

# ReTool

retailpro  
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 Business Partner

■ *ReTool is a unique Michigan-based operation that buys and sells used tools. Dennis Kopitz and his brother, Steve, opened their first store, initially called Tool Traders, in Keego Harbor in October, 1995, and their Royal Oak store soon followed. They recently sold the concept of buying and selling tools to Grow Biz International, the company behind Play It Again Sports, which buys and sells used sports equipment. The first Grow Biz franchise recently opened in Minneapolis.*

*Here Dennis talks about the complexities of such a novel business and how Retail Pro® has simplified many of the stores' daily operations.*

## Tell us a little about ReTool.

**Dennis:** We buy used tools from the public. We carry lawn and garden tools, shop tools, hand tools, power tools, precision tools, specialty tools, automotive tools, air tools. You can bring your old tool in and trade it in for a new one, which is something pretty unique and not something you can do in very many places. When people bring items in to us, we give them three options: cash, trade and consignment. Consignment gets them a little more money but they have to wait until the item sells to get paid. Trade-in is a little less than consignment but they get to use the money as store credit to buy other items in the store. We also give cash on the spot.

There are many unique problems when you sell used merchandise, particularly when you try to put it in inventory control system. Each item is different, but you can't create an individual SKU for each item because there are thousands of pieces coming in and out of the store every month. So what we developed what's called Jackpot Row, or SKUs by retail



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price. We have categories of products and we have SKUs created for each selling price. Jackpot Rows have made managing used inventory quick and simple.

## When did you decide to buy Retail Pro?

**Dennis:** In August, 1996.

## What did you do before you purchased Retail Pro?

**Dennis:** We used a complicated cash register. It was pretty archaic.

## How many other systems did you evaluate besides Retail Pro?

**Dennis:** About half a dozen or so. I probably spent almost a year researching. Plus, I manage another system for Play It Again

## FLEXIBILITY

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Sports so I'm familiar with that system as well as other systems that I've helped people with—so I do know a good amount about POS systems.

### **What made you decide to purchase Retail Pro?**

**Dennis:** The feature that really made us pick the software was its flexibility. The system has built in features for so many different kinds of products and store concepts. Every retailer has their own way of doing things and this software seems to be able to accommodate many of the situations a retailer would run into. It's easy to use and very flexible.

One of the other things we really liked was your Bridge Tool. We use it a lot. The ability for me to get the data and be able to use other reporting programs like Microsoft Access makes it very simple for me to create my own custom reports. I have reports that run automatically every night so when I arrive in the morning I can see exactly where we stand in terms of the weekly and monthly sales.

### **How has Retail Pro affected your POS and inventory control?**

**Dennis:** It's streamlined it quite a bit, particularly in terms of the new products. It makes reordering much simpler, reporting on sales history much more accurate and more readily available.

### **How do your employees like working with Retail Pro?**

**Dennis:** I've worked with other POS systems and what was really nice about *Retail Pro* was how fast and simple it was to get the guys up and running on ringing sales and entering inventory. The learning curve was quick.

### **Have you financially benefited from Retail Pro?**

**Dennis:** Absolutely. It's definitely streamlined the business and made it much easier for me to track inventory and probably be more profitable. I can isolate slow moving items and maintain stock with better moving items.

**Thank you. ■**



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