



Getting Started with Trinity

How firearms dealers on Trinity actually get sales, what works, what does not, and what to set up in your first weeks

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Read it online, with the screenshots at full size: <https://www.2adata.com/getting-started/>

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Start here

You have a new store. It looks good, the catalog is full, and the checkout works. Here is the honest part: that is the beginning, not the finish line. A website nobody can find, with prices nobody will pay, sells nothing. The stores on Trinity that sell every day did five or six specific things, most of them in their first two weeks. This guide is those things, with the real numbers behind them.

Everything here comes from stores running on Trinity in 2026: our own store, which we run on the same platform you do, and the dealers we host. No dealer is named. The numbers are from the platform itself, not from a brochure.

We built Trinity to be the most powerful ecommerce platform a firearms dealer can run, at a price a single store can afford. The platform does the heavy lifting: live distributor feeds, pricing rules, FFL handling, MAP compliance, marketplace listings, fraud screening and the price comparison feeds. What it cannot do is sign you up for Google, pick your prices or decide what shipping to charge. Those are yours, and they decide whether you sell.

The short version

1. **Connect every distributor you have an account with.** Three distributors give you 36,000 to 42,000 items in stock. Seven or eight give you 55,000 to 82,000. Our own store runs 22 and shows 115,000.
2. **Be competitive on price.** Online shoppers sort by price. A new store that was priced above the field took 1.4 orders a day. After it cut its markups it took 8.2 a day.
3. **Keep shipping sized to the item.** A \$23.95 flat rate on a \$38 box of ammo ends the sale. Stores with the highest shipping in our fleet have the fewest web orders.
4. **Get on the price comparison sites.** gun.deals and WikiArms bring 40 percent of our own store's web orders and 70 percent of a new store's.
5. **Set up Google and Bing properly.** Google is the number one source of visitors on every store once it is indexed. It takes weeks, so start on day one.

6. **Use the marketplaces.** GunBroker brings our own store more orders than its website does. Guns.com and eBay add more.
7. **Expect customers to ask for discounts, and expect MAP notices.** Both are normal. This guide tells you what to say and what to do.
8. **Give it time.** Our own store took five months to find its level. Promote it, watch the numbers, and keep adjusting.

Each chapter below goes into one of these, with the numbers, the setup steps and the Help Center articles that walk you through each screen.

Orders

Your store is not public yet. 7 launch items are left before you can turn it on. [See what is left](#)

Showing 10 of 10 orders 50 per page

Order #, GB #, name, email, phone, SKU, UPC All Statuses All Sources All Payments Newest First

From: mm/dd/yyyy To: mm/dd/yyyy FFL: All Fulfillment: All Shipping: All

\$ Min - Max [Search](#)

☒ Completed ☐ Cancelled [Clear Filters](#)

ORDER #	DATE	CUSTOMER	TOTAL	SOURCE	AI	FFL	STATUS	PAYMENT	ACTIONS
☐ #DEMO-13300C1E	Sep 25, 11:02 PM	Marcus Whitfield	\$189.99	Pos	-	-	PROCESSING	PAID	View Order
☐ #DEMO-CA65A37B	Sep 25, 10:02 PM	Dana Kellerman	\$849.00	Pos	-	-	PROCESSING	PAID	View Order
☐ #DEMO-D1FAEAD4	Sep 25, 9:02 PM	Roy Estes	\$34.50	Pos	-	-	PROCESSING	PAID	View Order
☐ #DEMO-DA7ADF98	Sep 25, 8:02 PM	Priya Raman	\$1,249.00	Pos	-	-	PROCESSING	PAID	View Order
☐ #DEMO-D6E5BB39	Sep 25, 7:02 PM	Wendell Boyce	\$72.00	Pos	-	-	PROCESSING	PAID	View Order
☐ #DEMO-65636875	Sep 21, 11:02 PM	Marcus Whitfield	\$749.00	Pos	-	-	LAYAWAY	PENDING	View Order
☐ #DEMO-FBCE53ED	Sep 12, 11:02 PM	Dana Kellerman	\$629.00	Pos	-	-	LAYAWAY	PENDING	View Order
☐ #DEMO-F65FFF87	Sep 3, 11:02 PM	Roy Estes	\$449.00	Pos	-	-	LAYAWAY	PENDING	View Order
☐ #DEMO-31A77B7D	Aug 28, 11:02 PM	Priya Raman	\$529.00	Pos	-	-	LAYAWAY	PENDING	View Order
☐ #DEMO-9AABCSDB	Aug 19, 11:02 PM	Wendell Boyce	\$499.00	Pos	-	-	LAYAWAY	PENDING	View Order

1 Every order in one list, with its source (website, GunBroker, phone), FFL, payment and status

CHAPTER 2

Where the orders come from

Before you set anything, it helps to know where sales actually come from on a Trinity store. These are the last 90 days on our own store, which sells firearms, ammunition, optics and accessories and lists on GunBroker.

CHANNEL	ORDERS (90 DAYS)	REVENUE	AVERAGE ORDER
Website	996	\$643,350	\$646
GunBroker	1,720	\$971,168	\$565
Phone orders and invoices	12		

GunBroker brings more orders than the website on our own store. That surprises most new dealers. The website brings the better average order and the repeat customer, and it is the one you own.

Where the website orders come from

Every website order on Trinity records where the shopper came from. On our own store over 90 days:

SOURCE OF THE ORDER	ORDERS	SHARE	AVERAGE ORDER
Search engines, direct visits and everything else	579	58%	\$648
gun.deals	285	29%	\$658
WikiArms	109	11%	\$635
AI assistants (ChatGPT, Gemini)	23	2%	\$503

Two price comparison sites bring four of every ten website orders. On a new store they bring seven of ten, because search engines have not caught up yet. The AI assistants are new, small and growing: 23 orders in 90 days came from someone asking ChatGPT where to buy something.

Where the visitors come from

People sessions on our own store in the last 30 days, by the site that sent them (robots removed): Google 6,053, gun.deals 5,201, WikiArms 1,739, DuckDuckGo 417, Bing 325, ChatGPT 119, Yahoo 105, Reddit 66, Brave 57. About 49,000 people sessions in all, 354 web orders. Roughly one visitor in 140 buys.

Visitors from gun.deals and WikiArms are 60 percent on a phone. They arrive on a product page, already knowing the price, and either buy or leave. That is why the price has to be right before the visitor arrives.

What kind of orders

- 45 percent of our website orders need an FFL transfer. The rest are accessories, optics and ammunition.
- 68 percent of the lines ship straight from the distributor to the customer or the customer's FFL (drop ship), 27 percent ship to our store first, 4 percent come off our own shelf.
- About 10 percent of website orders end up cancelled or refunded: declined cards, customers who change their mind, items that sold out at the distributor between the order and the pull. Plan for it.

Three kinds of store, three kinds of result

The dealers we host run their stores very differently, and the results track the choices, not the size of the shop.

THE STORE	WHAT IT DOES	WHAT HAPPENED
A firearms only dealer who drop ships	Sells guns only. Prices at distributor cost or a few dollars over it, per distributor fees of about 1 percent plus \$12.50 to \$20 on some, one flat shipping rate per gun stated in the feed, no card fee, 89 percent drop ship. Moved an existing following to Trinity this fall.	1,320 orders and \$964,000 in his first 23 days, about 57 orders a day, average order \$730. 52 percent of orders came from gun.deals. 71,000 people visited in 30 days, most of them from gun.deals, Reddit and Google.

A new store that launched in early October	Full catalog (80 percent accessories, ammo and optics by count), seven distributors, gun.deals, WikiArms and AmmoSeek feeds. Started with markups of 20.5 percent on items costing \$100 to \$500 and 14.5 percent on \$500 to \$1,000, trimmed to 15.5 and 11.5 a week later.	11 orders in the first eight days (1.4 a day) while priced above competing stores on the same items. Cut the markups to 7.5 percent: 98 orders in the next 12 days (8.2 a day). 71 percent of orders came from gun.deals and WikiArms.
A store that leans on GunBroker	67,000 GunBroker listings from its distributor feeds, website with gun.deals.	In 30 days: 225 GunBroker orders (\$29,400, average \$131, mostly accessories) and 34 website orders (\$18,700, average \$551). 65 percent of the website orders came from gun.deals.
A store that relies on search only	Never signed up with gun.deals or WikiArms. Google, Bing and DuckDuckGo send its visitors. Card fee on, pay in person on.	51 website orders in 90 days (\$27,600, average \$541), growing from 21 to 30 orders a month. Google 857 sessions, DuckDuckGo 480, Bing 398, Facebook about 210 in 30 days.
A store with the highest shipping in the fleet	about \$30 per gun, \$20 per accessory, and \$21 plus \$6 a box for ammunition. Built its gun.deals feed but never applied to gun.deals, so it was never pulled.	3 website orders in 90 days. Its sales are GunBroker (36 orders).

The pattern is not subtle. The stores that sell are competitive on price, keep shipping fair, and are listed where shoppers compare prices. The stores that do not sell are expensive, charge high shipping, or are not listed anywhere.

CHAPTER 3

Your first two weeks

Do these in order. Most take an hour or less. The ones that take days (search engines) are the reason to start on day one.

DAY	DO THIS	WHY	WHERE
1	Enter every distributor login you have: Lipsey's, RSR Group, Sports South, Davidson's, Bill Hicks, Zanders, Chattanooga Shooting Supplies, Crow Shooting Supply, Camfour, Kinsey's, MGE Wholesale, Orion Wholesale, Kroll International, AmChar, Iron Valley Supply, Hicks Inc., MSR Distribution, Gunarama, 2nd Amendment Wholesale, Bangers, Gun Accessory Supply, Tactical Gear Distributors.	Products and stock come only from the distributors you connect. More distributors means more items in stock and a better chance of the lowest cost on each one.	Distributors. See Connect your distributors: what each one needs .
1	Set your markups, then compare a few of your prices with the same items on gun.deals.	Shoppers sort by price. See the Pricing chapter.	Pricing. See Set your markups and price tiers: the Pricing page .
1	Set shipping sized to the item: a gun rate, an accessory rate, an ammunition rate.	Shipping that is 40 percent of the item is the top reason carts are abandoned.	Shipping.
1	Add Google Search Console, Bing Webmaster Tools and Google Analytics, submit your sitemap.	Indexing takes weeks. Google becomes your biggest source of visitors.	See the Search engines chapter.
2	Turn on the gun.deals and WikiArms feeds and apply to both sites. Turn on AmmoSeek if you sell ammunition.	They send 40 to 70 percent of website orders. Both are paid services; ask them for current pricing.	Data Feeds. See Get your products listed on gun.deals and List your products on AmmoSeek .

