

Carly Checketts
BookScouter, Media Relations
140 Victory Estates Drive
Athens, GA 30605
801.458.7880
Carly@BookScouter.com



Background Information on BookScouter

In August 2007, Brandon Checketts, of Athens, Georgia, created BookScouter to make selling textbooks online less painful and more profitable. Students all over the country have found that selling their textbooks online using BookScouter gets them, on average, twice the cash of what they would receive at the campus bookstore. Students are not the only ones who benefit. Bookselling professionals and those clearing clutter from their home use the site to find who will give them the most money for their books. BookScouter currently works with 40+ book buyback vendors to ensure its users the best selling price. The website's traffic has more than doubled each year since 2007 and currently runs a new search about every two seconds. This free service provided by BookScouter requires no registration and no obligation to sell.

The Owner...

Brandon Checketts is a 32-year-old computer wiz with a love for books. He currently resides in Athens, Georgia with his wife of nine years and four children. Checketts is an active member of the North Georgia Jaycees, a group of entrepreneurs that meets monthly. He loves to run and will be participating in the PeachTree 10K in Atlanta on July 4th.

In the Beginning...

Brandon Checketts was doing freelance work in 2007 when he came across a great idea. A friend who had completed her doctorate in genetics was working to pay off her school debts. She blogged about her finances and the inconvenience of comparing textbook prices on sellback company websites. Checketts was familiar with price-comparison websites and felt he could create a comprehensive site to help students sell their textbooks for the best price more quickly. BookScouter was born.

BookScouter was up and running but kept as an afterthought until May 2008. Checketts recognized the potential in this free service and decided to track the website's traffic. That first month logged 600 visits. Friends and neighbors invited others to visit the website and by May 2009, traffic was up to 25,000 hits per month. The Checketts' residence near the University of Georgia was a great asset in getting the word to students about BookScouter. But ultimately it is Checketts' attention to detail and desire to provide the best product/service that makes students share the site and return to sell more books each semester. "I believe it is the most

comprehensive, most accurate, and most user-friendly website of its kind,” says Checketts.

Comprehensive

BookScouter offers more buyback company quotes than other similar websites. Checketts has connected with more than 40 different vendors to get BookScouter sellers the highest price for their books. “Each company prices differently, so it is important to have as many options as possible,” says Checketts. Once an ISBN has been entered into the site, a quote page is generated. This page displays companies willing to purchase the book, ratings from previous sellers, important features specific to each company, and what they are willing to pay.

BookScouter users are encouraged to give feedback on their experiences with buyback vendors. These ratings and messages help other patrons decide which company to sell to. Checketts has included features such as payment options and whether shipping is included, which saves sellers the time of having to research it on each vendor website.

Accurate

Many price-comparison websites have a difficult time pulling real-time information. Book prices change frequently and buyback companies adjust their purchase prices to maximize their own profit. BookScouter offers accurate quotes from each website allowing sellers to make the best decision.

User Friendly

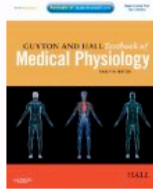
BookScouter’s layout is simple and to the point. The search box is large and at the top of the page. After the ISBN is located and typed in, you are directed to the quote page. The ISBN, title, and image of the searched book are at the top of the quote page to allow sellers to double check accuracy. Quotes are then listed from highest to lowest price offered. Next to each company’s quote is a link to its site. This allows easy access to the desired vendor. See next page for example.

Today...

BookScouter phone apps have been added to Apple’s App Store and Android’s Marketplace (search BookScouter). These free apps offer the freedom to look up books anywhere. Developed to keep BookScouter up on this generation’s “there’s an app for that” mindset, the apps also scan barcodes without having to type in the ISBN. Checketts commented on the new apps saying, “If students are going to stand in line to sell back to the bookstore, they should scan their books while waiting to see what they are missing out on.”



