

Workshop Handouts



Resale . . . The Gateway to Success

NARTS 37th Annual Conference
June 28-30, 2024 ★ St. Louis, MO



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Resale . . . The Gateway to Success
NARTS 37th Annual Conference
June 28-30, 2024 * St. Louis, MO

Concurrent Sessions 10:00 AM

Buyer's Fees 101

Jody Czako

Completing a Physical Inventory

Valerie Sanchez

For Managers Only

Sara Sundblad

The World of eBay, Poshmark & Facebook

Jennifer Welte & Emily Ballard



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BUYER'S FEES 101



Presented by:

Jody Czako

614-270-0272

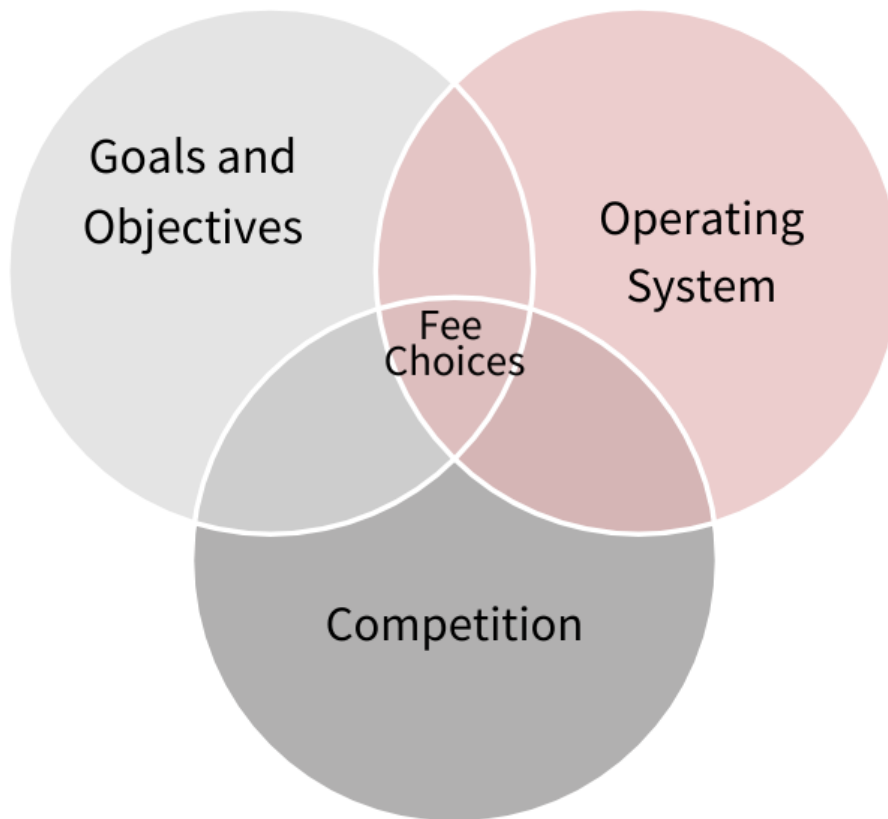
mccwesterville@gmail.com



Owner of
My Cousin's Cottage

Fee Design

Creating the right fee structure is a unique decision for each business and each store owner. The three elements of goals, operating environment, and competition all interact when selecting a business direction.



Goals and Objectives:

- Revenue-Producing
- Incentive-Based
- Punitive
- Limit to Access

Operating System:

- Software Program Capabilities
- Tagging Considerations
- Employee Implementation

Competition:

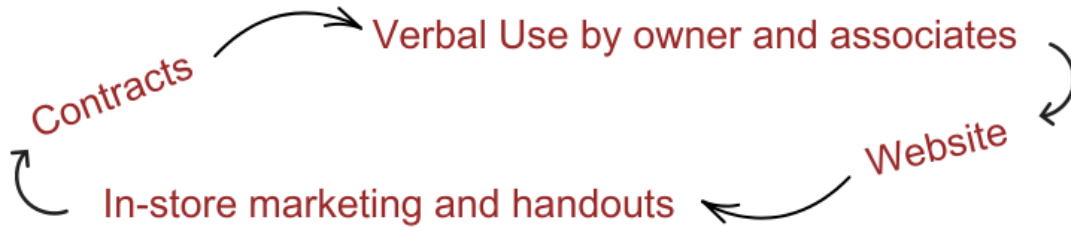
Margins

Consignment Splits

Fees to Consignors

What's in a Name? Fee Naming Options

Establish a single, consistent fee name for all customer and consignor interactions:



Understand internal terms used by your software provider, which may be completely different and inconsistent. The consignor does not know or care about the internal terms used.

| Vendor | User Guide Terms | Setup Screen Name |
|---------------------------|---|--|
| Liberty | Item Fee or Buyer's Fee | Item Fees, custom name in setup; Item Fees on all reports |
| SimpleConsign | Buyer's Fee | Buyer's and Item Fees |
| ConsignPro | Buyer's Fee | Buyer's or Advanced Buyer's |
| Consign Cloud | Buyer's Fee or Consignor Surcharges | Surcharges |
| Ricochet | Item Fee | Consignment Item and Product Fees |
| Aravenda | Item Fees: Buyer's, Batch, or Seller's | Surcharges |
| Computer Peeps | Inventory Fees or Store Fees | Fees |
| Rose by Consignor Connect | Item Fees | Item Fees - Simple or Complex |

*** All data derived from internet searches; author does not own these programs or have access to registered user information.*

Timing is Everything



Fee Setups and Revenue Recognition

A. Upfront Fees

- These are charged to the consignor before any sales take place.
- Revenue is recognized at intake or tagging.
- Can leave a consignor in a position where they owe the store more than the store owes them.

Examples: Account setup fees – Batch fees – Transaction fees – Handling fees – Cleaning

B. Buyer's Fees (by any name)

- These are divided out from earnings due to consignor when individual items are sold
- Buyer's fee revenue is recognized by store at point of sale.

Examples:

| Setup | Rate |
|---------------------|--|
| Single \$ amount | Fixed \$ amount per item |
| Single % percentage | Fixed % of assigned price per item |
| Tiered \$ amount | 2 or more tiers based on price per item, each with unique \$ |
| Tiered % amount | 2 or more tiers based on price per item, each with unique % |
| Tiered combination | 2 or more tiers based on price per item, each tier with either % or \$ |
| Tiered aging | 2 or more tiers based on age of item in system, each tier with either % or \$ |
| Multiple Structures | 2 or more of the structures listed above allowed, attached via price codes to different consignors or classes of merchandise |

Other Considerations:

Keystrokes and Tagging

Discounting

Testing

Using Price or Percentage Tiers

Sample #1

| Price Range | To | Buyer's Fee | Ave % |
|--------------|----------|-------------|-------|
| From \$ 1.00 | \$ 24.00 | \$ 1.00 | 3% |
| 24.01 | 72.00 | 3.00 | 2% |
| 72.01 | 144.00 | 6.00 | 2% |
| 144.01 | and up | 9.00 | 1% |

Sample #2

| Price Range | To | Buyer's Fee | Ave % |
|--------------|---------|-------------|-------|
| From \$ 1.00 | \$ 4.50 | \$.50 | 18% |
| 4.51 | 29.00 | 1.00 | 6% |
| 29.01 | 78.00 | 2.00 | 4% |
| 78.01 | 126.00 | 4.00 | 4% |
| 126.01 | 195.00 | 4% of price | 4% |
| 195.01 | and up | 3% of price | 3% |

Sample #3

| Price Range | To | Buyer's Fee | Ave % |
|--------------|----------|-------------|-------|
| From \$ 1.00 | \$ 29.00 | \$ 0.99 | 6% |
| 29.01 | 58.00 | 1.99 | 4% |
| 58.01 | 97.00 | 2.99 | 4% |
| 97.01 | 146.00 | 3.99 | 3% |
| 146.01 | 295.00 | 4.99 | 2% |
| 295.01 | 493.00 | 6.99 | 2% |
| 493.01 | 990.00 | 9.99 | 1% |
| 990.01 | and up | 12.99 | 1% |

Consignor Disclosure Recommendations

You DO need to:

Disclose the use of buyer's fees

Provide a clear and non-confusing explanation

Show the consignors your rates when they sign a contract, and upon request

You DON'T need to:

Justify a decision to charge a fair rate

Share financial information or "prove" how the income is being used

Include your fee schedule within the contract, if it is disclosed separately

You CAN:

Periodically adjust your rates, within a reasonable amount

Offer different rates to consignors based on their product quality or amount of work required

Offer a lower or waived rate to employees and owners

You SHOULDN'T use buyer's fees as a substitute for a split change.

Sample Contract Language

- Retained Fees: a. Upon sale, *Apple Resale* will retain: i. X% on furniture ii. Y% on all other items. A Z% buyer's fee will be added to each item. No portion of this fee will be paid to the Consignor.
- RETAINED FEES FOR MERCHANDISE: Consignor receives X percent (X%) of the SELLING PRICE of each consigned item, which does not include the buyer's fee. The remaining portion shall be retained by *B Kids*.
- *Cats Closet* will pay X% of the selling price of items sold to the consignor, less a small, graduated buyer's fee that will be added to the price of each item. This fee will be paid by the customer and will not be reflected on your consignment report.
- As the consignor you will receive X (X%) of the selling price for each item sold, not including the buyer's fee or sales tax. The buyer's fee is added to the ticket price and paid by the customer, not the consignor.

Links

- Aravenda <https://help.aravenda.com/portal/en/kb/articles/surcharges>
- Computer Peeps <https://thecomputerpeeps.com/tutorials-landing/>
- Consign Cloud <https://help.consigncloud.com/en/articles/3763948-inventory-rules-and-schedules>
<https://help.consigncloud.com/en/articles/6142914-setting-up-surcharges>
- ConsignPro <https://www.consignpro.com/download/UserGuide.pdf> pages 86-90
- Resaleworld – Liberty <https://help.resaleworld.com/libertyreact/aboutitemfees.html>
<https://help.resaleworld.com/libertyreact/settingupitemfees.html>
- Ricochet <https://help.ricoconsign.com/en/articles/2508252-item-fees>
- Rose by Consignor Connect <https://help.consignorconnect.com/knowledge/adding-item-fees-to-inventory>
- SimpleConsign <https://wiki.traxia.com/settings/options/fee-options>

From SimpleConsign, these next two are awesome resources for everyone!



<https://39541941.fs1.hubspotusercontent-na1.net/hubfs/39541941/Consignment%20Agreement%20Ebook-1.pdf>

<https://www.simpleconsign.com/blog/consignment-fees>

Be sure to visit My Cousin's Cottage at

www.mycousinscottage.com

<https://www.facebook.com/mycousinscottagewesterville>

Free Spreadsheet

Thank you for joining  BUYER'S FEES 101

I hope the session was valuable! Request your copy of the Excel spreadsheet used in our presentation today and let me know if you have any questions. Fill out this page, or send me an email at mccwesterville@gmail.com

– Jody

Name _____

Email _____

Software Vendor _____

Bonus (I'll Like & Follow)

Your Store Name _____

Questions?



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Completing a Physical Inventory

Presented by:

Valerie Sanchez

theboutique@articleconsignment.com

ShopArticleConsignment.com



Completing a Physical Inventory:

How many of us have delayed completing a physical inventory for weeks, months, or even years? Valerie Sanchez, of Article Consignment, will show you why it's important to compare the items your computer shows are in your store with the items you actually have on hand. Explore how to prepare, even months in advance, to make the process as smooth as possible. Learn steps to take before, during, and after your scan, including assessing results. How daunting is the task of finding and scanning EVERY.SINGLE.ITEM in our stores? Don't worry . . . you're not alone. Let's make a plan together!

Who – What – Why – When – Where - How

What is a physical inventory: in basic terms physical inventory is an actual count of the goods in stock to create an inventory of everything you have on hand – typically things that you own. It's physically counting or verifying items in your store...every single item. Typically we'll be referring to sellable product but counting fixtures and electronics is also important.

This list can then be compared to the list of what your software thinks you have

Why is it important? There are several reasons that it is important to complete a physical inventory.

1) **Accounting:**

2) **Insurance:**

3) **Efficiency:**

4) **Process Evaluation:**

5) **Theft Analysis:**

6) **Reputation:**

Who is best to complete the process?

- 1) You can hire an external company such as RGIS
- 2) You can use yourself and your own team
 - a. Team Leader:
 - b. Scanners:

When should a physical inventory be performed?

- 1) Annual; Typically right at the end of your fiscal year
- 2) Before selling your business or taking on a new partner
- 3) Ideally when the store is not open; Ideally as quickly as possible

Where?

- 1) Sales floor, backroom, storage closet
- 2) Backroom
- 3) Storage closets
- 4) Any other place you keep inventory

How to prepare?

