

VAVINTAGE

Below you will find tips, tricks and general information that we have found helpful when running a booth. Not every tip will apply to every vendor's situation and goals but we encourage you to read through and use what you feel could be helpful.

[What to put in your booth](#)

- When stocking your booth, consider the ratio of lower priced items to higher priced items. In general, lower priced items sell faster and in much bigger quantities. The formula that we've found to be successful is...

70% Smalls (Items under 25.00)
20% Mediums (Items under 75.00)
10% Larges (Items over 75.00)

- At any given time, you should have triple your monthly rent in your space. For example, if your rent is 100.00 per month, you should have at least 300.00 worth of product in it. No one will sell every single item in their booth every month. Making sure you have plenty of inventory increases your chance of making a sale and keeps it from looking bare when pieces sell.
- Variety matters. You should have multiple types of items in your space. For example, even if you specialized in homemade aprons, adding things like kitchenware, cookbooks and potholders would help your sales. When you only carry one or two types of items, customers tend to skim your space quickly thinking that by looking at one item, they've seen all you offer. Adding in a variety makes them pause and pay closer attention increasing your chance of a sale.

[Setting up your booth](#)

- Customers tend to skip booths that look or feel cramped. They want space to enter your booth and not brush against other customers and to be able to crouch

or bend down and look at lower shelves. Avoid placing large items in the center of your booth or creating narrow aisles/entrances.

- When setting up items in your booth, it's not a great idea to just throw the items on a shelf without much thought. Display your items so they look their best and each item is visible.
- Grouping items can help the look of your booth as well. For example, if you have several nautical themed items, grouping them together can look better than spreading them throughout the booth and customers who come in looking for nautical stuff are more likely to see every item you can offer them. You can apply that same logic to things like color, aesthetic, holiday themes and age. This is especially helpful if your items are eclectic and don't all fall into the same theme. This of course is not an exact science and sometimes, spreading items throughout the booth can make a bigger impact. If you're not sure, try it out both ways and see what works best. The key is to make sure that it's presented in an appealing way.
- Shelving can make a difference in sales. Deep set shelving has a tendency to hide items near the back from the view of customers. Light colored items tend to look better against darker shelving and darker/colorful items tend to look better against lighter shelving. The contrast makes them and their details more visible to customers. When selecting your shelving, keep in mind what type of items you'll use them to display and choose shelving that best fits your needs. Even putting white shelf liner on a back shelf or vice versa can make a big impact.

[Restocking your Booth](#)

- We've noticed that vendors who visit their booth regularly have the most success. We recommend visiting your booth a minimum of every 2 weeks. Even if you don't bring new items, just tidying your space and moving items around can help sales. It also helps avoid having any empty spaces in your booth as those tend to discourage customers. Repeat customers are always excited to find your space looking new and refreshed.

[Pricing and Tagging](#)

- When pricing your items, ending your price in .95 instead of .00 can make a difference. So pricing an item at 9.95 instead of 10.00 can help it sell faster. It's a small detail that can make a difference.
- "Are my prices okay?" is a common question for us. Pricing items is not an exact science and there will always be pieces that surprisingly sell for more or less than expected but as a general rule, when pricing vintage/used items referencing the SOLD listings on ebay can be helpful in determining what people are actually paying for an item or similar items. Just be sure to keep in mind that ebay is a world wide platform and that not every item is as in demand locally as it is in other parts of the country/world. An item selling for 150.00 to an ebay user in California will probably not sell for the same amount here in Chesapeake because the market is very different. Paying attention to your sales and knowing what is in demand locally will help you with your pricing.

For our artisan/handmade vendors, your pricing will depend on what you spent on supplies and the time you spent making the item.

A good starting formula for determining your prices is

Supplies Cost+ Your time = Item Cost
 Item Cost X Markup (2.0-2.5) = Wholesale Price
 Wholesale Price X Markup= Retail Price

- Writing a clear and legible tag helps sales. Most customers will set an item back down and keep going if a price is not clearly marked. If you're struggling to fit information on your tags, printing them or using larger tags can help.

Sales

- Our vendors are usually very successful but it can be normal for sales to be a little low during your first month while you get things set-up and learn what direction you want for your booth. Use that time to pay attention to what sells, how quickly it sells and if there are improvements you can make to your pricing and set-up. Learning the current demands of customers and making adjustments are a large part of being a successful vendor. If you experience low sales for an extended time, please look back at this list and see if there is anything you can change or something you missed. Trying a new approach is almost always the answer. We are always happy to help and lend advice.

- While we do everything possible to bring in customers and encourage the success of every vendor, the retail industry has natural highs and lows. For example, January is always a slower month than December, simply because December is a time when people are rushing to buy for the holidays and decorating and January is a slower/colder time of year that makes people want to go out less. Making less than you did the month before does not necessarily mean that you've done anything wrong. Even an amazing vendor may have a slower month once in a while.

[Social Media and Advertising](#)

- The store is very active on social media and we post tons of photos. You can find us on Facebook under Virginia Vintage.
- We strongly encourage vendors to use social media, even if you don't have it for personal use. Most of the public uses social media in some form and it's the best way to get your booth out there and to share updates about your space. For vendors who do have social media, consider running ads. No one likes to pay for advertising but we have found them to be very effective. We run ads and promote the store but it's always a good idea to promote yourself too!
- Many of our vendors participate in local craft shows and markets. Promote your booth there! Pass out business cards, hang a sign...whatever works for you but letting customers know that you have a permanent space is always a good thing.
- Be sure to like and follow the store page and tag us in any posts you make. We can't share every post by every vendor but we do try to share a post from each vendor regularly.

As always, If you have any questions or need assistance, reach out! We are happy to help!