

WHITE STREET

BOUTIQUE

Dear Potential Vendor:

Thank you for your interest in White Street Boutique! White Street Boutique opened in Downtown Wake Forest in September of 2021. Featuring only the best boutiques in the area, we hope to become the premiere boutique marketplace destination for downtown and surrounding areas. Our goal is to offer a wide range of only the best clothing, jewelry and accessories.

If you feel you are ready to join the ranks of the best boutiques in the business, please thoughtfully complete the attached application and return to us by e-mail or in person as soon as possible. After management has reviewed your application, you will be invited for a face-to-face interview where we can evaluate your offerings and answer all your questions about our business. When your application is approved, you will be matched with the most appropriate spaces for your business to choose from. If the space you desire is not available at the time you apply you will be placed on a waiting list. Only approved applications will be placed on the waiting list.

We have brought a fresh, new, upscale boutique experience to the area and would love for you to be a part of it!

Sincerely,

Elizabeth and Bob Johnson

For more information please contact our manager
at whitestreetboutique@gmail.com

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Q: When are applications accepted? Do I have to pay a fee to apply?

A: Applications can be made at any time. An application fee of \$200.00 is collected only on approved applications at the time of lease signing.

Q: Is space for lease or are items simply taken on consignment?

A: Show space in White Street Boutique is available for lease.

Q: What are the terms of the lease?

A: Leases are offered at 6-month or one-year terms. This helps to ensure you are as committed to your endeavor as we are to ours. A security deposit equal to one months rent is collected upon lease signing. This is refundable at the end of the term when the space is returned to us in good order.

Q: How much do the spaces cost?

A: Fees for space vary depending on the size and location of the space and start from \$150.00/month to \$750.00/month. An annual fee for insurance is collected upon lease signing that covers your pro-rata share of taxes and insurance for the amount of space you occupy.

Q: How do vendors get their money?

A: Vendors are paid monthly for their sales, minus a 13% commission to White Street Boutique. Checks are distributed when you pay your rent each month.

Q: What is the key to being successful in this type of retail setting?

A: Successful vendors develop a unique theme carried out by irresistible products in a variety of price points. Keeping true to that theme, while still offering a wide variety of products are important. Attention to detail and the bottom line yield the greatest profits. A successful vendor manages their inventory effectively while maximizing cash flow and sales per square foot.

Q: What are the benefits of being in a marketplace setting?

A: You are free to focus on buying and merchandising your products. We hire and train staff; calculate and pay state sales tax; manage the physical location; and most importantly take care of your customers! We also are available to consult with you to help you achieve your goals, at no extra charge.

Q: How will you ensure there is no duplication of products or brands?

A: At WSB, we rely heavily on our vendor interviews to gather an understanding of you, your brands and styles you carry. We encourage all vendors to stick to their approved style to avoid duplication. If duplication does happen, vendors are expected to work together to come up with a solution that works for both parties. We believe a major key to success is staying true to your brand, as well as Community over Competition.

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Date _____ Name of Applicant _____

Federal ID or SS # _____ DL# _____

Business Name _____

Mailing Address _____

Physical Address (if different) _____

Phone # _____ E-Mail _____

How would you describe the style of your boutique? _____

How will you differentiate yourself in the marketplace? _____

How long have you been in business? _____

Other locations?(list website and social media handles: _____

What is your main strategy for success? _____

Office Use Only

Approved _____ // Denied _____ // Wait List _____

Notes from Interview _____
