

## Best Buy Buys Back Purchased CE

Written by Marco Attard  
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Best Buy kicks off a repurchasing program for old CE purchased from its stores.



Customers are now able to buy "buy-back protection" with their Best Buy CE purchases, allowing them to sell back the items to the retailers later.

The program involves 5 categories-- laptops, netbooks, tablets, mobile phones and TVs.

Payments are in the form of a Best Buy gift card. A time-based sliding scale calculates the amount customers receive-- items 2 months old get up to 50% of original purchase price, while those by their maximum redemption point (2 years for tablets and mobile PCs, 4 years for TVs) get back up to 20%.

Best Buy mentions a study by Impulse Research showing concerns of technology becoming outdated prevents 40% of consumers from purchasing CE, or prevents them from doing so in the future.

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Meanwhile from 30% of consumers planning to purchase a TV or laptop (in the next 12 months) 73% say they would purchase those products from retailers offering a repurchase program.

Go [Buy Back Program from Best Buy Helps "Future-Proof" Today's CE Purchases](#)