

# SALEHOO

## PRODUCT SOURCING & SELLING EXPERTS SINCE 2005



SaleHoo is one of the largest wholesale supplier directories and online seller communities on the Internet. We create resources, tools and training to help eBay sellers and other online traders build solid, profitable businesses.

### ABOUT SALEHOO

SaleHoo is one of the largest wholesale supplier directories and seller communities on the Internet. It provides resources, tools, and trainings to help eBay sellers and other online traders build solid, profitable businesses.

SaleHoo was established in 2005 by New Zealanders Simon Slade and Mark Ling. It began as a simple list of 100 international suppliers that Slade knew from personal experience to be legitimate, trustworthy, and willing to work with small-scale sellers. SaleHoo's directory has since grown to include more than 8,000 verified suppliers in 150 categories

Over 100,000 members use SaleHoo to find suppliers for their online business. The majority of our members come from the United States, with the United Kingdom, Canada and Australia housing our next-largest user groups.

The SaleHoo staff is a diverse group of 29 employees from Australia, Europe, the United States and Asia. Our staff maintains close ties with a number of eBay PowerSellers from all over the world.

SaleHoo has been a member of the eBay Developer Program since 2005 and part of the Better Business Bureau Online Reliability Program since 2006.

### HOW WE HELP

SaleHoo provides a one-stop shop for online sellers- particularly those just getting started with their online business.

SaleHoo's Wholesale Directory provides a safe way to connect with suppliers and purchase products. Our educational materials, Market Research Lab, and SaleHoo Stores e-commerce platform help members discover what to sell and the best way to sell it.

SaleHoo also hosts one of the largest wholesale and online seller discussion forums on the Internet. Together, these tools form a complete solution, providing support for sellers at all stages: from the earliest conceptions of a business idea through to the expansion of a thriving online business.

### Our team of experts



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## OUR MISSION

SaleHoo strives to provide the largest and most trusted platform and educational resource for sellers to source and sell products online.

## KEY FACTS

- SaleHoo launched in 2005.
- SaleHoo has over 100,000 members.
- SaleHoo verifies and provides information on 8,000 suppliers.
- Around 300,000 unique users visit SaleHoo each month.
- SaleHoo ranked 44th on the Deloitte Fast 50 index of the fastest-growing companies in New Zealand.
- SaleHoo's Wholesale Directory offers access to 1.5 million products in 150 categories, including 15,000 name-brand products.
- Internet entrepreneurs Simon Slade (see page 6) and Mark Ling (see page 7) founded SaleHoo.
- More than 60 percent of SaleHoo users are located in the US, followed by the UK, Australia and Canada.

## PRODUCTS OVERVIEW

SaleHoo provides all the resources e-commerce sellers need to be successful, including access to verified product suppliers, online sales training, and even the ability to create an online store.

- **Wholesale Directory** - Our directory features more than 8,000 suppliers who have all undergone a rigorous screening process to ensure their authenticity as legitimate businesses. We can assure our members that these suppliers offer quality products and are also willing to provide those products in small quantities ideal for startups, individuals and small businesses. Members

can search the directory by product, brand name, or category and can read other members' supplier reviews. See page 3 for more information.

