

Are You Fed Up With The Declining Revenue Of Antique Malls?

Living Vintage Is Looking For 67 Vendors To Help Revolutionize The Vintage Home Decor Market In The Midwest!



LIVING VINTAGE
VINTAGE HOME STORE



Find Out How To Join Inside...



The
Jennings
Family

Dear Potential Vendor,

When we opened Living Vintage back in 2014, we wanted to do something different. Something that was new and fresh every time that one of our customers came through our doors. We never meant for Living Vintage to become an antique mall. Our vision was to create a brand-new genre... What we call a Vintage Home Store.

Our dream has become a reality and we are very excited about our year-over-year growth. As we move into the next phase of growth in our store, we are looking for a handful of Vendors and Consignors to partner with us to create the absolute best Vintage Home Decor store in the Midwest.

We are excited to partner with you!

Chris & Robin Jennings
Jeremy & Lindsay Jennings



What Is A Vintage Home Store?

What we do at Living Vintage is a little different than any other store. A Vintage Home Store has a mix of antiques, primitives, handmade items, re-purposed home decor and brand-new goods.

Our desire is to demonstrate to our customers how to mix together the old and

the new to create a unique style and look in their own homes. When you walk into our Vintage Home Store, you will find beautifully decorated room settings that show our vintage goods just as they could fit into the customer's home.

I visited this charming and creatively decorated store a few days ago ... This is a great place to check out not only antiques but a blend of old and new decor - I cannot totally describe it as anything other than a must see!

Patricia P. (Facebook)



A Word From Our General Manager

Thank you for your interest in being a Vendor or Consignor at Living Vintage! I am excited to have you join us!

I have been with Living Vintage for over a year now and have to say... I really love working and consigning here! My job is to help you succeed, so you'll often find me working with Vendors and Consignors on maximizing your sales.

I'll regularly communicate with you regarding sales trends within the store (what's hot and what's not!), specific items that our customers are currently looking for, new technology changes that help manage your inventory at Living Vintage, as well as keeping you up to date on our upcoming Events and workshops!

I enjoy working side-by-side with our Vendors and Consignors, so if there is ever anything I can help you with as you begin your journey with Living Vintage, please do not hesitate to give me a call!

Ann Harms
General Manager, Living Vintage

Ann Harms



Living Vintage Membership

The backbone of the Living Vintage marketing plan is our Membership program. The free membership allows us to stay connected to our customers and gives the member a sense of “ownership” in Living Vintage. We want to create a place where they feel they can belong... a place where they can be unique and explore their own personal decorating styles.

Customers may sign up at anytime by providing Living Vintage with their name, phone number and email address. We know that everyone these days is inundated with hundreds of emails per day, so Living Vintage only sends emails for our special events. Our Members know if they receive an email from us, it is important!

During checkout, each customer is encouraged to give their phone number, which will pull up their LV Membership. During our Reveal Events, LV Members are given “Early Bird” access for 2-hours before the store is opened to the general public as well as special discounts during that time. Our Members love this! For each event, there are cars in the parking lot an hour before we even open for Members... and there is a huge line to get in the door!

We love our LV Members! Many of them have been with us from the beginning and have become like family!





Marketing & Advertising

Facebook

Living Vintage is very active on Facebook as it is our primary mode of everyday marketing. Our followers are very active with our page. Occasionally, we will boost a post to reach more followers (paid advertising).

We also use Facebook to promote our events, which usually account for several thousand in attendance.

Workshops

Living Vintage will begin hosting our how-to workshops in Davenport. We plan on hosting a variety of workshops including (but not limited to) Fusion Mineral Paint, upholstery, needle punch, and more!

These workshops are a great way to bring the non-regular customer into the store and expose them to all of your great product!

Social Media

www.LivingVintageIA.com

Facebook: www.facebook.com/LivingVintageIA

Instagram: [livingvintageia](https://www.instagram.com/livingvintageia)

Pinterest: [livingvintage](https://www.pinterest.com/livingvintage)

Emails: 4423

facebook.