2	Connect GunBroker (username and password only) and finish GunBroker's seller verification.	GunBroker brings our own store more orders than the website.	GunBroker. See Connect GunBroker .
3	Decide on fraud screening: NoFraud or your own checks.	One chargeback costs more than a year of screening.	See the Fraud chapter.
3	Set up Google Merchant Center with the Google product feed.	Free listings for the accessories Google allows.	Google Feed. See Google product feed and analytics .
4	Walk through a purchase on your own site on a phone. Buy a \$1 test item with a real card, then refund it.	Most visitors are on a phone. You will find what they find.	Your storefront.
7	Check Search Console for indexing, check your feeds were pulled, read your first price comparison results.	Feeds that were never pulled, and pages that were never indexed, look exactly like a store with no customers.	Search Console, Data Feeds.
14	Compare your conversion and your prices again. Adjust.	Pricing is a dial, not a decision.	Analytics, Pricing.

Before any of it

Outgoing email. Your store cannot sell until it can send mail: confirmations, FFL requests and price quotes all go out through your own mailbox. Open **Email Sending Settings**, connect the mailbox your customers should see, send yourself a test, and add the two DNS records the page shows. See [Connect your outgoing email](#) and [Verify your store email domain \(two DNS records\)](#).

Your card processor and sales tax. The processor is the one thing we cannot set up for you. Trinity takes Authorize.Net; ask your processor for the API Login ID and Transaction Key and enter them under Settings. Processors want a refund policy page before they approve you; edit yours under Pages. Set up Sales Tax before the first order. See [Connect your payment gateway](#) and [Set up sales tax](#).

Your own FFL and SOT. Upload your license and, if you have one, your SOT in your admin. Distributors will not ship a gun to a store they do not have on file, so send each one your license before the first order. See [Your license and SOT on file](#) and [Do I need to email FFLs to my distributors?](#).

Logins. Give every person their own login with the Admin, Manager or Staff role. Never share a login and never email a password. See [Logins and passwords](#).

Your domain and your old links. Your store is built on a demo address first. On launch day the domain moves: we give you the DNS records, you or your registrar enter them, and the old site's links are pointed at the new pages so Google keeps your rankings. Your About, Shipping, Returns and Privacy pages are yours to edit under Pages, and you can turn on an age check if your state or processor wants it. See [Point old website links to your new pages](#), [Custom pages and menu links](#) and [Add an age check to your website](#).

The go live checklist inside your admin ([Your go live checklist](#)) covers the things a store needs to legally take an order: store details, FFL on file, payment gateway, shipping, outgoing email, sales tax, markups and distributors. This guide is about what comes after.

Connect every distributor

Your catalog on Trinity is built from live distributor feeds: cost, stock and product data pulled every few minutes from each distributor you connect. You never type a price. You set markups, and the store works out each price from the lowest in stock cost it can see. So the single biggest lever on what you can sell is how many distributors you connect.

DISTRIBUTORS CONNECTED	ITEMS IN STOCK ON THE STORE	OF WHICH FIREARMS
3	36,000 to 42,000	8,300 to 10,200
5	25,000 to 58,000	10,400 to 13,400
7 to 8	55,000 to 82,000	9,500 to 13,400
22 (our own store)	115,000	16,800

More distributors also means a better cost on each item. When five distributors stock the same pistol, the store prices from the cheapest one that is in stock, and reprices automatically when that one sells out. With one distributor you pay their price, whatever it is.

- 1 Each distributor you can connect, with its connection type (API or FTP)
- 2 Active, configured and live: the feed is pulling and orders can be placed
- 3 Last sync: cost and stock refresh every few minutes
- 4 Configure: the page that says exactly which logins to request, and from whom

What each one needs from you

- **A catalog login** so the feed can pull cost and stock. Some distributors (Davidson's, Bill Hicks) share a catalog feed through us, so you only tell them you are on 2AData and they map your orders. Others (Lipsey's, RSR, Sports South, Chattanooga, Zanders) give you your own feed or API login.
- **An ordering login** so the store can place drop ship orders on your account. This is always your own account: your dealer number, your API key, your web login. Orders are placed in your name and billed to you.
- **Drop ship enabled on your account.** Ask your rep. Some distributors (Chattanooga is one) also need the platform's server address whitelisted on your account; the Configure page shows what to send them.
- **Your FFL on file with each distributor** for firearm orders, and your SOT if you sell suppressors.

Never email a password or an API key. Enter it on the distributor's Configure page in your admin, where it is stored encrypted. See [Never email passwords or API keys](#).

Most distributor trouble is the right login in the wrong box. RSR has a web password and an FTP password, and the page says which goes where. Lipsey's gives a drop ship login and a ship to store login; enter both. Every ordering login must be your own account. Click Test connection after each one. See [Which RSR password do you need?](#) and [Lipsey's ship to store login](#).

What to expect once they are connected

- The first pull takes a few minutes to an hour. Prices and stock follow on the next pricing run. See [How long until a new distributor's products appear](#).
- Each distributor has rules about what it will drop ship. Chattanooga will not drop ship under \$50 or hazardous items. Camfour will not drop ship to Alaska or Hawaii. The platform knows these rules and routes around them. See [How distributor rules decide what you can sell](#).
- When an order comes in, the platform picks the distributor with the item in stock at the lowest cost, places the order and attaches the customer's FFL. You see the distributor's order number on the order page.

When a price or a stock count looks wrong, check three things before you email us: is the distributor that carries it switched on, does **Stock Monitor** show its feed pulled in the last hour, and is the brand or category hidden. Prices move on the hourly run. See [My prices look wrong](#), [Stock Monitor: is my website showing the right stock?](#) and [What is hidden by default](#).

Setting your prices

Online, the shopper sees your price next to twenty other stores' prices for the same item, on the same page, sorted low to high. That is the whole business. A store that is 10 percent above the field is invisible on gun.deals and WikiArms, and when it does get a click, the shopper has already seen a cheaper price.

How a price is made

Every item's price is its lowest in stock distributor cost plus your markup. Markups live on the Pricing page as **price tiers**: a percent and an optional dollar amount for each cost range. On top of the tiers you can add a category markup, a brand markup and a per distributor fee. The price is then rounded to your price ending, and MAP applies last, so a price never shows below MAP. See [Set your markups and price tiers: the Pricing page](#).

Your Store

v4.0.5

View Site

ORDERS

Dashboard

POS

Layaways

Phone Orders

Customer Invoices

Dist. Orders

Order Recovery

SHIPPING & FFL

Shipping

Free Shipping

Quick Ship

Receiving

FFL Dealers

FFL Uploads

FastBound

FB Check

Distributors

Manufacturers

CUSTOMERS

Customers

Dealers

Contacts

Price Requests

Abandoned

Cart Recovery

Email Marketing (off)

PRODUCTS

Products

Product Tags

Promo Codes

Categories

Reviews

Analytics

Remote Data

MARKETPLACES

GunBroker

GB Repricing

GB Featured

Guns.com

Min Cost (\$)	Max Cost (\$)	Markup %	+ Fixed (\$)	Example	Del
\$ 0.00	\$ 5.00	70.00 %	\$ 8.00	\$1.00 cost → \$9.70 sell	☐ X
\$ 5.00	\$ 20.00	70.00 %	\$ 0.00	\$5.00 cost → \$8.50 sell	☐ X
\$ 20.00	\$ 100.00	25.00 %	\$ 0.00	\$20.00 cost → \$25.00 sell	☐ X
\$ 100.00	\$ 500.00	13.50 %	\$ 0.00	\$100.00 cost → \$113.50 sell	☐ X
\$ 500.00	\$ 1000.00	10.00 %	\$ 0.00	\$500.00 cost → \$550.00 sell	☐ X
\$ 1000.00	\$ No limit	8.00 %	\$ 0.00	\$1,000.00 cost → \$1,080.00 sell	☐ X

+ Add Tier

How it works: an item that costs \$ 100 uses the tier its cost falls in.

Category and brand adjustments are **additive** on top of the tier markup. MAP is applied after the markup, so a marked-up price never drops below MAP.

Markup when no price tier matches the cost

15

%

Used only for a cost that falls outside every tier above.

Save Price Tiers

Category Markups

Add or subtract markup for a category. A rule on a parent (for example **Firearms** or **Rifles**) covers every category under it; a rule on the exact category wins over its parents. **Additive** to the tier markup. Type in the box to search the list.

Category	Markup % Adjustment	+ Fixed (\$)	Covers	Del
Ammunition	10.00 %	\$ 0.00	this category and its 8 sub-categories	☐ X

+ Add Category

Save Category Markups

Brand Markups

A per-brand markup or surcharge (additive, like categories) is set on each brand under **Brands**, next to that brand's MAP rule.

Warehouse Markup Adjustments

Add a fee or extra markup for one distributor, for example 2% to cover a distributor's card or drop ship fee. It is **added on top of** the tier markup, and it applies to the storefront price of every item whose cost comes from that distributor (the cheapest in-stock source for that item). Pick the distributor from the list as you type.

Distributor	Markup % Adjustment	+ Fixed (\$)	Effect	Del
No warehouse adjustments configured. Click "+ Add Warehouse" below.				

1 Price tiers: the percent (and optional dollars) over distributor cost for each cost range

2 Category markups, added on top of the tiers

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3 Per distributor adjustments, for distributors that charge you fees

What the stores that sell actually charge

These are real tiers from stores on Trinity, as percent over distributor cost.

COST RANGE	OUR OWN STORE	THE NEW STORE, AFTER ITS CUT	THE FIREARMS ONLY DROP SHIPPER	A STORE WITH FEW WEB ORDERS
Under \$20	45 to 60%	75%	cost + \$5, minus up to 26%	35 to 50%
\$20 to \$100	25 to 30%	35%	cost + \$5, minus 12 to 26%	25%
\$100 to \$500	11 to 14%	7.5%	cost + \$5, minus 1 to 10%	18%
\$500 to \$1,000	8 to 8.5%	7.5%	cost + \$5, minus up to 2%	15%
Over \$1,000	7.5 to 8%	9.5%	cost + \$5, about even to plus 2.6%	12%

Read that middle column carefully. The firearms only dealer sells most guns at or below what the distributor charges him, plus \$5, and makes his money on per distributor fees, volume and a flat shipping charge that covers the real cost. He takes about 57 orders a day. We are not telling you to copy him. We are telling you he exists, and that the shopper comparing prices sees him next to you.

