



Home Improvement eRetailer Summit

eCommerce Intelligence & Insights

Home Improvement eRetailer Summit NEW session on latest sales tax-collection ruling added

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A U.S. Supreme Court ruling in June freed states and local governments to collect sales taxes from online retailers, disregarding the potential impact on small businesses.

“The recent Supreme Court decision stands to have a dramatic effect on the nation’s Internet marketplace,” says Brian Fricano, Founder and CEO of Sustainable Supply, an online B2B retailer selling more than one million green building, safety, and maintenance supply projects.

Fricano will address the implications of the Court’s decision for online dealers and distributors at a special session on this hot topic that has just been added to the cutting-edge agenda of the Home Improvement eRetailer Summit, which will be held at the Hotel Monaco Chicago in downtown Chicago, IL on November 7 through 9.

“Brian Fricano is one of the few experts in this new day of navigating through the recent Court ruling, having testified before Congress about this very topic representing the entire industry,” says Sonya Ruff Jarvis, the Summit’s Founder. “He knows how critical this issue is to the survival of many online retailers, especially independents. We are thankful that he sits on the Summit’s advisory council and is willing to share his understandings with our attendees who will gain invaluable insights regarding the federal policy on collecting online sales tax.”

He points out that the Court’s ruling threatens to expose small and midsize businesses “to the whims—collection, remittance, audits, and exemptions—of more than 10,000 tax jurisdictions nationwide.” Indeed, Fricano has stated previously that Sustainable Supply, as a young company, might not have survived had this new rule been in force. Fricano estimates that retailers should expect compliance to cost them at least 3% of sales.

Ruff Jarvis says Fricano’s “must attend” session at the Summit promises to provide attendees with deeper insight into the Court’s ruling, and ideas for operating successfully within this new framework.

For more information contact Sonya Ruff Jarvis at Sruffjarvis@eretailersummit.com or 203-295-3385. To register, please go to www.eretailersummit.com.

About the Home Improvement eRetailer Summit

The Home Improvement eRetailer Summit is the only face-to-face North American event that focuses on home improvement ecommerce through networking, education, and one-to-one meetings. It is designed for all types of retailers, manufacturers, distributors and industry professionals who are interested in gaining intelligence and insights on how to optimize the internet as a distribution channel to sell more home improvement products. The Summit is owned and operated by the JC Event Group.