

Retail Arbitrage Secrets

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Now that you've read the Azon Arbitrage Blueprint you have a foundation to starting a profitable ecommerce business. In addition to that, I want to introduce you to another method that will get you even more products, to make even more sales, and make you even more money. It's called Retail Arbitrage or sometimes referred to as Retail Flipping.

So what is Retail Arbitrage exactly?

Well, essentially it's when you can locate a physical product that you can buy for cheap and then resell online for a profit. It's very similar to the method discussed in the Azon Arbitrage Blueprint except instead of sourcing our product online, this time we are going to be actively searching for profitable products in our local area. This is usually done by scouting department stores for sales and clearance.

Let me ask you a question, have you ever been to a department store and seen something like this?



Of course you have!

Department stores offer sales every day of the year and almost always have clearance sections where you can find products marked down, 20%, 50% and even 70% off. Many times these items can be purchased for a huge discount and then resold online for full price! It's a great way to make a profit and you can start

on any budget! Plus, there are so many products on sale that you will never run out of things to sell! This is the basis of retail flipping, it's an extremely fun and exciting way to make some great money and grow your ecommerce business.

So how do we get started? Well I'll start off with the basics of locating profitable items, then we'll talk about how to list these items through Amazon-FBA, so we can sit back and let Amazon do all the hard work for us. Then I'll talk about a few success tips that every seasoned retail flipper should know. So let's get started with the basics!

GETTING STARTED:

Setting Up Your Amazon Seller Central Account:

First-things first, we need to setup our sales platform and app so we can go out and scout for profitable items.

Amazon-Seller-Central is the sales platform for Amazon. Within the platform, sellers can create/organize sales listings, view their inventory, sales orders and

account balances. Seller central also offers an array of useful tools and statistics for sellers.

First sign up for a Seller Central Account here:

<http://services.amazon.com/content/sell-on-amazon.htm?ld=SCSOAlogin>

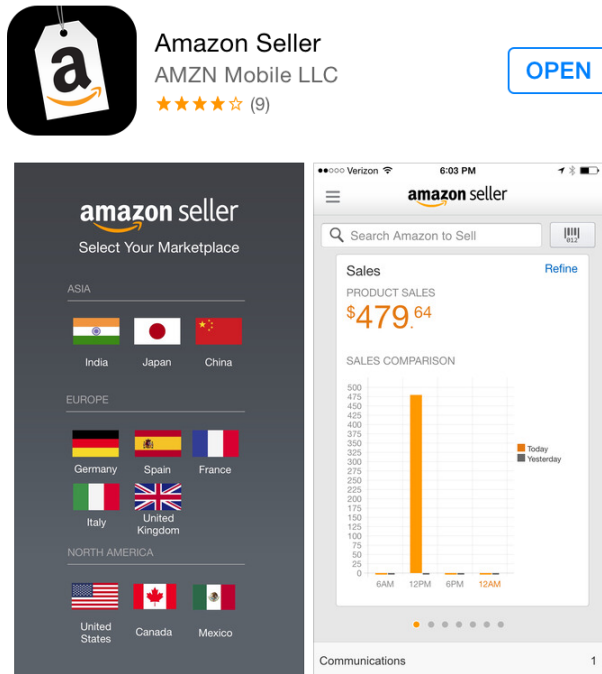
You can either sign up as a Professional Seller, or an Individual. Individual accounts are free but you'll pay \$0.99 cents for every product you sell in addition to Amazon's fees. Pro Accounts are \$39.99 a month but you don't have to pay the \$.99 cents for every sale and you'll get many additional useful tools and metrics. If you're just starting out the individual account will be just fine. As soon as you start selling more than 40 products a month, it may be in your best interest to switch to a Professional Account.

Once you've signed up for your account you'll be taken to the sellers' dashboard. This is where you control your inventory and orders. I'll explain in detail later how to list items within seller central.

Setup the Amazon Sellers App:

Now that your Seller Central Account is setup, you'll want to download the Amazon Seller App on your smart phone. This app allows you to scan for profitable items as well as keep track of your inventory. This app is the most beneficial tool you have as a Retail Flipper because it will scan items and tell you exactly how much profit you can make from flipping them. I'll explain exactly how to do this in the next section.

