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From the Phoenix Business Journal:

<http://www.bizjournals.com/phoenix/news/2016/09/10/entrepreneur-scottsdale-online-marketplace-goes.html>

Entrepreneur: Scottsdale online marketplace goes against Etsy

🔑 **SUBSCRIBER CONTENT:** Sep 10, 2016, 7:00am MST **Updated: Sep 14, 2016, 2:13pm MST**

Scott Curry is aiming to help small businesses sell online, and through the e-commerce site he established.

Scott's Marketplace, which started in 2014, is a Scottsdale-based website that seeks to help local businesses sell their wares online.

With more than 7,000 online store fronts and 20,000 customers, the company said its site helps shoppers support local businesses and discover small businesses outside their community.

"My vision and goal is to build the best solution that we can to help businesses sell as much product as possible," Curry said.

From handmade jewelry to gourmet marshmallows, the online marketplace allows independent businesses, local and small retailers, and home-based and hobby-based businesses to sell on its site.

It does not allow national chains, publicly traded businesses, multi-level marketing sellers, affiliate marketers or drop shippers to have access.

The business model differs from competitor Etsy. The New York City-based online marketplace charges 20 cents for listing an item and collects 3.5 percent of the sale price, not including shipping or tax rates a shop may charge, according to the website.

Curry declined to share revenue figures.

Scott's Marketplace does not charge a per-item listing fee. The company charges a 4.99 percent



Scott Curry has developed a website to help local businesses sell online.

transaction fee for a sale. Additionally, the company said it does not charge a membership fee and does not charge a business until a product is sold.

Scott's Marketplace only sells through [PayPal](#) transactions, which Curry said is based around the ease at which businesses can access their money and customers can pay.

"Over time that may change, but for now it just makes sense for us," Curry said.

Founders of Valley business Fluff It Marshmallows said Scott's Marketplace was a better alternative to Etsy.

"They didn't try to gouge us with fees like Etsy," said owner [Tricia Medina](#), who founded Fluff It Marshmallows in 2013, and joined Scott's Marketplace in 2014.

She said Scott's Marketplace allowed her to reach customers outside her normal selling range.

Medina said orders usually range from \$25 to \$40 on Scott's Marketplace.

"Everything on there is through email and Scott's Marketplace is really personable," she said.

The site offers webinars and Twitter "get togethers" where other local business owners on the site can chat about their strategies, Medina said.

Curry said his business is close to his heart, since he has first-hand experience with small business. His parents had owned a local store in Buffalo, Wyoming, but it failed in the 1980s, Curry said.

The personal journey with small business encouraged him to found Scott's Marketplace, seeking funding from his family to support his endeavor.

"We're a family-funded, family-owned business," Curry said.

The business began with himself going full time and slowly adding more employees to his team. Now, Scott's Marketplace has 23 employees, many who telecommute and 12 of whom are local to Arizona.

Curry said his company is looking to expand its ability to provide analytics to businesses.

"Our goal for expansion is to build an even bigger, more robust marketplace," he said.

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