- 1) Work with your software company to train
- 2) Order/Install software and hardware needed
- 3) Do a practice run scanning a section of your sales floor
- 4) Ensure all items have scannable barcodes attached
- 5) Pull any product from your backroom
- 6) Make a map your sales floor
- 7) Determine the team

Analyze results

- 1) Re-scan areas (and employees) with high error rates
- 2) Determine why certain categories may have had more items unaccounted for
- 3) Determine if changes to procedure can reduce your discrepancies
- 4) Determine if theft (internal or external) may have contributed
- 5) Make notes about the process for next year

For Managers Only

Equipping managers to manage



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Sara Sundblad
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Iowa

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www.shopstuffetc.com

Step 1 - Job Description

1. _____

2. _____

3. _____

Step 2 & 3 - Reporting Structure & Subordinates

1. _____

2. _____

3. _____

Step 4 - Employee Handbook

1. _____

2. _____

3. _____

ALL THE REST...

1. Communication

a. _____

b. _____

c. _____

2. Education & Planning

a. _____

b. _____

c. _____

3. Conflict Resolution



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WORKSHOP 6/29 10:00AM



The World of eBay, Poshmark, & Facebook

PRESENTED BY:

Jennifer Welte

&

Emily Ballard



Expect Everything!

1330 N Green River Rd. Evansville, IN 47715

(812) 401-1191

camillascloset812@gmail.com

www.camillasconsignment.com



INTRO

What is the most expensive thing ever sold on eBay?

A yacht for 172M

For those of us without a yacht to sell, let's talk about how we can maximize our profits by selling on eBay

Fun things I have sold...

FRENCH ART NOUVEAU BRONZE 16.5" VASE FEMME LIBELLULE BY PAUL

FRANÇOIS BERTHOUD \$12,000

18K TIFFANY & CO. ANGELA CUMMINGS 1979 ROSE PETAL LINK 16"

NECKLACE 62.9 GRAMS \$10,890

VINTAGE 1950'S PIERO FORNASETTI AFGHAN DOG UMBRELLA STAND

TRANSFER PR ROYAL DOULTON FIGURINE HN 1303 ANGELA ART DECO RARE

LESLIE HARRADINE HN1303 METAL \$2500

INTRODUCTION TO MYSELF & MY STORE (DOROTHYGAIL101)

Top rated seller status

Sold over \$1.2M on eBay to date

20 years selling on eBay, over 28K items sold

100% Feedback with over 15,600 positive feedback

WHY SELL ON EBAY

Overview of eBay's massive user base

Low barrier to entry for sellers

Global reach and potential for high visibility

SETTING UP YOUR EBAY ACCOUNT

Creating an eBay account

Personal vs. business account

Naming your eBay store/username

You might choose your store's name and tie the business to the account

New sellers can be a target for scams so don't sell what you can't afford to lose

New sellers will most likely have seller limits and limits on what category they can list in, so be mindful

If you have zero feedback consider buying a few small items to increase your feedback along

PRODUCT RESEARCH & SELECTION

Finding profitable products to sell

Researching competition and pricing

Identifying niche markets

Always compare your items directly with sold items, not what someone is asking for an item similar to yours. Make sure the condition is similar as well. I also try to compare like sizes if possible, for example a pair of women's size 5 shoes is not as easy to sell as say size 8 so compare accordingly.



Decide if you should add your selling fees to the price of the item since you will be getting much more exposure than at your local store. Another option is to only list your expired items that you now own so you retain all the profits.

When you choose what to list, think of your time. If you have a hot item and you are pricing it like you normally do, is it worth your time to list on eBay? Would you more than likely sell it next week with much less effort? If it's going on eBay you need to add on to the price more than you would in your store, your audience is larger, possible even worldwide, so you can price it higher

LISTING YOUR FIRST ITEM

Importance of high-quality photos

Always be transparent about condition, negative or neutral feedback stays on your account for a year; if you are in doubt on condition, don't list it

Photos tell the story, use as many photos as the program you work with allows you to use. Videos are also a great enhancement to highlight condition especially with handbags

CREATING COMPELLING LISTINGS

Best practices for creating attractive product listings

Writing persuasive titles and descriptions

Importance of high-quality images and accurate item specifics

The title matters alot! User elevant keywords, the goal is to be found in the search engines

You have 80 characters to use, maximize out those 80 characters

Don't use adjectives like gorgeous or words that people won't search for or words that repeat each other in a title

Use words that represent what people are searching for

Make sure your listing contains enough information so buyers don't have to message you obvious questions, you'll save yourself time. When answering questions on eBay, checkmark the box that says "post so others can see." If one person had that question, others might too.

Auctiva, perfect for people who list alot of the same or similar type items they own and do not consign from someone else, also stores your pictures forever so you can go back and relist items if you get them again with a few keystrokes cost is about \$55 per month. Features a very simple easy to use "create a similar listing" feature

Liberty users may push directly to eBay, good option if you want to maintain consignor's inventory and have the items directly come off eBay and their inventory if they sell in store

PRICING STRATEGIES

Fixed price vs. auction format...choose wisely

Utilizing eBay's pricing tools like Terapeak to look at 2 year historical data

I have mostly ever listed at buy it now or best offer. I stopped using auction formats about 15 years ago and I personally will never return.

You can run sales within your store, After X amount of days, I run a sale for 10% off, and then continue running sales after dating items to prevent items from getting stale on my store



RESEARCHING & SELECTING PRODUCTS

As a new seller identify items that you have in your possession that are lower priced to gain feedback and establish your account

Items such as; fashion wallets and name brand fashion jewelry, and apparel can be listed easily to get you started

SHIPPING & HANDLING

Understanding eBay's shipping options and policies - *eBay shipping is precise and must be done carefully*

Calculating shipping costs and setting shipping preferences

Tips for efficient packaging and handling

If you choose to sell globally, eBay does have a program that makes it easy to ship globally where all items go to a US location and then they ship from there. It's a simplified program where eBay handles the customs on their part

Offer free shipping, the enhanced placement you will receive and the way buyers can filter out people who don't use free shipping will outweigh itself. Just add the cost of shipping in your buy it now price

SELLING FEES

Most categories that average resale stores will use will have about a 15% fee, including clothing shoes handbags jewelry and watches

MANAGING SALES & CUSTOMER SERVICE

Monitoring listings and responding to inquiries

Communicating with buyers professionally and promptly

Handling orders, returns, and refunds with care

AUTHENTICITY GUARANTEE

Categories like handbags, sneakers, street wear, and jewelry now can fall under the authenticity guarantee, so be mindful of all parts of what you are selling, look for aftermarket straps, bands on luxury watches that are not authentic that can fail your item for the guarantee

Affects items that sell for over \$500 in those categories

I recommend telling your customer immediately that the item they purchased has to go to be eBay to be authenticated so it will take about 5-7 days longer to arrive

TIPS FOR SUCCESS ON EBAY

Consistency is key: maintaining active listings and positive seller metrics

Providing excellent customer service to build trust and reputation

Staying informed about eBay's policies, updates, and seller tools, including their seasonal updates which can contain important information about your eBay business

Always leave prompt feedback for a buyer, so they will reciprocate with you. You can only leave buyers positive feedback (since 2008)



Grow your eBay business with the hope of becoming a top rated seller so you can get 10% off your seller fees and significantly better placement in search results, also buyers can filter by top rated only and many do so

POSHMARK VS EBAY - WHERE TO SELL WHAT

EBAY: Coins, currency, small collectibles, designer fine jewelry, high-end luxury watches, toys, action figures, sports cars, designer handbags(sometimes)

POSHMARK: Vintage apparel unique to specific decades, designer handbags, current style designer shoes



UNDERSTANDING POSHMARK

Poshmark, founded in 2011, is a social commerce platform specializing in fashion and accessories.

Key Features:

- **Social Interaction:** Poshmark fosters community engagement through likes, comments, and shares, creating a social shopping experience.
- **Mobile-Centric:** The Poshmark app enables users to list items and engage with buyers seamlessly on mobile devices.
- **Curated Marketplace:** Poshmark's focus on fashion caters to a niche audience of style-conscious individuals.
- **Community Building:** Engage with the Poshmark community through sharing, commenting, and participating in Posh Parties to boost visibility and sales.

SELLING ON POSHMARK

Effective Strategies:

High-Quality Photos: Clear, well-lit images showcasing item details attract buyers' attention.

Descriptive Listings: Use relevant keywords and provide accurate descriptions to improve visibility.

Utilizing keywords for discoverability

Social Engagement: Interact with the Poshmark community by sharing listings, participating in Posh Parties, and responding to comments.

Brand Recognition: Items from well-known and desirable brands tend to sell faster and at higher prices on Poshmark.

Trend Awareness: Staying up-to-date with current fashion trends and seasonal styles helps sellers anticipate demand and capitalize on popular items.

Technical Setup:

Mobile App: Download the Poshmark mobile app for easy listing creation and management on the go.

High-Quality Photos: Capture clear, well-lit photos of your resale items to attract buyers.

Detailed Descriptions: Provide accurate and detailed descriptions, including item condition, size, and brand.

Technical Integration:

Social Sharing: Leverage Poshmark's social features, such as sharing listings and participating in Posh Parties, to increase visibility and engagement.

Direct Messaging: Communicate with buyers and address inquiries promptly through Poshmark's built-in messaging system.



TOP-SELLING CLOTHING CATEGORIES

1. *Women's Apparel:* Women's clothing is one of the most popular categories on Poshmark, encompassing a wide range of styles, sizes, and brands. Key items include:
 - Dresses: Both casual and formal dresses in various styles, such as maxi, midi, and cocktail dresses.
 - Tops: Blouses, T-shirts, sweaters, and tank tops in trendy designs and popular brands.
 - Denim: Jeans, shorts, and skirts from sought-after denim brands like Levi's and AG Jeans.
 - Activewear: Athletic leggings, sports bras, and workout tops from well-known activewear brands like Lululemon and Nike.
2. *Men's Apparel:* Men's clothing is also in high demand on Poshmark, with key categories including:
 - Shirts: Button-down shirts, polo shirts, T-shirts, and hoodies from popular men's fashion brands.
 - Pants: Casual and dress pants, as well as denim jeans, in a variety of styles and sizes.
 - Outerwear: Jackets, coats, and sweaters suitable for different seasons and occasions.
3. *Accessories:* Accessories complement clothing items and can enhance an outfit's appeal. Best-selling accessories on Poshmark include:
 - Handbags: Designer handbags, crossbody bags, and wallets from luxury brands like Louis Vuitton and Gucci.
 - Shoes: Sneakers, boots, sandals, and heels in various styles and sizes.
 - Jewelry: Necklaces, bracelets, earrings, and rings in both costume and fine jewelry categories.

POSHMARK SHIPPING

Poshmark has a standardized shipping process for all sellers:

- Flat-rate shipping of \$7.11 for items weighing up to 5 lbs.
- Prepaid shipping label generated by Poshmark for each sale.

Poshmark provides a seamless shipping experience, simplifying the process for sellers, in contrast to Ebay.

CONTRASTING POSHMARK WITH EBAY

Inventory Focus:

- Poshmark specializes in fashion and accessories, catering to a niche audience.
- eBay offers a broader range of products across various categories, appealing to a wider customer base.

Social Interaction:

- Poshmark emphasizes social engagement, fostering a sense of community among buyers and sellers.
- eBay focuses primarily on facilitating transactions, with less emphasis on social interaction.

Fee Structure:

- Poshmark charges a flat commission fee per sale, simplifying the fee structure for sellers.
- eBay employs a fee structure based on listing format, category, and final sale price, which may vary.



Mastering Facebook Live Selling for Retail Success

What is Facebook Live Selling?

- Definition and explanation
- Importance in today's retail landscape
- Examples of successful implementations

Why Choose Facebook Live for Retail?

- Advantages of Facebook Live over traditional selling methods
- Reach and engagement benefits
- Building customer trust and loyalty

Getting Started: Preparing for Your Live Session

- Setting objectives and goals
- Choosing products to feature
- Scripting and rehearsing

Technical Setup and Equipment

- Required equipment(camera,lighting,microphones)
- Software and tools for broadcasting
- Connectivity considerations

Crafting Compelling Content

- Structuring your live session
- Creating urgency and excitement
- Engaging with your audience(Q&A,polls,comments)

Going Live: Tips for Success

- Best practices during the live session
- Managing viewer interactions
- Demonstrating products effectively

Driving Sales and Conversions

- Call-to-action strategies
- Exclusive offers and promotions
- Tracking performance and analytics

Post-Live Session: Follow-Up and Engagement

- Responding to inquiries and comments
- Leveraging recorded sessions
- Collecting feedback and insights



Training Words to Teach Staff For Live Videos

Key Hole Back
Tube Top
Kimono
Shark Bit Cardigan
Pleats
Slant Sleeve
Roll Tab Sleeve
Plaque
Clog shoes
Ballet flats
Duster
Mesh
Cinch Waist
Gauze Fabric
Boat Neck
Mock Neck
Chambray Fabric
Waffle Knit
Vegan Leather
Nylon
Canvas
Coated Canvas
Tassel
Pom Pom
Color Block
Swiss Dot
Eyelet Detail
Turn lock
Adjustable Strap
Removable Strap
Bohemian Boho Style
Cardigan
Zebra Print
Cheetah Print
Leopard Print



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Leadership Skills for High Performance

Lori Clark

Turn VolunTEARS to VolunCHEERS

Mary Hovis

Ask A Jeweler!