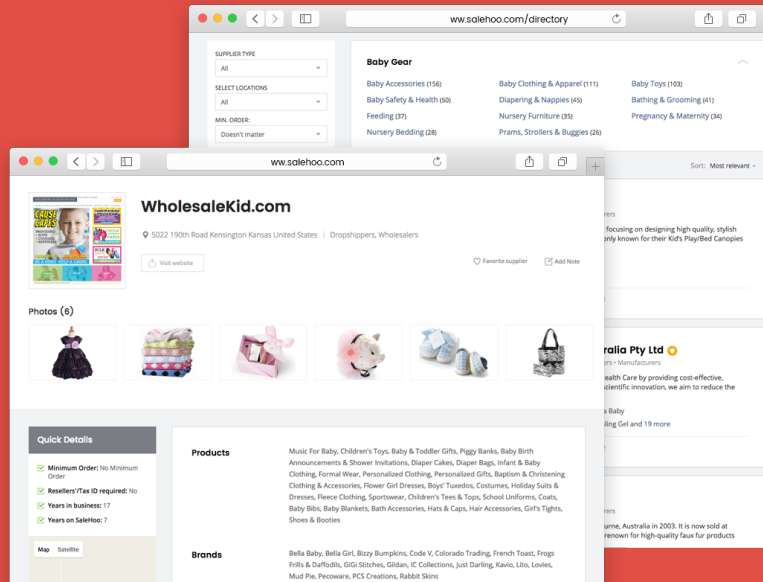
- **Market Research Lab** - Collected from the eBay Market Data Program, SaleHoo's Market Research Lab provides the latest data to help online sellers identify trends and review average end prices, sell-through rates, and competition levels, as well as optimal listing times. See page 4 for more details.
- **Training & Tactics** - SaleHoo offers numerous lessons on topics such as importing, shipping, how to choose the best product to sell, setting up a business, and specific strategies and tools for maximizing profits on eBay. SaleHoo members also receive access to exclusive handbooks on dropshipping and shipping, plus market guides on the most popular product niches. See page 4 for more specifics.
- **SaleHoo Stores** - SaleHoo Stores allows members to expand beyond the confines of standardized online marketplaces with a professional, independent online storefront. With SaleHoo Stores, business owners avoid listing and transaction fees and the tedious rules of other platforms. It also makes it easy for members to create and manage their online store without any technical skills. SaleHoo Stores come in a variety of layout and color options, with customizable features and a custom domain name. Business owners can accept a range of payment options and use the built-in marketing system to communicate with customers. No additional software is necessary with SaleHoo Stores' integrated inventory monitoring, order management, sales reports, custom order history and invoice generator. Check out page 5 for more details.

### INTERVIEW SALEHOO'S CO-FOUNDER AND CEO

Simon Slade, co-founder and CEO of SaleHoo and its parent company, Doubledot Media Limited, is available for interviews. Please contact him directly at +1 213 839 6836 or [simon@doubledotmedia.com](mailto:simon@doubledotmedia.com).

OVER 8,000  
VERIFIED  
SUPPLIERS

# SALEHOO WHOLESALE DIRECTORY



A searchable directory of over 8,000 verified wholesalers, dropshippers, liquidators and manufacturers. SaleHoo Wholesale Directory drastically simplifies product sourcing for small businesses and online sellers.

Finding reliable and trustworthy suppliers can be difficult for online stores, eBay sellers and small businesses. Many suppliers refuse to deal with buyers of smaller quantities, and product and service standards vary wildly. A single bad shipment can easily wipe out a small trader's profits, but it's extremely difficult to know which suppliers are legitimate and which are dubious. Often, the suppliers with the largest online presence are the ones that should be approached with the most caution!

SaleHoo's Wholesale Directory makes it easy for businesses to find suppliers that suit their needs. All SaleHoo suppliers must undergo a strict verification process before being approved. Additionally, SaleHoo members are encouraged to leave reviews describing their experience with each supplier.

Over 8,000 suppliers are profiled within SaleHoo's searchable directory. Users can simply search for their desired product or brand and SaleHoo's Wholesale Directory will produce a list of suppliers for that product. Users can also find suppliers in a particular region, with a particular minimum order requirement, or suppliers that ship internationally. Each supplier listing contains full contact details as well as a complete list of the products and brand names stocked. This is especially useful for researching suppliers who do not have a website.

## DIRECTORY FEATURES

- Choose from over 8,000 suppliers carefully vetted by SaleHoo researchers
- Source genuine, brand-name goods
- Easily find suppliers in specific locations or suppliers who ship internationally
- Work with suppliers with low or no minimum order requirements—great for smaller buyers
- Read reviews from other SaleHoo members
- Search for a specific brand name or product type, or browse products by category
- Get advice from experienced sellers and SaleHoo staff in our members' forum