Media Appearances

Living Vintage has been featured on the following local media outlets:

- KWQC TV6
- Paula Sands Live
- The DeWitt Observer
- North Scott Press
- Maquoketa Sentinel-Press

paula
sands|live

NSP
The North Scott Press

KWQC
TV6

The Observer

Your connection to Clinton County • DeWitt, Iowa

Reveal Events

Many stores will slowly transition from one season to the next, but Living Vintage does something totally different. We make a major event out of it! Instead of doing a slow transition from one season to the next, we take on the monumental task of totally transforming our store overnight!

We do these Reveals three times per year. A Spring Reveal, a Fall Reveal and a Christmas Reveal. Each event continues to get larger and larger and we love it! This past year, our Fall Reveal experienced a 36% growth in sales revenue from the previous year.

We kick-off our Reveal events early for our LV Members, who have Early-Bird access from 8 AM to 10 AM with special store-wide discounts during that time. The store then opens at 10 AM to the general public. Our Members love this special access! These events have a “Black Friday” like feeling to them as there are always lines of people waiting to get in the door and Members show up extra early!

I started making regular trips to DeWitt since the first reveal and introducing it to all my friends. I can't wait to see how you style the new location, I'm excited for the future!

Linda G. (Facebook)





SWEET HOME

FARMER'S MARKET

STAY awhile

Grateful

PUMPKINS
pick your own

harvest

Advanced Point of Sales System



Living Vintage believes firmly in using the latest technology to provide the best possible experience not just for customers, but for our team, vendors and consignors. We are very proud of the Point of Sales system that we implemented in 2017!

There are 2 very important components to this system that benefits Vendors and Consignors:

1. **Real-Time Sales Reporting** - With our system, each Vendor or Consignor can login and get access to their sales from anywhere in the world! Simply login to our Consignor Access portal from your laptop, iPad or smart phone and you will see all your sales in real-time!
2. **Inventory Barcode System** - Vendors can input their inventory online and Living Vintage will provide each vendor with a professional, barcoded tag for their items. This has drastically helped us cut down the checkout lines on our busy days!
3. **Inventory Management System** - With your inventory being input into the system remotely, you will be able to use our Point of Sales system to keep track of all your inventory. You can pull reports from Consignor Access, see inventory start dates, sold dates and more!

High-Traffic Location

Living Vintage is strategically located on Brady Street in Davenport, Iowa, one block south of Kimberly Road. There are approximately 23,000 vehicles per day that drive by our store according to a 2016 survey.

We have the latest sign technology deployed right on Brady Street which is grandfathered into new City Ordinances on road signs.

With our brand-new digital sign, we are able to instantly change our marketing message to those driving by Living Vintage at the drop of a dime. This is a powerful tool!

23,000 Vehicles Per Day

8,395,000 Vehicles Per Year!



How To Join Us...

We hope that you feel excited about the direction Living Vintage is headed after reading about our Vendor & Consignor programs. We are so excited to partner with new and unique vendors like you and we can't wait to put your fresh and unique vintage home decor in front of our beloved LV Members and customers.

Ready to become a Living Vintage Vendor or Consignor?

Here's What You Should Do Right Now:

Send 3-5 pictures of your vintage home decor items to info@LivingVintageIA.com. Be sure to include a prices for each items. Our team that juries all new vendors will reach out to you as soon as possible!





Our Vendor Fees

Vendor Program

Booth rent ranges from \$2.50 per square foot to \$3.00 per square foot, depending on booth location.

All Vendors pay 7% commission on all sales.

Consignor Program

Consignors pay a flat 25% commission on all sales.

Payouts

Payout Dates

Vendor & Consignor payouts are processed on the 5th of each month for the prior month's sales.

Payment Options

Vendors & Consignors may choose from the following payment options at no fee to them:

- Check
- ACH/Direct Deposit
- Store Credit



bakery

MILK
CREAM

FARM FRESH
MILK

BEMIS
A
EXTRA HEAVY
SEAMLESS
REG. U.S. PAT. OFF.
45

BEMIS
A
EXTRA HEAVY
SEAMLESS
REG. U.S. PAT. OFF.
85

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