Navigate to the app store on your phone and download the Amazon Seller App.



Once you've downloaded the app, open it and sign in using your Seller Central Account. Now your phone is linked to your account and you're ready to go scouting for Retail Arbitrage opportunities!

Scouting for profitable Items:

Making money with retail arbitrage means knowing where to locate profitable items to resell. The first place to check out are your local department stores for clearance and discounted items. Every large department store is going to have a clearance section; typically this is where you will find overstock or items the store is trying to move out quick so they'll mark it down. This is the perfect place to scout out profitable items. All clearance sections will have good stuff to flip but one of my very favorite sections in the store is electronics clearance.



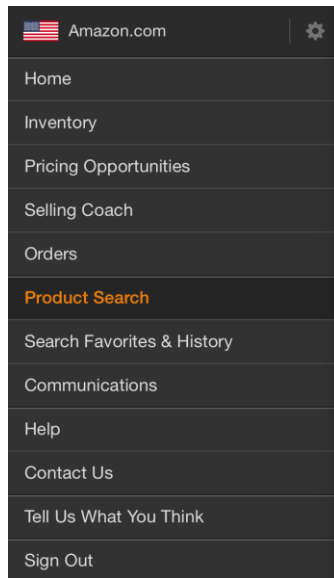
Look at all that cool stuff. There's a lot of opportunity here! Let's check it out.



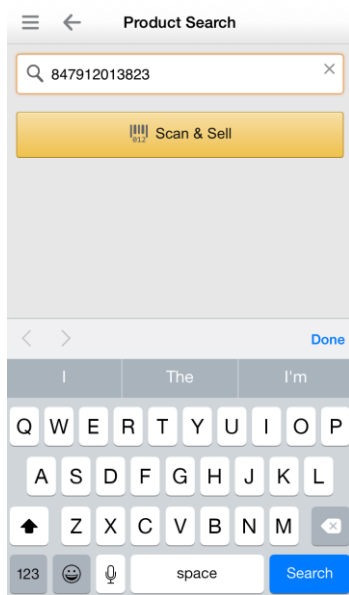
Here's a Jawbone Activity Tracker. Fitness trackers are a hot item right now. This could be a good score!

It's listed at \$39.98 and a brief check on Amazon using Amazon Seller App will show us the exact profit we can make.

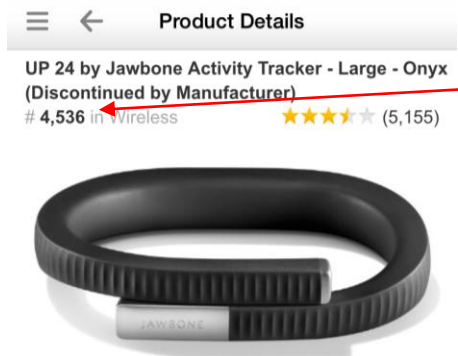
First Open the App and under the menu select, Product Search:



Now enter the UPC number in the box and hit search... Alternatively you can hit the scan button and the app will use your phone's camera to scan the barcode, this makes the process very quick and easy.

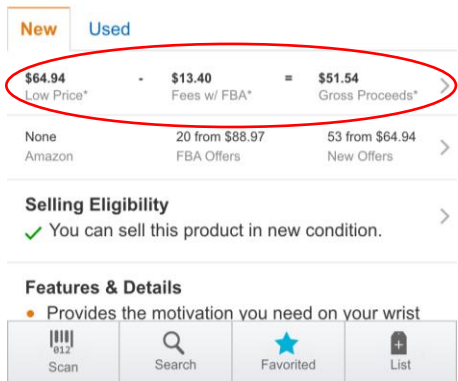


The App will lookup the product and give you a detailed overview of the product ranking, Amazon's selling price and fees.



The arrow points to the products Ranking.

Anything Ranked under 100,000 is a popular item you can expect to sell. This item has a rank of 4,536 so I can expect it to sell very quickly.



Circled in red is the Low Price, or the lowest price


it's selling for on Amazon. Next to it we see

Amazon's seller fees. Take away your fees from

the low price and you are left with your gross proceeds, or your maximum buying price to break even.

Of course we want to make a profit so click on the Gross Proceeds Tab to get a detailed look at your costs, fees and profit.


