
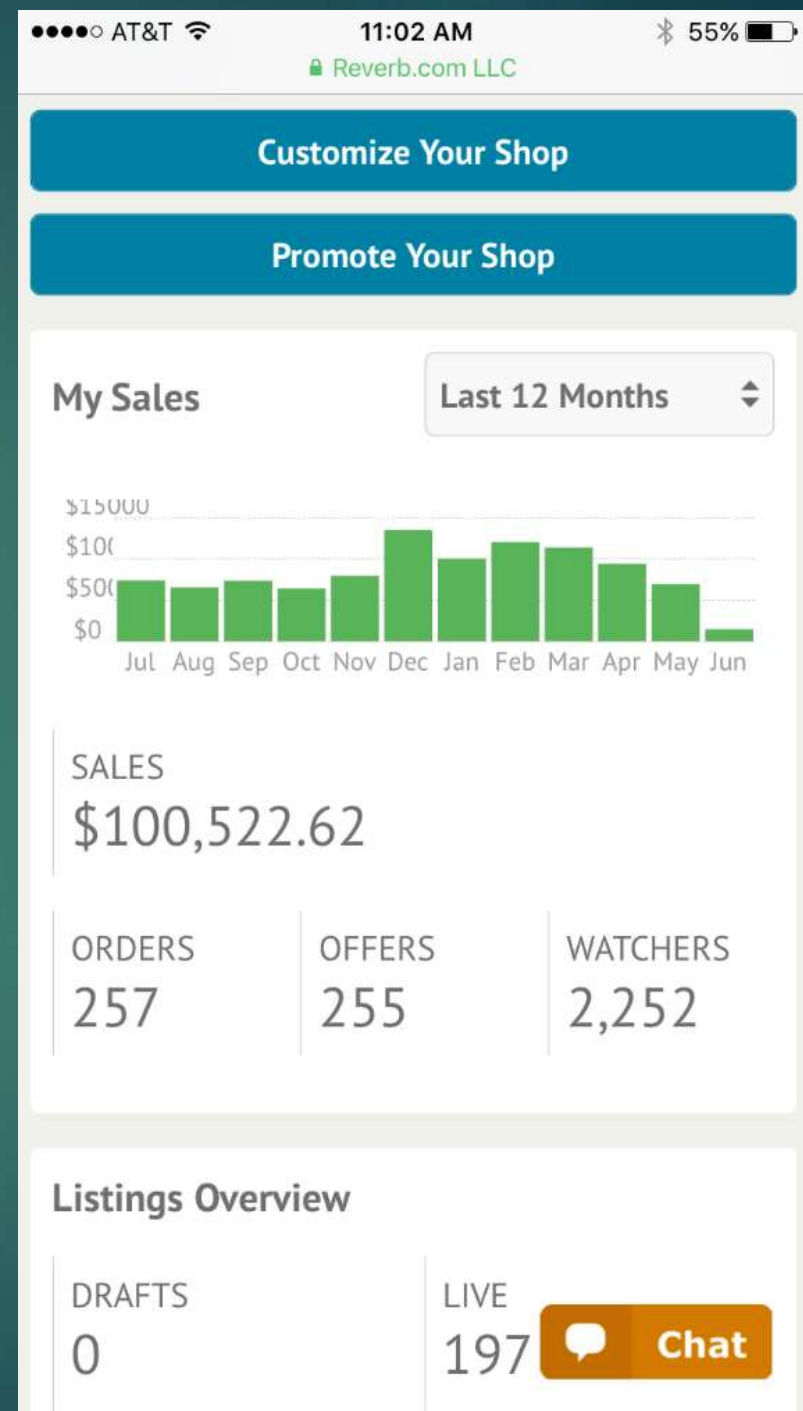





# 5 Essentials for Maximizing Sales on Reverb.com

- 
- ▶ Who knows what Reverb.com is?
  - ▶ Who is selling right now on Reverb.com?

Screenshot of Monster Music Reverb.com Revenue that I took during first week of June



- 
- ▶ Is there anything about Monster Music that is unique in our ability to do these numbers? NO!
  - ▶ Anyone can do it...and in about 30 minutes you will know.




▶ First of all just what is  
Reverb.com?