Our own store sits between. On a \$600 pistol we are roughly \$50 above that dealer and we take about one third as many web orders per visitor. Both are a living. The fourth column is the store with the fewest web orders in the fleet. It is also the store with the highest shipping, and it never got listed on gun.deals.

The lesson from the new store

A dealer launched in early October with markups of 20.5 percent on \$100 to \$500 and 14.5 percent on \$500 to \$1,000, and trimmed them to 15.5 and 11.5 a week later. On the same items

his prices were still above the other stores, and the price comparison sites ranked him accordingly. He took 11 orders in his first eight days, 1.4 a day, with plenty of visitors. Then he set those tiers to 7.5 percent. Over the next 12 days he took 98 orders, 8.2 a day.

Rules of thumb

- Every store in the table runs its lowest percentages on its most expensive items and its highest on the cheapest: 8 percent on a \$1,500 rifle is \$120, and 60 percent on a \$5 part is \$3.
- Check yourself against gun.deals before you launch. Search three guns you stock and see where your price lands; that page is what your shoppers see.
- Different items can carry different tables. Trinity lets you price firearms, accessories, ammunition, in store stock and drop ship items on separate profiles. See [Price firearms, accessories and ammo differently](#).
- Your margins also come from shipping, the card fee if you charge one, and the marketplaces' different fee loads. Think of the whole order, not the markup alone.
- Change one thing, wait a week, read the numbers. Pricing is a dial.

MAP: minimum advertised price

Nearly 700 brands on the platform carry a MAP rule. Trinity never shows a price below MAP on your site, in your feeds or on GunBroker. For brands that require it, the site shows "Email for price" instead of a number, and the customer gets a private quote by email. MAP governs what you advertise, not what you sell: a privately emailed price can be below MAP, and the dealers use that every day.

What to expect: manufacturers run software that reads gun.deals and your product pages. If a number below MAP appears anywhere, even for an hour, you get a notice by email with the UPC, the MAP price list and the policy. Typical terms give you one business day to fix an online listing or two weeks on the brand's Do Not Sell list; repeat violations run to 180 days or permanent. We have had one ourselves, on a rifle whose MAP value was missing from the feed data; the fix took an hour. The chapter on MAP notices covers what to do.

Shipping fees that do not kill the sale

Shipping is the second price on every order, and shoppers see it at the end, when they are deciding. Cart research has put unexpected shipping and fees at the top of the reasons people abandon a cart for years. Our own numbers agree.

What stores on Trinity charge

STORE	MODE	FIREARM	ACCESSORY	AMMUNITION	RESULT
Our own store	Live carrier rates with floors	\$18 long gun, \$14.50 handgun	\$9.85	\$14 plus \$0.25 a box	996 web orders in 90 days
Firearms only drop shipper	One flat rate per gun, stated in the gun.deals feed	\$23.95	none sold	none sold	57 orders a day
Most dealers	Price based	\$18	\$9.85 to \$10	\$14 plus \$0.25 a box	working
The new store, for a few days in its second week	\$23.95 flat per item, any item	\$23.95	\$23.95	\$23.95	a \$140 four item cart was quoted \$95.80 shipping and abandoned; it now runs live carrier rates with a \$23.95 firearm floor and \$9.85 for accessories
Highest in the fleet	Live rates with high floors	about \$30	about \$20	about \$21 plus \$6 a box	3 web orders in 90 days

On the new store, \$23.95 was a small share of a gun's price but 46 percent of the median accessory and 63 percent of the median box of ammunition. Guns survived it. Accessories and ammo did not.

What works

- **A rate per kind of item.** Trinity's price based mode charges one rate for a firearm, one for everything else, and an ammunition rate that grows per box, so the shopper pays for what actually ships.
- **Powder and primers are hazmat** (\$38 flat) and stay off your store unless you switch HazMat Products on in Settings. Ammunition is not hazmat and should not be priced like it.
- **Say it up front.** The gun.deals feed carries your shipping cost, so the shopper sees the delivered price before the click. A surprise at checkout is a lost sale.
- **Free shipping thresholds** are optional. Our own store runs none. If you offer one, fold the cost into the price, not into a loss.
- **Handguns ship cheaper than long guns.** A separate handgun rate (\$14.50 on our store) wins orders on the most shopped category.
- **Pickup.** If you have a shop, turn on pickup and say so on the product page. On one store, pickup was the best converting path and the product page never mentioned it.

The card fee

Trinity can add a 3 percent fee on credit cards (never debit, never on the tax). Our own store charges it. Two of our busiest dealers do not charge it, and one advertises "no card or add on fees" on every product page. Either way works; a fee that appears only at the last step does not. If you charge it, the product page and the cart show it before the card is entered.

4

Your Store

v4.0.5

View Site

ORDERS

Dashboard

POS

Layaways

Phone Orders

Customer Invoices

Dist. Orders

Order Recovery

SHIPPING & FFL

Shipping

Free Shipping

Quick Ship

Receiving

FFL Dealers

FFL Uploads

FastBound

FB Check

Distributors

Manufacturers

CUSTOMERS

Customers

Dealers

Contacts

Price Requests

Abandoned

Cart Recovery

Email Marketing (off)

PRODUCTS

Products

Product Tags

Promo Codes

Categories

Reviews

Analytics

Remote Data

MARKETPLACES

GunBroker

GB Repricing

GB Featured

Guns.com

eBay

Amazon

Back to Dashboard

Shipping Settings

Configure shipping rates, delivery times, and restrictions

How-to: start in **Simple** view and set your flat fees per item class (start them a little high — you can trim later). Switch to **Advanced** only if you need expedited rates, insurance, AK/HI, HazMat or territory rules. Labels are bought from each order once it's ready to ship. Full guide in the [Help Center > Shipping](#).

View:

Simple

Advanced

Simple shows the everyday shipping fees. Switch to Advanced for EasyPost, insurance, AK/HI, hazmat & territory rules.

Shipping Rate Calculation Mode

1

Rate Mode

Price-Based (Flat Rates)

How shipping rates are calculated at checkout

Mode Descriptions:

Price-Based: Use flat rates and percentages configured below. Fast, predictable pricing.

Flat Per Item: One flat charge per item ordered — e.g. \$23.95 per gun (2 guns = \$47.90, 3 = \$71.85). Counts every item in the cart.

Flat Per Firearm Class: A First + Each-Additional rate for each class (handgun / long gun / suppressor / ammo / merchandise). Best when your margin is built into per-firearm shipping and you price gun types differently.

EasyPost: Get real-time rates from FedEx/UPS/USPS based on package dimensions. Standard = cheapest option, Expedited = FedEx 2 Day.

Pickup in Store

Let customers choose to collect their order at your location instead of shipping. Because your store is the FFL, a firearm picked up in store needs no transfer dealer — the order routes to local pickup automatically.

☒ Offer "Pickup in Store" at checkout

2

Pickup Fee (\$)

0.00

Leave at 0.00 for free in-store pickup.

Pay in Person

Adds a "Pay in Person" option at checkout (alongside credit card). The order is created **unpaid** and defaults to in-store pickup; staff see an UNPAID banner on the order and collect payment at the counter before releasing it. No card is charged online.

☒ Offer "Pay in Person" at checkout

3

Standard Shipping (Continental US) (Price-Based Mode)

NON-FIREARM RATE (\$)

9.85

Flat rate for orders without firearms

FIREARM RATE (\$)

18.00

Flat rate for orders containing firearms

HANDGUN RATE (\$)

same as firearm rate

Orders whose firearms are all handguns (pistols, revolvers). Blank = the firearm rate. A long gun in the order keeps the firearm rate.

MIN DELIVERY DAYS

2

MAX DELIVERY DAYS

4

1 Rate mode: price based, flat per item, flat per class, or live carrier rates with floors

2 Pickup in store, with or without a fee

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- 3 Price based: one firearm rate, one accessory rate, ammunition per box
- 4 Extra charge when one order ships from more than one distributor

The price comparison sites

These sites are where online gun buyers compare prices. Your store builds a feed for each of them automatically; your job is to sign up with the site and give it the feed address. They are third party services with their own fees. Ask each one for current pricing before you sign up. Gun Made is the exception: it is free, and every 2AData dealer is already sent to it.



Gun Made

HighCapDeals

gun.deals

The biggest. On our own store it brings 29 percent of web orders and 5,200 visits a month. On the firearms only dealer it brings 52 percent of orders and 15,000 visits a month. On a new store it is most of the first month's sales. Shoppers arrive on your product page from a price sorted list, 60 percent on a phone.

1. Open **Gun.Deals** in your admin (left menu, under Data Feeds; the page is Gun.Deals Feed Settings), turn on the feed, save, copy the Feed URL. See [Get your products listed on gun.deals](#).
2. Apply at gun.deals as a store and give them that URL. Once you are listed, the feed page shows when they last pulled it and when the next pull is expected.
3. Set what the feed sends: firearms only or everything, out of stock items or not, and the shipping text the shopper sees.
4. Check that it is being pulled. Two of our stores built a perfect feed for weeks and never applied; gun.deals never fetched it and they got nothing from it.

Items with MAP go out at MAP, or as "Email for price" where the brand requires it. Shoppers on gun.deals know what that means. See [When will gun.deals pick up my new prices?](#).

- 1 Feed status: last build, items sending, and when gun.deals last pulled it
- 2 The feed URL you give gun.deals when you apply
- 3 How many items are going out, and why the rest are not

Firearms, ammunition and accessories, sorted by price. 11 percent of our own store's web orders, 1,700 visits a month, and 30 percent of the new store's orders. Same setup: turn on the feed under **WikiArms** (left menu, under Data Feeds), copy the URL, sign up at wikiarms.com as a dealer and give it to them.

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WikiArms Feed Settings

FEEED STATUS

ACTIVE

TOTAL CATALOG

55,000

22,111 in stock • 32,889 OOS

SENDING TO WIKIARMS

22,111

in-stock only

NOT SENDING

0

all products included

Feed URL:

www.yourstore.com/wikiarms-feed.php

Copy

Preview

WikiArms feed status

Working — built 50 min ago, 20,628 items

switched on

Estimated next fetch (estimate)

Not enough data yet

Needs at least 5 fetches from the same site in the last 10 days.

