

Online Shopping has re-defined fly fishing Retail

Roughly eight-in-ten Americans are online shoppers. 15% buy online on a weekly basis. 51% of us do it using a cell phone. New technology is impacting a wide range of America's consumer habits, from the way we evaluate our products and services to the way we pay for the things we buy. It's quick, easy, and we often pay less for purchases we make online. And 16% of all online purchases are done to avoid sales taxes.

California State Sales Tax is 7.25%

and higher in San Francisco and other cities that charge a local sales tax. It's the 6th highest in the nation, behind New York, Connecticut, New Jersey, Wisconsin and Illinois.

Sales taxes, income taxes and property taxes are the three primary methods local and state governments are funded.

Though California's population is only 11% of the USA's populace, residents of the Golden State are responsible for almost 15% of our nation's online and E-commerce. And, again, 16% of all their online purchases are said to be done to avoid being charged California sales tax.

Nearly 85% of American fly fishermen indicate that, all things being equal, they prefer professional shops and brick-and-mortar stores over making online purchases. Of course, all things are often not equal, and a substantial number of our customers say that price (*particularly the price on expensive items*) is usually a far more important consideration than loyalty or service. They'll compare the prices online and choose the least expensive option. Often our California customers will shop with us for information and advice on their major purchases, then buy them out of state, saving nearly ten percent.

We understand the bottom line is important and we've decided to do something about it!

The Fly Shop will now pay California's sales taxes on all orders over \$500 and shipping on all orders over \$50

Compare our prices.

Nobody sells quality fly fishing tackle for less than The Fly Shop™. Major brands in our sport are sold at the same price everywhere in the country. And even "big-box" stores like Cabela's and Bass Pro can't compete with The Fly Shop's own branded waders, rods, and reels.

Compare our staff

This is a team of talented fly fishing professionals able to answer your questions and help you select the right flies, equipment, destination, or tackle. The person answering the phone here at The Fly Shop™ is a fly fishing, fly tying, and retail fly fishing expert, not some order taker at a call center – we speak fly fishing.

Compare our inventory.

We've got a tremendous selection of flies and fly fishing tackle, and more inventory to back it up than any other fly shop in the world.

Our service is second to none.

For nearly forty years The Fly Shop™ has been shipping all our orders within a day or two. Because UPS is so good, our California customers usually get next day or two-day service (*depending on where they are in our state*) at no extra charge.

Safe and secure.

The Fly Shop's shopping cart system is virtually impregnable. Your data isn't stored online or shared with fulfillment operators, and we are people you know you can trust.

To our Out-of-State Customers

The Fly Shop™ has been more than just California's fly fishing retail and guide service headquarters since 1978. Our catalog has been America's most popular source for fly fishing tackle and international angling travel for nearly 40 years. With the help of an all-star team of talented fly fishing experts, a terrific selection of the sport's best brands and products, and the largest inventory in the business, we've built a nationwide reputation for honesty and service.

We don't charge sales tax on orders shipped outside California

Forty-five of our fifty states (*and Washington, D.C.*) charge a sales tax, and many cities add a local tax to that figure. The Fly Shop™ does not charge sales tax on any order shipped to any location outside of California.



on all orders over \$50 and we'll ship any order over \$500 UPS 2nd Day Air to any other state at no charge

You'll have your gear in nothing flat and be ready to use it right away. And you'll save an average of \$50 in expedited shipping charges on larger orders.



Everyone says they're the best. We've been proving it for nearly forty years.

THE ADVENT OF THE WEB has been a wonderful thing for most of us. Information and answers to our questions are usually no farther away than our finger tips. We can shop from home, compare product features and prices, and get objective reviews before purchasing.

At the same time, and often because of that, there are fewer and fewer professional fly fishing shops in America every year. Like malls, books and stationery stores, they're disappearing at an alarming rate.

The Fly Shop™ is stronger than ever. Our sales continue to grow along with our reputation. We're one of the oldest, and largest fly shops in the country. That success is, in part, because we have an all-star team of talented fly fishing professionals answering the

phones and dispensing advice. It's a level of service and a caliber of expertise that can't be found in a big box store or an online operation in someone's garage. It's what you'll get from our friends at Silver Creek Outfitters, Henry's Fork Anglers, Tailwaters, and other great, professional fly fishing operations. It's also what you used to get from Kaufmann's Streamborn, Buszek's, Fly Fisherman's Bookcase, Fireside Angler, and a bunch of fly shops that have closed their doors.

The Fly Shop™ continues to change with the times, but some things here have not changed! We've never stopped taking care of our customers – teaching, guiding, and offering professional advice on product selection.

We've been supporting our clubs, fly fishing organizations, resources, and contributing to our sport for nearly forty years.

I hope you'll remember that the next time you need some stuff.

Mike Michalak – owner, The Fly Shop™
4140 Churn Creek Road, Redding, CA 96002

