



## COMPANY

Olde Town Butcher  
Fredericksburg, Va.  
oldtownebutcher.com



## ESTABLISHED

2004



## MARKET SEGMENT

Retail



## POINT OF SALE

Clover



## ACCOUNTING SOFTWARE

Xero

*“There’s something to be said about sticking with tradition, but there are times when change is necessary to grow your business.”*

## Olde Town Butcher uses Commerce Sync to cut the time they used to spend on manual data entry.

Walking in downtown Fredericksburg, Virginia can feel like a trip back into time, and what would a quaint pre-Civil War town be without a traditional butcher shop? Customers at Old Towne Butcher know their meats are responsibly-raised, traditionally-prepared and always cut to their specifications.

Owner Keith Lebor’s goals are to provide the best meat at competitive prices, marked by impeccable personal service, while building a long-term, scalable business model.



Since Commerce Sync automates daily sales information transfers, owner Keith Lebor has more time to source local products for his customers.



Ordering just the right amount of meat and produce can be tricky. That’s why Olde Towne Butcher uses Commerce Sync to transfer sales information by category.

## BACKGROUND

Keith Lebor has transformed Olde Towne Butcher into a one-stop shop for fresh and local meats, dairy, produce and spices. He uses traditional sausage-making techniques, plus he cuts to order, so customers go home with exactly what they want. From the fresh sausage-making class to the selection of responsibly raised meats, Old Towne Butcher is a business built on relationships and trust.

## CHALLENGE

With a background in commercial real estate, Keith purchased Olde Towne Butcher in 2004, when looking for both a sustainable business and one that he could expand. Shortly after purchasing Old Towne Butcher, Keith started rebuilding with systems that could grow with his plans for the business. The one system he kept was the Point of Sale (POS) system that the previous owner had purchased. Keith found an accounting integration to sync his books, but was dismayed that the service made a mess of his data. For the first six weeks, his sales information was transferring into his Xero account, but when it arrived, things were missing or in the wrong place.

## SOLUTION

There was no way Olde Towne Butcher would be able to stick with its existing Point of Sale service. There wasn't enough time in the day to interpret jumbled numbers, and entering the transaction data manually wasn't going to work for an entrepreneur with dreams to scale and grow as Keith envisioned. He had to find something else. While doing some research, Keith discovered Clover, and found Commerce Sync's automated accounting service in the Clover App Market. Once he read the customer reviews, he was sold. Keith signed up for Clover and immediately installed Commerce Sync.

## RESULTS

As soon as Keith started using Commerce Sync, he could see the time savings: about 10 hours a week! He could now spend more time focusing on things important to his business, such as ordering the latest and freshest groceries. He no longer had to contend with jumbled numbers and incorrect data that were part of his original system. Plus, Keith was able to use the *Sales by Category* feature so he could make decisions each week based on what items were popular and profitable!



## ADVICE ON STARTING YOUR OWN BUSINESS

Good people are hard to find. All of your problems can be solved, but the most important thing is having the right people on your team.

## ABOUT COMMERCE SYNC

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

Learn more at [commercesync.com](https://commercesync.com)

