

By Bryan Kowacich

Workbook

THE 2025 FFL FIREARM LISTING AUTOMATION GUIDE

Building a strong brand is essential to the success of any business. Here are some tips to help you establish and maintain a powerful brand identity:

www.gunsync.com



GUN
S Y N C



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Chapter

HOW TOP DEALERS
ARE SAVING TIME,
AVOIDING ERRORS &
SELLING MORE ON
GUNBROKER WITH
GUNSYNC



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The Real Cost of Manual Listings (And Why It's Time to Automate)

If you're still listing firearms by hand... you're not just wasting time. You're losing money.

Whether you're a solo FFL or a high-volume dealer, manual listing is likely the biggest hidden expense in your operation. From staff time to human error, this "old-school" method quietly caps your revenue and burns out your team.

Here's what the average dealer faces:

- 10+ hours/week wasted on manual listings
- \$800–\$1,200/month in labor costs tied to listing
- High risk of ATF compliance errors due to copy/paste mistakes
- Inconsistent formatting that hurts buyer trust and listing performance

“Manual listing is the silent killer of growth.”

— Multi-location FFL, Texas

The Solution?

Modern firearm dealers are switching to GunSync, the first automation platform that connects FastBound directly to GunBroker — turning what used to take hours into minutes.

« Home: / All / Firearms / Pistols / Semi Auto Pistols

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Ruger SR9, Used, Less Than 50 Rounds Put Through



sailor12a NR

[Add Favorite Seller](#) | [Seller's Other Items](#)Used Condition
FFL is required[Ask Seller a Question](#)
W:Current Bid
\$200.00Starting Bid
\$0.01Enter your **maximum bid.** ⓘ

\$ Enter Amount

Bid

Minimum bid: **\$205.00**Buy Now Price
\$400.00

Reserve Not Met

Time Left

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Chapter

WHAT IS GUNSYNC — AND HOW DOES IT WORK?

GunSync is the automation engine behind today's top-performing firearm dealers.

At its core, GunSync simplifies and accelerates your listing workflow by syncing your inventory system directly with your sales channel — no middle steps, no double entry, no wasted time.

Step 1: Connect FastBound

Securely sync your inventory data using GunSync's real-time API integration.

Step 2: Bulk List Firearms

Select dozens (or hundreds) of firearms and push listings to GunBroker in seconds.

Step 3: Let the Automation Work

GunSync pulls your product descriptions, pricing, images, and more — and formats them for optimal listing performance.

Step 4: Stay Compliant & In Sync

Data flows directly from FastBound, reducing risk and ensuring accuracy.

Dealers using GunSync report:

90%+ reduction in listing time

92% fewer errors

3x faster time-to-market

30–50% higher sales velocity from more consistent listing cycles

GunSync isn't just faster — it's smarter.





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Chapter

IS GUNSYNC RIGHT FOR YOUR BUSINESS?

If you answer "yes" to any of these, GunSync could be your biggest unlock this year:

- Are you (or your staff) spending more than 5 hours/week listing firearms manually?
- Have you experienced errors, typos, or compliance warnings from GunBroker listings?
- Do you feel limited in how many firearms you can list due to time or staff bandwidth?
- Are your listings inconsistent, hard to format, or difficult to manage?

- Are you using FastBound, but not yet syncing it directly to GunBroker?

If you answered YES to even one of these...

It's time to explore what automation can do for your business.

GunSync is already being used by smart, fast-moving FFLs across the country — and they're not just keeping up with competition... they're pulling ahead.

Final Section: Your Next Step

It's simple:

- Stop typing.
- Start syncing.
- Reclaim your time and your margins.

GunSync gives you the time, accuracy, and control to scale.
Let us show you how.

Watch your demo today at [GunSync Demo](#)

Or sign up directly for early access to our Beta program and get started in under 1 hour.