Feed file last built

50 min ago

Wed Oct 21, 11:15 AM EDT - rebuilt every 1 hr

Items in feed

20,628

12.4 MB - wikiarms-feed.xml

Last build result

Success

Wed Oct 21, 11:15 AM EDT - 57s - built OK (12.4 MB)

Watchdog check

Healthy

Wed Oct 21, 11:37 AM EDT - wikiarms ok (13,034,057, 22m)

Last pulled by a consumer

9.6 days ago

LL-SEO-Audit-exposure - Sun Oct 11, 10:33 PM EDT - HIT

Fetches

0 last 24 h

0 in 7 days

When	Who	From	Served	Size	Client
Sun Oct 11, 10:33 PM EDT	LL-SEO-Audit-exposure	127.0.0.1	200 HIT	31.0 MB	LL-SEO-Audit-exposure

General Settings

Enable WikiArms Feed

Max Products

0

0 = no limit

Feed Format

XML V2 (WikiArms Standard)

WikiArms only accepts XML V2 format

- 1 Feed status and last build
- 2 The feed URL to give WikiArms when you sign up as a dealer

AmmoSeek

Ammunition and reloading only, checked every few minutes. Worth it if ammunition is part of your business. Turn on the feed under **AmmoSeek** (left menu, under Data Feeds), pick the product types, copy the URL and give it to AmmoSeek when you sign up. See [List your products on AmmoSeek](#). Every listing is checked for round count and price per round before it goes out; a

wrong price on a comparison site is worse than a missing one.

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Abandoned

AmmoSeek Feed Settings

FEED STATUS

OFF

6 of 6 product types on

ELIGIBLE IN-STOCK

9,666

in the switched-on types

SENDING TO AMMOSEEK

12,423

Items in the current feed file

NOT SENDING

0

no confident caliber / rounds

1

AmmoSeek feed status

Switched off

switched off on this page

Estimated next fetch (estimate)

Not enough data yet

Needs at least 5 fetches from the same site in the last 10 days.

Feed file last built

14.1 days ago

Wed Oct 7, 10:18 AM EDT - rebuilt every 1 hr

Items in feed

12,423

6.1 MB - ammoseek.xml

Last build result

Warning

Wed Oct 21, 12:03 PM EDT - 0s - deferred: fleet is at its job limit

Watchdog check

not monitored

this feed has no watchdog entry

Last pulled by a consumer

9.6 days ago

LL-SEO-Audit-exposure - Sun Oct 11, 10:33 PM EDT - DISABLED

Fetches

0 last 24 h

0 in 7 days

When	Who	From	Served	Size	Client
Sun Oct 11, 10:33 PM EDT	LL-SEO-Audit-exposure	127.0.0.1	503 DISABLED	0 B	LL-SEO-Audit-exposure

General Settings

Enable AmmoSeek Feed

Give the feed URL above to AmmoSeek. Caliber and rounds-per-box are pulled by UPC from the distributor feed tables; any product that cannot be confidently mapped is left out (accuracy over coverage). The file is rebuilt every hour.

Published Product Types

6 of 6 on

Turn each AmmoSeek product type on or off. The count is how many in-stock products fall in that type's categories; the feed publishes the

1 Feed status: when it was last built and how many listings went out

Gun Made

A free gun search engine that lists dealers across the country. 2AData sends one feed for all of its dealers, so your store is already included. If you want your shop to appear in Gun Made's local search with your address, email us and we switch that on.

HighCapDeals

Our own deal site, highcapdeals.com. It lists dealers from the same gun.deals feed and shows the lowest price on each item across the dealers on it. Dealers on an affiliate network list free

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with a revenue share; flat plans with no commission start at \$199 a month. Ask us about it.

What they all have in common

- They sort by price. Your markups decide your rank.
- They show your shipping. Keep it honest and sized to the item.
- They honor MAP through your feed. Trinity never sends a number below MAP.
- The feeds rebuild every hour from live stock, so a sold out item drops off before a shopper clicks it.

Google, Bing and the search engines

Google is the number one source of visitors on every mature store on Trinity. Bing, DuckDuckGo and Yahoo together send about one seventh as many on our own store, and on one store they send more than Google. All of it is free. None of it happens until the search engines know your store exists, and that takes weeks, so this is a day one job.

Google Search Console

Bing Webmaster Tools

Google Analytics

What Trinity already does

- Builds your sitemap every night: every product, category, brand and page, at `www.yourstore.com/sitemap.xml`.
- Submits your new and changed pages to **IndexNow** every night, which feeds Bing, Yandex, Naver and Seznam.
- Writes the page titles, descriptions, product structured data and canonical links that search engines read.
- Shows you a Search Console report inside your admin once your property is connected.

Google Search Console

1. Go to `search.google.com/search-console` and sign in with the Google account you want to own your store's data.
2. Click **Add property** and choose **Domain**. Enter your domain without www.
3. Google shows a TXT record. Add it at wherever your domain's DNS is managed (GoDaddy, Hostinger, Cloudflare, your registrar). If we manage your DNS, send us the record and we add it. Click **Verify**. It can take an hour.
4. Open **Sitemaps** and submit `https://www.yourstore.com/sitemap.xml`.
5. Come back after a week. **Pages** shows how many are indexed, **Performance** shows the searches you appear in.

6. To see Search Console inside your admin, open **SEO Gap Report** and follow its three steps: create a service account in Google Cloud with the Search Console API turned on, give that account's address Full access to your property in Search Console, and paste its JSON key.

Bing Webmaster Tools

1. Go to bing.com/webmasters and sign in.
2. Choose **Import from Google Search Console**. One click verifies your site and imports the sitemap. If you skip that, add the site and verify it with the DNS record Bing gives you.
3. Submit the same sitemap address.

Bing powers DuckDuckGo and Yahoo as well, so this one step covers three engines.

Google Analytics

1. Go to analytics.google.com, create an account and a property for your store, and a web data stream for your domain.
2. Copy the **Measurement ID**. It starts with G.
3. In your admin open **Settings**, find **Google Tracking**, paste it into GA4 Measurement ID(s) and click Save Google Tracking. Nothing is tracked until your own ID is entered.

Your admin's own Analytics page already shows visitors, sources, conversion and checkout starts from the platform's data, robots removed. Google Analytics adds the demographic and campaign detail on top.

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Company | Payment | Email | Pricing | Analytics | Integrations | GunBroker | Design | General

1 G-XXXXXXXXXX (comma-separate if more than one)

From Google Analytics → Admin → Data Streams.

Google Ads ID

AW-XXXXXXXXXX

Optional — only if you run Google Ads conversion tracking.

Save Google Tracking

HazMat Products (Powder, Primers, Propellant)

Hazardous-materials items (smokeless/black powder, primers, propellant, percussion caps) are **hidden from your store by default**. Selling them requires a HazMat shipping agreement with your carrier and ORM-D/hazmat handling fees. Turn this on only once you're set up to ship HazMat.

☐ **Sell HazMat products on my store**

Off = these items stay out of stock and off your storefront. Enabling restocks them from your feeds automatically within the hour. Make sure your shipping fees cover HazMat surcharges first.

Save HazMat Setting

Video Pages

Every product video gets its own page on your store (your-store/video/...) with the video playing at the top and the product beside it, plus a Videos page that lists them all. Google can show these pages in video results, which a product page cannot do. Videos that were removed from YouTube are hidden automatically.

1 Paste your GA4 Measurement ID here (it starts with G)

What to expect

- Product pages start appearing in Google within one to three weeks. A full catalog takes months to index. Search Console's Pages report is the honest meter.
- Brand and category pages rank first. Your own pages (about, classes, services) rank for your town and your name.
- AI assistants read the same pages. ChatGPT sent our own store 119 visits last month and 22 orders this quarter, with no setup at all.

Google Merchant Center

Google Merchant Center

Google Merchant Center puts your products in Google's free product listings and, if you run ads, in Shopping ads. Trinity builds the feed; you give Google the address.

Set it up

1. Go to merchants.google.com and create an account with the same Google account as your Search Console. Enter your business details.
2. Verify and claim your website. If Search Console is already verified under the same account, Google can verify it in one click.
3. In your admin open **Google Feed** (left menu, under Data Feeds; the page is Google Merchant Feed), turn it on, save, and copy the Feed URL. See [Google product feed and analytics](#).
4. In Merchant Center open **Products, Add products**, choose a scheduled fetch, paste the URL and set it to fetch daily. Trinity rebuilds the feed every few hours.

- 1 Feed status: when it was last built and how many products are in it
- 2 The feed URL to paste into Merchant Center as a scheduled fetch

Google does not allow firearms, ammunition, magazines, receivers, or any part or accessory that makes a weapon function better: sights, scopes, mounts, grips, stocks, triggers, barrels, chokes,

reloading components. That is most of a gun store. Your feed sends only the categories Google accepts (holsters, cases, apparel, cleaning gear, range gear, knives that are allowed, and the like), about 180 categories, so you are not disapproved for the rest. See [What Google Shopping will not show](#).

Expect some disapprovals anyway: a product with a missing image, a title Google reads as a weapon part. Merchant Center lists them. Send us the item and we take it out of the feed.

GunBroker, Guns.com, eBay and Walmart



GunBroker

The one to take seriously. Our own store sells 1,720 orders a quarter on GunBroker from about 114,000 listings, more orders than its website. A dealer with 67,000 listings sells about 225 orders a month there. GunBroker reaches buyers who never search Google and never visit a store's site.

How it works on Trinity. Enter your GunBroker username and password in the GunBroker Settings tab. No developer key is needed; 2AData's is shared across its dealers. Choose what may list: firearms, accessories, both, with a cost floor and category rules. The platform lists your eligible in stock items at your prices plus a GunBroker fee markup, keeps quantity and price in step with your feeds, ends listings when the distributor sells out, imports every GunBroker sale as an order, and brings the buyer's FFL across with it. See [Connect GunBroker](#) and [Choose what lists on GunBroker](#).

Before anything lists, GunBroker has to finish its extended seller verification on your account. Until it does, every listing is refused. Do this the day you sign up.

