

Peter Powerseller, Online Auctioneer

Name	Gender	Age	Occupation	HHI
Peter Powerseller	Male	45	Merchant	\$54,000



Peter Powerseller is an online auctioneer and brick and mortar store owner. His ePort virtual store does an average of \$4000 per month in net sales. He enjoys a 99% customer satisfaction rating.

Peter's virtual store sells antiques. Peter also has a space in an antique mall in Indiana, which does about \$500 per month in net sales. He travels the US on his frequent "antiquing" trips and also shops online for deals to fill his online and brick and mortar antique stores. He is able to live off of his \$54,000/ year income funded 100% by his passion for antiques.

When he's not busy selling or out antiquing, Peter retires to his home in Muncie, IN. There he enjoys his Victorian home which is richly decorated with fine antiques.

Peter's Goals

- Buy/Sell
- Make money
- Connecting good things with good people
- To protect his business from fraud/loss/theft.
- Maintain his reputation.

Peter's Priorities

- To login quickly and reliably every day so he can make his sales, his monthly online income, and maintain a high customer satisfaction rating.
- To be able to react quickly when an item Peter is interested in purchasing is nearing the end of an auction.

Important to Remember

- Peter is NOT a techno geek, he's is not into technology for technology's sake
- Peter is easily overwhelmed by things he's perceives as high-tech
- Peter deals in the old, which is by definition NOT high-tech