Curt Welte



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Leadership Skills for High Performance

Presented By:

Lori Clark
Vice President, Customer Experience
Upright Labs
lori@uprightlabs.com
www.uprightlabs.com

Key Topics in the Presentation

1. Creating an Environment Where People Thrive
2. Building Trust with Your Teams
3. Triggers that Drive Distrust
4. Managing Performance

Creating an Environment Where Your People Thrive

There are multiple pillars to create an environment that your team feel excited about while performing at a high level.

1. Accountability
2. Recognition
3. Regular Communication
4. System Simplification



Leadership techniques that lead to success:

- *Clear Goals with Accountability*
 - Set clear goals and expectations for your team. Be accountable for the results of the team's actions.
- *Celebrate Wins*
 - Motivate your team by celebrating achievements.
- *Communication*
 - Provide clear and regular communication to your team members.
- *Simplify The System*
 - Oversimplify and make it easy to understand.



Setting Clear Goals & Accountability

Setting clear goals and establishing accountability are crucial for the success of any team. Here's a step-by-step guide to help you:

Define Clear Goals: Start by defining specific, measurable, achievable, relevant, and time-bound (SMART) goals for your team. Make sure these goals align with the overall objectives of the organization.

Communicate Expectations: Clearly communicate these goals to your team. Explain why these goals are important, how they contribute to the larger picture, and what success looks like.

Break Down Goals: Break down larger goals into smaller, actionable tasks. This makes them more manageable and helps team members understand their individual contributions.

Assign Responsibilities: Assign specific tasks to each team member based on their strengths, skills, and interests. Make sure everyone knows what they are responsible for and what is expected of them.

Establish Deadlines: Set deadlines for each task and goal. This creates a sense of urgency and helps keep everyone focused and on track.

Provide Resources and Support: Make sure your team has the necessary resources, tools, and support to accomplish their goals. This could include access to training, technology, or additional manpower if needed.

Monitor Progress Regularly: Keep track of progress towards the goals on a regular basis. Schedule check-in meetings or use project management tools to monitor progress and address any issues or roadblocks that arise.

Provide Feedback: Offer constructive feedback to your team members regularly. Recognize their achievements and address any areas where improvement is needed. Feedback should be specific, timely, and actionable.

Celebrate Achievements: Celebrate milestones and achievements along the way. This boosts morale and motivates team members to continue working towards the larger goals.

Hold People Accountable: Hold team members accountable for their responsibilities. If someone is not meeting expectations, have a private conversation to understand the reasons behind it and provide support if needed. However, also ensure there are consequences for consistently failing to meet expectations.

Adjust and Adapt: Be flexible and willing to adjust goals and strategies as needed. Circumstances may change, and it's important to adapt accordingly to ensure continued progress towards the overall objectives.

By following these steps, you can set clear goals and establish accountability within your team, leading to increased productivity, morale, and ultimately, success.

Recognizing Your Team for Their Efforts

Recognizing your team for desired behavior is essential for reinforcing positive actions and fostering a culture of appreciation and motivation. Here are some effective ways to do so:

Immediate and Specific Feedback: Provide timely and detailed feedback when you observe desired behavior, highlighting its impact.

Public Recognition: Acknowledge the desired behavior publicly to motivate the individual and set an example for others.

Personalized Recognition: Tailor your recognition efforts to each team member's preferences to show that you value and respect them as individuals. Understanding whether your team responds well to gifts, time, or an act of service can be helpful.

Peer Recognition: Encourage team members to recognize and appreciate each other's contributions, fostering a positive team dynamic.

Opportunities for Growth: Recognize desired behavior by providing opportunities for professional development and career advancement, demonstrating confidence in their abilities.

Regular Communication

Often, it takes multiple times and ways of communicating in order for your teams to follow a new process or instruction. To ensure you provide as much opportunity for your team to take action, you must communicate regularly and effectively. Here are some tips of how to do so.

Establish a Routine: Set a consistent schedule for communication to provide stability and predictability for your team.

Use Multiple Channels: Utilize various communication channels to reach team members effectively, catering to different preferences and needs.

Be Transparent: Share relevant information openly, fostering trust and creating an environment of transparency.

Encourage Two-Way Communication: Create opportunities for team members to ask questions, share feedback, and voice concerns, promoting an open dialogue.

Follow Up: After communicating important information or decisions, follow up to ensure understanding and address any lingering questions or concerns. Follow-up communication demonstrates your commitment to clarity and accountability.

Simplify Their Roles

Simplifying systems can greatly enhance efficiency, reduce errors, and improve user satisfaction. Here are some leadership tips to guide you through the process of system simplification:

Leverage Technology: Automate repetitive and manual tasks where possible to reduce complexity.

Adopt User-Friendly Tools: Implement tools and software that are intuitive and easy to use.

Create Standard Operating Procedures (SOPs): Develop clear, concise SOPs to ensure consistency.

Reduce Variability: Limit the number of variations in processes and systems to simplify training and usage.

Eliminate Redundancies: Remove unnecessary steps and consolidate overlapping processes.

Be Agile: Be prepared to make adjustments based on feedback and changing needs.

Promote a Mindset of Simplicity: Encourage a culture where simplicity is valued and complexity is challenged.

Lead by Example: Demonstrate your commitment to simplification through your actions and decisions.

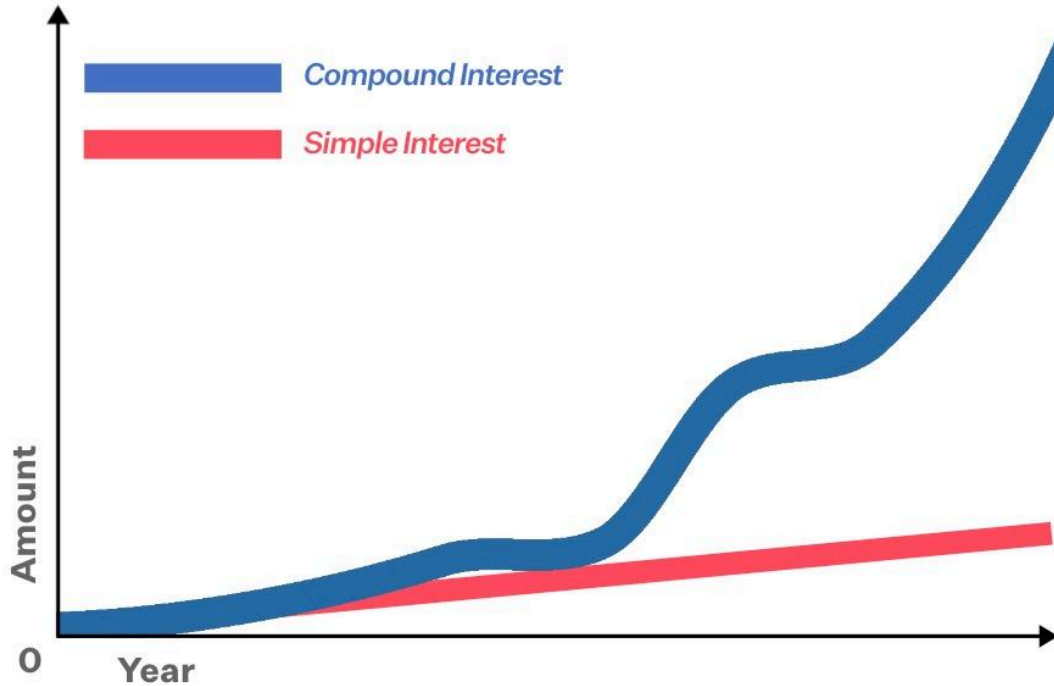
By following these tips, you can lead your organization through a successful system simplification process that enhances efficiency, reduces costs, and improves overall performance.

Positive Environment Checklist

- Does your team have clear SMART goals?
- Is clear responsibility delegated to each team member?
- Do people know what their deadlines are?
- Is there a way to monitor progress?
- Do you have a way of holding your team accountable?
- Do you have a recognition program?
- Is your recognition program individualized?
- Are there peer-to-peer recognition programs?
- Do you provide opportunities for internal growth to your team?
- Do you have multiple channels of communication?
- Is your communication predictable?
- Do you solicit two-way communication?
- Do you regularly follow up on important communication?
- Are you automating any tasks?
- Do you have user-friendly tools for your team?
- Do you have SOPs in place?
- Is there variability within your process?
- Do you promote a culture of simplicity?
- Do you lead by example on simplification?

Building Trust Within Your Team

Trust is like a bank account. When you're in debt, it's easy to pay more and more interest. Similarly, in leadership, when there is a lack of trust, every action is scrutinized. On the flip side, when you have an abundance of trust built, it's easier to bounce back from any set-backs.



The small trust-building actions you do daily, will compound every day. Treat building trust with your team like a habit.

Here are some habits you can start with:

| Trust Builders | Trust Breakers |
|------------------------------------|--------------------------------|
| Do what you say you're going to do | Not honoring commitments |
| Recognize your team where it's due | Demanding without appreciation |
| Individualize your feedback | Inauthenticity |
| Be transparent | Deceptive tactics |
| Remain consistent | Inconsistency |
| Active listening | Making assumptions |
| Being vulnerable | Being overly cold or defensive |

This is not a complete list but a good place to start. Build trust helps your team feel connected to what they do and who they work with which is why it's one of the most important aspects of leading a high performing team.

Trust Building Checklist

- Does your leadership team honor their commitments?
- Do you instill a proactive communication culture?
- Are two-way feedback loops in place?
- Do you individualize feedback based on the employee?
- What research do you conduct before providing feedback?
- Do you have a healthy constructive feedback to recognition ratio?
- Do you act how you would like to be treated?

Triggers that Increase Distrust

A structured way to increase decrease your chances of losing trust is to adjust how you communicate is by understanding your teams triggers. A study out of a NeuroLeadership Journal studied a brain under physical pain, and while they were experience specific emotions.

This study identified five areas that triggered people in such an intense way that it mirrored physical pain. The acronym of these areas is called SCARF.

SCARF is an acronym that stands for Status, Certainty, Autonomy, Relatedness, and Fairness. It was introduced by Dr. David Rock, co-founder of the NeuroLeadership Institute, to explain how our brain perceives and reacts to social experiences and interactions, particularly in the workplace.

Each element of SCARF represents a fundamental social need that influences our behavior and emotions:

Status: This refers to our relative importance compared to others. Status can be influenced by factors such as job title, recognition, or respect from peers. Threats to status can trigger feelings of defensiveness or aggression, while increases in status can boost confidence and motivation.

Certainty: This relates to our desire for predictability and stability in our environment. Uncertainty about the future or changes in routine can activate the brain's threat response,

leading to stress and anxiety. Providing clear goals, expectations, and information can help alleviate uncertainty and promote a sense of security.

Autonomy: Autonomy refers to our sense of control and agency over our actions and decisions. Having autonomy in our work allows us to feel empowered and motivated, while micromanagement or restrictions on autonomy can lead to feelings of frustration and disengagement.

Relatedness: Relatedness is the need for a sense of belonging and connection with others. Positive social interactions, teamwork, and supportive relationships can enhance motivation, creativity, and overall well-being. Conversely, feelings of isolation or social rejection can have negative impacts on performance and mental health.

Fairness: Fairness involves perceptions of equity and justice in our interactions with others. Unfair treatment, favoritism, or perceived injustices can trigger strong emotional responses and damage trust and morale. Establishing transparent processes and treating people with fairness and impartiality is crucial for fostering a positive and inclusive work environment.

Understanding and addressing these SCARF factors can help leaders and organizations create environments that promote psychological safety, engagement, and productivity among their teams.

Examples:

| | |
|--------------------|---|
| Status | A lesser tenured employee is promoted over a long term teammate |
| Certainty | Job cuts are announced before knowing which roles are cut |
| Autonomy | Changing everyone's work hours from 9-6 to 5-2 |
| Relatedness | Speaking in abbreviations and corporate lingo to front-liners |
| Fairness | Following a policy for one employee and not the other |

When releasing team communication or implementing something new, consider these five areas to see if you can alleviate any pain. For example, when changing working hours, perhaps feedback is collecting in advance. Or when a high tenured person isn't promoted, a individual meeting occurs and the employee is provided feedback as to why.

SCARF can be a structured way to develop empathy and build trust within your teams.

Building Empathy Checklist

- Do you try to understand the other person's point of view?
- Do you try to relate to the person receiving feedback?
- Do you try to instill certainty and psychological safety?
- Do you attempt to provide options where possible?
- Are you fair across your entire team when making a decision?
- Do you explain "the why" behind leadership decisions?