What it costs. GunBroker's standard fee is 6 percent of the first \$400 and 4 percent above that, less for high volume sellers; our own store's effective rate was 4.75 percent last month. Card processing adds about 2.5 percent on each sale. Trinity's default GunBroker markup covers part of that; set it on the Settings tab.

Rules that bite. MAP applies on GunBroker exactly as on your site, and some brands (SIG is one) forbid offers on their items; Trinity turns offers off for those brands. GunBroker buyers include fraud rings buying optics with stolen cards from brand new accounts; see the Fraud chapter.

Housekeeping. Write your terms of sale in GunBroker's Standard Text and load them on the Settings tab. Set your GunBroker shipping amounts on the same tab; they are separate from your website rates. If you change your GunBroker password, change it in Trinity the same day or listings stop. See [My GunBroker terms show as one block of text](#), [I changed my GunBroker password](#) and [Why a GunBroker listing will not post](#).

1

Lowest cost that may list

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Promo Codes

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MARKETPLACES

GunBroker

GB Repricing

GB Featured

Site Settings

CompanyPaymentEmailPricingAnalyticsIntegrationsGunBrokerDesignGeneral

GunBroker Settings

How GunBroker works

Configure default settings for GunBroker listings. These settings are applied when creating new listings.

Set up GunBroker

1. Have a GunBroker seller account.

2. Enter your username and password

3. Turn off four GunBroker emails

4. Write your Terms of Sale

5. Switch GunBroker on

Create a GunBroker account

How GunBroker works

GunBroker integration

GunBroker is off

List my catalog automatically

Off: only listings you create yourself, plus their relists. On: every in-stock product that passes the rules below gets queued. Switch this on once you are happy with those rules.

What may be listed

These rules apply to every listing this store creates, by hand or automatically.

Minimum item cost

\$ 0

Your COST, not the sale price. 0 means no floor. An item with no cost on file is never dropped by this.

Stock

Only list what is on my shelf

Just stock in Your Store. Distributor stock is never listed while this is on.

Item type

Firearms (FFL required)

Everything else (no FFL)

Distributors that may be listed

DEMO-STOCK (28,708)

Unticked distributors are never listed. The number is active products.

Categories that may be listed

Everything Else (180,509)

Other Gun Accessories & Parts (53,265)

Semi Auto Pistols (15,641)

Bolt Action Rifles (10,353)

Archery Supplies (10,181)

The 60 biggest categories. Unticked categories are never listed.

Brands that may be listed

Filter brands, e.g. Glock

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Guns.com

Guns.com lists only firearms you physically have in your shop, never distributor stock, because a Guns.com sale means you ship the gun yourself. Trinity reads your in store inventory and keeps the listings in step. Guns.com charges a commission of about 8.9 percent. Open the Guns.com page in your admin, under Marketplaces, enter your dealer username and password, test the connection and turn on the sync. If you are not a Guns.com dealer yet, the page has their Join the Network link.

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Email Marketing (off)

PRODUCTS

Products

Product Tags

Promo Codes

Categories

Reviews

Analytics

Guns.com Integration



List your in-stock firearms on the Guns.com marketplace
Local FFL stock syncs automatically — no FastBound required.

Join the Network →

Don't have a Guns.com dealer account yet?

Guns.com is the only national, dealer-only firearms marketplace — you sell guns, not transfers. They handle payment, the transferring FFL, and shipping labels. **No fee to join, and no commission unless they sell your gun.**

Join the Network →

Then enter your login below to start syncing your in-stock firearms.

Status

Sync: OFF Environment: STAGING Last sync: never

Test connection

Verifies the username/password against the auth host.

Credentials

Edit

Your Guns.com API login. Stored in this tenant's database only. Locked to keep password managers from overwriting it — press Edit to change.

Username

(not set)

Password

(not set)

Environment

Stay on **staging** until listings are verified. Production creates real, public listings on your dealer account.

API base

Staging (api-staging.guns.com)

Auth base

https://auth-staging.guns.com

Use auth-staging.guns.com for staging, auth.guns.com for production.

Pricing

Extra markup added on top of your standard website markup, like the GunBroker fee markup. MAP is not

1 Your Guns.com dealer login

eBay (new in October 2026)

eBay does not allow firearms, ammunition, magazines over ten rounds, suppressors and many parts. It does allow optics, holsters, cases, apparel, cleaning gear, slings, lights and a long list of accessories, and it has more buyers than every gun site combined. Trinity now lists your eligible accessories on eBay, prices them from your feeds, keeps quantity in step, and imports eBay orders. The platform screens every item against eBay's rules first: on one store, about 8,500 in

stock accessories passed and the rest were kept off (knives eBay bans, magazines, ammunition, thermal and night vision).

You need an eBay seller account in good standing with managed payments and three business policies (shipping, payment, returns). The eBay Settings page in your admin walks through nine steps: connect your eBay account, set your business policies, set the shipping location, test the connection, choose what to sell, set pricing rules, activate items to sell, turn on eBay selling, and turn on automatic sync. eBay collects and remits sales tax on these orders itself. eBay's final value fee is around 13 percent on most categories; check eBay's fee table for yours. We set up the developer side (keys and the account deletion endpoint) with you.

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A marketplace order is still your order. The same distributor rules, FFL steps and fraud checks apply, and a cancelled marketplace order costs you a fee and a feedback score. Keep your feeds fresh and your account verified, and let the platform end listings when stock runs out.

What customers will do

Our support inbox answers hundreds of customer emails a week for our own store. Here is what they ask, with the numbers on how often each turns into money.

"Do you have a discount code?"

Constant. The same shopper will ask for a code, then for \$50 off, then complain about a card fee, then ask you to honor the price he saw yesterday. Our standing answer: we are a wholesaler, our prices are set as low as we can and stay in business, and the price on the site is the price. Concessions are the owner's call, never a reply template's. A shopper who was going to buy usually buys anyway.

Email for price and offers

On MAP brands that require it, the product page says "Email for price". The customer enters an email, and the store sends a private quote with a one time code that loads the cart at that price. On our own store 2,297 people asked for a price or made an offer in 90 days and 87 bought (3.8 percent). On the firearms only dealer, 2,266 asked and 147 bought (6.5 percent). On two smaller stores it was 8 and 10 percent. It is a small number of real buyers, and it costs nothing.

The product page also takes offers. An offer at or above your minimum goes into the cart at that price; a lower one is declined, and every offer shows on the Price Requests page. 352 offers came in on our own store in 90 days.

Abandoned carts

When a shopper types an email at checkout and leaves, the store sends a recovery email, then a second one. Our own store sent 921 in 90 days and 20 came back (2.2 percent). The dealer with the most traffic sent 1,117 and 10 came back. Most shoppers who leave never typed an email, so the real fix is upstream: price and shipping. The timing and wording of the recovery emails live under **Cart Recovery**.

The FFL step

Nearly half of website orders on a full catalog store need a transfer. The customer picks a dealer at checkout from the ATF's list of licensed dealers, or types their own. The customer gets an email with a secure link to upload the license, and so does their dealer when we have the dealer's address. It lands in **FFL Uploads** in your admin for a quick look, or you attach it on the order page yourself. Until it is on file the order waits in **Awaiting FFL**, and when the order goes to the distributor the license goes with it. Firearms only dealers see this on every order; it is routine.

Do not wait for the license to secure the gun. A paid order goes to the distributor right away, before the customer's FFL copy arrives, so the gun is on hold for you while it is still in stock. That matters: a popular gun can sell out at the distributor in the hours it takes a transfer dealer to answer an email. The distributor holds it until the license is on file. When the license arrives after the order was placed, send it to your rep against that order number; your rep will usually email you if they are waiting on it. If the license never comes, the order is cancelled with the distributor and refunded. Never place a second order for the same gun because the first one is waiting on paperwork: that buys a gun you did not sell.

Cancellations and refunds

About 10 to 12 percent of orders end up cancelled or refunded across the fleet: cards declined after the fact, customers who change their mind, an item that sold out between the order and the pull, a transfer dealer who will not accept the gun. Card refunds take a few days to show. A firearm that has been transferred is final; the customer deals with the manufacturer.

Phones

Six of ten visitors from the comparison sites are on a phone. Test your own checkout on a phone before you launch and every time you change it.

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Price Requests

Shoppers who asked for a price we cannot show on the page, plus accepted make-an-offer prices. Each one got a one-use code. "Bought" means they used the code; "Waiting" means the code is still live.

PRICE EMAILS SEND VIA **Custom SMTP** from **owner@yourstore.com** · Your Store transactions (Microsoft 365)
102 of 104 accepted by the mail provider in the last 7 days · 2 not accepted
Every automated email uses this one default sending account. A separate customer-service / help-desk credential feeds the support inbox, not these price quotes.

ASKED (7 DAYS)
117
8 today · 204 in 30 days

WAITING ON THE SHOPPER
99
\$82,516 quoted, codes still live

EXPIRING IN 48 H
33
worth a nudge

BOUGHT (30 DAYS)
17
\$9,951 · 8.3% of requests

ALL TIME
8.3%
17 bought of 204 asked

EXPIRED (7 DAYS)
71
code lapsed without a purchase

All requests

Waiting

Expiring soon

Bought

Expired

From
mm/dd/yyyy

To
mm/dd/yyyy

Search
email, product, SKU, brand, or code

Apply filters

Clear

WHEN	SHOPPER	PRODUCT	PRICE WE QUOTED	CODE	STATUS	ACTIONS
------	---------	---------	-----------------	------	--------	---------

Running the store day to day

Once the store is selling, the work is print, pack, ship and keep the book straight: printing, the paperwork in the box, the bound book, and what happens when an item cannot drop ship.

Every order lands under Orders with a status that says what it needs. The platform orders from the distributor and adds tracking itself; you step in for holds, cancellations and refunds. See [Where orders live](#), [Orders held for fraud review: the Do Not Ship HOLD status](#) and [Refund an order \(website and GunBroker orders\)](#).

Printing

Trinity prints straight to your printers with no print window, through a free program called QZ Tray. On **Settings**, Company tab, the card **Printing (this workstation)** opens **Print Settings**. Choices are saved per computer, so do this on each one you ship from.

