

## Article Summary

John Baltazar's What The Vintage furniture shop does such brisk business that customers often snatch up his latest finds by email before he has a chance to put them on his website. To make the off-website sales process as smooth and secure as possible, he uses PayPal's easy invoice creation tool.



Company name  
**What The Vintage**

Owner  
**John Baltazar**

HQ  
**Toronto, ON**

Industry  
**Vintage furniture**

Website  
**www.whatthevintage.com**

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## Key Facts

### The Challenge

- Find an efficient means of billing sales conducted via email
- Ensure order payment prior to delivery

### The Solution

- PayPal Online Invoicing for email-based transactions
- PayPal Payment Standard for online transactions

### The Results

- Custom invoices generated and delivered to clients within minutes
- Payments collected before preparing and shipping products

## The Situation

Since 2011, John Baltazar has been running a booming furniture business called What The Vintage. He deals in mid-century, vintage, and retro pieces from his brick-and-mortar shop in Scarborough, Ontario, which is stacked to the ceiling with beautiful chairs, tables, and cabinets that he restores and repurposes.

Mr. Baltazar uses PayPal Payments Standard for much of his online business. He appreciates PayPal's transparent pricing and not having to pay monthly fees, plus he says it's easy for his customers to use. "You don't even need a PayPal account," he explains. "Customers simply select the item they want to purchase, click on PayPal checkout, and choose whether they want to use their PayPal account or check out with their Visa debit or credit card."

However, his inventory is constantly changing and sales are so swift that some of his customers email him directly, bypassing the website to try to nab his latest arrivals before they're posted online. Mr. Baltazar responds to these customers by sending them pictures of his newest arrivals, and they often choose the items they want to purchase via a return message.

These are golden opportunities for Mr. Baltazar's business. They help him build rapport with his clientele and allow him to deliver a very personal level of customer service. But his email dealings also raised a problem. He needed a way to seamlessly bill customers over email and receive faster, more secure, online payments before putting his large and expensive pieces on the road for delivery.

Mr. Baltazar turned to PayPal Online Invoicing for the solution.

## The Solution

PayPal Online Invoicing proved an ideal solution for What The Vintage's off-site invoicing dilemma, empowering Mr. Baltazar to quickly create and send electronic invoices to his email-based customers. And once they have an invoice, his customers can pay instantly and securely with a click of a button, completing the transaction in a matter of minutes.

"I just open a new invoice, enter the relevant details, and send it off," he explains, adding that the tool is web-based so it didn't require him to install and learn any invoicing software. "My customers can click on the link in the email to pay via PayPal, credit, or Visa debit card. Then a payment arrives in my PayPal account. I'm not charged anything to create or send the invoice; I'm only charged a fee when the transaction is completed."

PayPal Online Invoicing helps to accelerate cash flow for Mr. Baltazar's business, which means that his customers get to start enjoying their purchases sooner.



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“PayPal Online Invoicing makes the purchasing process easy for both me and my customers. I create the invoice for free, send it off, and can potentially get paid within a matter of minutes. And then I can get back to my business.”

– John Baltazar,  
Owner, What The Vintage

“It couldn’t be more straightforward. PayPal Online Invoicing makes it easy for my customers to get the pieces they want, and it makes my job simple.”

### The Benefits

Online Invoicing is an added benefit for PayPal business users that makes billing customers away from a company website much easier. Just fill out product and service details on a customizable form, preview it, and press send. That’s it. You’ll be notified the moment the customer pays and the money is in your account. As Mr. Baltazar discovered, it saves time, let’s customers pay securely, and helps you get paid more quickly.

### [Learn more](#)

To learn more about how PayPal can help your business sell more – and connect with your customers wherever they shop – go to [paypal.ca/business](https://paypal.ca/business).