



P R E S S K I T
2 0 1 1

Table of Contents

1. History and 5 Quick Facts

*We know why you're here,
you want the facts*

2. Cash4Books.net Stats & Facts

Buying Used Books Online

3. MKZBooks.com Stats & Facts

Selling Used Books Online

4. Company Culture

Why we are the way we are

5. Community & Environment

Good people getting things done

6. Mentioned in the Media

Cash4Books in the spotlight

7. Logos & Contact Info

Get us on the horn



Company history & quick facts



Jim and Breanne Smith

5 QUICK FACTS

- Cash4Books.net offers **completely free shipping** for all incoming book orders.
- Every single book received and sold since our debut (**over 1.4 million!**) has been **hand inspected** and **described in detail**.
- Cash4Books.net, a pioneer in the online book buying industry, was founded in March of 2004 and remains the **longest living online book buying website**.
- Our **full-time Customer Care Team** is available every weekday by phone, e-mail, live chat, Facebook, or Twitter.
- Trust issues? Both McKenzie Books and Cash4Books are currently rocking an **A+ with the BBB**.

HISTORY

While in college at Oregon State University in the early 2000s, Jim noticed many frustrated students during the end-of-term textbook buyback. His school was not buying back many of the textbooks from the previous term and, to his horror, he saw students throwing them away. Jim nabbed a few abandoned textbooks and found a great market for them online.

Encouraged by their initial success with textbooks, Jim and his wife Breanne started spending their free time book scouting: going to thrift stores and garage sales in search of more books to sell online. So began McKenzie Books.

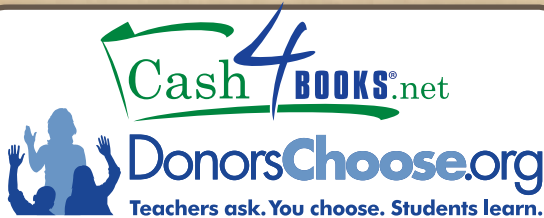
Finding no place online for people to sell their books for immediate payment, Jim decided to create a website to do just that. While holding down a full-time Java development job, he spent nights and weekends designing and developing Cash4Books.net, launching the site in March 2004.

Cash4Books.net caught on in a big way and, within a year, the incoming books had outgrown Jim and Breanne's garage to take over the rest of their house. It was time to move the business out of the living room, and in 2006 Jim and Breanne rented their first warehouse. With 4,000 sq. ft., 3,500 books in inventory and 5 employees, they thought they would be set for several years.

As it turned out, it only took one year for McKenzie Books to outgrow that space as well. In 2007, the base of operations was moved yet again, this time to a warehouse 5 times larger. And this is where Cash4Books and McKenzie Books are now, still growing in the 23,000 sq. ft. building, with 60,000-80,000 books and 41 employees.



Buying used books online



Partners in Classroom Giving

In April 2010, Cash4Books.net officially partnered with DonorsChoose.org, a classroom charity fueled by citizen philanthropists.

- 20% of donations pledged by Cash4Books customers during checkout are matched.
- Every month, a different employee disperses \$75 to classroom projects of their choosing.
- The 2010 McKenzie Books annual charitable sidewalk sale raised \$1,600 for DonorsChoose.org.
- The **Cash4Books community has donated more than \$7,000** to classroom projects.
- **Over 2,500 students and 40 classrooms have been reached** by these donations.

How does Cash4Books.net work?



1. Enter ISBNs

Type the ISBNs from your books into the website's form.



2. Ship for free

Print a shipping label right from your computer.



3. Get paid!

Payment is sent after we receive your books.

STATS & FACTS

- Unlike many online book buyers, Cash4Books **does not require book or order value minimums.**
- Cash4Books covers the **US Postal Service shipping for all incoming book orders**, no matter how small.
- Orders greater than \$40 or 5 books enables a **free FedEx upgrade** for much faster shipment and payment.
- Over **1.4 million books** have been purchased in the history of the company.
- Cash4Books buys about **255,000 unique titles** at any given time.
- Payments for books are issued on all weekdays, and always **within 3 business days** of each order's arrival.
- Get paid by check or securely online with PayPal.
 - Choose PayPal for super fast payment. **We cover all PayPal fees**
- Cash4Books.net is the **first Google search result** for the following keywords:
 - Sell Books
 - Sell Books Online
 - Sell Used Books
- Cash4Books.net receives **1.2 million unique visitors** annually.
- On a smart phone? Check out our free Cash4Books app, available for the iPhone and Android.



McKenzieBooks

Selling used books online

BRAIN[®]

(Books Recently Added
Inventory Notification)

An MKZbooks.com exclusive, BRAIN lets you create custom e-mail alerts for used books. Enter search terms into your BRAIN and we'll let you know the minute we get a match in stock. You'll be the first to know when used copies of the books you want arrive.

*Over 2,000 BRAIN
alerts have been
created*



Employee Quote

"McKenzie Books is the first honest effort I have seen a company make to improve its community and employees' lives outside of just paying them a check. I am surrounded by a culture of genuine, intelligent people. My growth is continually encouraged and celebrated."