PRICES FOR SELLING USED BOOK 1416045740



Guyton and Hall Textbook of Medical Physiology: with STUDENT

Author: John E. Hall PhD
ISBN13: 9781416045748
ISBN10: 1416045740
[View Product Info from Amazon](#)
[Price History on BookScouter](#)

Company	Rating	Features	Price	Link
Amazon.com Buyback	★★★★☆ (45)	\$	\$64.43*	Sell Here
FirstClassBooks.com	★★★★☆ (52)	PP \$	\$58.73	Sell Here
Textbooksrus.com	★★★★☆ (81)	PP \$	\$58.59	Sell Here
Book Byte	★★★★☆ (56)	PP \$	\$51.75	Sell Here
We Buy Textbooks	★★★★☆ (29)	PP \$	\$51.60	Sell Here
Moola4Books.com	★★★★☆ (65)	PP \$	\$50.56	Sell Here
Textbooks.com	★★★★☆ (49)	PP \$	\$49.00	Sell Here
Chegg.com	★★★★☆ (49)	PP \$	\$48.00	Sell Here
BookJingle.com	★★★★☆ (30)	PP \$	\$46.61	Sell Here
Valore Books	★★★★☆ (16)	\$	\$42.78	Sell Here
CKY Books	★★★★☆ (78)	PP \$	\$37.92	Sell Here
Cash4Books	★★★★☆ (34)	PP \$	\$37.64	Sell Here
SellBackYourBook.com	★★★★☆ (41)	PP \$	\$37.50	Sell Here
TextbookRecycling.com	★★★★☆ (20)	PP \$	\$35.81	Sell Here
Better World Books	★★★★☆ (32)	PP \$	\$20.14	Sell Here
Powell's Books	★★★★☆ (131)	PP \$	N/A	Sell Here
TextBookLink.com	★★★★☆ (13)	PP \$	N/A	Sell Here

The above vendors are our preferred vendors.
[Click to View Prices from all 44 sites](#)
* Amazon.com pays only via an Amazon Gift Card

BookScouter is currently running 45,000 searches a day. Thousands of students are finding that selling books through BookScouter is giving them double the cash that the campus bookstores offer. A dietetics major at the University of Georgia gave us her list of this semester's textbooks. Her sellback situation is a "textbook case" of the advantages of selling back through BookScouter. The prices offered by the UGA Bookstore and the highest bids on BookScouter.com are listed below. Vendors are offering nearly twice the price of the campus bookstore. (Prices searched 4-9-2010 using efollet.com (bkstr.com) and BookScouter.com.)

Textbook ISBN	UGA Buyback Price	BookScouter Highest Bid
9780135060551	\$33.00	\$51.05
9781416034018	\$31.00	\$59.55
9780495554769	\$19.00	\$44.17
9780495116578	\$55.00	\$93.86
9780763731984	\$12.00	\$18.75
0911910182	\$19.00	\$25.80
0971089647	\$10.00	\$20.60
0945577079	\$10.00	\$21.35
9780803615618	\$0	\$41.28
0312321236	\$1.5	\$2.19
TOTAL	\$190.50	\$378.60
Increase		199%

Up next for BookScouter...

Checketts is working on a project that will add “How-To” videos to the site. These informative videos will offer step-by-step guides on everything from locating an ISBN to shipping to your chosen vendor.

BookScouter will have a table at the Amazon Sellers Conference for Online Entrepreneurs (SCOE) in Seattle from July 8th through 11th. This will be the first trade show for BookScouter, and Checketts is hoping to be able to unveil a couple of additional tools on the website designed specifically for small- and mid-sized book resellers.

PRESS

For more information please visit <http://BookScouter.com/press>. Electronic copies of logos and Press Kit documents are available for use in print and online stories.

Brandon Checketts, Owner, is available for phone interviews and questions. Please contact Carly Checketts to schedule an interview with Brandon, or send questions via email.

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