# Screenshot of Reverb.com Homepage

The screenshot displays the Reverb.com homepage with the following elements:

- Header:** The Reverb logo is on the left. To its right is a search bar with a dropdown menu set to "Gear" and the text "Search for gear...". Further right are links for "News", "Price Guide", a "Sell" button, "Sign Up", and "Log In".
- Navigation Bar:** A horizontal menu below the header lists categories: "Electric", "Acoustic", "Bass", "Amps", "Effects", "Drums", "Pro Audio", "Synths", "DI", "Folk", "Orchestra", and "Explore".
- Main Content Area:**
  - DEALS & STEALS:** A large banner image of a recording studio with a "View Now" button at the bottom.
  - GEAR GIVEAWAY:** A banner featuring a blue and white electric guitar with the text "Bilt S.S. Zaftig Electric Guitar".
  - YOUR GEAR. YOUR STORY. SHARE YOUR STORY >>** A banner with a photo of a person playing a guitar.
  - INSIDE ELLIOT BERGMAN OF WILD BELLE'S HOME RECORDING STUDIO:** A banner showing a person in a recording studio.
- Secondary Navigation:** A row of links below the main content: "Price Guide", "News", "Savings Hub", "Top Shops", "Reverb Apps", "Gift Cards", "Browse by Brand", and "Handpicked Collections".
- App Promotion:** A section with two smartphone images showing the app interface, the text "Get the Reverb app. Buy & Sell gear from anywhere", and buttons for "Download on the App Store" and "GET IT ON Google play".
- Handpicked Collections:** A section with the heading "Handpicked Collections" and the text "Browse collections of rare vintage guitars, unique handmade gear, great deals, and more – all handpicked by Reverb experts." Below this are four small product images: a black electric guitar, a "Heavy Metal HIT-2" pedal, a "TPI-2005" pedal, and an acoustic guitar.

- 
- ▶ Reverb Vs. Ebay
  - ▶ Reverb – tremendous ease of Navigation
  - ▶ Ebay – clumsy
  - ▶ Reverb – totally focused on gear and the community that loves it
  - ▶ Ebay – Scattered
  - ▶ Reverb – total ease of communication, genuine feedback, transparency
  - ▶ Ebay – fights me at every turn
  - ▶ The founder has a history of using technology to improve platforms!



ESSENTIAL TIP #1  
TAKE GREAT PICTURES  
OF THE ACTUAL  
GEAR!



**Monster music**  
New York

**Monster music**  
Since 1980





**Monster music**  
New York



**Monster music**  
New York



- 
- ▶ ESSENTIAL TIP #2 –
  - ▶ GET YOUR LISTINGS SEEN –  
UTILIZE THE “Bump” FEATURE

## Browse Recent Listings

Check out the latest and greatest on Reverb.

REVERB BUMP



Epiphone Casino Ltd Ed. Left Handed Vintage Sunburst

\$575



USA Jackson SIS 2000's Blueburst Dealer Event signed by Grover...

\$2,485



Big Muff Pi Electro Harmonix Triangle V1 2nd edition with case...

\$790



1978 Fender Jazz Bass electric bass guitar all original mint with...

\$3,699



Gibson Gibson Les Paul Traditional T 2016 Ice Tea Burst

\$1,800



Radio Shack MD1700 Keyboard 76 Keys with Touch Response MIDI...

\$249.22



Fender Atomic Humbucker Black

\$50



Line 6 Pod 2.0 "Classic" Desktop Guitar Modeling and FX Processo...

\$69.95





▶ ESSENTIAL TIP #3 – participate  
in Reverb.com sales!

A person is lying in a green and yellow striped hammock, playing a brown electric guitar. The room has wooden floors, a staircase on the left, and various musical equipment like amplifiers and guitars on the floor. The text '15% OFF' is overlaid at the top, and 'MEMORIAL DAY SALE' is overlaid in the middle.

# 15% OFF

# MEMORIAL DAY SALE



reverb

987 likes

1w

reverb Save 15% on select new and used guitars, pedals, amps, keyboards and a whole lot more this holiday weekend. Click the link in our bio to shop the sale! [#gear](#) [#gearsale](#)

donkatsu1 [@tylershick](#)



seanfromcomfortcreatures that JM is so nice



futuresight [@treygreeneis](#)



gerardopendejo This is how I want to live the rest of my life 😞



whiskynribs Dang, I wish ☐



zach\_beigs So pretty!



zach\_beigs I want to live in this house



Add a comment...





