

Safes Can Be Selling Opportunity

As a writer for *ArrowTrade* one of my personal goals is to supply my readers with the latest information on equipment, trends and ideas which hopefully they can use to make good business decisions. I have always had a tendency to view every situation I encounter as a potential opportunity which has resulted in my being able to establish several successful businesses during my lifetime. I never realized just how involved I get in new ideas until a friend once said that if he was dying of thirst in the desert and stumbled across an oasis he would not be surprised to find me in a booth selling glasses.

While Tim Dehn, *ArrowTrade's* editor, has been very patient with my "brainstorms" in the past I am sure he was thinking I must have finally lost all my arrows when I recently told him

that archery dealers need to consider selling gun safes. I could almost hear his jaw hit the floor over the phone so I truly appreciate him hearing me out and allowing me to give it a try.

Archery dealers selling gun safes? Does that sound crazy? Not so fast, let's take a closer look before we make a final decision. Today's archery equipment is expensive with some bows easily costing as much or more than many guns and remember many bowhunters own more than one bow. Add to that the cost of associated hunting equipment such as optics, trail cameras, GPS units, rangefinders and it adds up quickly. Now combine that with a few firearms, add some personal valuables and a safe soon makes a lot of sense. Home invasions are commonplace and unfortunately it is not a question of "if" but a question of "when" many homes get burglarized. Consider also the possibility of a huge loss in the event of a fire and a safe quickly starts to look more like a necessity as opposed to a luxury.

All of this became clear to me when I recently decided to buy a gun safe for my home. I began my search looking for a small safe that would comfortably hold the guns I own. As I always want to make the best purchases when I am spending money I contacted several safe companies to do some product research and tapped into a wealth of information when I talked to Jamey Skousen. He is the marketing director for Liberty Safe, a leading manufacturer of American-made safes.

"The one biggest



While safes can be hidden out of sight they can also become part of an attractive interior in any home or camp.



Shown here is Liberty Safe's Fatboy model which can hold up to 64 guns. Like all Liberty safes the interior can easily be arranged to accept gun racks, shelves or any combination of the two. This versatility allows the user to arrange the interior to suit his particular needs. The safe shown could easily be outfitted to accept guns on one side and several bows on the other while still having shelf space for accessories. Note the door accessory panel which is perfect for the storage of small valuable items, handguns and important papers. The door panel helps make the best use of the safe's interior.

complaint I hear from safe owners is, 'I wish I had bought a bigger safe,' Jamey said. "Buying a safe that is too small is a common mistake among first time safe buyers. In order to help our customers make the right decision when purchasing a safe Liberty Safe developed a quiz which we posted on our web site at www.libertysafe.com. The 10 question quiz helps people determine what they want their safe to do as well as what they want it to protect and from what. It may sound silly but many people make the decision on which safe to buy without really understanding what they want or need. Once they complete the quiz they can click on a button for a recommendation of the series and particular safe models that best fit their needs. Now they can begin the final decision process based on fact."

I soon found out just how right Jamey was as I changed my mind completely when I took the quiz myself. Although I own a variety of rifles, shotguns, muzzleloaders and handguns I also have a number of valuable bows plus high end optics, cameras and associated electronic hunting gear. The more I thought about it the more items I realized I needed to protect. I quickly

decided that I needed a much larger safe than I originally anticipated.

Guns are a highly desirable target for thieves but archery equipment and expensive associated hunting gear is much easier to sell and much more difficult to trace. They all are also perfect for the smash and grab thief so it only makes sense to protect them. This all brings me back to our original subject of archery dealers and gun safes.

With few exceptions you can consider all bowhunters as also being gun hunters so your customers have a built-in need for a safe. If you are a full-line sporting goods dealer you may be already selling safes. If so, have you discussed with your customer the types of items other than guns, including archery equipment and related gear they might want to protect? It could lead to not only selling a larger safe but having a more satisfied customer as well.

If you don't presently sell safes or are an archery-only dealer should you consider selling safes? Remember that a customer who just bought a new high end hunting bow with all the bells and whistles is also likely to have several guns at home plus possibly a pair of expensive binoculars and maybe an electronic predator call. He definitely is a candidate for a safe but may just never have thought about it.

Although gun safes by their very names indicate they are gun specific nothing could be further from the truth. Safes themselves are nothing more than large metal boxes with different configurations of construction and locking mechanisms which in turn determine their fire rating and level of security. Every quality safe has an adjustable interior that can be easily adapted for gun storage, shelf storage or a customized combination to fit specific needs.

Seeing a growing market with archery equipment several safe companies are now adding interior features to accommodate bow storage. For example Liberty Safe is presently developing an internal bow hook system which should be available soon allowing for the easy storage of bows. The fact that safe companies are starting to provide archery equipment accommodations in their safes is a strong indication of

this potential market. For the do-it-yourselfer interior modifications are easy to do adding even another possibility for customizing.

Another overlooked advantage of a safe is the organizational factor. Putting all your valuable hunting gear in one place means you will know where everything is when you need it. Of course, that is providing that you put everything away because a safe can't protect you from yourself.

Liberty Safe offers a very informative catalog with a comparison sheet that clearly indicates the differences between its models including fire ratings, material thickness, lock type, accessories and special features such as anti-pry construction and security level. Armed with this information and the web site "quiz" a dealer can easily answer customer questions and assist them in selecting the right safe model for their needs and budget.

Are safes the right thing for every dealer to add to their inventory? Definitely not, given their bulk, however every dealer needs to be aware of and consider this growing market. Safes represent a cross-over sales opportunity that extends across the gun market, the archery market as well as involving personal property such as jewelry, important documents, collectables and family heirlooms. The customers that come through the door of every archery shop fall into one or more of these categories if not all three and that makes them a potential safe customer resulting in a potentially profitable sale. For more information on the complete line of safes from Liberty Safe call (801) 925-1000. ←



Stack-On introduced its Buck Commander at the 2012 ATA Show. The Buck Commander is a metal storage cabinet designed for the organization and storage of archery equipment but does not offer the protection of a true safe.

JIM KEMPF'S
SCORPYD
CROSSBOWS

VENTILATOR

100# UP TO 345 FPS	125# UP TO 370 FPS	150# UP TO 400 FPS
--	--	--

(SHOWN WITH OPTIONAL SCOPE)

FEATURES

PATENTED REVERSE DRAW TECHNOLOGY • KEMPF TECH TRIGGER ASSEMBLY (PAT. PENDING)
 ANTI-DRY FIRE • MIM TRIGGER COMPONENTS • MANUAL SAFETY • FORGED RISER
 BARNSDALE LAMINATED LIMBS • TITANIUM FASTNERS • FOLDING STOCK
 VENTED BARREL • VENTED STOCK • MIL SPEC TYPE III ANODIZED
 PERFECT BALANCE • QUIETEST SHOOTING

SPECS

7.9# MASS WEIGHT • 35 3/4" LONG
 12 7/8" AXLE TO AXLE COCKED • 19 5/8" UNCOCKED
 (319) 331-4700 fax (319) 665-3700 www.scorpyd.com