



One of our values at The R. F. Strickland Co. Mercantile is to support small, local businesses. The Mercantile will be a Main Street, store front for local artisans, growers, and purveyors to sell their products. Our hope for the Mercantile is to create maximum exposure and business sales for all our vendors and our business neighbors.

RFSCM wants to help you make your business opportunity in our store as successful as we possibly can. We will work with each vendor based on space and utility needs. Our smallest booth will be priced at \$50 per month with progressively larger booths increasing in price as they increase in size. We will provide base displays for each vendor. Vendor fees include 6 month commitment (THEN a month to month) and 10% of total sales.

Rental Space Options:

- Table space
- Wall space
- Floor space
- Shelf space
- Freezer/Refrigerator space

THE R. F. STRICKLAND CO MERCANTILE LEASE AGREEMENT:

Business Name: _____

Business Owner Name: _____

Billing Name & Address:

Cell Phone Number: _____

Email Address: _____

Space # _____

6 month lease terms: Starting _____ **- Ending** _____

**THEN (after those 6 months) this contract will “auto renew” month to month until the
VENDOR OR RFSC decides to terminate this contract.**

Monthly rent to be paid by the 15th of every month **Rent will be paid by previous month's sales. In the event sales don't cover rent, the vendor will receive an invoice through Quickbooks for the outstanding rent balance to be paid by the 15th of that month**

HOLD HARMLESS AGREEMENT:

It is the policy of The R. F. Strickland Co. Mercantile to request that tenants and participants of the Mercantile sign a Hold Harmless Agreement containing the following language. This agreement should be executed at the signing of each lease/participation agreement.

Having been accepted as a participating business in the Mercantile, I understand that it is my responsibility to ensure the safety of my merchandise and my business in case of natural disaster and theft. I understand that it is my responsibility to ensure I have trustworthy people managing my booth if I choose to do so. I understand that it is primarily my responsibility to market for my business and ensure my business is growing.

With this understanding, I agree and do hereby release and hold harmless The R. F. Strickland Co. Mercantile, its owners, and staff from all liability, claims, or causes of action whatsoever that may arise or accrue in conjunction with my participation in the Mercantile, directly or indirectly, including but not limited to, loss, theft, damage, destruction or non delivery of goods, materials and/or other effects; nor for any injury to him/herself employees or representatives while in the show area.

I have read and understand the release and hold harmless agreement, and I voluntarily agree to all of its provisions.

Business Name: _____

Printed Name: _____

Signature: _____

Date: _____

Commonly Asked Questions:

1. *What is the monthly rent for?*
 - Area in use
 - Restroom usage
 - Utilities: power, internet
 - Upkeep and cleaning
 - Taxes and insurance
2. *What is the 10% fee for if I'm still paying rent?*
 - Managing inventory, labor to run POS, credit card fees, labeling fees, packaging fees and monthly statements.
3. *What can I include in my retail area?*
 - include a small advertisement with your business name, business info, and QR code or link to social media and/or website
 - business cards
4. *How is RFSCM helping market my business?*
 - We will frequently post about the Mercantile and individual businesses.
 - You will experience more foot traffic from RFSCM and other makers in the Mercantile.
 - We will run ads on social media advertising for RFSCM and the Mercantile.
 - There will be a tab on our website for the Mercantile with info and links to each business.
5. *How can I help market for myself and for my fellow business partners?*
 - Tell your friends and family! Word of mouth is the strongest marketing tool around.
 - Utilize social media to push your products out there! And don't forget to tag The R. F. Strickland Co. Mercantile. That will allow us to share things on our pages as well.
6. *What if a client wants me to make something custom for them? Does that still have to go through RFSCM?*
 - Nope! We want you to get exposure here at The R. F. Strickland Co. Mercantile. So having someone want to purchase a custom product outside the Mercantile is totally fine! We just ask that if it is tagged at RFSCM, it's sold at RFSCM.
7. *How can I discount my items? Here's how you do that:*
 - Send us a list of the EXACT item name and the new sale price you'd like the item to ring up as. For example, if you have a regular priced "Santa T-shirt" for \$20 and you want it to be 50% off, on your list to us you would indicate you want to mark down this item and write "Santa T-shirt \$10". Then, we will go in the system and change the price. We will NOT print new labels. You will go on the original label and write " 50% off, or \$10". You can cross out the price, just don't mark on the barcode label.
 - If you mark on the label but fail to send us the list (and we don't change it in the system) we will not sell your items. This is to prevent just anyone coming in and marking on your tags to get a discount when you haven't authorized it.
8. *What if my products aren't selling?*
 - We are in this with you and want you to succeed! Sometimes it's just a matter of marketing and exposure, or maybe changing up your product or the location of the product in the store. We will work together as a team to figure out how to get your products selling!