**1.5 million products**



**15,000 brand-name goods**



**8,000+ suppliers**



**150 product categories**

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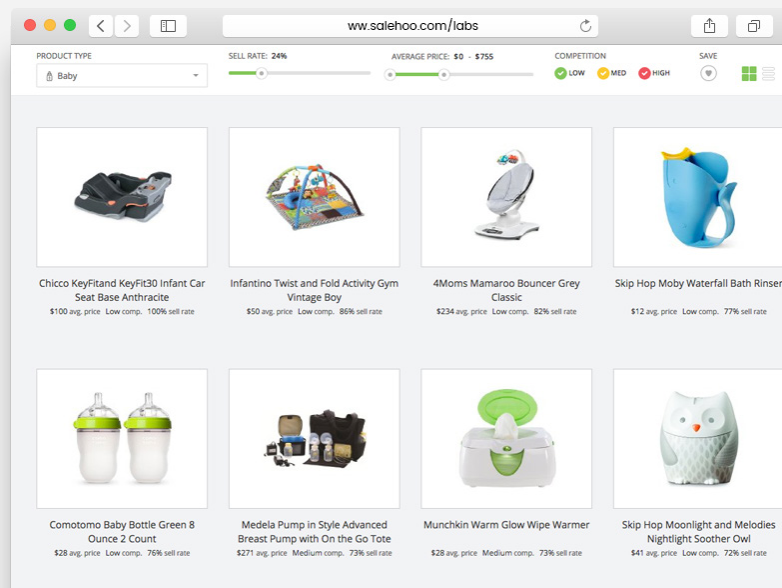
# SALEHOO MARKET RESEARCH LAB

Trend analysis tool to help identify profitable products or product niches

SaleHoo's Market Research Lab is a trend analysis tool that helps identify profitable products or product niches.

The Lab collates data from the eBay Market Data Program to identify trends in the online marketplace. By examining and aggregating data from 24 diverse aspects of the eBay platform, users can see which products, categories, and listing types are most likely to sell. A SaleHoo Directory membership gives full access to the Research Lab, providing:

- Average end prices
- Sell-through rates
- Competition
- Trends over time
- Best days and times for successful listings



# SALEHOO TRAINING & TACTICS

SaleHoo's training resources help sellers avoid common pitfalls and accelerate their business.

## Free Lessons

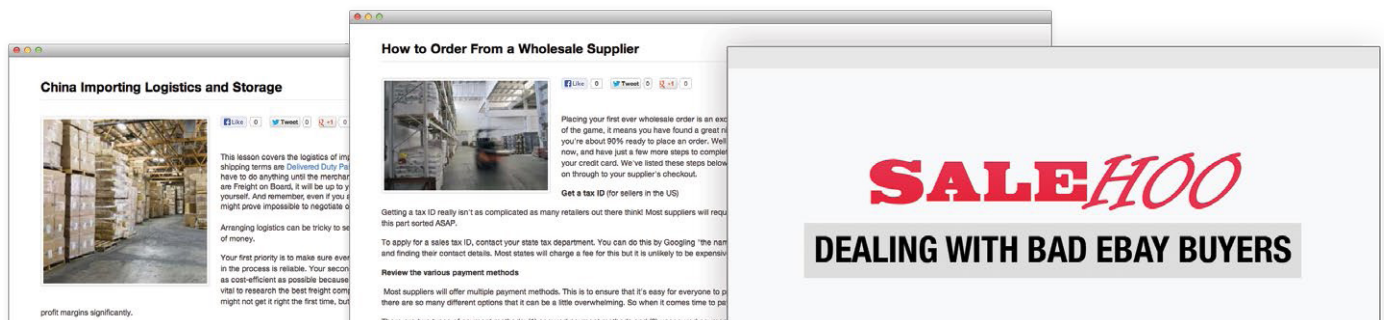
Users get access to lessons on a variety of topics like choosing a product to sell, importing and shipping, setting up a business, and more. Some lessons even provide specific strategies and tools for maximizing profit on eBay.

## Bonus Guides

SaleHoo Directory members also receive a welcome pack of member-only training guides to quickly familiarize them with the directory. This pack includes our popular Dropship Handbook, Shipping Handbook, and market guides to some of the biggest product niches: fashion, electronics, games, and DVDs.