1. Install QZ Tray from qz.io.
2. Click **Download the setup file**, right click it and choose **Run as administrator**. QZ Tray then stops asking you to allow each print.
3. Pick your **Shipping label printer**, your **Document printer** for packing slips on letter paper, and, if you have one, the **Inventory tag printer** for 1x2 serial tags on gun boxes.
4. Set **Label paper** to **4x6 label roll**, or **8.5x11 sheet** for an office printer so the label prints at its real size. Click **Test 4x6**, then **Save** ([Print labels and slips straight to your printers](#)).

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ORDERS

- Dashboard
- POS
- Layaways **4**
- Customer Invoices
- Dist. Orders
- Order Recovery

SHIPPING & FFL

- Shipping
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- FFL Uploads
- FastBound
- FB Check
- Distributors
- Manufacturers

CUSTOMERS

- Customers
- Dealers
- Contacts
- Price Requests
- Abandoned
- Cart Recovery
- Email Marketing (off)

Print Settings (this PC)

Direct printing via QZ Tray — labels go straight to the thermal printer, packing slips to the laser, no print dialog. Settings are saved for THIS workstation only.

Connecting to QZ Tray...

1 Shipping label printer (4×6 thermal)

— [Test 4x6](#) [Preview](#)

Usually a Zebra / Rollo / thermal 4x6 printer. "Test 4x6" prints to whatever is SELECTED (no save needed) — cycle entries until the page physically drops.

2 Label paper

4x6 label roll (thermal printer) [v](#)

Pick 8.5x11 if your labels come out of a normal office printer, so the label is not stretched to fill the page. Saved for this computer.

3 Document printer (packing slips, letter size)

— [Test Letter](#) [Preview](#)

Usually the HP LaserJet. "Test Letter" prints to whatever is SELECTED (no save needed).

4 Inventory tag printer (1×2 thermal — gun box labels)

— [Test 1x2](#) [Preview](#)

The small thermal loaded with 1"×2" labels — Quick Ship prints serial/barcode tags here. Optional: leave unset on PCs without one.

5 [Save](#) [Print Test to Both](#)

Kill the "untrusted site / Allow" prompt for good — one time per PC:

1. [Download the setup file](#) (LockedLoaded-QZ-Setup.bat)
2. Right-click it → **Run as administrator**

It installs our certificate as a trusted print signer (creates C:\qz, patches QZ Tray's config, restarts QZ Tray). After it runs, refresh this page — no more prompts, ever.

QZ Tray must be running (green icon in the system tray) — it starts with Windows.

- 1** Shipping label printer: the 4x6 thermal that prints shipping labels
- 2** Label paper: 4x6 roll, or 8.5x11 sheet when labels come out of an office printer
- 3** Document printer: packing slips on letter paper
- 4** Inventory tag printer: optional, the small thermal for 1x2 serial tags on gun boxes
- 5** Save keeps the choices on this computer only

Shipping labels. Labels are bought through your own accounts. On **Settings**, Integrations tab, paste your **EasyPost production API key** under **EasyPost (shipping labels)**. **ShipOutdoors (UPS labels for firearms)** is a second label account; tick **Show ShipOutdoors rates on order pages** and its UPS rates join the same list. On the order click **Create Label, Get Rates**, pick one and **Buy Label**. With QZ Tray a second button, **Buy & Print Both**, sends the label to the thermal printer and the packing slip to the laser with no dialogs ([Shipping setup: fees, labels and EasyPost](#)).

Tracking. Drop ship tracking is automatic: the platform checks each distributor through the day and the customer gets the email, usually within 30 minutes ([Do tracking numbers get added automatically?](#)). For anything else, type the number in **Enter tracking #** under TRACKING and click **Save**; tick **Hide from customer** for a parcel coming to your store ([Enter a tracking number by hand](#)).

Return labels. Create Return Label on any order makes a prepaid label from the customer or the FFL dealer back to you or to a distributor, with the **RMA #** on it ([Make a return label](#)).

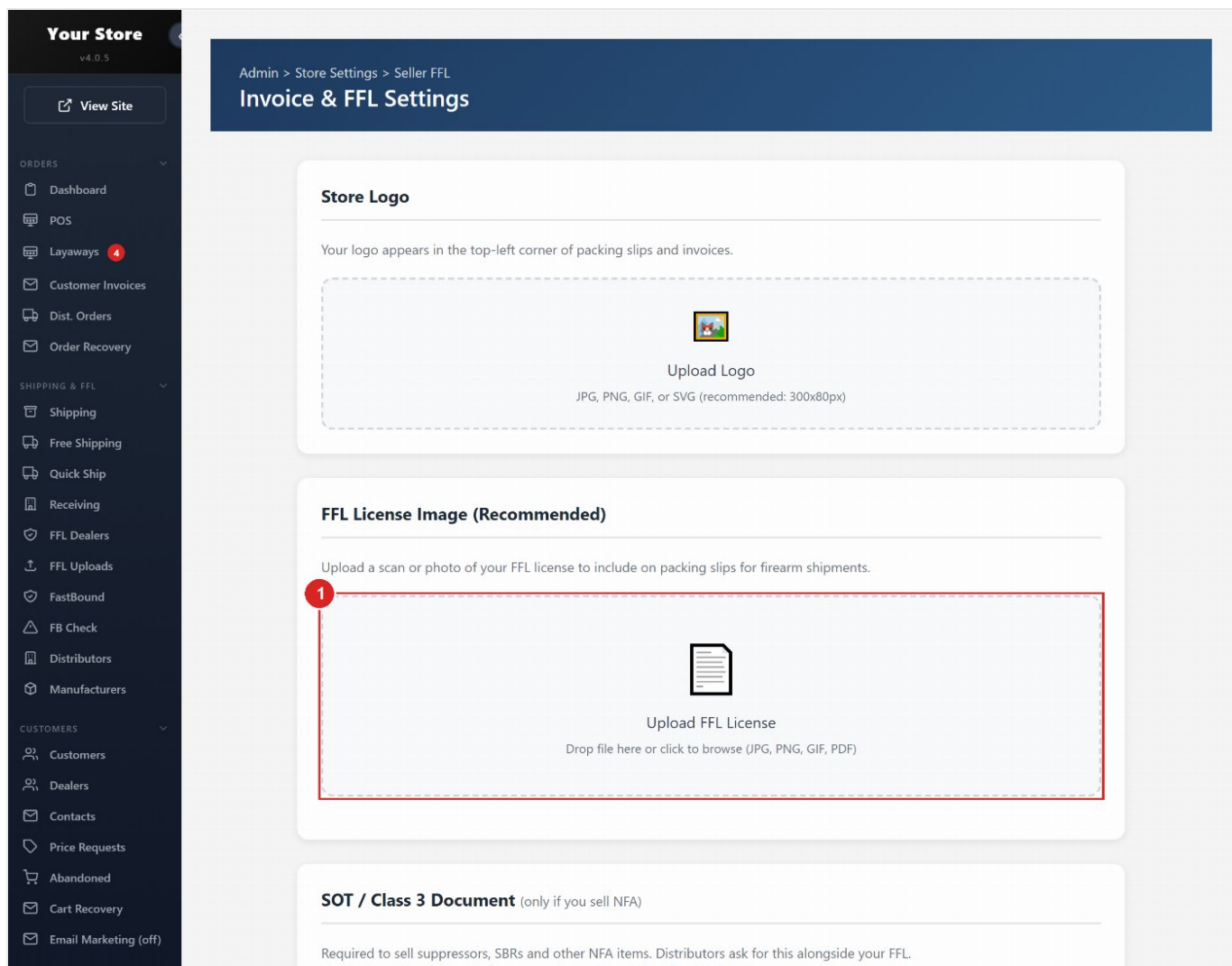
Expedited moves an order to the front of the line, out within 1 to 2 business days once you have payment and FFL; it does not change the carrier ([What expedited shipping actually does](#)).

Receiving and Quick Ship. Two more pages do the desk work for stores that keep their book in FastBound; email support@2adata.com and we switch them on. **Receiving** takes one box at a time: pick who it came from, scan every serial and click **Commit Acquisition to FastBound**. The box books as one acquisition, every gun goes online, and a 1x2 tag prints per gun. **Quick Ship** is for a gun a customer is waiting on: scan the UPC, it finds the oldest order waiting on that item, you book the serial, then **Continue to Shipping**. Buying the label prints the label and slip and writes the FastBound disposition in one pass.

- 1 Received from: the distributor or dealer the box came from, locked at the first scan
- 2 Scan each gun's UPC, then its serial, one per line
- 3 Their FFL #: the sender's license number, saved for the next box from them

Packing Slip (letter)	Order page, Packing Slip	Your logo, the order number with a barcode, Bill To with the customer's name, address, email and phone, SHIP TO FFL DEALER with the dealer's name, FFL number and address, each item with SKU, UPC, quantity, price and serial, a barcode per serial and UPC, totals, and your own FFL license on a firearm order.
Invoice (letter)	Order page, Print Invoice	Bill To, Ship To, SKU, serials, totals with any card surcharge. No UPC text, no barcodes, no copy of your FFL.
Quick Ship bundle (4x6)	Quick Ship	Three thermal sheets: the label, a compact slip with the customer's name and phone, the dealer's name and each item with UPC and serial, then a full page copy of your FFL license on FFL orders.
POS receipt	POS, Print Receipt	The register sale, with FFL TRANSFER REQUIRED when it applies.

The customer's phone prints under Bill To on purpose, so the dealer receiving a gun knows who to call. The dealer's own phone is not printed ([What prints on a packing slip and invoice](#)). Your logo, FFL license image and SOT document are uploaded on **Invoice & FFL Settings**; that is what prints on slips and goes to distributors on ship to store orders ([Your license and SOT on file](#)).



1 FFL License Image: the copy that prints at the bottom of every firearm packing slip

Customer Invoices invoices a business against their PO; once they approve, **Convert to order** makes the order. The **Returns** screen under POS is for register sales ([The Returns screen under POS](#)).

The bound book

Trinity does not replace your bound book. Serial numbers on orders are always typed by a person ([Firearm orders and the customer FFL](#)).

Connecting FastBound. Open **FastBound**. Enter your **FastBound Account Number** and your **FastBound API Key** from FastBound under Settings, API. Click **Save Settings**, then **Test Connection**. Tick the **Sync Locations** and click **Sync Inventory Now**: every firearm on hand

there is matched to your catalog by UPC and counted as stock.

