

*Explains why "bonding" provides professional online
merchants with a powerful competitive advantage*

buySAFE[™]

FOR
DUMMIES[®]

*Turn
shoppers
into buyers*

*A Reference
for the
Rest of Us!*

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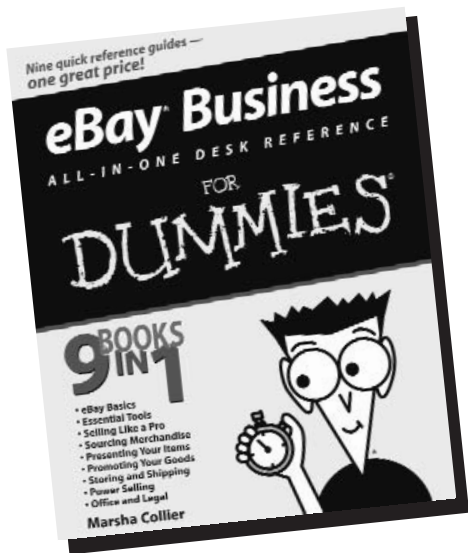
Marsha Collier
with contributions
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**by Marsha Collier,
with contributions from buySAFE, Inc.**



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Introduction



buySAFE removes the greatest obstacle to the success of eCommerce today: Making online shoppers feel comfortable enough to buy from someone they don't know. Marketplace rating systems aside — most online merchants currently are not able to capture the consumer base or higher selling prices of online retailers with a nationally recognized brand name. Clearly, buyers are willing to pay more for the assurance that they're dealing with a merchant they can trust and that they won't get burned.

Shoppers simply want to know whether they're going to get what they paid for, and online merchants need a convincing way to let shoppers know that buying from them is safe.

buySAFE For Dummies tells you all about buySAFE's innovative solution for safe online shopping and how buySAFE is reaching its goal to make eCommerce more trusted, reliable, and risk-free — one transaction at a time. It's a solution that benefits every buyer, seller, and marketplace on the Internet. And its time has come.

Icons Used in This Book

All of the *For Dummies* books have cute little icons to draw your attention to special comments. Here are the ones in this book, along with what they mean.



This icon is a friendly reminder to keep in mind the short fact that follows. No doubt it will come up again, and you'll be ahead of the game by remembering it.



Here are a few words to help you do things the easy way. Just trying to keep you on track.



This little bomb of a fact will keep you out of trouble. Be sure to read this information to avoid common pitfalls.

Where to Go from Here

Okay, sellers. Are you ready to find out how you can give your business a boost by “bonding”? And buyers, are you ready to discover a whole new and better way to shop online? Well, *your* time has come. Turn the page and read on.

- ✔ **buySAFE verifies merchants' identities and confirms that they are financially stable and able to live up to their promises.** Only the best merchants can display the buySAFE Seal and become Bonded Sellers.
- ✔ **When shoppers see the buySAFE Seal in a merchant's item listing, they can feel safe, because their purchase is guaranteed** — up to \$25,000 — with a surety bond from a trusted financial institution.
- ✔ **This safety and confidence won't cost a penny because these protections are *free* for buyers.**

So, the next time you shop online, shop safely by asking the merchant to become a Bonded Seller and to display the buySAFE Seal.



Don't take chances, "buySAFE or not at all."

Finding bonded items

The easiest and best way to find bonded items online is to visit the buySAFE Bonded Shopping Network, shown in Figure 4, at www.buysafeshopping.com. The Bonded Shopping Network is the one place you can go to find a wide array of items for sale by Bonded Sellers across multiple marketplaces on the Web. On the Bonded Shopping Network, you're dealing with Bonded Sellers only, so you can bid or buy with confidence.

buySAFE Bonded Shopping NETWORK

“buySAFE or not at all!”

buySAFE

Home What is Bonded Shopping? What is buySAFE? Become a Bonded Seller Become an eBay Shopper

— SIGN UP TODAY!

Welcome to safe shopping on the buySAFE Bonded Shopping Network. It's Shopper's Nirvana; a place where online shopping is fun again.

