

## If you're not buying in the secondary market, you're not getting the lowest prices available.

"OK – so what's the secondary market?"

The secondary market has existed as long as goods have been sold, but **only recently became directly accessible to individual buyers like you and me.**

It consists of retail store returns, surplus inventory, bankruptcy sale inventory and products that just didn't sell the first time around. If you shop deep discount stores (for example, Big Lots or Dollar General), you're buying secondary market products. For decades, those products have been bought up at pennies on the dollar by wholesale liquidators, who turn around and resell them to the deep discount retailers or flea marketers, who then make a big profit selling them to you for less than the original retail price.