Product Details



UP 24 by Jawbone Activity Tracker - Lar...


Seller Fulfilled


Amazon Fulfilled


Your Price in New		\$	64.94
► Fees with FBA*	-	\$	13.40
Shipping to Amazon  <small>You estimated \$0.00 per pound</small>	-	\$	0.00
Cost of Purchase	-	\$	39.98
Your Profit*	=	\$	11.56


*

Estimated with currently available information, including user inputs. Subject to change. Fees displayed are exclusive of applicable taxes and may not include all expenses related to Selling on Amazon or FBA.


Scan


Search


Favorited


List

You can see that the selling price is listed on top \$64.94 and then Amazon's selling fees are deducted \$13.40.

The cost of purchase is where you enter how much you're buying the item for, \$39.98.

Below in green is our calculated Profit, a total of \$11.56. If I divide the Profit by the Cost of Purchase and multiply by 100 I get my return on investment. $(11.56/39.98)100=28.9\%$

So I'm making a return of 28.9% off my original investment of \$39.98, a total profit of \$11.56.

That's a good deal in my book!

Let's see some other deals we can find:



Here's another activity tracker, a Misfit Shine.


It has a sale price of \$29.98. Like the Jawbone, it also has a high ranking.

Below shows the Profit I can make from this.

Product Details

Misfit Shine - Activity and Sleep Monitor

4,049 in Mobile Electronics ★★★★★ (3,783)



New Used

\$69.99

Low Price*

-

\$14.16

Fees w/ FBA*

=

\$55.83

Gross Proceeds*

>

\$69.99

Amazon

3 from \$69.99

FBA Offers

13 from \$69.99

New Offers

>

Selling Eligibility

✓

You can sell this product in new condition.

>

Features & Details

•

Tracks walking, running, swimming, cycling.

012

Scan

Search

★

Favorited

+

List

Product Details

Misfit Shine - Activity and Sleep Monitor

Seller Fulfilled

Amazon Fulfilled

Low Price in New*

✓

\$

69.99

►

Fees with FBA*

-

\$

14.16

Shipping to Amazon ⓘ

-

\$

0.00

You estimated \$0.00 per pound

Cost of Purchase

-

\$

29.98

Your Profit*

=

\$

25.85

✓

Low Price Matched

*

Estimated with currently available information, including user inputs. Subject to change. Fees displayed are exclusive of applicable taxes and may not include all expenses related to Selling on Amazon or FBA.

012

Scan

Search

★

Favorited

+

List

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My Profit would be \$25.85 on this item. Using the Return on Investment equation again I come up with: $(25.85/29.98)100 = 86.2\%$

So I'm making a return of 86.2% off my original investment of \$29.98 for a total profit of \$25.85. That's a fantastic deal, I'll be flipping this item for sure.

As you can see, Retail flipping can be VERY profitable. And this is just two items from one store. Can you imagine the possibilities of flipping dozens or hundreds of items? Your profit starts to add up quick!

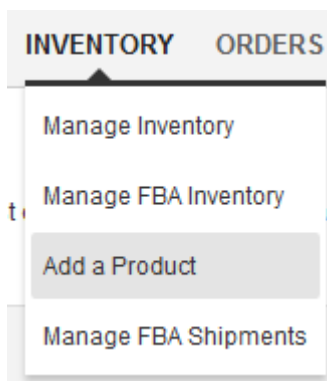
Once you've scouted out and purchased some profitable items of your own it's time to send them to Amazon and get them sold. That's what we'll be covering next.

Listing Your Items With Amazon FBA:

FBA stands for Fulfilled by Amazon, basically it's a system where you ship your items to Amazon and they take care of everything else. They will take care of shipping the items to their buyers all customer service while you just sit back and collect a deposit to your bank account. It's awesome and has completely revolutionized the way ecommerce entrepreneurs' can sell their products.

All you need to do to sell your items through Amazon FBA is create listings for your items and then ship them to amazon. It's easy, I'll walk through the entire process below:

First login to your Seller central Account. Click Inventory and 'Add a Product'



On the following screen type in the items USP number to search for it.

Add a Product

► [Show tour](#)

The product you are adding may already exist on Amazon. Search our catalog for the product you want to sell and save yourself some time.