## SaleHoo Online Selling Tactics

This advanced course demonstrates seven of our most effective "outside the box" strategies for maximizing sales and profits in competitive online markets such as eBay. Specifically designed for sellers battling against "race to the bottom" pricing and shrinking margins, Online Selling Tactics gives users straightforward, actionable advice that allows them to "get creative" and sidestep 95% of the competition. With over seven hours of step-by-step video instruction and interviews with eBay PowerSellers who use these tactics, this course is essential training for any serious online seller.

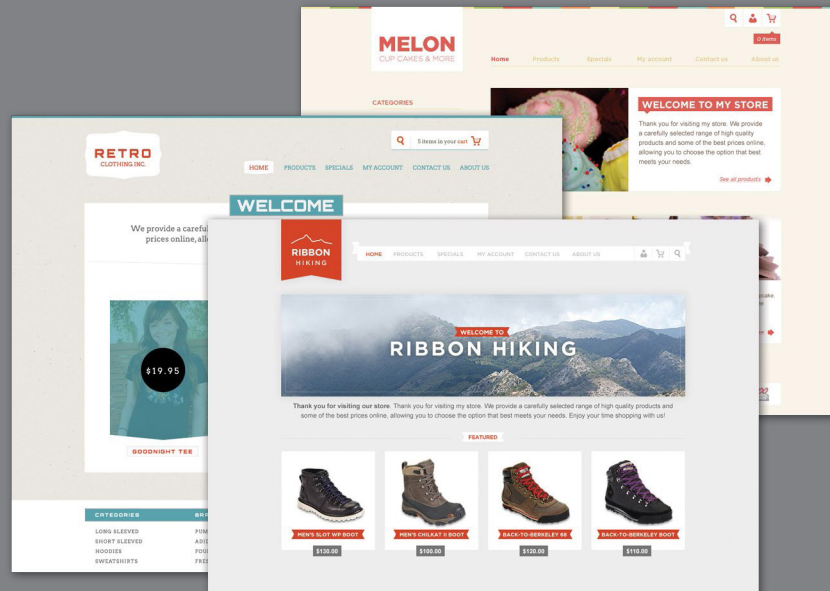


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CREATE YOUR  
OWN ONLINE  
STORE

SALEHOO  
STORES



SaleHoo Stores makes it easy for anybody to create their own professional online storefront – completely free from listing and success fees.

SaleHoo Stores makes it easy for anyone to create a customized, professional online storefront—completely free from listing and success fees.

Opening an online store is the obvious “next step” for most eBay sellers. With an independent online shopfront, sellers are free from transaction fees, listing fees, “one size fits all” rules, and overwhelming competition from big sellers with “race to the bottom” prices. SaleHoo Stores is a simple but powerful e-commerce platform that enables users to create and manage their own online store—no technical skills required.

Stores are easily customized: A range of buyer-friendly layouts and color schemes add personality on the front end, and a full range of tax, shipping and payment options provide flexibility on the back end. All SaleHoo Stores come with effective, built-in marketing tools, including customizable on-site banners and coupon codes. An integrated email marketing system makes it easy to follow up with existing customers or contact previous customers with newsletters or other marketing material.

The administration area of a SaleHoo Store also provides valuable tools for managing an online business, including inventory monitoring, order management, sales reports and customer order history. Store owners can track their data and manage their stores without the need for additional software.

SaleHoo Stores is suitable for businesses of any size, from small boutiques selling 100 items, to online mega-stores with hundreds of thousands of products. A range of plans are available, all of which include website hosting.

## STORES FEATURES

- 128-bit SSL checkout
- Accept payments from credit cards, PayPal, cash, bank transfer, check/money order
- Search engine optimized: get traffic from search engines such as Google
- No listing or success fees
- Custom domain name
- 75 different layout and color options
- Import eBay marketplace listings
- Built-in email marketing system and email accounts
- Coupon/promo codes and on-site banners
- Track and process orders
- Create and send invoices

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# Simon Slade

CEO and Co-founder, SaleHoo



Simon Slade, CEO of SaleHoo, founded the company in 2005 with Mark Ling, director at SaleHoo. In this role, Slade oversees the strategic direction of the company, manages and contributes to product design, and supervises staff and daily operations.