How to Manage Performance

If you implement all the tips shared today, you will be leading a team that's performing well. With trust, accountability systems, tools that help folks get the job done efficiently and increased empathy, you'll succeed.

However, you'll need a system to manage performance. To do this you need to:

1. Define your standards
2. Provide regular feedback
3. Implement systems for managing performance

Define Your Standards

When defining your standards consider:

- **What** your team are doing
- **How** they should be doing it

The what is often your KPI's or quantifiable metrics. They're best measured in numbers and tracked on a specific cadence. Some examples of these in a retail environment are:

- Sales per day
- Price per item
- Sell through rate
- Shelf life
- Inventory audit count
- Shipping goals

You should have regular discussions about KPIs and make them as visible as possible.

The **how** is often your company values. How people go about their work defines the culture of your team which can greatly impact performance. While many companies have values, how

they should be embodied on a daily basis isn't always communicated, enforced or tied back to company values. Here's a starting point:

- Define your company values
- Provide a list of what this looks like and doesn't look like
- When correcting or recognising behavior, link it to your company value

Provide Regular Feedback

Providing regular feedback is crucial for employee development, motivation, and performance improvement. Here are some guidelines for managers to effectively provide regular feedback:

Schedule Regular Check-Ins: Consistently hold one-on-one meetings to provide and discuss feedback.

Be Specific and Constructive: Offer clear, detailed, and actionable feedback focused on behaviors and outcomes.

Balance Positive and Developmental Feedback: Recognize achievements while also addressing areas for improvement.

Be Timely: Give feedback promptly after the observed behavior or outcome to ensure relevance.

Encourage Dialogue: Engage in two-way conversations, listening actively to the employee's perspective.

Focus on Development: Emphasize continuous improvement and provide support for personal and professional growth.

Be Empathetic and Supportive: Show understanding and offer assistance to help the employee succeed.

Implement Systems for Managing Poor Performance

After you have clear standards for success, action must be taken. Timely management of poor performance is key to driving high performance. High performers can become frustrated when poor performance isn't rectified and poor performers can believe their actions are satisfactory.

To get started, you'll need to assess performance, implement systems to rectify poor performers and build systems for regular feedback.

To assess where your team members may be at, a nine-box assessment may be helpful. Measure performance vs potential to place team members within a nine-box. Often performance is linked to KPIs and potential is linked to behaviors and motivation.



Once you've assessed the employees you need to develop and train. Consider implementing the following systems.

- Training Plan
- Performance Improvement Plan (PIP)

In many cases, your HR teams will have these built out. If you're a business owner without an HR team, here's how to start with building these programs.

Training plans are a step before performance improvement. This is where you're providing all the training possible to help boost and employees performance. The training plan should include:

- **Clear Goals:** Define what the training aims to achieve, such as improving specific skills, knowledge, or performance metrics.
- **Measurable Outcomes:** Specify how success will be measured, including any key performance indicators (KPIs) or benchmarks.

- **Skill Gaps Analysis:** Identify the skills and knowledge gaps that the training needs to address.
- **Employee Input:** Gather feedback from employees on their training needs and preferences.
- **Relevant Topics:** Develop content that is directly relevant to the skills and knowledge required for the job.
- **Timeline:** Outline the duration and frequency of training sessions.
- **Training Materials:** Develop and provide necessary materials, such as manuals, handouts, and online resources.
- **Equipment and Technology:** Ensure access to any equipment or technology needed for the training.
- **Pre- and Post-Training Assessments:** Evaluate employees' knowledge and skills before and after training to measure progress.
- **Feedback Mechanisms:** Collect feedback from participants to evaluate the training's effectiveness and identify areas for improvement.
- **Training Records:** Maintain records of who has completed the training, along with their assessment results.
- **Progress Tracking:** Monitor progress over time to ensure training goals are being met.

If there is a performance issue and not a training issue, a Performance Improvement Plan must be implemented.

A Performance Improvement Plan (PIP) is a structured document designed to help employees improve their performance in specific areas. It should be clear, detailed, and action-oriented. Here are the essential components that should be included in a PIP:

Employee Information

Name: The employee's full name.

Job Title: The employee's current position.

Department: The department or team the employee belongs to.

Supervisor: The name of the employee's direct supervisor or manager.

Purpose of the PIP

Reason for the PIP: A clear statement explaining why the PIP is being implemented.

Goals of the PIP: The specific objectives the PIP aims to achieve, such as improving performance in particular tasks or behaviors.

Performance Issues

Detailed Description: Specific areas where performance is lacking, including examples and evidence of the issues.

Impact: How these performance issues are affecting the team, department, or organization.

Performance Expectations

Clear Objectives: Specific, measurable, achievable, relevant, and time-bound (SMART) goals the employee needs to meet.

Standards: The performance standards or benchmarks the employee is expected to achieve.

Action Plan

Steps to Improvement: Detailed actions the employee needs to take to improve performance.

Resources and Support: Any training, resources, or support the company will provide to help the employee succeed.

Timeline: Specific deadlines and milestones for achieving the outlined objectives.

Monitoring and Evaluation

Check-In Meetings: Scheduled meetings between the employee and their supervisor to discuss progress.

Progress Reports: Documentation of progress at regular intervals.

Feedback Mechanisms: Methods for providing ongoing feedback to the employee.

Consequences of Non-Improvement

Potential Outcomes: Clear statement of what will happen if the employee fails to meet the PIP objectives (e.g., further disciplinary action, termination).

Final Review Date: The date by which the final assessment of the employee's performance will be conducted.

Employee Acknowledgment

Signature Line: Space for the employee to sign and acknowledge they have received and understood the PIP.

Date: The date the employee acknowledges the PIP.

Manager and HR Signatures

Supervisor's Signature: Signature of the employee's direct supervisor or manager.

HR Representative's Signature: Signature of an HR representative, if applicable.

Date: The dates when the supervisor and HR representative sign the PIP.

Follow-Up Plan

Review Schedule: Timeline for follow-up reviews and evaluations.

Adjustments: Plan for any necessary adjustments to the PIP based on the employee's progress.

Including these elements ensures that a PIP is comprehensive, fair, and designed to give the employee the best possible chance of improving their performance.

Performance Management Checklist

- Do you have regular 1:1's scheduled?
- Do you have regular team meetings scheduled?
- Do you balance positive and developmental feedback?
- Are your company values defined?
- Does your team know what these values look like in action?
- Do you reference behavior back to values?
- Are your team and individual KPIs defined?
- Do you regularly hold your team accountable to KPIs?
- Do you have a structure for training plans?
- Do you have a PIP template and structure?
- Do you know where your teams sit in terms of performance vs potential?

Summary

Ultimately people want to enjoy the work they do, who they do it with and feel like they're impacting change in some way. In order to get the results you want out of your employees, you need to:

- Build trust daily
- Set clear accountability
- Implement recognition programs for desired behavior
- Manage performance for undesired behavior
- Increase your empathy of your teams emotions
- Simplify your teams workflow

There are many tactical levers in this workbook. We recommend you start with one, then implement the next tip. Use the checklists in this workbook as a tool to see where you may want to start first.



Resale ... The Gateway to Success
NARTS 37th Annual Conference
June 28-30, 2024 ★ St. Louis, MO

Turn
VolunTEARS
to
VolunCHEERS

PRESENTED BY:

Mary Hovis

Director@familylifepcc.org

silkpursethriftstore.com





According to Double the Donation in
15 Volunteer Statistics that Impact Your Non Profit
(<https://doublethedonation.com/volunteer-statistics/>) :

About 63 million people volunteer.

**One-third of the nonprofit workforce
is volunteers.**

**62% of nonprofits state that recruiting
volunteers is “a big problem.”**

**Today we're going to learn...
where to find the volunteers...
how to recruit them...
and
how to keep them coming back!**

WHERE TO FIND THE VOLUNTEERS



- W/Comp companies
 - Reemployability – <https://www.reemployability.com/>
 - Genex – www.genexservices.com
- Internships
- Workforce Innovation & Opportunity Act Program (Wioa)
- RSVP (Retired and Senior Volunteer Program) under National Senior Service Corps <https://www.benefits.gov/benefit/884>
- Church groups taking a day of the week – ladies group, cell groups,
- Social groups that take a day of the week, or once a month
- Youth groups/Boys Scouts/Girl Scouts
- Local businesses that have volunteer programs for their employees
 - Kohls - <https://corporate.kohls.com/corporate-responsibility/associates-in-action>
- College programs that require volunteering
- Public and Parochial schools
- Probation Office
- Disabled

HOW TO GET THEM TO VOLUNTEER

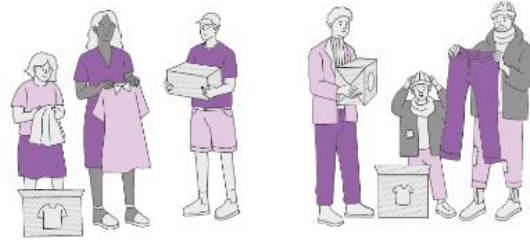


- \$25 gift certificate
- Discounts on purchases
- Chamber of Commerce
- Speaking in churches and at events
- Put it on website
- Volunteer Coordinator
- Get Employees Involved
- Girlfriend's day out.
- Parent/child or Grandparent/grandchild volunteer opportunities.
- Summer programs for teens
- Community Give Backs
- Facebook and social media posts
- Interviewing volunteers

H

OW TO KEEP THEM VOLUNTEERING

SEE YOU NEXT WEEK!



- Orientation
- Volunteer Week
- Christmas Party
- Volunteer of the month
- Volunteer Birthdays
- Volunteer Anniversary
- Be flexible
- Name tags or shirts with logos
- Fit them to the right position
- Give them departments to be in charge of
- Make sure all employees know to thank them when they are leaving.
- Let go of the little things
- Letting volunteers go

VOLUNTEER COORDINATOR

JOB DESCRIPTION (Sample)

***Position Title:* VOLUNTEER COORDINATOR**

The Volunteer Coordinator is responsible for recruiting, managing, training, scheduling, and retaining volunteers.

Qualifications:

- 1) Ability to comply with the policies and procedures of (YOUR ORGANIZATION).
- 2) Dependable, stable, and capable of following through on commitments.
- 3) Ability to provide leadership, motivation, encouragement, and training for volunteers.
- 4) Organized and able to work independently.
- 5) Ability to respond in a professional manner to the public at all times.
- 6) Strong communication skills, including public speaking, writing, media, and staff relations.
- 7) Computer skills including Word, Excel, Outlook, and PowerPoint with typing and spelling proficiency.
- 8) Ability to lift and carry up to 50 pounds occasionally and lift and carry up to 20 pounds regularly.
- 9) Ability to stand and/or walk on concrete for extended periods of time.
- 10) Mobility that involves bending, stooping, stretching, reaching, pushing, pulling, grasping, and fine motor skills.

Duties:

- 1) Thoroughly learn the different positions in the store to adequately be able to assign volunteers to areas they would work well in.
- 2) Contact churches and community groups and set up times for speaking engagements, a minimum of 4 monthly.
- 3) Present to the groups a brief overview of the organization's services, the thrift store's contribution to the ministry, and the need for more volunteers.
- 4) Recruit volunteers and have them fill out all the paperwork needed to run background checks.
- 5) Schedule and facilitate orientation with volunteers.
- 6) Adequately train volunteers in their departments as needed, recognizing some volunteers will need more training than others depending on the person and the task.
- 7) Oversee any groups coming to work at the thrift store, some times in the evening, sometimes staying past close.
- 8) Work with management to determine what areas still need volunteers and what extra jobs can be completed.
- 9) Track volunteer hours and give certificates.
- 10) Take spent certificates out of computer and volunteer books.
- 11) Evaluate volunteers frequently to make sure they are working out in their departments and further train or move to other departments as needed.
- 12) Encourage, promote, and praise volunteers, developing a good relationship with them.
- 13) Keep a monthly schedule of volunteers who work regular hours.
- 14) Plan and carry out activities for volunteer appreciation week in April.
- 15) Continue to grow our volunteer base each month.
- 16) Other duties as assigned by management.

Work Environment: Public meetings, retail store, and warehouse environment. Volunteer Coordinator may be exposed to dust, mold, mildew, and unpleasant odors through donations. Extended periods of standing and walking on concrete floors.

Reports to: Store Manager

Supervises: The volunteer team.

Time Commitment: Hours per week will vary, and in-store hours are flexible to allow time for group presentations, which may be held during the day or in the evening. It is expected that, to begin with, approximately 20 hours per week will be spent in the store during business hours, and additional hours will be spent at speaking engagements each week. This will potentially develop into a full-time position. Some weeks will be more and others less depending on speaking commitments, training, or orientating of volunteers. Hours will be worked in the building with the exception of speaking engagements, which time should be written on the bottom of the timecard each week.