[Learn more](#) | [Video Tutorials](#) | [Selling application status](#)


Find it on Amazon
Results are limited to the first 1,000 pages.

If it is not in Amazon's catalog:

Alternatively you can use a USB scanner to scan the items barcode.

Your item should pop up, click 'Sell Yours'

1 to 1 of 1 Results




Misfit Shine - Activity and Sleep Monitor
UPC: 858084004618
EAN: 0858084004618
[See all product details](#)

1 to 1 of 1 Results

On the flowing page you'll be able to enter your items details. All you need to do is enter the price you're going to sell for.

Your price: (Price based on condition) Learn more	\$ <input type="text" value="69.99"/> + \$0.00 shipping Example: 50.00
---	---

At the bottom of the screen it's very important that you check 'Amazon to ship and provide customer service'. This is how you sell using FBA as opposed to selling yourself. Next click 'save and finish'.


Shipping Method:	<input type="radio"/> I want to ship this item myself to the customer if it sells. <input checked="" type="radio"/> I want Amazon to ship and provide customer service for my items if they sell. Learn more
Shipping Options:	<div> Important Message You have chosen to have Amazon fulfill orders for this item. Your item will be available for sale, when Amazon receives it. Fulfillment by Amazon fees will apply. Learn More</div>

[Next](#)

[Cancel](#) [Save and finish](#)

That's it! Pretty simple huh? Follow the above process for each item you are going to ship to amazon and sell.

When you're finished creating each of your listings you'll be taken to a page that looks like this.

Create new or add to an existing shipping plan?		
Shipping plan What's this? <input checked="" type="radio"/> Create a new shipping plan <input type="radio"/> Add to an existing shipping plan	Ship from Cameron Peddycord	Packing type What's this? <input checked="" type="radio"/> Individual products <input type="radio"/> Case-packed products
Ship from another address		Continue to shipping plan 


Make sure you have selected individual products, and ‘add to existing shipping plan’ as seen below.

Create new or add to an existing shipping plan?

Shipping plan [What's this?](#)



☐ Create a new shipping plan
☒ Add to an existing shipping plan

Add to shipping plan

Choose one 

Where it says ‘choose one’ select the shipping plan for the current date.




Now enter the number of units of each product you are going to send to Amazon, then click continue.

All products  Information required  Removal required

Add Products


Provide missing information, remove ineligible products, and specify the quantity for each product you want to include in this shipping plan.

1 to 3 of 3 products

Merchant SKU	Product name	Condition	Action required	Units	Remove
<input type="checkbox"/> Show ASIN/FNSKU				<input type="text"/>	
92-YASP-MCFP	UP 24 by Jawbone Activity Tracker - Large - Onyx (Discontinued by Manufacturer) Size: Standard-Size EAN: 0847912013823	New	--	<input type="text" value="1"/>	
KS-TZWN-FZ11	Logitech Bluetooth Audio Adapter Size: Standard-Size EAN: 0804067725704	Used - Like New	--	<input type="text" value="1"/>	
UQ-Z5L4-GIMF	Misfit Shine - Activity and Sleep Monitor Size: Standard-Size EAN: 0858084004618	New	--	<input type="text" value="1"/>	
Totals				3	

1 to 3 of 3 products

Delete plan Duplicate

Continue 

On the next screen you'll be asked how you want your products to be prepared.

All you have to do is click the, 'label Products' tab and choose for Amazon to label if you don't want to do it yourself. It's an extra \$0.20 cents an item but I prefer to have amazon do it, that way you know there aren't going to be any problems. You shouldn't need to change anything else so click continue when you're done.

Set Quantity

Prepare Products

Label Products

Review Shipments

Prepare Shipment

Summary

Ship from

Cameron Peddycord

Marketplace destination

US

Packing type

What's this?

Individual products

Contents

3 MSKUs

Ship from another address

Labeling required

All products

All products must have a scannable barcode. For non-commingled products, an Amazon Product Label will need to be affixed to each unit. You can print and apply the labels from this page, or you can have Amazon apply the labels for you for a fee.