– Josh P, Business Support Coordinator

STATS & FACTS

- The Amazon Marketplace has spoken:
 - 5 out of 5 stars with 99% positive feedback ★★★★★
 - Total: **over 180,000** delighted customer ratings
- Barnes and Noble Marketplace agrees:
 - 4.9 out of 5 stars ★★★★★
 - Total: **over 2,500** raving fans
- Inventory size: 70,000-90,000 books.
- Gross revenue: \$8 million/year.
- *Ka-Ching!* Attention frugals: by going green and buying used, MKZbooks.com customers save an average of:
 - 59% off List Price
 - \$23 per order
- Orders are processed and shipped every weekday.
- Over 1,000 used books are added to MKZbooks.com every day.
- Launched in 2001, McKenzie Books is getting ready to celebrate its 45th Birthday (in internet years.)
- Approximately 180 books per hour are hand inspected and described in detail.





McKenzieBooks Culture

Why we are the way we are

Mission Statement

"To enrich and enhance lives through books and media."

McKenzie Books 2020 Vision

We will make our impact in the world by helping to create and sustain millions of readers.

We will be a growing and thriving e-commerce company that creates a positive customer experience by empowering our employees to be different and remarkable.

We will be a symbol of TRUST, QUALITY, and VALUE.

We will innovate, improve, implement cutting edge ideas, and have fun doing it.

We will have a culture that is committed to serving and caring for our employees, customers, community, and environment.

100 Best Oregon Companies



McKenzieBooks Inc has been named among 'Oregon's [100 Best Companies to Work For](#)' in 2011.

CORE VALUES

Integrity

Customer satisfaction depends on our reputation for open communication and unwavering service.



Commitment to Excellence

We recognize that it's not just the product that should be meaningful, but the customer experience as well.



Continuous Improvement

We embrace bold and creative thinking in our quest to be the best.



Celebration

Our employees are our most valuable asset, and we constantly reward and recognize them for their hard work and contributions.

Community

By donating resources to those in need, we impact not only individual lives, but the world around us as well.



Community & Environment

Good people getting things done

MKZBooks volunteer events and philanthropy partners



Schoolhouse
SUPPLIES



MULTNOMAH COUNTY LIBRARY

FRIENDS
OF THE
LIBRARY



DonorsChoose.org
Teachers ask. You choose. Students learn.



GREEN INITIATIVES

We are a GREEN business that seeks to protect, support and enhance our natural resources.

● Recycling

Nearly **40 tons** of cardboard and plastic were recycled by McKenzie Books and Cash4Books in **2010 alone**.

● Book Reuse

Over **fifty thousand trees** have been saved by McKenzie Books buying and selling over 1.4 million used books.

● Earth Day

McKenzie Books celebrates by planting a tree for every book sold through MKZbooks.com on Earth Day, April 22nd.

● Tualatin RiverKeepers

12 employees volunteers cleaned a two mile stretch of the Tualatin River. Now missing: one bed frame and mattress, a lawn mower, picnic table and many pounds of garbage.



● Carefree Commuter Challenge

McKenzie Books employees participated in this month-long event of sustainable transportation. All trips were logged and calculated. In total, we saved:

- 108 car trips
- 44 lbs of CO2
- 67 gallons and \$950 of gas

Drive less. Save more.
www.DriveLessSaveMore.com

- Read more about green issues and current volunteerism in the Cash4Books blog, TheGreenFrugal.com.

Mentioned in the media

Cash4Books in the spotlight



"I'm a book fiend, a book addict, a book enthusiast. My family has come close to staging interventions for me over my first-edition addiction, but I culled through my collection and made about \$200 selling some of them to Cash4Books.net instead."

-Lylah M. Alphonse
[Making extra money without getting a second job](#)
January 13, 2009

YAHOO! Shine

TV and PRINT

- CBS Early Show
 - [Best Sites to Sell Clutter for Cash](#)
January 10, 2011



- Dr. Phil show
 - [Find Money Hidden in Every Home](#)
August 31, 2009



- AARP Bulletin
 - [99 GREAT WAYS TO SAVE](#)
July 8, 2010



- ABC 7 News, San Francisco
 - [Make quick cash by selling books online](#)
July 13, 2009



- Woman's Day
 - [9 Ways To Boost Your Income](#)
March 19, 2009
 - [11 Easy Ways to Save Money](#)
August 11, 2008



- Portland Business Journal
 - [McKenzie Books Nears \\$10 million in Revenue After Only Eight Years in Business](#)
March 23, 2009



Logos & Contact Info

Get us on the horn!

Affiliate Programs

Use your custom link and get paid for customers you send our way!

Cash4Books Affiliates make an easy \$5 for every new customer their link brings in.

McKenzie Books Affiliates automatically receive a percentage of all book sales generated from their link.



Download Logos



[web](#) | [print](#)



[web](#) | [print](#)



[web](#) | [print](#)



[web](#) | [print](#)

Get us on the horn

We encourage you to contact us in person to truly experience our company.

Media Inquiry E-mail



press@MKZbooks.com

Twitter Sanctuaries



[@McKenzie Books](#)

[@Cash4Books](#)

Toll Free Phone



1.800.586.9581

Monday-Friday, 8am-6pm PST

Find us on Facebook



[McKenzie Books Page](#)

[Cash4Books Page](#)