When you shop here, you are protected in three ways:

- 1 Every seller here has passed the comprehensive buySAFE Business Inspection.
 - = Learn about the buySAFE Business Inspection. (pop-up)
- 2 Every seller here has agreed to a 10-Point Guarantee.
 - = View your 10-Point Guarantee. (pop-up)
- 3 Every seller here is entitled to display the buySAFE Seal, which allows you to verify that your purchase is protected financially.
 - = See how the buySAFE Seal works. (pop-up)

Featured Categories - Bonded with buySAFE

- Clothing, Shoes & Accessories
- Video Games

Must-have Items for 2005
Bonded with buySAFE

Search for Bonded Items:

Clothing, Shoes & Accessories Jewelry & Watches

Cameras & Photo Consumer Electronics

Figure 4: The buySAFE Bonded Shopping Network home page.

If you're browsing through eBay's marketplace and want to find bonded items, follow these easy steps:

- 1. Go to the Advanced Search page on eBay's Web site at www.ebay.com.** (You can usually find a link to this page in the top right corner of any page on eBay's Web site.)
- 2. Type buysafe in the Enter Keyword or Item Number field.**
- 3. Check the box beside the Search Title and Description field and click Search.** A Results page appears, listing bonded items that are for sale in the auction format.

If you'd like to browse for items within a certain eBay category, choose the category from the drop-down menu to the right of the Search field before clicking the Search button.

If you're looking for bonded items that are for sale in eBay stores, go to the Advanced Search page and click the `Stores: Items in Stores` link on the left side of the page. Then follow the preceding steps. You can usually find three times as many bonded items here as in auctions.

The following list shows a few examples of how to narrow a search further and find specific bonded items on eBay:

- ✔ **Nike products:** Go to the Advanced Search page. In the Search field, type **buysafe nike**. Next, check the Search Title and Description box and then click Search.
- ✔ **Nike shoes:** Go to the Advanced Search page. In the Search field, type **buysafe nike shoes**. Next, check the Search Title and Description box. From the drop-down Category menu to the right of the Search button, select Clothing, Shoes, and Accessories, and then click Search.
- ✔ **Nike women's shoes:** Go to the Advanced Search page. In the Search field, type **buySAFE nike**. Check the Search Title and Description box. Select Clothing, Shoes, and Accessories from the Category drop-down menu to the right, and then click Search. On the Search Results page, narrow your search to women's shoes by clicking Women's Shoes under the Matching Categories section on the left.

If you're browsing through Overstock Auctions' marketplace and want to find bonded items, follow these easy steps:

- 1. Type the item you're looking for into the Search field and click Search.**
- 2. Narrow your search to those items that are bonded by clicking the Trusted Merchants tab on the left side of the screen, just above the Search results.**

If you're using Overstock Auctions' Advanced Search feature to find the item you're looking for, you can check the Search Only Trusted Merchants box in the Refine Your Search section of the page to narrow your results to only bonded items.



On Overstock Auctions, buySAFE's sellers are referred to as Trusted Merchants. All Bonded Sellers have the option to participate in Overstock Auctions' Trusted Merchant Program if they meet the minimum marketplace requirements for percent of merchandise bonded, number of months on Overstock Auctions, and other Overstock criteria. Every seller who qualifies as an Overstock Trusted Merchant has undergone the comprehensive buySAFE Business Inspection and can guarantee transactions up to \$25,000 with a surety bond from buySAFE's surety partners.

buySAFE is also available on TIAS.com, an online antique and collectible mall. Look for bonded items on many more marketplaces in the near future.



The safest way to buy online is to “buySAFE or not at all.” To find all the bonded items for sale in one place, visit www.buysafeshopping.com and shop within the Bonded Shopping Network.

Making sure that a buySAFE Seal is real

Every bonded item includes a verifiable buySAFE Seal in the item listing. To verify that a Seal is real, click on the text below the Seal image within the item listing. A click on a verified buySAFE Seal opens a Seal Verification page (at www.buysafe.com/verifyseal.asp), shown in Figure 5, that includes the present date and time, as well as the item and seller information for that listing.

buySAFE™ This transaction is bonded.

buySAFE or not at all!