*****The R. F. Strickland Co. Mercantile does reserve the right to ask you to close your operation due to inventory not moving or lacking AND if there is inappropriate operation of your business*****

Bringing in new inventory:

- When bringing in inventory, please give us at least 24 hours before to make sure the labels are printed out.
- Please email us new inventory, rather than texting us. We're not always in store or on shift so please email your inventory list so that whoever is working can take care of the inventory.
- We will not be entering new inventory on Saturdays because this is our busiest day.
- I've attached an updated inventory form that will be helpful for you as you bring new and additional items in, as well as when you want to discount items.

****On the template inventory form, there are two tabs at the bottom. One is for inventory and the other is for discounted items! Be sure to keep both of these sheets handy! You can make a copy of this template and keep for future use.*

Tracking Inventory:

- As you bring additional inventory in, we will not be updating that amount in the system. We've found this takes a lot of time and is not really helpful to makers. You WILL receive monthly reports of your sales along with the exact items and quantities that have sold. If you're removing inventory this means we don't need you to fill out a form or for you to let us know what you're taking. So many of you have other booths or sell online and have to constantly take stuff out so we just think it's overkill for you to have to let us know what you're removing.
- If you want an accurate count of your inventory in the store it will your responsibility to keep up with.

Responsibilities of Vendor:

- Fill out W9 and attach to the lease agreement (**This needs to be completed EVERY YEAR**)
- Take up only the appropriate amount of space agreed to in the lease agreement
- Send inventory requests to RFSCM management for tagging
- Labeling items
- Restock items when necessary
- Designing their retail display area (must coordinate and compliment the overall feel and vibe of RFSCM and NOT block off your area so it cannot flow with others areas)
- Displaying and arranging products
- Signage in their inside "store" area
- Marketing their business (although RFSCM will have focused efforts as well to attract business)
- Purchase renter's insurance for inventory and all personal items left at RFSCM if desired
- Try to work out challenges and disagreements with neighbor vendors FIRST. In the event that the problem is not solved, report to management for help

Responsibilities of The R. F. Strickland Co. Mercantile:

- Provide Wifi
- Provide basic security- cameras and door alarm system
- Provide electricity - unless otherwise negotiated
- Basic Marketing- website profile, social media and print ads
- Checking out customers, point of sale, packaging
- Printing labels & adjusting prices for discounted items
- Weekly inventory pics
- Processing monthly statements & distributing payouts

The R. F. Strickland Co. Mercantile Policies:

- RFSCM is not responsible for theft of items
- RFSCM does not carry insurance that covers loss of items in disasters such as fire/flood
- \$10 late fee PER DAY for rent received after the 15th of the month
- RFSCM reserves the right to close your operation if there is inappropriate operation of your business

RFSCM Closed dates:

- Thanksgiving Day
- Christmas Eve
- Christmas Day
- Week between Christmas and New Years
- New Years Eve
- New Years Day

Store Operating Hours: ***Closed dates & store hours are subject to change depending on the season. These changes will be communicated***

- Sunday- CLOSED
- Monday- CLOSED
- Tuesday- 10:00am-6:00pm
- Wednesday- 10:00am-6:00pm
- Thursday- 10:00am-6:00pm
- Friday- 10:00am- 6:00pm
- Saturday- 10:00am-5:00pm

Important Reminders:

- If you have any concerns, questions, or need labels printed please EMAIL US. Please do not text us individually because you never know who is actually working that day!
- Please allow 1 business day for us to process your inventory and print labels. With that being said, please avoid sending in new inventory on Saturday, as it will not be accepted! That is our busiest day!
- When bringing inventory sheets, fill out all portions of the sheet. Using google sheets is easy because you can set it up to calculate the 90% for the "cost" just like an excel sheet.
- We will send you a weekly picture of your booth, over text, to show you your remaining inventory.
- There will be a monthly sales report sent to you of all your sales that month, that way you know what you sold and how much you made :)
- When displaying your items, please do not let your area "block" booths next to you. When in doubt just email us a picture or ask us about your design!

Business Name: _____

Owner Name: _____

I understand, accept, and agree to adhere to the guidelines and policies presented in this document.

By signing below both parties are in agreement of the terms and conditions of the lease agreement stated above.

Owner Signature: _____

The R. F. Strickland Co. Mercantile Team Member Signature: _____