Your Store v4.0.5

FastBound Integration [View Inventory](#) [Back to Admin](#)

[View Site](#)

ORDERS

- Dashboard
- POS
- Layaways 4
- Customer Invoices
- Dist. Orders
- Order Recovery

SHIPPING & FFL

- Shipping
- Free Shipping
- Quick Ship
- Receiving
- FFL Dealers
- FFL Uploads
- FastBound**
- FB Check
- Distributors
- Manufacturers

CUSTOMERS

- Customers
- Dealers
- Contacts
- Price Requests
- Abandoned
- Cart Recovery
- Email Marketing (off)

API Configuration

1 FastBound Account Number

Your FastBound account number (e.g., thegundock)

This is your FastBound subdomain or account identifier. Found in your FastBound URL: <https://cloud.fastbound.com/your-account/>

2 FastBound API Key

Enter your FastBound API key

Find your API key in FastBound under Settings > API. [Open FastBound](#)

[Save Settings](#) [Test Connection](#)

Documentation

FastBound is an electronic ATF bound book system. This integration allows you to sync your firearm inventory directly from FastBound to your website.

- [FastBound API Documentation](#)
- [FastBound API Specification \(Swagger\)](#)
- [Integration Guide for Retailers](#)

Cron Job for Automatic Sync

To automatically sync inventory, add this cron job:

```
0 */6 * * * curl -s "https://thegundock.com/admin/cron_fastbound_sync.php?key=YOUR_CRON_KEY"
```

This will sync every 6 hours. Adjust the schedule as needed.

1 FastBound Account Number: the name in your FastBound URL

2 FastBound API Key, from FastBound under Settings, API

Acquisitions are written by Receiving and Quick Ship. **Dispositions** come at label time: on an FFL order the platform offers to create one to the receiving dealer's FFL, with the tracking number, pending for you to commit; Quick Ship does it without asking. If the serial or the dealer's FFL is missing, nothing is written and the shipped order shows **Create Disposition Now**. **FB Check** audits the other way: pick a date range, click **Run Check**, and every shipped FFL order shows whether it was logged out of FastBound.

Book items not matched to a product lists every firearm in your book with no catalog item; until it is linked it cannot be sold ([FastBound items not matched to a product](#)).

FFL Dealers is the transfer dealer list: active, preferred, Class III, transfer fee, and the license and SOT documents on file. **FFL Uploads** holds documents sent by customers and dealers until you **Approve** or **Reject** them. You never email FFLs to distributors; the customer's FFL goes out with the drop ship order ([Do I need to email FFLs to my distributors?](#)). An NFA order waits in **Awaiting Current SOT** until the dealer's current SOT arrives, then moves on by itself ([What happens when an SOT is uploaded](#)).

Trinity Bound Book, our own record at boundbook.2adata.com, is coming. It is not available to dealers yet.

When an item cannot drop ship

Some brands and distributors will not drop ship. The order still goes through. The platform routes it ship to store, the distributor sends it to you on your dealer account with your own FFL, and you ship it on or hand it over ([Drop ship or ship to store](#)). If you would rather never handle ship to store, email us and we set your catalog to count only distributors that drop ship for you.

Brands. On **Manufacturers**, each brand has **Allow dropship from distributors** and a list of **Blocked Distributors**. A brand with drop ship off still sells on your site. On the order the Dropship button is greyed out with the reason, **Ship to Store** is live, and the automatic picker routes the line ship to store on its own. A distributor you block does not show as a source on the order ([How distributor rules decide what you can sell](#)).

Distributors. The platform applies these rules before an order is placed.

DISTRIBUTOR	RULE
Davidson's	Does not drop ship. Every order is ship to store on your account (Which distributor account an order is billed to).
Gunarama	Ship to store only.
Chattanooga	A line under \$50 ships to store (their \$7.50 minimum order fee); hazmat and NFA items are never drop shipped. An item they mark ship to store only is refused with error 60203; send it again with Ship to Store (Chattanooga will not drop ship an item (error 60203)).
Camfour	Will not drop ship to Alaska or Hawaii.

RSR	Keeps a Blocked from Dropship list for your account; those items ship to store. A firearm going to a dealer not on RSR's list may come to your store instead (An RSR firearm order is coming to your store instead of the FFL dealer).
Lipseys	Drop ship and ship to store are two logins. Enter both (Lipseys ship to store login).
Any	A PO Box address ships to store (distributors ship UPS and FedEx; you can ship USPS). eBay orders ship from your store.

What to expect. The order moves to **Distributor (Ship to Store)**. The tracking is the box coming to you and is never sent to the customer ([Why did my customer not get tracking for a ship to store order?](#)); set **Customer STS Notice** so they know it is in hand. When it arrives, receive it, log a firearm in your book, and ship it on with Quick Ship, or set **Ready for Pickup**. What it costs you is the handling and the outbound label. On our own store, 129 of 135 Chattanooga orders under \$50 went ship to store and the outbound labels averaged \$6.61, against Chattanooga's \$7.50 fee.

What the store emails your customer, and when

The status you set is the message the customer gets. Most statuses send a fixed email when saved; some send nothing. A wrong status sends a wrong email, and a late one sends nothing. See [What each order status means](#).

WHEN	THE CUSTOMER GETS	WHY IT MATTERS
An order is placed (online, phone order, pay in person, GunBroker)	An order confirmation with the items, the total and, for a firearm, the FFL instructions.	Automatic.
In Processing or Shipped - 3-5 Days	"Your Order is Processing": tracking promised within 24 to 48 hours.	Set it only when that is true. Automatic ordering sends it too.
Distributor (Ship to Store)	One "Status Update" a day later: in processing, ships soon.	Once per order.
Awaiting FFL or Awaiting Current SOT	A request for the dealer's license (SOT too for NFA). Their dealer gets it too if their email is on file.	Automatic ordering sends it too, once a day at most.

Link FFL Dealer or Upload FFL	"FFL Received": the dealer's name, order processing.	Once per order.
Physical Address Needed	A request to reply with a street address; no PO Boxes.	The order waits on the reply.
Awaiting CA Waiver, Awaiting CO Waiver	The state form as a PDF: reply with it signed plus a photo of their state ID.	The order waits on the reply.
Awaiting Hazmat Approval	The hazmat fee: reply Approved or Cancel.	You act on the reply by hand.
Pending Verification (Fraud Check)	A link to upload a photo ID and a selfie, good 7 days.	Send Verification Email resends it.
Customer STS Notice	Their order is being brought into your store; no need to call.	What the Customer STS Notice status sends
Ready for Pickup	At the store: address, hours, what to bring, balance due.	What Ready for Pickup sends
Tracking lands on a shipment (distributor, label, or by hand)	"Your Order Has Shipped", with a tracking link.	Shipped alone sends nothing. The leg to your store never goes out. Enter a tracking number by hand
Cancelled (Out of Stock)	Order cancelled, full refund in 3 to 5 business days.	It moves no money: run Process Refund too, or the email lies.
Process Refund, Rebill Customer, Record Payment	A receipt for the refund, charge or payment.	Automatic. Record Payment only while Send confirmation email is ticked. Refund an order (website and GunBroker orders)
Email for price	Your real price with a code, good 7 days, and a reminder before it expires.	On by default. Offers send no email. Email for price and MAP
A cart left after typing an email	A reminder with a cart link, hours later and again two days later.	Off until turned on under Cart Recovery .

About 10 days after shipping, once tracking shows delivered	"How Was Your Purchase?" asking for a review.	Off until turned on under Settings, Review Requests. Review request emails
A layaway	Started, each payment, reminders before and after the due date, paid in full, cancelled.	On by default. Layaway Settings. Manage layaways: payments, reminders, past due, refunds

Two more go out on their own with no switch in the admin: a help email about 45 minutes after a card is declined twice, and a lower requote when a quoted price expires without a purchase.

These send nothing; email the customer yourself:

- **Pending, Local Pickup, New GunBroker Order**
- **Shipped**, Shipped - 24-48 Hours, **Partially Shipped**: the tracking email is the shipping notice
- **Cancelled, Refunded, Pending Cancellation, Payment Declined** (Credova declines email on their own)
- **Do Not Ship Hold, Awaiting Return, Backordered, Out of Stock (Alerts)**
- **Needs Human Review** emails you, not the customer

To check a send, read the order's Order History. Every order email writes a line there as it goes; the status banner does not. No line, or a FAILED line, means nothing went: send it by hand. See [How do I know my emails are actually going out?](#).

Also in your admin

Trinity also has layaway, pay in person at pickup, gift cards, Credova financing, promo codes and your own shelf stock beside the feeds. Each is a switch in your admin. See [Set up layaway](#), [Gift cards](#) and [Add your own local inventory](#).

MAP notices: what to expect

If you sell any of the nearly 700 brands on the platform with a MAP policy (SIG, Leupold, Trijicon, Holosun and Nightstick among them), you have agreed to their minimum advertised price whether you read the policy or not. The brands enforce it with software that reads gun.deals, GunBroker and your product pages, and with staff who email you.

What a notice looks like

An email from the brand's brand protection team naming your store, the SKU and UPC, the price they saw, the MAP, and attaching the policy and the current price list. The policy sets the penalty: typically one business day to correct an online price or two weeks on the Do Not Sell list for a first violation, 30 days for a second, 180 days for a third, permanent after that. On the Do Not Sell list, every distributor stops selling you that brand.

What causes it on a Trinity store

Almost always a product whose MAP value is missing or stale in the feed data. Trinity never shows a price below the MAP it has on file; when the file has no MAP, the item prices like any other. Manufacturers raise MAP on a date, distributor feeds lag, and a rifle advertises at its old number for a few days. It has happened to our own store: the feed carried no MAP for one rifle, the site priced it from the markup, and the brand's team emailed within the day.

What to do

1. Reply the same day that it is corrected. Do it before you argue about anything.
2. Send us the notice and the price list. We load the manufacturer's current MAP by UPC across your catalog, fix the GunBroker listings, and confirm every item is at or above MAP on the site, in the feeds and on GunBroker. The fix took about an hour.
3. Keep the brand's MAP rule set the way the brand wants: at MAP, or "Email for price" for brands that forbid showing a lower number anywhere.

What the platform does for you

- MAP is applied after your markup on every surface: site, feeds, GunBroker. Your feeds send MAP, or an "Email for price" label, never the lower number.
- Offers are turned off on GunBroker for brands that forbid them.
- Sales below MAP are still allowed where the policy allows it: a private emailed quote is not an advertisement. That is how the dealers compete on MAP brands.