1 to 3 of 3 products

Merchant SKU	Product name	Condition	Units	Who labels?	# of labels to print	Label cost	Remove
	<div><input type="checkbox"/> Show ASIN/FNSKU</div>			<div>Amazon</div>			
92-YASP-MCFP	UP 24 by Jawbone Activity Tracker - Large - Onyx (Discontinued by Manufacturer) Size: Standard-Size EAN: 0847912013823	New	1	<div>Amazon</div>	--	\$0.20 \$0.20 per unit	<div>✕</div>
KS-TZWN-FZ11	Logitech Bluetooth Audio Adapter Size: Standard-Size EAN: 0804067725704	Used - Like New	1	<div>Amazon</div>	--	\$0.20 \$0.20 per unit	<div>✕</div>
UQ-ZSL4-GIMF	Misfit Shine - Activity and Sleep Monitor Size: Standard-Size EAN: 0858084004618	New	1	<div>Amazon</div>	--	\$0.20 \$0.20 per unit	<div>✕</div>

Next, in the View Shipments tab, you're going to see an overview of your shipment(s). It will break down the processing fees and show you where your items are going to be shipped. When ready, click the Work on Shipment button to finalize your shipment to Amazon.

Send/Replenish Inventory

Set Quantity

Prepare Products

Label Products

View Shipments

Prepare Shipment

Summary

Ship from

Packing type What's this?
Individual products

Contents
3 MSKUs

Prep fees
Prep: \$0.00
Label: \$0.00
Total: \$0.00

1 to 1 of 1 product

Shipment name

Shipment ID

MSKUs

Units

Ship to

FBA (5/29/15 12:04 PM) - 1

FBA2PXP615

3

3

IND1
Whitestown,
IN

Work on shipment

View shipment contents |

Download pack list

1 to 1 of 1 product

Work on shipment 

[View shipment contents](#) |

[Download pack list](#)

In the Prepare Shipment tab, you can select your shipping method and options.

Unless you're shipping pallets of items, you will want to select 'Small Parcel

Delivery'. Where it says shipping options you have the option to select 'Amazon

Preferred Carrier'; this uses Amazons shipping network to give you a discounted

price on shipping. Generally, this will give you the best possible price on shipping

and will be much cheaper than using your own shipment company.

Send/Replenish Inventory [Learn more](#)
FBA (5/29/15 12:04 PM) - 1 [Rename](#)

[Set Quantity](#) [Prepare Products](#) [Label Products](#) [View Shipments](#) [Prepare Shipment](#) [Summary](#)

Shipment name/ID	Ship from	Ship to	Shipment contents	Shipment status
Name: FBA (5/29/15 12:04 PM) - 1 ID: FBA2PXPFG1S Amazon Reference ID: --		Amazon.com 4255 Arizon Blvd Whitestown, IN 46075 US (IND1)	3 MSKUs 3 Units	WORKING Created: May 29, 2015 Updated: May 29, 2015

[Ship from another address](#) [Show More](#)

1. Review shipment contents

You can review and modify your unit quantity here and can only change quantity by 5% or 6 units. If you want to add more or new products to your shipment, you must duplicate the shipment or create a new shipment. Any quantities entered beyond the allowed range may be subject to additional placement fees. [Learn more](#)

[Download pack list](#)

[Review and modify units](#)

2. Shipping service

Shipping method	Shipping carrier
<input checked="" type="radio"/> Small parcel delivery (SPD) I'm shipping individual boxes	<input checked="" type="radio"/> Amazon-Partnered Carrier (UPS) Deeply-discounted ground shipping with easy tracking Learn more
<input type="radio"/> Less than truckload (LTL) I'm shipping pallets; shipment at least 150 lb.	<input type="radio"/> Other carrier: <input type="text" value="DHL EXPRESS (USA) INC"/>

Which method should I choose?


On the bottom half of the page, enter your box dimensions and weight.

3. Shipment packing

Total # of boxes


1

Set number of boxes

Box #	Box weight (lb.)	Box dimensions (in.)				Remove
1	1.8	8	x	10	x 6.5	

Totals: 1.8

Add another box Copy last box

 Number of boxes left: 199

After you've gone through all the above, Amazon will give you a shipping quote.

When you're ready accept the charges to continue.