Ask A Jeweler!



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June 28-30, 2024 - St. Louis, MO

Presented by:
Curt Welte
Camilla's Closet
curtwelte@gmail.com

Gold Jewelry Markings

8 karat

8k
8kt
333
.333

9 karat

9k
9kt
375
.375

10 karat

10k
10kt
10kp (p stands for plumb, not plated)
417
.417

14 karat

14k
14kt
14kp (p stands for plumb, not plated)
585
.585

18 karat

18k
18kt
18kp (p stands for plumb, not plated)
750
.750

19 karat

19k
19kt
791
.791

21 karat

21k
21kt
875
.875

22 karat

22k
22kt
916
.916
917
.917

Silver Jewelry markings

Sterling
925
.925
.800 (coin silver 80% pure)
P4 (sterling equivalent, trace amounts of platinum, gold and palladium)
Platinaire (sterling equivalent, trace amount of platinum)
Coin (80% silver)
Coin Silver

* any marked German Silver, Brazil Silver or Nickle Silver is not Silver

Gold filled jewelry

1/10 10k
1/20 10k
1/10 14k
1/20 14k
10k G.F.
14k G.F.
18k G.F.

*any fraction will indicate gold filled, buy at the same rate as sterling silver

Gold Plated jewelry

10k HGE
14k HGE
18k HGE

*HGE stands for Heavy Gold Electroplate - only valuable by the pound for gold refining purposes.

Platinum Jewelry

Plat
Pt
90/10
Plat irid
900 plat
950 plat
Plat irid 90/10
850

Palladium Jewelry

Pall
Pd
950 Pall
950 Pd



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Concurrent Sessions 3:00 PM

Maximizing Your Shopify Website

Judy Connor

Addressing Social Issues with Care

Robyn Hicks

Your Why Inspires Where You're Going!

Abe Sanchez



MAXIMIZING YOUR *shopify* WEBSITE

JUDY CONNOR

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STILLGOODE HOME CONSIGNMENTS

5200 LOUETTA RD, SPRING, TX 77379

WWW.STILLGOODE.COM



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THE TOP 3 MUST HAVES

for success

#1

#2

#3

DESIGNING

THE STREAMLINED PROCESS

FROM INTAKE TO CHECKOUT



MY SHOPIFY

GOALS

**THE FIRST THING
I WILL TACKLE IS...**

GAINING NEW CUSTOMERS

BUILDING LOYALTY

MARKETING & SEO

STREAMLINING PROCESSES

USER FRIENDLINESS

PREVENTING FRAUD

AND, OF COURSE, INCREASING SALES!

NOTES

UNDERSTANDING THE RESALE & CONSIGNMENT MARKET ON SHOPIFY

SETTING UP YOUR SHOPIFY STORE FOR RESALE SUCCESS

DESIGNING THE STREAMLINED PROCESS

DESCRIPTION STRATEGIES FOR GETTING ITEMS SOLD

SEO AND MARKETING YOUR WEBSITE

GAINING NEW CUSTOMERS AND BUILDING LOYALTY

NOTES

PREVENTING FRAUD AND ENSURING SECURE TRANSACTIONS

MANAGING INVENTORY AND PRODUCT LISTINGS

ADDING COMPLIMENTING PRODUCTS TO INCREASE SALES

ANALYZING PERFORMANCE AND OPTIMIZING OPERATIONS

RECOMMENDED SHOPIFY APPS

FOLLOW US ON

Social Media



STILLGOODE CONSIGNMENTS



STILLGOODE AUCTIONS



STILLGOODE REALTY TEAM



STILLGOODE HOME STAGING

Addressing Social Issues with Care



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Presented by:
Robyn Hicks
Another Season Consignments
Waco, Texas 76710
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anotherseasonconsign@gmail.com
www.anotherseason.com

Addressing Social Issues with Care

Brainstorm: What are the biggest social issues that you face in your workplace?

What issues do your employees struggle with? What are the areas that affect performance? Areas of Liability?

Explain one example of when you dealt with one of these....

Strategies for responding to social issues as a manager/owner:

1. _____
2. _____
3. _____. _____. _____.
 - a.
 - b.
 - c.

Resources to use in your community:

Your Why Inspires Where You're Going!



Resale . . . *The Gateway to Success*

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June 28-30, 2024 • St. Louis, MO

Presented by:

Abe Sanchez, CEO

Article Consignment Boutique

Sacramento, CA

916.316.5772

abe@articleconsignment.com

www.ShopArticleConsignment.com

Remember Your Why or You'll Forget Where You're Going.

It's Time to Live with Purpose.

*"Happiness comes from what we do.
Fulfillment comes from why we do it."*

Simon Sinek

"Start achieving more by doing Less!"

Michael Hyatt

Introduction:

- Abe Sanchez and Article Consignment Boutique
- My "Why"

Step 1: Remember why you chose resale. Understanding Your Purpose and

how to discover it:

- Find Your Why – Simon Sinek
- What is a "Why"?

The Golden Circle

WHAT

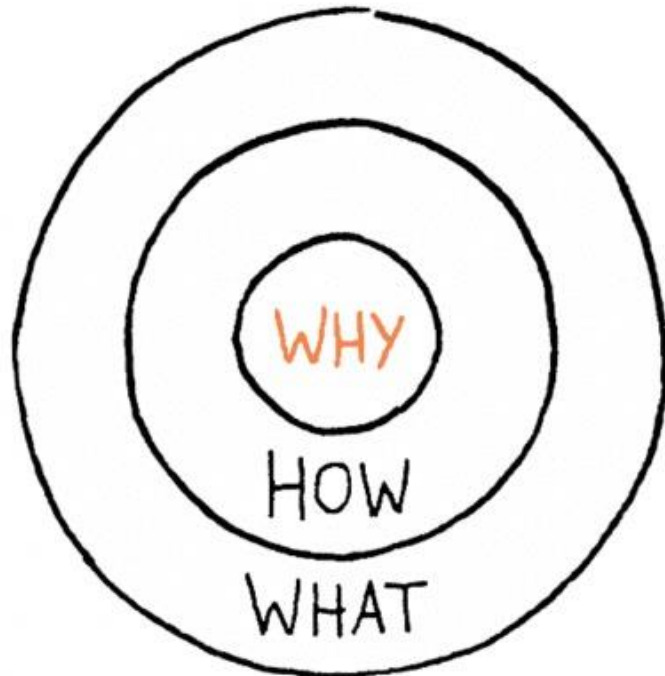
Every organization on the planet knows WHAT they do. These are products they sell or the services

HOW

Some organizations know HOW they do it. These are the things that make them special or set them apart from their competition.

WHY

Very few organizations know WHY they do what they do. WHY is not about making money. That's a result. WHY is a purpose, cause or belief. It's the very reason your organization exists.



Simon Sinek - The Golden Circle - TedTalks 2009

<https://youtu.be/fMOlfsR7SMQ?si=T48cppIkZE7w4Y7I>

Step 2: Follow a plan or program that will help you achieve your goals.

Free To Focus – Michael Hyatt

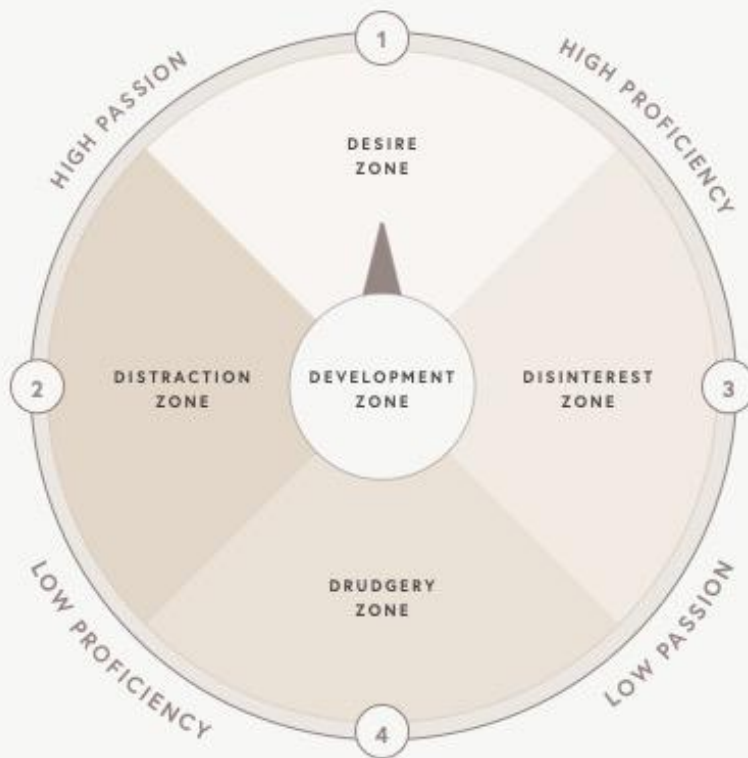
STOP! Now with a clear Purpose (Why), analyze your businesses.

- Past
- Present
- Future

Cut! Trim the unnecessary tasks or delegate.

- Identify tasks and procedures that ARE working and those that ARE NOT.
 - Personally
 - Business

Freedom Compass™



Act! Create a plan of attack:

- Introduce your “Why” to the team.
- Set a baseline of what you want to accomplish and where you are going
- Plan an ideal week.

| My Ideal Week | | | | | | | | | |
|----------------|-----------------------|----------------------------|---------------------------|------------|-------------------------------|--|--------------------------|--------------------------|--|
| Themes | Team | Travel & Extended Meetings | | Ad Hoc | Planning | Personal | Church | | |
| | Mon | Tues | Wed | Thu | Fri | Sat | Sun | | |
| Self | 05:00 - 05:30 | Quiet Time | | | | | | | |
| | 05:30 - 06:00 | Reading | | | | | | | |
| | 06:00 - 06:30 | Chest & Back | Cardio | Lower Body | Cardio | Arms & Shoulders | Cardio | Sunday School Prep | |
| | 06:30 - 07:00 | Show & Dress | | | | | Read | | |
| 07:00 - 07:30 | Process Email | | | | | | | | |
| 07:30 - 08:00 | Commute | | | | | | | | |
| 08:00 - 08:30 | | | | | | Household Chores | Shower | | |
| 08:30 - 09:00 | | | | | | | Commute | | |
| Work | 09:00 - 09:30 | Direct Report #1 | | | | | Review Personal Finances | Sunday School | |
| | 09:30 - 10:00 | | | | Available for Ad Hoc Meetings | Available for Ad Hoc Meetings | | | |
| | 10:00 - 10:30 | Direct Report #2 | Week 1: Travel | | | | | Church | |
| | 10:30 - 11:00 | | Week 2: Financial Reviews | | Available for Lunch Meetings | Available for Lunch Meetings | | Lunch with Family | |
| | 11:00 - 11:30 | | Week 3: Travel | | | | | | |
| | 11:30 - 12:00 | Lunch Huddle | Week 4: Ad Hoc Meetings | | Available for Ad Hoc Meetings | Review Business Vision and Business Plan | | | |
| | 12:00 - 12:30 | | | | | | Lunch | Commute | |
| | 12:30 - 01:00 | | | | | | | | |
| | 01:00 - 01:30 | | | | | | | | |
| | 01:30 - 02:00 | Direct Report #3 | | | | | | | |
| | 02:00 - 02:30 | | | | | | | | |
| | 02:30 - 03:00 | | | | | | | | |
| | 03:00 - 03:30 | Direct Report #4 | | | | | | | |
| | 03:30 - 04:00 | | | | | | | | |
| | 04:00 - 04:30 | | | | | | | | |
| | 04:30 - 05:00 | | | | | | | | |
| 05:00 - 05:30 | Process Email | | | | | | Vespers | | |
| 05:30 - 06:00 | Planning for Tomorrow | | | | | | | | |
| 06:00 - 06:30 | Commute | | | | | | | | |
| Family & Other | 06:30 - 07:00 | Dinner with Gail | | | | | | Weekly Review & Planning | |
| | 07:00 - 07:30 | | | | | | | | |
| | 07:30 - 08:00 | | | | Date with Gail | | | | |
| | 08:00 - 08:30 | Writing | | | | | | | |
| | 08:30 - 09:00 | | | | | | | | |

Living with Purpose. Find Joy in your business and life:

- Schedule time for rejuvenation
-
-
-

Conclusion:

- Stop!
 - Evaluate. Reflect on your true objectives.
 - Consider what must change to achieve your goals
- Cut!
 - Eliminate
 - Automate
 - Delegate
- Act
 - Unite the troops!
 - Create the standard
 - Make a plan

- When you start to slip... Identify next steps to get back on track. Go back to your no distraction zone and do what helps you focus.

Resources:

- Find Your Why – Simon Sinek
- Start With Why – Simon Sinek
- Free to Focus – Michael Hyatt

Thank you.

