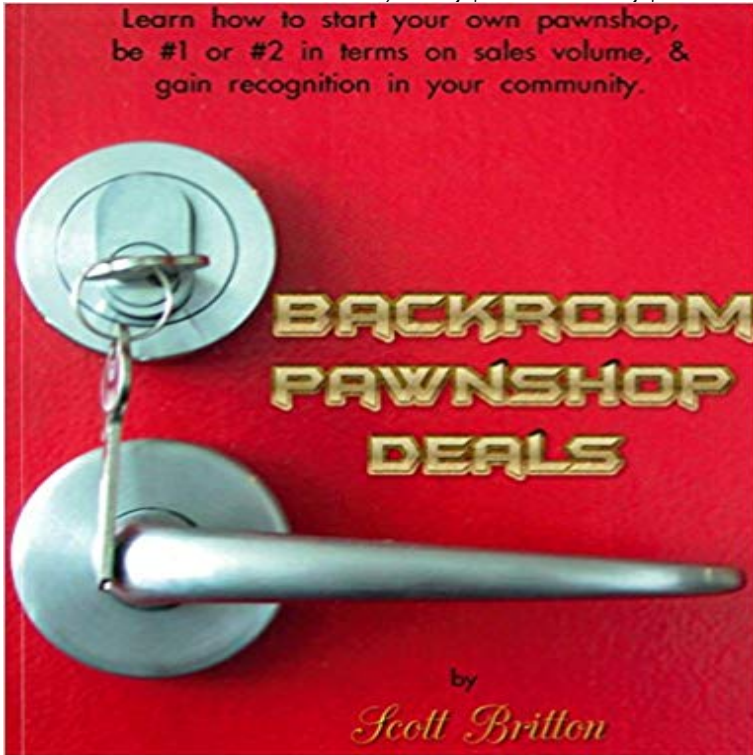


Backroom Pawnshop Deals: How to start your own pawnshop, be #1 or #2 on sales volume, & gain recognition in your community.



My name is Scott Britton and I can teach you how start up a pawn shop and grow wealthy, both in a strong economy and during recessions simply by following my blueprint provided for this business. This groundbreaking textbook is packed with tried and true systems, only those proven to work are presented. The material is akin to what one would expect to find in the training manuals of a professional franchise package, minus tens of thousands of dollars in fees. A franchisee must sign a long term contract and pay large upfront and recurring royalty fees to obtain the same information. Peter Drucker once said : Knowledge is and has always been the most important factor of production This is the best book of knowledge on pawn broking ever published. It is the culmination of years of actual experience and study I believe that it is destined to become the number one trusted resource for many who would like to break into this lucrative trade. It took me six months to write this book but many years to learn. Presented are the operating procedures, laws and know how to get started with a solid foundation. My aim, in a sense, was to draw a map that can be followed to become the best at the trade and capture the lions share of the market in your city. More than a compilation of business principles, you will learn to think like a pawn broker. If you are already a pawn broker, perhaps struggling with anger and bitterness, dealing with a difficult poverty population, in the back of your mind you know that your shops performance could be better. This is the toolbox you need to get everyone in your organization on the right performance track. Backroom Pawn Shop Deals is the culmination of real life experiences at operating five pawn shops owned by the author. This book teaches you how to open a new pawn shop, become number one in sales volume and gain recognition in your city; it includes all of

the key business concepts, systems and strategies, which until now were reserved for the heirs of existing shops. I have no son to pass mine to so I give the knowledge to all of yours. What the reader will encounter are key business concepts, and how to install/control the systems necessary for all five functions of the pawn shop business. There are frank discussions about pros and cons of franchising, lessons on testing/buying gold and silver, as well as an overview of most lines of merchandising, from musical instruments to game systems and furniture, a chapter on controlling inventory compliments buying decisions as does the chapter on understanding feedback loops. Financial intelligence and financial control of the business are covered. There is a detailed chapter on staffing the business, from the job description to hiring the best people. Checklists and worksheets for employee assessments, promoting talent and firing those who do not meet the companys standards are included. Sales and marketing each receive due attention, assuming that the reader has no previous business knowledge. The emphasis is building a structure that delivers exceptional (and measurable) experiences to your customers. Choosing a location in detail, personal accounts of my own failures and the lessons learned are thoroughly reviewed. Management of problem customers is taught by recounting the most common landmines in the trade, and the best way to deal with compromising situations and how to achieve growth through it all. This is a book that is all about learning the game from the basic to the advanced aspects of pawn broking, and your winning the game is the goal. Legal compliance is emphasized and specific laws are enumerated, providing concrete examples of what one can and cannot do in the business. Where state laws differ, awareness is raised and numerous resources are provided. I purchased Norman Gorbeins book How to Open a Successful Pawnshop and was

disappointed. Herein is what I think that book should have been.

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