4. Shipping charges

Shipping carrier	# of boxes	Shipment weight	Billable weight	Estimated shipping cost
UNITED PARCEL SERVICE INC	1	1.8 lb.	4 lb.	\$4.54

☒ I agree to the terms and conditions

Accept charges

All that's left to do now is print your shipping labels. Simply click the 'Print Box Labels' button and you will be prompted with a PDF file you can print. When you're done click Complete Shipment.

5. Shipping labels

of boxes Paper type
1 8.5" X 5.5" (US Letter) [Print box labels](#)

i Each box label is unique. Make sure to print all box labels. [Learn more](#)

Instructions

Packing your Boxes

- Packing slips are no longer required.
- For safety reasons, boxes containing more than one unit must not exceed 50 lb. A box containing one unit weighing over 50 lb. must be marked "Team Lift" on the top and sides.
- Use only approved packing material

Labeling your boxes

- Print the full set of labels. Because each label is unique, do not photocopy, reuse, or modify labels for use on additional boxes.
- For each box, affix a shipping label and its accompanying carrier label.
- Place labels so they don't cover box seams.

[Learn more about shipping and routing requirements.](#)

[Work on another shipment](#) [Delete shipment](#) [Duplicate](#) [Complete shipment](#)

That's it! You're done! On the next screen you'll see a summary of your shipment ready to be delivered to Amazon. Now we just need to prep our box.

Send/Replenish Inventory [Learn more](#)
FBA (5/29/15 12:04 PM) - 1 [Rename](#)

[Set Quantity](#) [Prepare Products](#) [Label Products](#) [View Shipments](#) [Prepare Shipment](#) **[Summary](#)**

Ship from	Shipment name/ID Name: FBA (5/29/15 12:04 PM) - 1 ID: FBA2PXPQ1S Amazon Reference ID: --	Ship to Amazon.com 4255 Anson Blvd Whitestown, IN 46075 US (IND1)	Shipment contents 3 MSKUs 3 Units	Shipment status READY TO SHIP Created: May 29, 2015 Updated: May 29, 2015 Mark as shipped
-----------	---	---	---	---

[Show More](#)

[Track shipment](#) [Shipment contents](#) [Reconcile](#)

i To change the number of boxes, please go back to the previous page.

Box #	Tracking #	Carrier status	Weight (lb.)	Dimensions (in.)
1	1ZX066930358831251	SHIPPED	1.8	8 x 10 x 6.5

May 29, 2015 03:11:33 PM - US - Package has left seller facility and is in transit to carrier

[Go back](#) [Delete shipment](#) [Return to Shipping Queue](#) [Duplicate](#) [Work on another shipment](#)

Pack your box well. Use peanuts or packing paper so your items aren't damaged in transit.



All that's left to do now is add your shipping labels to the front of your box and seal it well with packing tape. Now deliver it to the nearest designated shipping company and you're good to go.



As soon as amazon receives your shipment, your inventory will be updated and your items will be listed for sale. From here on out you don't need to do anything, amazon will automatically list your items and you'll be notified when you've made a sale. When a sale is made you will see a credit added to your account, amazon will then deposit these funds into your bank account on the next payment cycle.

Once you've done this a few times, you will become a pro at listing with Amazon

FBA. Continue to seek out new inventory and in no time you will have your own ecommerce business making money for you.

PLAYING THE SEASONS

Once you've mastered this process you'll want to branch out and add new income streams into your Amazon ecommerce business. Here is one tip I've learned you can use to add additional inventory to your business and see some additional awesome profit.

As you search for new inventory you'll inevitably notice that after every major holiday there is a huge sale. For example; Halloween is just around the corner and every shop around town has tons of Halloween costumes, props and other seasonally related items. In the weeks leading up to Halloween these items are being sold for a premium. But what do you think happens the day after Halloween? That's right... All these items will be sold at a huge discount so stores can clear their inventory and get ready for the next major holiday.