Seal Verified on August 20, 2005 12:35 PM PST

Item Title: Linksys Wireless Router *NEW*

Item#: 4320122569

Seller User ID: John_Seller

Marketplace: eBay

Maximum Protection: \$65.00

Be safe. Make sure it's buySAFE! Look for www.buysafe.com in your browser address bar.

Buy from John_Seller with confidence!

John_Seller is a **Bonded Seller** - a reliable and trustworthy merchant who is committed to providing you with an outstanding shopping experience.

This seller has passed the buySAFE Business Inspection

To become a Bonded Seller, John_Seller passed the comprehensive buySAFE Business Inspection which verified their identity, financial stability, online sales experience and reputation. You can feel safe buying this item because John_Seller has been thoroughly inspected and is one of the best merchants anywhere.

“I always look for the buySAFE Seal when shopping online.”
Non-Religious, eBay Buyer
Read what other buyers are saying

WHAT IS BONDED SHOPPING?
Learn more

Your transaction is financially protected - up to \$25,000

Figure 5: The Seal Verification page.

You can also verify a buySAFE Seal by visiting the buySAFE Web site at www.buysafe.com and clicking Verify a Seal in the top right corner of the home page. To verify a Seal this way, you will need both the seller's User ID and the Item Number for the item listing.



Always look for the buySAFE Seal in the item listing to be sure that the item is truly bonded. When you see the buySAFE Seal, be sure to click on the seal to verify that the seal is real.



If you click on a buySAFE Seal and get a "Seal is NOT Verified" page or if you're ever directed to a site other than www.buysafe.com, ww2.buysafe.com, or www.buysafe.com/shopping.com, please contact us by email at customersupport@buysafe.com.

What happens when something goes wrong?

If you have a problem with a bonded transaction, buySAFE recommends that you first try to resolve the issue by contacting your seller. Bonded Sellers are reputable, trustworthy, and committed to your satisfaction. Most of the time, you and the seller should be able to work together to find a mutually satisfying resolution to any problem.

If you aren't successful at working things out on your own, you'll need to complete a Report a Problem Transaction Form on the buySAFE Web site.



The form must be submitted within 30 days after the sale of a bonded item.

By completing the form, you begin the buySAFE Dispute Resolution Process. Buyers and sellers can “talk to” each other using a moderated online communication area. If you and the seller can’t work things out on your own, a buySAFE Problem Resolution Specialist will help you find a solution. If you are still unable to resolve the problem after buySAFE’s assistance, buySAFE will, upon request from either the buyer or the seller, refer the matter to the surety partner for handling as a bond claim. The typical problem resolution process should take no longer than two weeks and is *free* for buyers and Bonded Sellers.



Just as legal rights exist to protect the buyer if a seller fails to perform as promised, there are also legal rights to protect the seller and surety from any false allegations that might be made as part of the dispute resolution or bond claim process.

Ten (Almost) Things to Remember about buySAFE

Here are some important things to know (and remember) about buySAFE.

- ✓ buySAFE is the only eCommerce bonding service.
- ✓ The comprehensive buySAFE Business Inspection verifies merchants’ identities and confirms that they’re financially stable and can live up to the promises they make.
- ✓ Bonded Sellers can guarantee their transactions with surety bonds from a trusted financial institution.

- ✔ Bonded items are covered by a 10-Point Guarantee.
- ✔ Bonded Sellers' items are automatically featured in the buySAFE Bonded Shopping Network (www.buysafeshopping.com), the place where shoppers come to buy — free of worry.
- ✔ Bonded Sellers are provided a marketing toolkit to help them best leverage the advantages of buySAFE.
- ✔ The fee for using buySAFE is only 1 percent of the final sale price — just 3 cents on a \$3 sale.
- ✔ 97 percent of buyers surveyed prefer to purchase an item from a Bonded Seller rather than a non-bonded seller when terms of sale and price are the same.
- ✔ On eBay, bonded items had sales revenue nearly 15 percent greater than for non-bonded items.