Abe Sanchez – CEO Co-owner Article Consignment Boutique

www.ShopArticleConsignment.com

Facebook: Article Consignment Boutique

Instagram: @articleconsignment



Resale . . . The Gateway to Success
NARTS 37th Annual Conference
June 28-30, 2024 * St. Louis, MO

Concurrent Sessions 4:30 PM

Conquering the Beast

Alyssa Gonzales

Strategies for Success

Dennis Sewell

Digital Evolution in Luxury Resale

Nikita Chen & Gustavs Zegners

Conquering the Beast



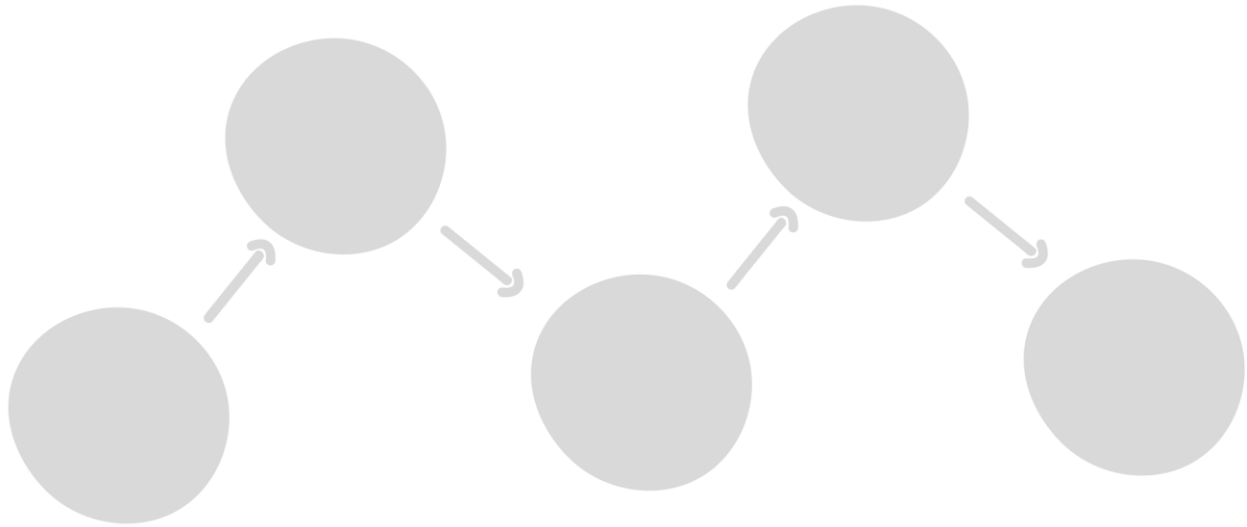
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Presented by:
Alyssa Gonzales
Another Season Consignments
Waco, Texas 76710
254-751-0212
anotherseasonconsign@gmail.com
www.anotherseason.com

Fill in your Flow

How the merchandise moves



Intake - The Beast

Intake is where the flow begins and sets the tone for the store.

Employee Training

How many employees are trained to process items?

How long is the training process?

Training Consignors

What's your biggest struggle in your relationship with consignors?

Does your team have "go-to" phrases/responses when handling consignors?

Maintaining Organization

What practices work well for your area?

What areas need improvement?

Adapting to Demand

What's your greatest tool to help keep up with trends in the industry?

In what areas have you seen a decline in sales?

Efficiency of Process

Do you feel your intake/processing method is efficient? Yes / No

On average how many consignors do you get a day?

Enter data from a past and present date to compare results.

| | |
|-------------------------|---|
| <hr/> | |
| <i>NEW CONSIGNORS</i> | = |
| <i>TOTAL CONSIGNORS</i> | = |
| <i>TOTAL ITEMS</i> | = |
| <i>TOTAL ITEMS KEPT</i> | = |

| | |
|-------------------------|---|
| <hr/> | |
| <i>NEW CONSIGNORS</i> | = |
| <i>TOTAL CONSIGNORS</i> | = |
| <i>TOTAL ITEMS</i> | = |
| <i>TOTAL ITEMS KEPT</i> | = |

STRATEGIES FOR SUCCESS

DENNIS SEWELL

DSEWELL@STILLGOODE.COM

**STILLGOODE HOME CONSIGNMENTS
5200 LOUETTA RD, SPRING, TX 77379
WWW.STILLGOODE.COM**



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IF YOU DON'T MEASURE IT

YOU CAN'T IMPROVE IT

**REVENUE & EXPENSES SHOULD BE LOOKED AT FROM THE
AVERAGE HOURLY / DAILY / MONTHLY PERSPECTIVE**

MEASURING KEY METRICS - TRENDING - FORECASTING

- SALES PER SQUARE FOOT
- AVERAGE PRICE PER INVOICE
- AVERAGE PRICE PER PIECE SOLD
- AVERAGE SALES PER HOUR / DAY / WEEK / MONTH
- AVERAGE TRANSACTION PER HOUR / DAY / WEEK / MONTH
- COST OF RENT PER HOUR / DAY / WEEK / MONTH
- AVERAGE COST OF PAYROLL PER HOUR / DAY / WEEK / MONTH
- AVERAGE COGS PER HOUR / DAY / WEEK / MONTH
- AVERAGE EXPENSES PER HOUR / DAY / WEEK / MONTH
- % OF OF ADVERTISING SPEND TO NET SALES
- % OF PAYROLL TO NET SALES
- % OF RENT TO NET SALES
- TOTAL AVAILABLE INVENTORY

USE CATEGORIES AND KNOW YOUR CATEGORIES!

- % BY PIECES
- % BY REVENUE
- AVERAGE PRICE / PIECE

TIME IS MONEY!

HOW MANY HOURS A DAY / WEEK / MONTH / YEAR ARE YOU OPEN?

EXAMPLE

| | DAILY | WEEKLY | MONTHLY | YEARLY |
|---------|-------|--------|---------|--------|
| MON-SAT | 8 | 48 | 208 | 2496 |
| SUNDAY | 4 | 4 | 17 | 208 |
| TOTAL | | 50 | 217 | 2704 |

THERE ARE 8,736 HOURS A YEAR.

STILLGOODE FACILITY IS ONLY OPEN 31% OF THE YEAR

WHAT ABOUT THE OTHER % OF THE YEAR?

SPACE IS MONEY!

LET'S TALK MAXIMUM DENSITY

HOW BIG IS YOUR FACILITY?

SHOWROOM

16,459 SQ FT (78%)

INTAKE/PROCESSING

1660 SQ FT (6%)

WAREHOUSE

3,381 SQ FT (16%)

TOTAL =

21,000 SQ FT

QUESTIONS TO ASK YOURSELF

ARE YOU USING ALL OF YOUR SPACE?

- WALLS
- CEILINGS
- WINDOWS
- FIXTURES/FURNITURE

INVENTORY TURNOVER RATIO

**HOW MANY DAYS OF INVENTORY?
(AVAILABLE INVENTORY / AVERAGE DAILY SALES)**

EXAMPLE - 58 DAYS

**WHAT IS YOUR INVENTORY TURNOVER RATIO?
(365 / AVERAGE INVENTORY)**

EXAMPLE - 5.45

IDEAL TURNOVER

BETWEEN 4 AND 6

ALTHOUGH EVERY BUSINESS DIFFERS, A GOOD INDICATOR IS THAT RESTOCK RATES AND SALES ARE BALANCED. THIS RATIO MEANS YOU WILL NEITHER RUN OUT OF PRODUCTS NOR HAVE ABUNDANT UNSOLD ITEMS FILLING UP STORAGE SPACE.

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THE TOOLS

PAY FOR THEMSELVES

SOFTWARE - INVENTORY/POS

STORE BRANDING

COMPUTERS/PRINTERS/BARCODE SCANNERS

SECURITY SYSTEMS/CAMERAS

BACKUP EQUIPMENT

TELEPHONE CALL TREE

INTERNET ACCESS & CELLULAR BACKUP

OTHER TOOLS

USED THROUGHOUT THE YEAR

EMAIL

SOCIAL MEDIA MARKETING

WEBSITE / ECOMMERCE

MOBILE APP

PROFESSIONAL SERVICES

ACCOUNTING, TECH SUPPORT, CONSULTANTS

TEXT MARKETING

GET RID OF THE QUESTIONS

MAKE A LIST OF THE QUESTIONS YOU HEAR EVERYDAY.

EXAMPLE

- **WHAT ARE YOUR HOURS?**
- **WHERE ARE YOU LOCATED?**
- **WHAT IS YOUR COMMISSION?**
- **DO YOU HAVE A REDUCTION SCHEDULE?**
- **HOW DO I GET IT TO YOU?**
- **WHEN DO I GET PAID?**
- **DO YOU NEGOTIATE?**
- **HOW MUCH IS MY PAYOUT**

HOW DO YOU REDUCE THOSE QUESTIONS?

- **EMAIL**
 - **CANNED RESPONSES (EXAMPLES ATTACHED)**
- **STORE**
 - **RACK CARDS/BROCHURES**
 - **BUSINESS CARDS**
 - **SIGNAGE**
- **WEBSITE**
 - **FAQ PAGE**
 - **CONSIGNOR ACCESS**
- **SOCIAL MEDIA**
 - **LINK EVERYTHING BACK TO YOUR WEBSITE**
- **PHONE CALL TREE**
 - **DIRECTIONS**
 - **HOURS**
 - **HOW TO CONSIGN**

TOUCH IT LESS

**EVERY TIME YOU TOUCH IT, IT COSTS YOU MONEY.
LOOK AT THE OPERATIONAL PIPELINE TO FIND WAYS
TO REDUCE TIME & EFFORTS**

CONSIGNMENT REQUESTS

HOW MANY WAYS CAN SOMEONE REQUEST TO CONSIGN?

NOTES

EVALUATION TEAM

**COMMUNICATION DONE VIA EMAIL, THE PURPOSE
PROVIDES COMMUNICATION TRAIL FOR ACCEPTANCE,
PRICING EXPECTATIONS, APPOINTMENT, ETC.**

NOTES

APPOINTMENTS/SET DROP OFF DAYS

**CONTROLLING STAFFING, QUANTITY CONTROL,
FORECASTING, CONTROL OF “NO THANK YOU’S”
OR DONATIONS, REDUCTION OF ERRORS.**

TOUCH IT LESS

**EVERY TIME YOU TOUCH IT, IT COSTS YOU MONEY.
LOOK AT THE OPERATIONAL PIPELINE TO FIND WAYS
TO REDUCE TIME & EFFORTS**

APPOINTMENTS/DROP OFF DAYS CONTINUED

NOTES

PROCESSING & PHOTOGRAPHY

**THINK ABOUT YOUR PIPELINE. ONCE ITEMS ARE BROUGHT IN,
WHAT HAPPENS NEXT? IS THERE A STEP YOU CAN
ELIMINATE TO TOUCH THE ITEM LESS?**

NOTES

POS / E-COMMERCE INTEGRATION

**PROCESSED & PHOTOGRAPHED - ON WEBSITE
SOLD ONLINE OR IN-STORE - MARKED SOLD AUTOMATICALLY
LOOK AT SYSTEMS THAT AUTOMATE - SHOPIFY / EBAY/
OTHER ONLINE SELLING PLATFORMS, SOCIAL MEDIA**

BONUS DISCUSSION

FUTURE SUCCESS

WHAT IF SOMETHING HAPPENED TO YOU TODAY AND YOU COULD NOT RUN YOUR BUSINESS?

- **DO YOU HAVE A CURRENT WILL?**
- **DO YOU HAVE A DURABLE POWER OF ATTORNEY?**
- **DO YOU HAVE A MEDICAL POWER OF ATTORNEY?**
- **HOW IS YOUR LEGAL ENTITY SET UP?**
 - **IS THERE MORE THAN ONE DIRECTOR IN THE CASE OF A CORPORATION?**
 - **IS THERE MORE THAN ONE MEMBER IN THE CASE OF AN LLC?**
- **IF YOU ARE A PARTNERSHIP - DO YOU HAVE A BUY / SELL AGREEMENT WITH YOUR PARTNER - DESIGNED TO PROTECT YOUR HEIRS**
- **DO YOU HAVE A PERSON WHO CAN IMPLEMENT YOUR PLAN IN THE EVENT OF A DEATH OR DISABILITY?**
 - **IF THIS PERSON IS A FAMILY MEMBER, CONSIDER ANOTHER “BACKUP” PERSON**
 - **HAVE YOU PREPARED THEM ON WHAT TO DO IF THIS SITUATION HAPPENS?**
 - **HAVE YOU PREPARED AN “WHAT TO DO IN AN EMERGENCY DOCUMENT?”**
 - **WILL KEY EMPLOYEES STAY IN THE EVENT OF DEATH/DISABILITY OF OWNERS?**
 - **CONSIDER HAVING A “STAY” BONUS**
- **CHECKING ACCOUNT?**
 - **WHO CAN SIGN, AND DO YOU HAVE A BACKUP SIGNER IF THEY ARE NOT AVAILABLE?**
 - **WHO HAS THE AUTHORITY TO DO TRANSACTIONS FOR THE BUSINESS**
- **WHAT BUSINESS ACCOUNTS DO YOU HAVE?**
 - **WHERE ARE ALL OF THE PASSWORDS?**
- **WHO IS IN LEGAL CONTROL OF YOUR BUSINESS**
- **DO YOU HAVE PROCESSES SET TO:**
 - **DO YOU HAVE A SCHEDULE OF YOUR BILLS?**
 - **DO YOU HAVE SOMEONE TRAINED?**
- **DO YOU KNOW WHAT YOUR LEASE SAYS?**
- **DO YOU HAVE ANY LOANS OR NOTES?**
 - **REVIEW TO MAKE SURE THAT THEY CANNOT BE ACCELERATED UPON**

FOLLOW US ON

Social Media



STILLGOODE CONSIGNMENTS



STILLGOODE AUCTIONS



STILLGOODE REALTY TEAM



STILLGOODE HOME STAGING



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Digital Evolution in Luxury Resale

Presented by:

Nikita Chen & Gustavs Zegners

partners@legitgrails.com

[LegitGrails.com](https://legitgrails.com)





About LegitGrails

LegitGrails combines advanced AI technology & expert knowledge to digitally authenticate designer goods with high accuracy.