Never post your prices on Reddit or social media for MAP brands, and never use "lowest price", "price match" or "make offer" wording on them. Several policies name those words, and the brands read Reddit.

Fraud: with NoFraud and without it

NOFRAUD

Fraud on a firearms store is not about guns. A firearm goes to an FFL who checks the buyer's identity, so stolen cards almost never buy guns. They buy optics. Leupold, Trijicon, Holosun, thermal and night vision, \$400 to \$2,000 an order, shipped to a house. We have seen the pattern on our own store: a run of orders in two weeks from brand new GunBroker accounts with stolen cards, all for premium optics, and a website order for a high end watch that shipped and charged back.

What the platform does on every store

- Address and security code checks on every card, with the result on the order page.
- A pause after repeated declines from the same shopper, which stops card testing.
- Hidden trap fields on the account, dealer application and contact forms that only robots fill in.
- GunBroker buyer gates: a brand new or zero feedback account buying \$200 or more of optics, lights, thermal or night vision is held for a human, every time, even if a screening service passed it.
- Holds. A held order never ships automatically; you decide on the order page.
- Fail closed. If a screening service is turned on and does not answer, the order is held, not shipped.

If you use NoFraud

NoFraud screens every card order that does not need an FFL, in real time, and either passes it, flags it for review or fails it. A pass carries a chargeback guarantee. On our own store it screens every website order without a firearm and every GunBroker order from a new buyer; in 90 days it flagged 10 orders and we cancelled 5 for fraud. It costs a fee per screened order; get current pricing from NoFraud. A few of our dealers run it with their own keys; most do not yet.

To turn it on: sign up with NoFraud, get your API key, open **NoFraud** in your admin (left menu), enter the key and enable it. Every non FFL card order is screened from then on. See the order page's NoFraud badge for the verdict on each order.

The screenshot displays the 'NoFraud Settings' page within a store's admin interface. On the left is a dark sidebar with a 'Your Store' header and a 'View Site' button. Below this are sections for 'ORDERS' (Dashboard, POS, Layaways, Customer Invoices, Dist. Orders, Order Recovery) and 'SHIPPING & FFL' (Shipping, Free Shipping, Quick Ship, Receiving, FFL Dealers, FFL Uploads, FastBound, FB Check, Distributors, Manufacturers). The main content area is titled 'NoFraud Settings' and includes a 'NoFraud Portal' link. It features four summary cards: 'Total (30 days)' with 0, 'Passed' with 0, 'Review' with 0, and 'Blocked' with 0. The 'API Configuration' section contains a 'Screening Disabled' toggle (labeled with a red '2') and an 'API Key' field (labeled with a red '1') containing 'NF_prod_xxxxxxxxx...'. A 'Save Settings' button is below the key field. The 'Recent Screenings' section shows 'Last 20' results, currently empty. The 'How It Works' section lists three steps: 1. Customer completes checkout and payment is captured via Authorize.net; 2. Transaction details (billing, shipping, card, IP, device) sent to NoFraud; 3. NoFraud returns a decision: PASS (Order proceeds normally).

1 Your NoFraud API key

2 Turn screening on; every non FFL card order is screened from then on

If you do not

Then you are the screen. The platform's checks still hold the obvious cases. Review the rest yourself before shipping, with these as the signals that matter:

- The street address did not verify (the card's bank says the address does not match).
- Billing and shipping names differ, or the name does not match the email.
- Optics, lights or thermal over \$200, shipped to a residence, from a customer with no order history.

- A GunBroker account younger than 30 days or with fewer than ten feedbacks on a high value accessory.
- Rush requests, odd hours, a free email address on a new account.

When in doubt, call the customer at the billing phone number. A real customer answers. A thief does not. And if you are wrong, you lose a sale; if you ship, you lose the item, the shipping and a \$25 chargeback fee, and your processor starts to watch you.

It takes time

Our own store moved to Trinity in December 2025. Here is its website order count by month. GunBroker ran 500 to 700 orders a month alongside it the whole time.

MONTH	WEBSITE ORDERS	WHAT WAS HAPPENING
December 2025	11	Launch week.
January	240	Feeds on gun.deals and WikiArms, Google indexing the catalog.
February	206	
March	269	
April	197	
May	354	
June	419	
July to October	265 to 341 a month	Steady.

Five months to find its level. And the lesson we keep relearning: in October we raised our GunBroker prices a few percent across the board. With normal traffic, sales on both channels stopped. We put the old ladder back the same night. Watch the numbers, change one dial at a time, and never raise prices across the board. That is the job.

The dealer who moved an existing following took 1,320 orders in his first 23 days, because his customers already knew where to find him and he arrived with his prices set the way the comparison sites reward. The search only store went from 21 orders a month to 30 in its second month with no feeds at all. The new store went from about 10 orders a week to nearly 60 the moment its prices were competitive.

The rhythm

- **Every day:** ship what sold, answer the inbox, clear any holds.

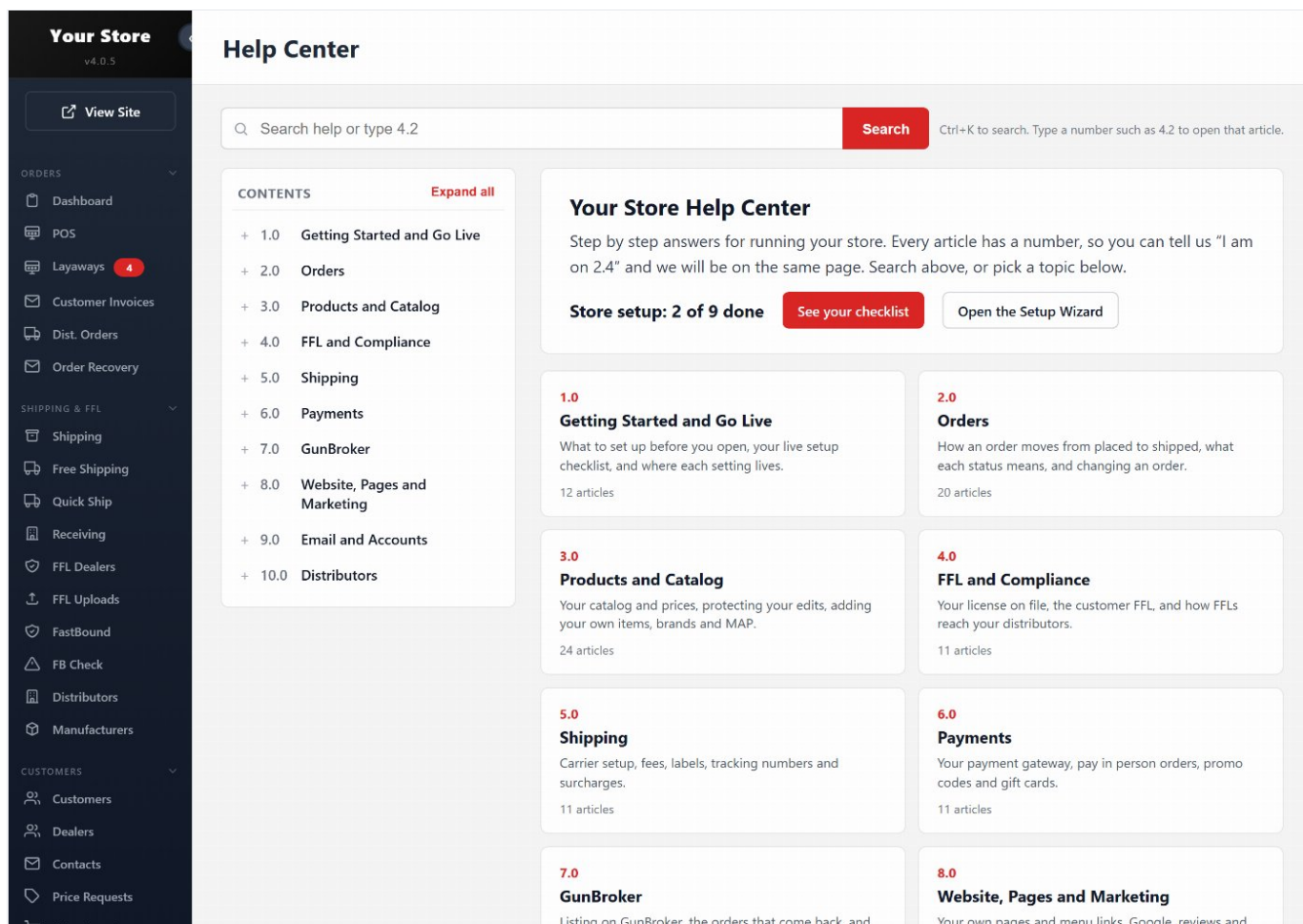
- **Every week:** open Analytics in your admin. Visitors, where they came from, checkout starts, orders. Compare with last week. Open Search Console: pages indexed, searches you appear in.
- **Every month:** check three of your prices against gun.deals. Read your feed pages: were the feeds pulled, how many items went out. Add any distributor you have opened an account with since.
- **Every quarter:** ask us for a review. We read every store's numbers against the fleet and tell you where you sit.

Promote it

The stores that grow tell people. The firearms only dealer gets thousands of visits a month from Reddit, where his customers post his deals (he does not post prices on MAP brands). Facebook and Instagram send a few hundred visits a month to the stores that post. Your own customers are your best channel: review requests go out automatically after delivery, and your reviews can show on your home page. A new store is a new address nobody has; the first job is to be found.

Where to get help

- **Help Center** in your admin (left menu, Help): more than 160 guides in ten topics (Getting Started and Go Live, Orders, Products and Catalog, FFL and Compliance, Shipping, Payments, GunBroker, Website and Marketing, Email and Logins, Distributors), written from the real screens with the exact labels. Type what you would ask a person into the search box: "why is my price below MAP", "RSR code 99", "customer wants a refund". Every guide says what to do next, and the ones that touch money or compliance say so.
- **kb.2adata.com**: the same guides on the public web, so your staff can read them on a phone without an admin login, and so Google finds them when you search a problem.
- **Setup Wizard** and **Go Live** in your admin: the live checklist of what your store still needs.
- **support@2adata.com**: a person reads it. Send us a distributor's reply, a MAP notice, a Search Console question, a strange order. Never send a password; enter those in the admin.



This guide will be updated as the numbers change. The date at the top tells you which version you are reading.

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