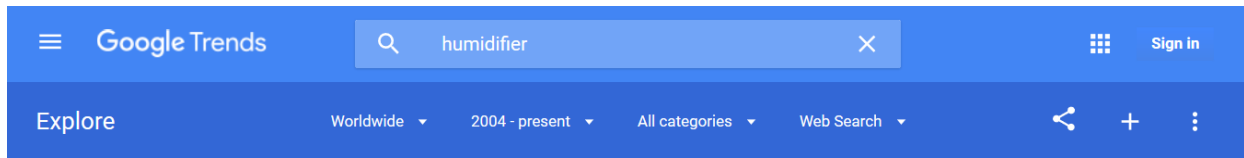
This is where you can make some serious cash. The day after Halloween go to as many sales as you can and get Halloween items for dirt cheap. Hang onto to them and then list them in the weeks leading up to Halloween next year. Your patience will pay off when your items are now being sold for a premium and the best part is you can repeat this every year, with every major holiday.

Here is another example: around July every year, I walk into my local department stores and see humidifiers being sold for next to nothing in the clearance section. I know this is my chance to make some good cash for the following Christmas season. You see, it just so happens that humidifiers are a very popular item in the winter season.

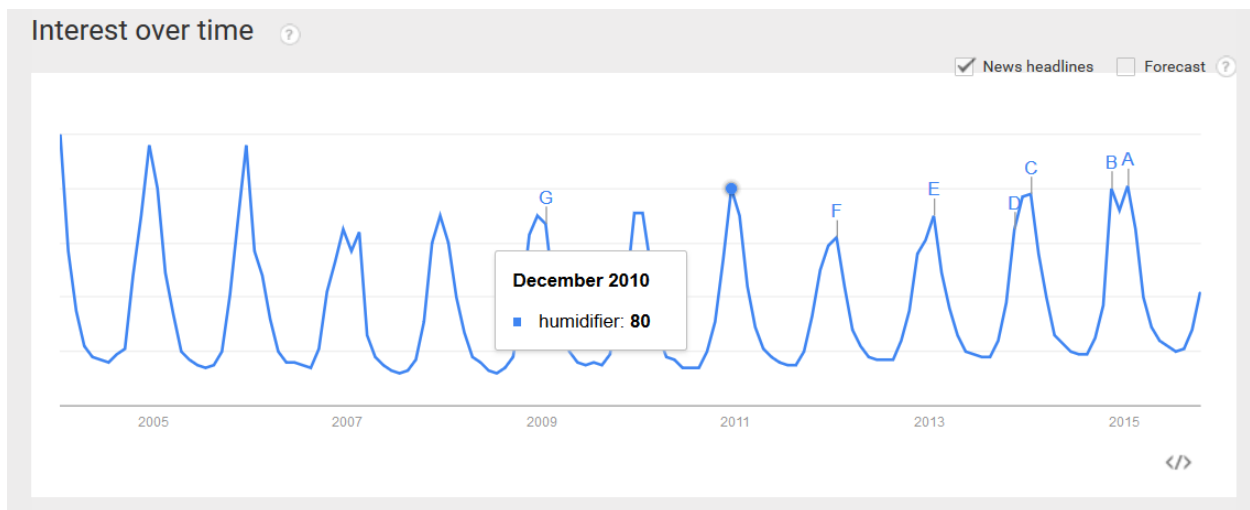
I can confirm this with google trends. A wonderful google tool that allows you to see trends over time with just about anything.

<https://www.google.com/trends/>

I just type humidifier into the search box, with a worldwide search from 2004 until present.



Here you can see the yearly trends in humidifiers. Like clockwork, every December the trend in humidifiers spikes.



Using this knowledge, I can sell these discounted humidifiers in winter for a huge profit. You can do the same. Look for opportunities to 'play the seasons'. Utilize google trends to know when to sell your items and you will be a retail arbitrage master.

FINAL THOUGHTS

Thanks for being a part of the Azon Arbitrage Blueprint! Amazon presents an opportunity unlike anything else in our day and age. Take action, build your business and you will join the ranks of many who make an extraordinary income from amazon. I hope you enjoyed this book and will utilize its content. If you have questions please contact me and I will do my best to help you. I'm building a community of success driven individuals who want to help each other's ecommerce business grow.

The best part of this business is you can scale your ecommerce up as much as you want. You can start with retail arbitrage and move onto importing goods and selling them as your own brand. If you have an interest in importing make sure to stay tuned to my email list as I'll have tons of tips on how you can grow your retail arbitrage business and get started importing from china. In addition stay tuned to upcoming emails about our new community.

Think big, dream big, and be the success you want to be!