We educate on authentication through courses, guides, and team training. We also consult businesses on operations, marketing & more.

We'll discuss digital strategies to enhance your acquisition & retention using various methods, including digital platforms and authentication.



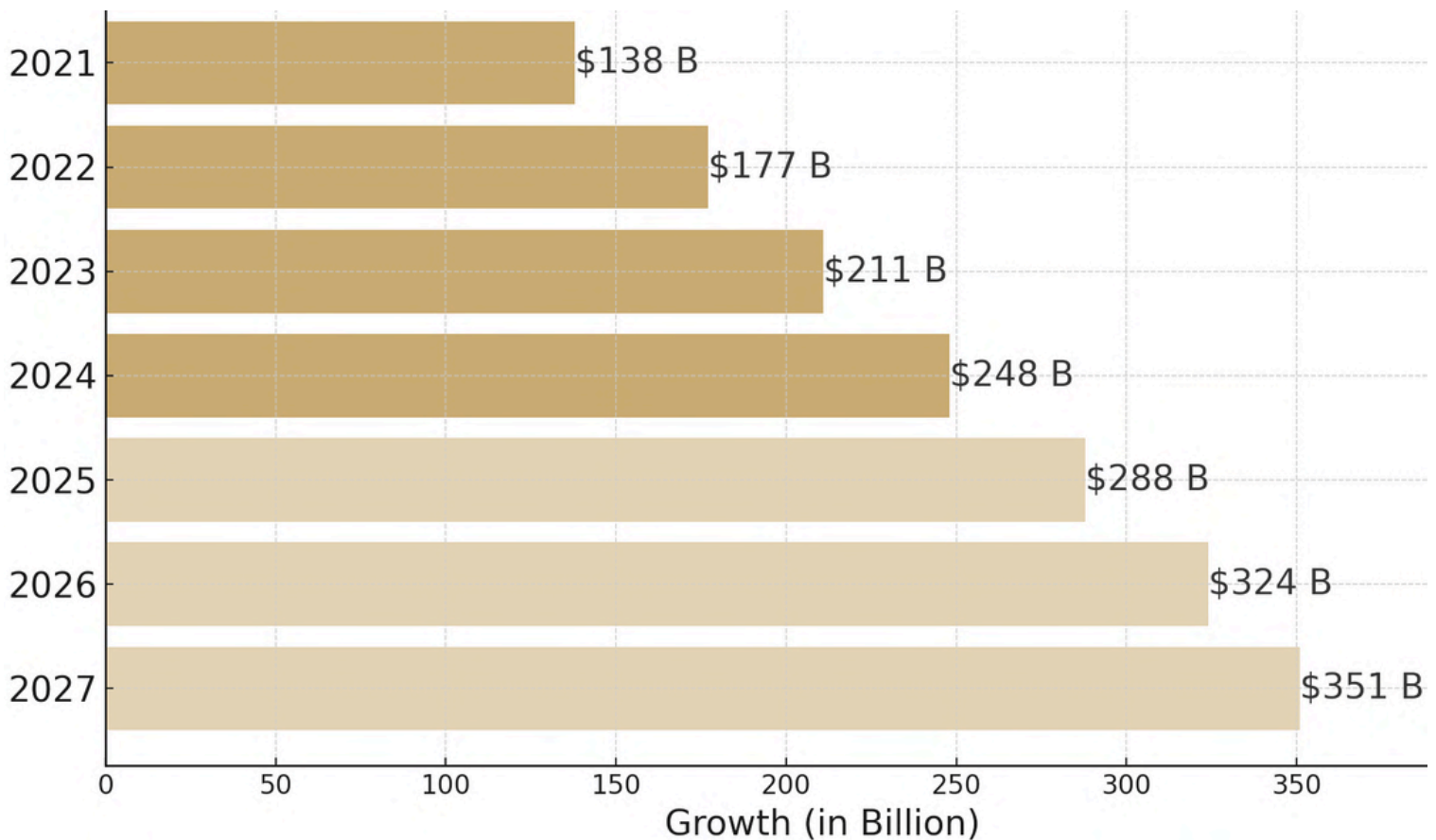
SCAN CODE



**FOR THE
HANDOUT
&
FREE access to
over 300+ detailed
authentication
guides.**

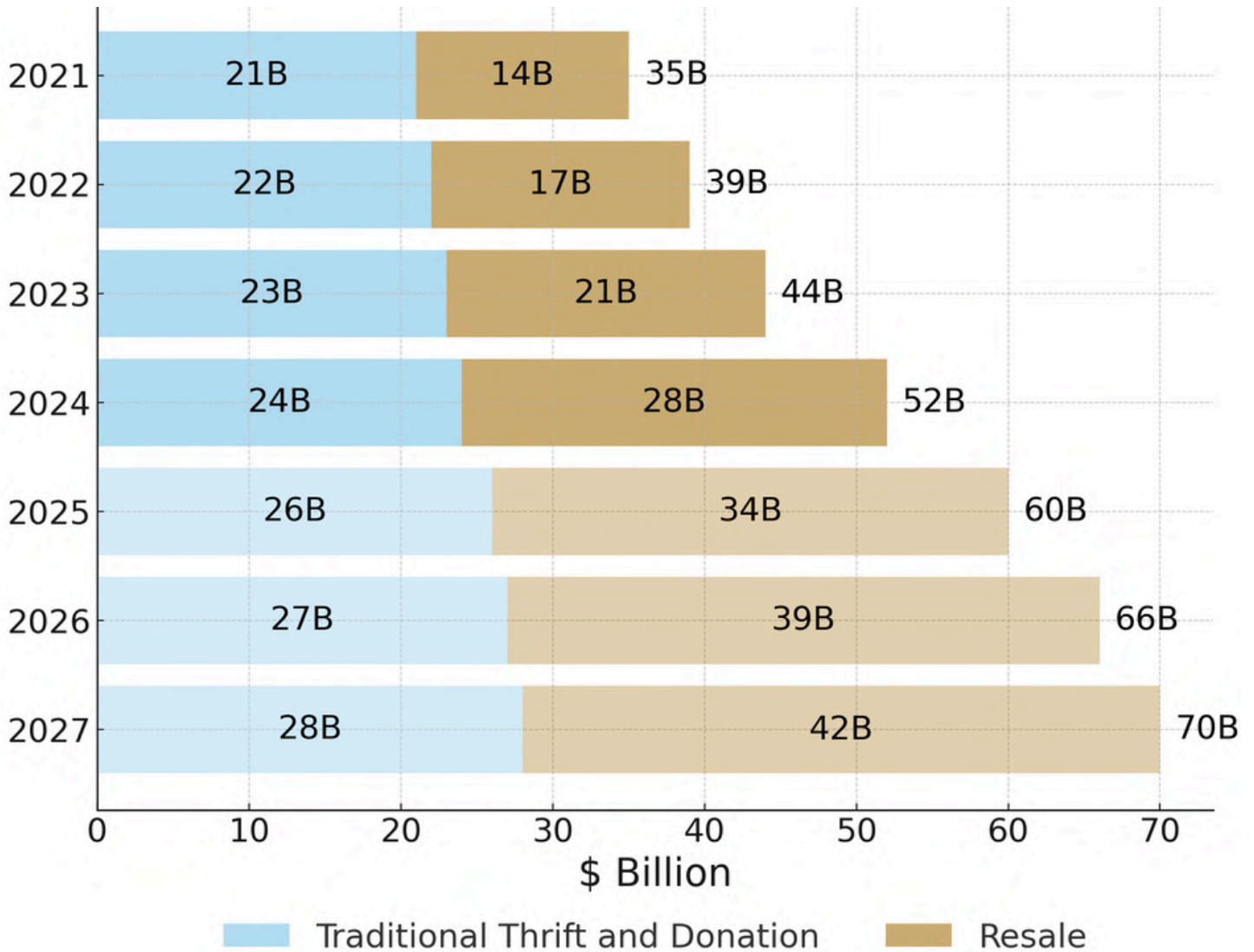


Global Secondhand Market Set To Nearly Double by 2027, Reaching \$350 Billion



Since 2021, the global secondhand market has grown significantly, increasing from \$138 billion to \$248 billion that's \$110 billion in just three years. And 2022, saw a big growth spike of 28%.

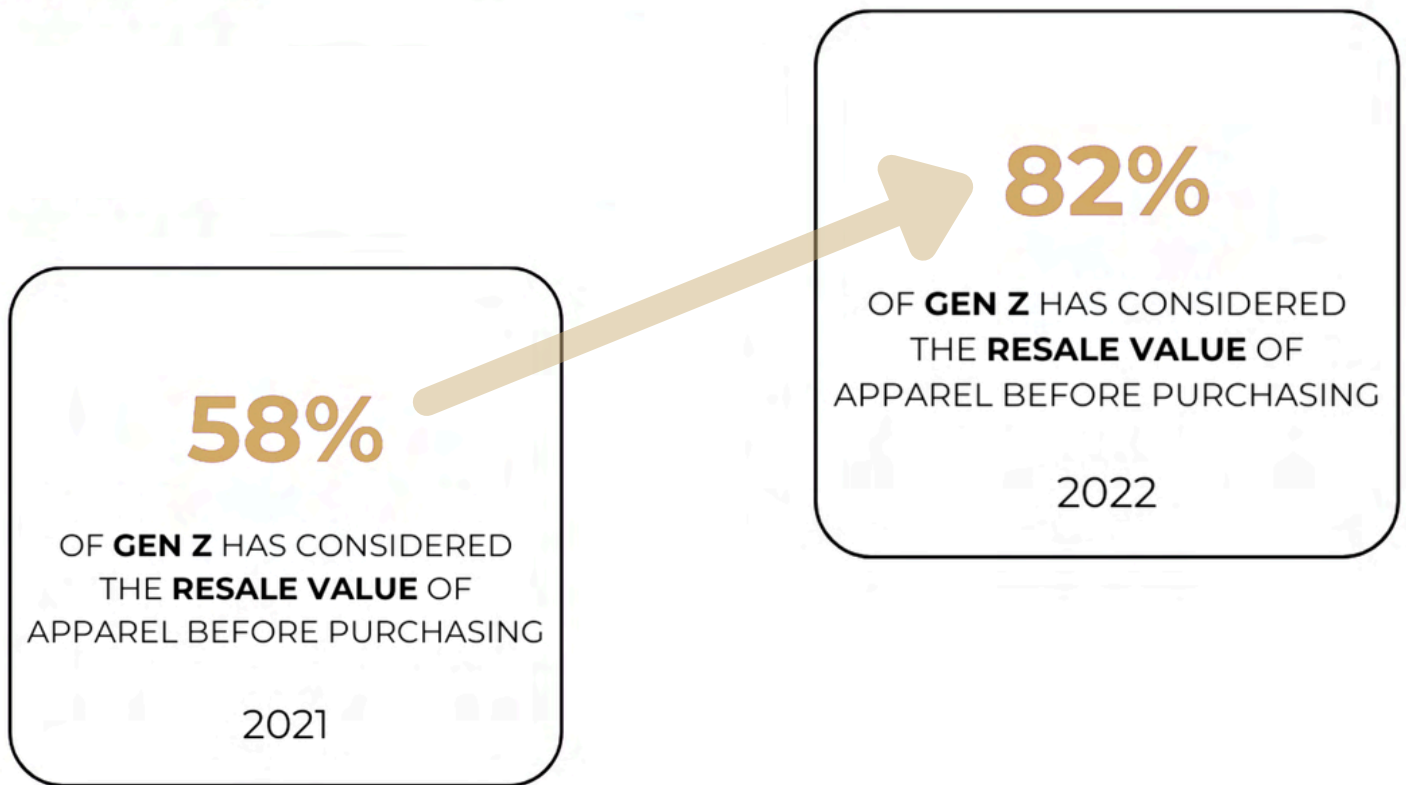
US Secondhand Market Expected to reach \$70 Billion by 2027



