No one knows for sure who said "if you don't measure it, you can't manage it" the first time, but truer words about business have never been spoken. CrystalCommerce is measurable from day 1 with a robust dashboard full of interesting data, along with full eCommerce integration with Google Analytics, as well as a number of other exclusive tools and features.

10

When Ali said "float like a butterfly, sting like a bee...", he was talking about us.

Another advantage of being so close to our customers is that they give us feedback and great new ideas on a daily basis. Since we haven't gone corporate, we're able to take that feedback and make improvements in days rather than years. Plus, our nothing-to-install model means your software is constantly updated with the latest changes, giving your business an ever increasing edge on the competition.



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BRINGING THE WORLD TO YOUR STORE.

amazon.com

ebay

Tcgplayer.com



Create a beautiful webstore



Powerful data analytics



Integrate with marketplaces



Custom promos and coupons



Integrated postage printing



Fraud Prevention

Your Direct Sales Website

Online POS Cash Register

GAME STORE

MAGIC
The Gathering

SALE



Launch is quick and easy



Increase product visibility



Keep a real-time inventory



Manage your own content



Streamlined order processing



Ready-to-sell inventory



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