



Smart shoppers get great deals at deep discount stores and flea markets. But today, some wholesalers have begun to cut out the middleman and sell their secondary market products directly to consumers for a lot less – on the Internet.

Until recently, such deals were pretty much limited to the wholesalers' own employees, or a restricted, limited pool of other wholesale or retail customers. But now, **you can get the same deals – absolutely the lowest prices anywhere, anytime.** No retail markup, no overhead – just a rock bottom price.



Buyer profile:

Saving scratch (and cooking up a bargain)

Chris is an autoworker, a dad, and a regular customer of one of the best secondary market web sites selling to consumers.

“I just bought a Weber gas grill online. OK, it had a scratch on it. But it cost less than 50 percent of the retail price, and it works perfectly. I could have bought a cheaper, lower quality grill at list price at the store, and it would have had a scratch on it within the week. To me, it’s a no-brainer.”