▶ ESSENTIAL TIP #4 Price them right!

\*Use the Reverb.com price guide

\*SYMS philosophy on educated consumers...know when and how to discount

# Reverb Price Guide

Reverb Price Guide Search for pricing info... Feed News Price Guide Sell

## Price Guide

### MXR M169 Carbon Copy Analog Delay

**Price History Chart**

Prices reflect monthly average for sales of item in used condition.

**Reverb Estimated Price Range**  
\$80 - \$100

**Transaction History**


Date	Condition	Asking	Final
6/7/2016	Excellent	\$85.00	\$85.00
6/6/2016	Very Good	\$109.99	\$109.99
6/6/2016	Very Good	\$95.00	\$85.00
6/5/2016	Excellent	\$100.00	\$98.00
6/5/2016	Excellent	\$75.00	\$65.00
6/5/2016	Mint	\$104.00	\$104.00
6/4/2016	Mint	\$104.00	\$104.00
6/4/2016	Mint	\$95.00	\$95.00
6/4/2016	Mint	\$104.00	\$104.00
6/3/2016	Excellent	\$110.00	\$110.00


**Related Articles**


# Also utilize Reverb's Tips!

AT&T 11:32 AM 41%  
Reverb.com LLC


## Recommendations

 **30 of your listings have lots of watchers.**  
Drop prices by at least 10% and we'll let all the watchers know.


 **170 listings are more than 2 months old.**  
Try updating their titles, pictures, and pricing to get more attention.

 **59 listings are not bumped.**  
Bump them to get more exposure and sell them faster.

---

 **REFER-A-FRIEND**  
Know a musician who's missing out on Reverb? Give them \$10 off their first purchase and earn \$10 in Reverb Bucks back.

Give the Gift of Reverb [Learn More](#) [Chat](#)

- 
- ▶ ESSENTIAL TIP #5 Take care of you customers...build a great Reverb reputation
  - ▶ \*Respond to questions IMMEDIATELY
  - ▶ \*Leave feedback immediately and personalize it!
  - ▶ \*Try to ship out all packages within 24 hours – and upload tracking info immediately!
  - ▶ \*Don't fight with customers!



Gear shop:monster-music

- Electric
- Acoustic
- Bass
- Amps
- Effects
- Drums
- Pro Audio
- Synths
- DJ
- Folk
- Orchestra
- ...
- Explore

## Monster Music

★★★★★ 367 ratings

### Feedback

- All (367)
- Seller (363)
- Buyer (4)



★★★★★  
**Marshall Jackhammer JH-1**  
 The item was shipped quickly. It came exactly as pictured and described.  
 June 06, 2016 by Michael Melendez

	6 mo.	12 mo.	Lifetime
Positive	100%	100%	99%
Negative	0%	0%	0%
Count	113	195	367



★★★★★  
**RailHammer Tel 90 Neck Chrome**  
 AWESOME set of pickups at a sales price. Definitely recommend Monster Music for your Reverend needs!  
 June 05, 2016 by Jeremiah Negron



★★★★★  
**RailHammer Tel 90 Bridge Black**  
 AWESOME set of pickups at a sales price. Definitely recommend Monster Music for your Reverend needs!  
 June 05, 2016 by Jeremiah Negron



★★★★★  
**Devilcat Mean Jean Guitar Amp - Green and Cane**  
 awesome sounding and built amplifier from devilcat, would recommend this amplifier to anyone!  
 June 04, 2016 by john richardson



Brian

My Account

View Shop

Messages

1

Feedback

1

Refund Requested

1

Awaiting Shipment

1

My Feed

Watch List

Wish List

Customize Your Shop

Promote Your Shop

My Sales - Last 12 Months

Last 12 Months



SALES

\$112,661.62

ORDERS

272

OFFERS

268

WATCHERS

2,344

Listings Overview

DRAFTS

0

LIVE

198

ENDED

483

SOLD OUT

10

Bump Listing Sales

Past 30 Days

ITEMS SOLD

24

BUMPS USED

29,680

CLICKS

431

SPENT

\$132

SALES

\$16,997

Recommendations



27 of your listings have lots of watchers.

Drop prices by at least 10% and we'll let all the watchers know.