



**Company:**  
Professional Peddler

**Industry:**  
eBay Business

**Z-Firm Solution:**  
ShipRush FedEx for eBay

**Other eBay Tools Used:**  
eBay Turbo Lister

**Results:**

- Reduces daily shipping time from 45 minutes to less than 10 minutes, for a net gain of about three hours a week.
- Frees time to find and list more items, resulting in more revenue.
- Enables faster shipping, for improved shipping feedback and “stars.”

*With manual shipping, my business could only grow to a certain point because I was spending so much time creating labels. ShipRush streamlines the entire shipping process, giving me more time to add inventory, promote the business to new customers, and grow.”*

— Gary Smith, Owner, The Professional Peddler

## Success Story: The Professional Peddler

‘Professional Peddler’ Finds More Hours in the Week with ShipRush For eBay

An entrepreneurial, early-adopter type, Gary Smith started his eBay business part-time back in 2000, when many were just starting to hear about eBay. Named The Professional Peddler, Smith's business began selling vintage photography equipment before diversifying into items like cookware, dinnerware and vacuums.

By 2003, Smith had grown The Professional Peddler into a full-time operation. As order volumes grew, he found himself spending increasing amounts of each day shipping items, which took time away from finding and listing more items to sell.

To process shipments, Smith manually entered customer information from eBay into the FedEx Ship Manager software. Entering that information by hand added considerable time to his process and left the business vulnerable to errors.

“I made several typos using FedEx. Occasionally, a customer would call three to four days after I shipped something wondering where the item was,” Smith said. “I'd go back to look and realize I typed in the address incorrectly. That isn't good for feedback.”

### Automating eBay Shipping

In 2006, Smith learned about ShipRush FedEx for eBay on the eBay site. Designed for eBay sellers who ship via FedEx, ShipRush FedEx for eBay eliminates the need to manually retrieve and type buyer addresses into the carrier shipping site. ShipRush automatically imports ship-to addresses and sets the shipment reference to the eBay auction ID.

To ship, Smith simply clicks on an order in the ShipRush Order Manager and the shipping screen pops up with the buyer's information pre-populated. He enters the weight and dimensions, hits “Ship,” and ShipRush prints the bar-coded FedEx shipping label.

ShipRush also reduces shipping processing time by automatically emailing shipping confirmations, with tracking numbers, to respective buyers.

“Automated email provides huge time-savings and peace of mind,” Smith said. “When I manually typed email addresses into the FedEx software, it was easy to make an error. If a customer didn't get an email, they contacted me and I had to track down the tracking information.”

Now, Smith not only captures and uses correct email addresses, but has a complete, easily accessible record of all shipments and tracking numbers right in ShipRush.

### **A Net Gain of 3 Hours a Week**

At a shipping rate of 30 to 50 packages per week, The Professional Peddler, has reduced daily shipping time from 45 minutes to less than 10 minutes, for a net gain of about three hours a week. That's valuable extra time that Smith uses to list more items.

Though Smith promises 48-hour shipping on his website, he usually gets packages out within 24 hours – and often the same day – thanks to ShipRush efficiency.

Now, with 7,000 sales behind him, The Professional Peddler boasts a feedback score of 99.2 and 4.7 out of 5 shipping “stars.” Many feedback comments specifically applaud his fast shipping. “Feedback got better when I started using ShipRush,” he said.

Simply stated, ShipRush gives Smith the ability to list more items and maintain a higher level of customer service.

“With manual shipping, my business could only grow to a certain point because I was spending so much time creating labels,” he said. “ShipRush streamlines the entire shipping process, giving me more time to add inventory, promote the business to new customers, and grow.”

### **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 FedEx 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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