

Customer Testimonial

How Hollander's eLink program helps sellers succeed online. We visit A&B Motors to see how it worked for them.

288%

Increase in sales transactions

4.26%

decrease in defect rate

\$40,000

Increase in sales

Our Customer



A&B Motors is a 10-acre salvage yard located in Amite, Louisiana. Since 1958, A&B has provided quality used parts to the Baton Rouge and New Orleans area, and they have been selling online for a decade using eBay.

The Challenge

In late 2014 A&B fell below eBay seller standards. This was due to problems with standard practice procedures. As a result, A&B saw declining sales and a limit on the amount of items they could list."

Joey Daix, Owner A&B Motors

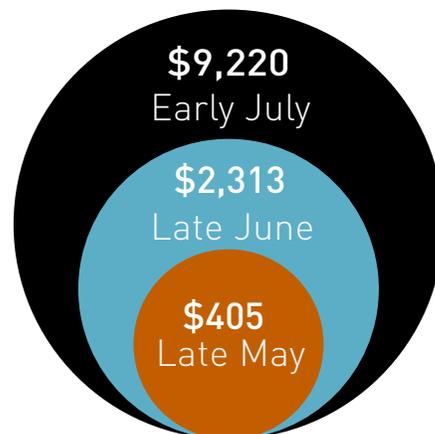
"Before I thought eBay was a monster that didn't care, and (my experience) gave me a kind of respect for them when they reached out to me. It was nice that they assigned somebody to my account and noticed that I was struggling."



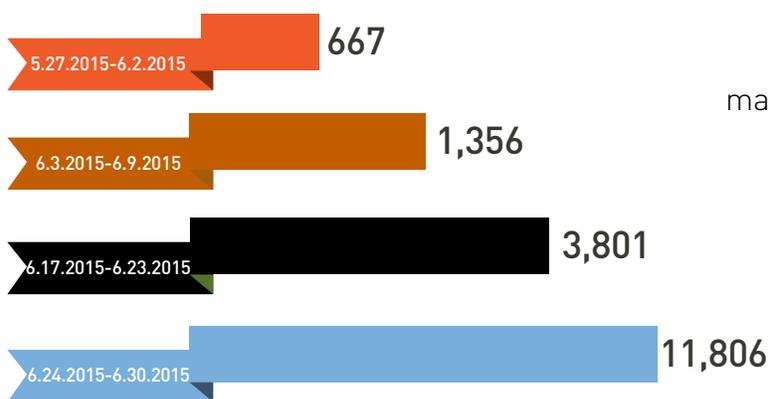
A&B's Challenge

In late 2014 A&B fell below eBay seller standards. This was due to problematic listings – for example, listings lacking photos or low quality stock photos – and a high defect rate. This led to declining item views, gross merchandise value (GMV) online, a limit on the amount of listings allowed and ultimately, transactions. At their lowest point in late May 2015, A&B listed just \$405 worth of parts on eBay.

Sum of Seller's GMV



Sum of Seller's View Item Count

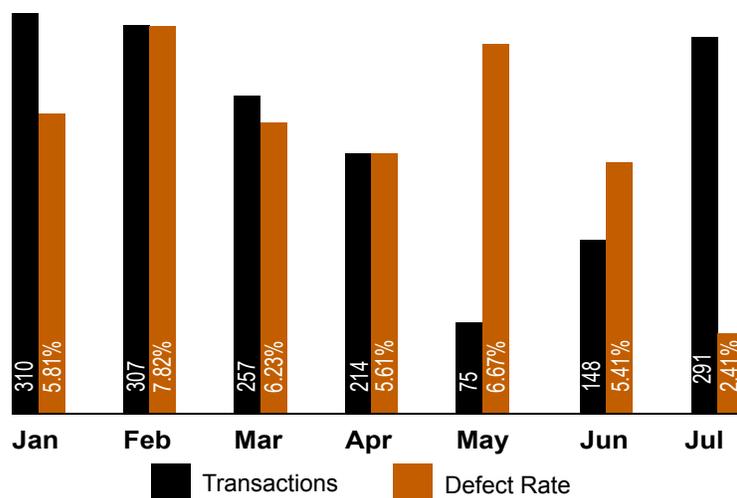


The Hollander eLink™ Solution

Because A&B uses Hollander's eLink program to list online, they were able to access eBay's account management team to their ultimate advantage. After eBay's team audited their account, they identified A&B's key issues and proposed several solutions to correct their account deficiencies. Staying within their 10,000 listing limit, A&B began listing items with quality photos in customer-friendly templates. They also started listing parts in their inventory that were "hot-selling", to maximize the market for their inventory.

The Outcome

Results for A&B were almost instantaneous. In a one-month period, their item views increased by more than 10,000 and their weekly GMV spiked from \$405 to \$9,022. In May of 2015, A&B had a 6.67% defect rate on just 75 transactions. By July, due to a dramatic increase in transactions, their defect rate was down to 2.41% on 291 transactions. eBay's own estimation was that by mid-August A&B would be back above seller standard.



Today, A&B is a Top-Rated Plus seller on eBay, with a 99.6% success rate for their transactions. In the past six months they've had one negative rating on a transaction. Their listings are now back above 20,000 items, and are posting record months in sales.

"We were clueless, we were almost ready to give up. I was very close to stopping... They did offer a lot of help. They did things in my account that helped me and taught me things that helped me get back on track."

For more information Contact your Account Manager or call 800-825-0644