



COMPANY

Mom's Silver Shop
Sacramento, California
momssilvershop.com



ESTABLISHED

2008



MARKET SEGMENT

Retail



ONLINE STOREFRONT

Clover



ACCOUNTING SOFTWARE

QuickBooks Online

"Before we had Commerce Sync, it would take an employee one to two hours a day to manually enter data."

Mom's Silver Shop finds that Commerce Sync really is the gold standard in simplifying small business accounting.

Mom's Silver Shop is Sacramento's most distinctive coin and jewelry shop and owner Joyce Espinosa prides herself on a loyal client base and unique, family-friendly feel that's as one-of-a-kind as her wares.

Newbies and seasoned buyers alike love browsing through treasures and seeing where customers have traveled from on Joyce's push-pin map of the world. Mom's really is a place to call home and The Sacramento Business Journal recognized it as one of Sacramento's fastest growing businesses in 2011 and 2015.



Installation couldn't have been easier—Joyce trained once over the phone and Commerce Sync has been working fantastically ever since.



Commerce Sync gives Joyce more time to connect with clients from all over the world— Africa, Asia and Europe.

BACKGROUND

When the housing market crashed in 2008, Joyce, a 20-year veteran of real estate sales, enlisted her son to help her sell silver and gold bullion online. She quickly expanded to coins and jewelry, opening Mom's Silver Shop in 2010. Joyce is a warm, straightforward person and she runs her business the same way. Mom's Silver Shop is clean and safe, employees are friendly and knowledgeable, art peppers the walls, and Paddy Whack and Bucky, the resident mini dachshunds, act as both guard dogs and greeters. As one of the only woman owned coin shops in the area, Joyce has created a place where everyone feels welcome and comfortable exploring the treasures from around the world.

CHALLENGE

Making Mom's Silver Shop so distinctive and welcoming takes a lot of time and planning. Joyce and her employees were spending two hours every day manually entering sales information into QuickBooks Online. In addition to the tedious nature of manual data entry, Joyce knew that errors might be missed and that her team could be spending that time on more important tasks, like helping customers. In need of a better way, Joyce started looking for a solution that was easy to set up, user-friendly and reliable—and that most importantly, would free up her time so she could continue growing her business.

SOLUTION

When a local Business Consultant introduced Joyce to Clover, she was impressed with the system and knew it would be a reliable way to process their credit card payments. However, once Joyce was introduced to the Commerce Sync app, she immediately saw how it could streamline her bookkeeping procedures. Activation was simple and Commerce Sync's customer service department was there to walk her through the process. Joyce's daily sales information began seamlessly transferring into her QuickBooks account the very next day. In addition, Joyce was able to pull reports straight from QuickBooks that enabled her to monitor the health of her business.

RESULTS

By eliminating manual data entry and keeping a pulse on her business finances, Joyce can focus on what she really loves about owning her own business—getting and keeping clients. Treating her customers like family is what motivates Joyce and it's her biggest competitive advantage.



ADVICE ON STARTING YOUR OWN BUSINESS

Go for it! It's a risk but it's way more fun than working for someone else.

ABOUT COMMERCE SYNC

Commerce Sync automatically transfers sales information to QuickBooks or Xero every day.

Learn more at commercesync.com