The idea for SaleHoo arose through Slade's work with New Zealand's local online auction site Trade Me. After receiving multiple inquiries about how he found his suppliers, Slade recognized that online retailers needed a directory where they could shop for trusted suppliers. Slade, supported by a background in sales and technology, joined forces with Ling, an Internet marketing entrepreneur, to create the SaleHoo Wholesale Directory. The Directory reached 10,000 members just eight months after its creation.

In 2001, Slade entered the world of sales and technology as a sales representative at Sellagence Limited. Two years later, he moved to Hewlett-Packard as its South Island territory manager. Prior to these positions, Slade graduated from Griffith University with bachelor's degrees in both business management and marketing.

Slade was recognized as a Global Operator Finalist at the 2008 Champion Canterbury Awards and an Exporter of the Year Finalist at the 2008 AmCham Export Awards. Also in 2008, Deloitte Technology recognized SaleHoo's parent company, Doubledot Media, as one of the 500 fastest-growing companies in Asia Pacific, as well as the 23rd fastest-growing company in New Zealand. Deloitte recognized Slade's company again in 2010 as the 44th fastest-growing company in New Zealand.

In his spare time, Slade serves as vice president of the Mt. Pleasant Squash Club, and he also enjoys snowboarding and discussing startups.

“As with all industries, it's important that we understand our members' needs. I'm able to understand our members' wants and needs because I have been in the position that they are in now: searching for reliable suppliers.

— **Simon Slade, Co-founder and CEO**

“SaleHoo has grown dramatically since its inception, but at every pivot, we always revisit the original problem we set out to solve: helping retailers to find quality suppliers that are trusted and reliable.

— **Simon Slade, Co-founder and CEO**

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# Mark Ling

Director and Co-founder, SaleHoo



Co-founder of SaleHoo Mark Ling created the company in 2005 in conjunction with co-founder and SaleHoo CEO Simon Slade. As director at SaleHoo, Ling supports product creation, email marketing, and webinar marketing, in addition to performing launches and managing partners and affiliates.

After graduating from Canterbury University with a Bachelor of Science in Psychology, Ling was working full-time at another company he had founded when Slade approached him about the concept for SaleHoo's Wholesale Directory. Through the joining of Ling's entrepreneurial experience, marketing skills and information product knowledge with Slade's sales and technology expertise, SaleHoo was born.

Ling has been recognized at the Champion Canterbury Awards; Doubledot Media, SaleHoo's parent company of which Ling is also co-founder and director, has also been honored with this accolade. In 2008, Deloitte Technology recognized Doubledot Media as one of the 500 fastest-growing companies in Asia Pacific, as well as the 23rd fastest-growing company in New Zealand. Deloitte recognized Doubledot Media again in 2010 as the 44th fastest-growing company in New Zealand.

In his free time, Ling is an active supporter of World Teacher Aid, a charity organization that builds classrooms and provides breakfast to African children.

“It's pretty amazing for our members to be able to access a thriving, interactive community of eBay PowerSellers, Amazon sellers, and e-commerce site owners all in one place. Furthermore, the directory itself saves our members many hours of research time, and our SaleHoo Stores site builder provides the training and ability to create your own e-commerce store.

— **Mark Ling, Co-founder and Director**

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## Our members love SaleHoo!

“Our business grew from making \$300/month profit, to \$4,000/month profit!

— **Ricky and Ally Gravalin, Australia**

“SaleHoo has helped me reach Bronze PowerSeller status.

— **Steve Marmas, US**

“Suppliers have been well-screened, so the guesswork is eliminated!

— **Nancy Looney, US**

“I’m now a PowerSeller, and things are just going great!

— **Denise Bartram, United Kingdom**

View dozens more member testimonials and success stories here: <https://www.salehoo.com/success>

 <https://www.salehoo.com/blog>

 <https://www.youtube.com/user/salehoodirectory>

 <https://www.facebook.com/salehoo>

 <https://www.linkedin.com/company/salehoo-group-limited>

 <https://twitter.com/salehoo>

## Keep in touch

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