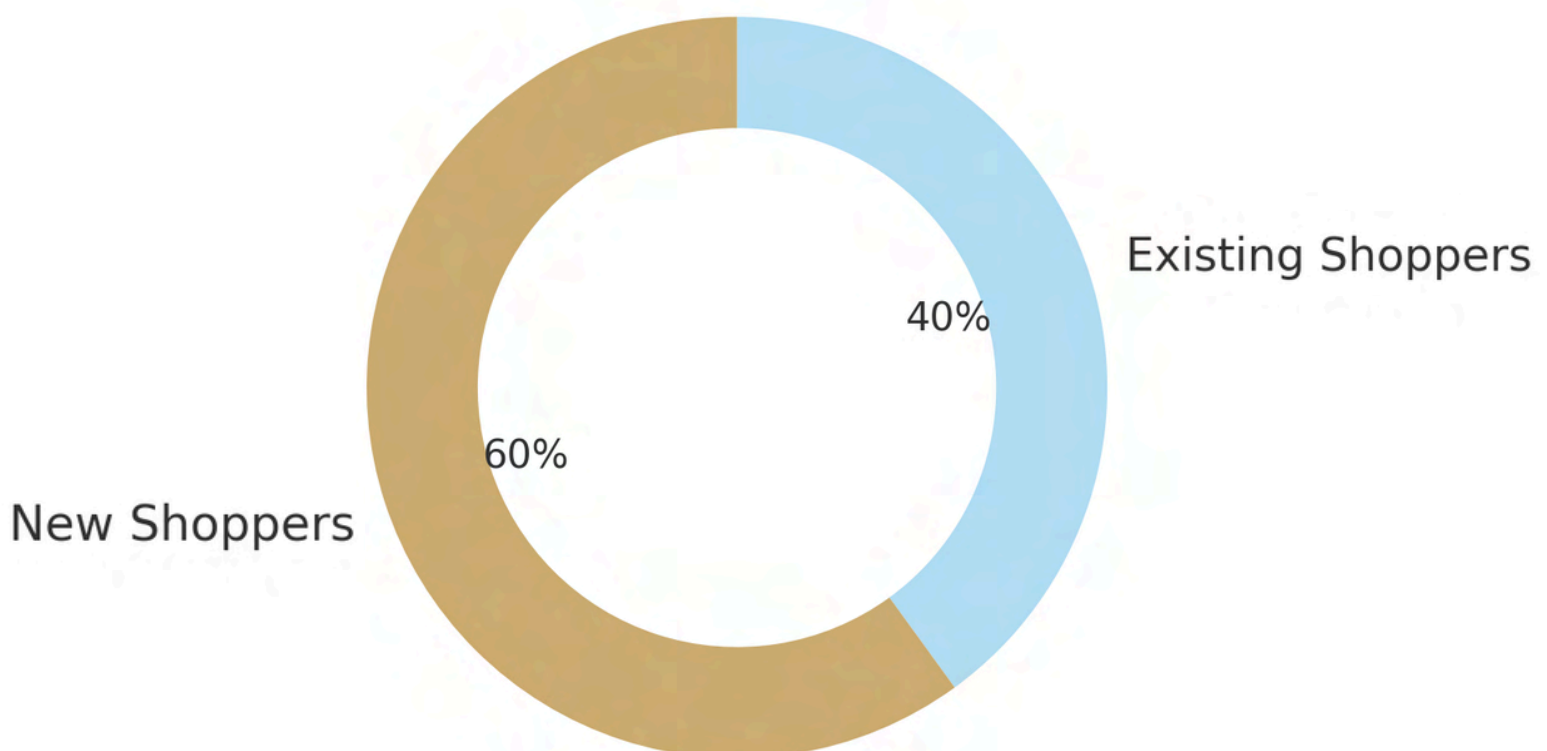
From 2021 to 2024, the U.S. secondhand market grew from \$35 billion to \$52 billion, an increase of \$17 billion in 3 years.

The resale segment doubled in size from \$14B in 2021 to \$28B in 2024. Currently, in 2024, the 2 categories are about the same in size, but resale is expected to reach \$42 billion by 2027, surpassing almost by 2X Traditional Thrift Donation at \$28B.

Resale Is Increasingly Driving Generation Z's Purchasing Decisions



Secondhand growth by shopping cohort through 2027



Leveraging Digital Platforms

E-commerce Site:

Your Checklist

- Do you have a website?
- Can people buy items directly via your website?
- Is your website mobile-optimized?
- Are you using SEO actively?
- Is the user experience seamless?
- Have you enabled Google Analytics and Facebook/Meta Pixel?



Leveraging Digital Platforms

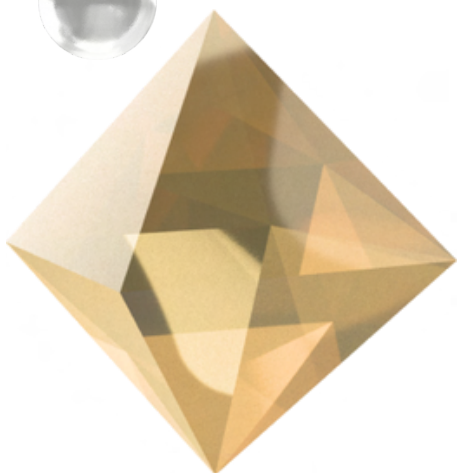
E-commerce Platforms for Selling:

Your Checklist

- Do you use 3rd party sites or platforms for selling?
- Are you active on multiple platforms?
- Do your listings include high-quality images?
- Have you optimized your listings with detailed descriptions?
- Are you engaging with your buyers regularly?
- Are you using platform analytics for insights?
- Are you using promotional tools available on these platforms?

Platform Selection: Choose the right platform based on your target audience and product type.

Example: High-end items on eBay or Poshmark, niche items on Depop.



- Have you researched which platforms your target audience uses most?
- Are you listing your items on platforms that cater to your product type?

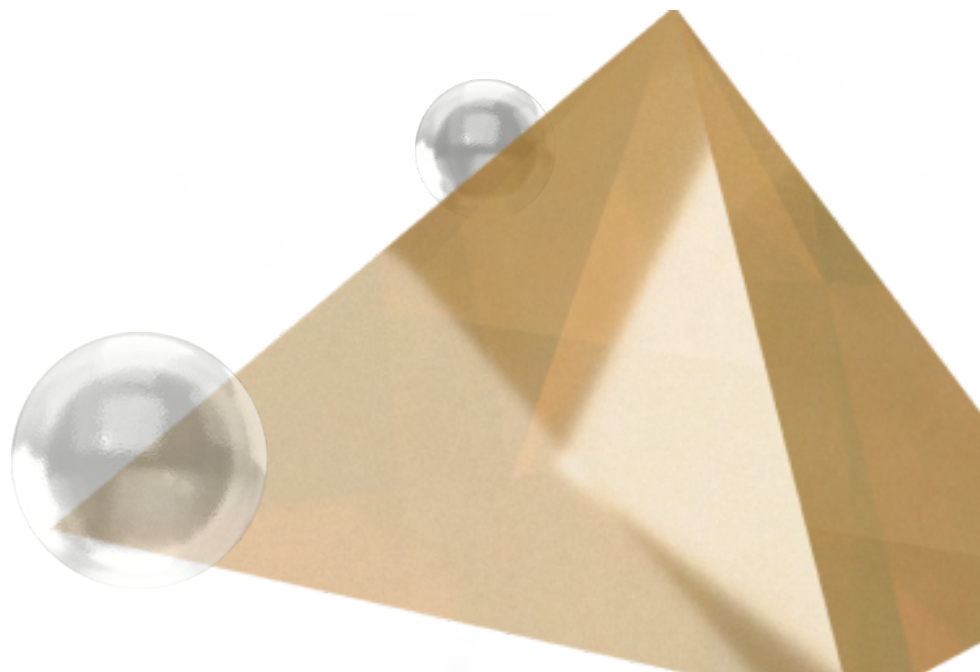
Social Media Marketing

Leverage platforms like Instagram, Facebook, and TikTok for marketing.

“Use high-quality visuals, relevant hashtags, influencer partnerships, and engage through live selling.”

Your Checklist

- Are you using high-quality visuals in your posts?
- Do you use relevant hashtags?
- Have you partnered with influencers?
- Are you telling your story/ being personal in your posts?
- Are you posting consistently to maintain engagement?
- Are you tracking engagement metrics to adjust your strategy?
- Are you using client-generated content to build community trust?
- Do you collaborate with other brands for cross-promotion?



Digital Advertising

Use paid ads on Google, Facebook, and Instagram to target specific demographics.

Your Checklist

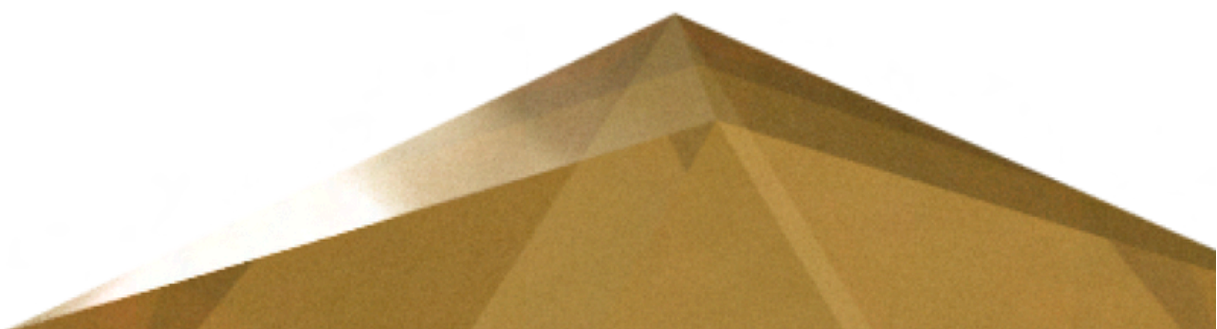
- Have you tried to create an ad on your own?
- Are you running paid ads on major platforms?
- Are you using ad targeting effectively?
- Have you set clear objectives for your ad campaigns?
- Are your ads visually appealing and relevant to your target audience?
- Are you A/B testing different ads and creatives?
- Are you using retargeting to reach previous visitors?
- Have you added analytics to track ad performance?
- Are you using lookalike audiences to find new potential customers?
- Are you promoting that you sell authentic goods?
- Are you endorsing your item's authenticity certificates?
- Are you using customer testimonials in your posts and ads to build trust?



Building Consumer Trust Through Authentication

Building trust is crucial for customer acquisition and retention in the luxury resale market.

- **Brand image:** Integrate transparent advertising strategies to highlight your commitment to authenticity and customer satisfaction.
- **Consumer Insights:** Understanding market behavior helps in tailoring authentication processes to meet customer expectations.
- **Enhancing Trust:** Implementing strategies using transparency, detailed explanations, and authenticity certificates can significantly enhance consumer trust.
- **Authenticity Certificates:** Certificates and highlighted listings can increase your conversion rate by up to 30% helping you sell items faster.
- **Transparency:** Being transparent about your processes builds credibility.
- **Detailed Explanations:** Explaining authentication outcomes in detail helps build trust.
- **Resale Value:** Increasing the item's resale value and selling quicker builds your reputation.
- **Business Integration:** Integrating authentication into business operations ensures consistency and reliability.



Building Consumer Trust through Authentication:

Your Checklist

- Have you integrated 3rd party authentication tools into your operations?
- Do you clearly communicate the authentication process to your customers?
- Have you created content (pages, blogs, videos) explaining the authentication process?
- Do you showcase authenticity certificates for every authenticated item?
- Are your authenticity certificates detailed and easy to verify?
- Do you offer detailed explanations for authentication outcomes to your customers?
- Have you included common authentication questions in your FAQ section?
- Are you actively building a transparent and trustworthy brand image?
- Do you provide regular training on new authentication technologies and procedures?



How Innovation is Redefining the Authentication Market

- **Market Overview:** Understanding current market trends is essential for building successful authentication strategies.
- **Luxury Brands Strategy:** Companies are increasingly investing in technology to improve authentication & anti-counterfeiting processes.
- **Digital Authenticators:** Authentication companies invest in real and fake databases to enhance accuracy.
- **AI & Human Expertise:** Combining AI with human expertise ensures the highest accuracy in authentication.
- **Authentication Tools:** Learn more about essential authentication tools important for your business success.



Thank You for Attending the Workshop!

We appreciate your time and participation in our discussion on Digital Evolution in Luxury Resale.

If you have any questions or want a free consultation reach out to us any time at partners@LegitGrails.com



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