



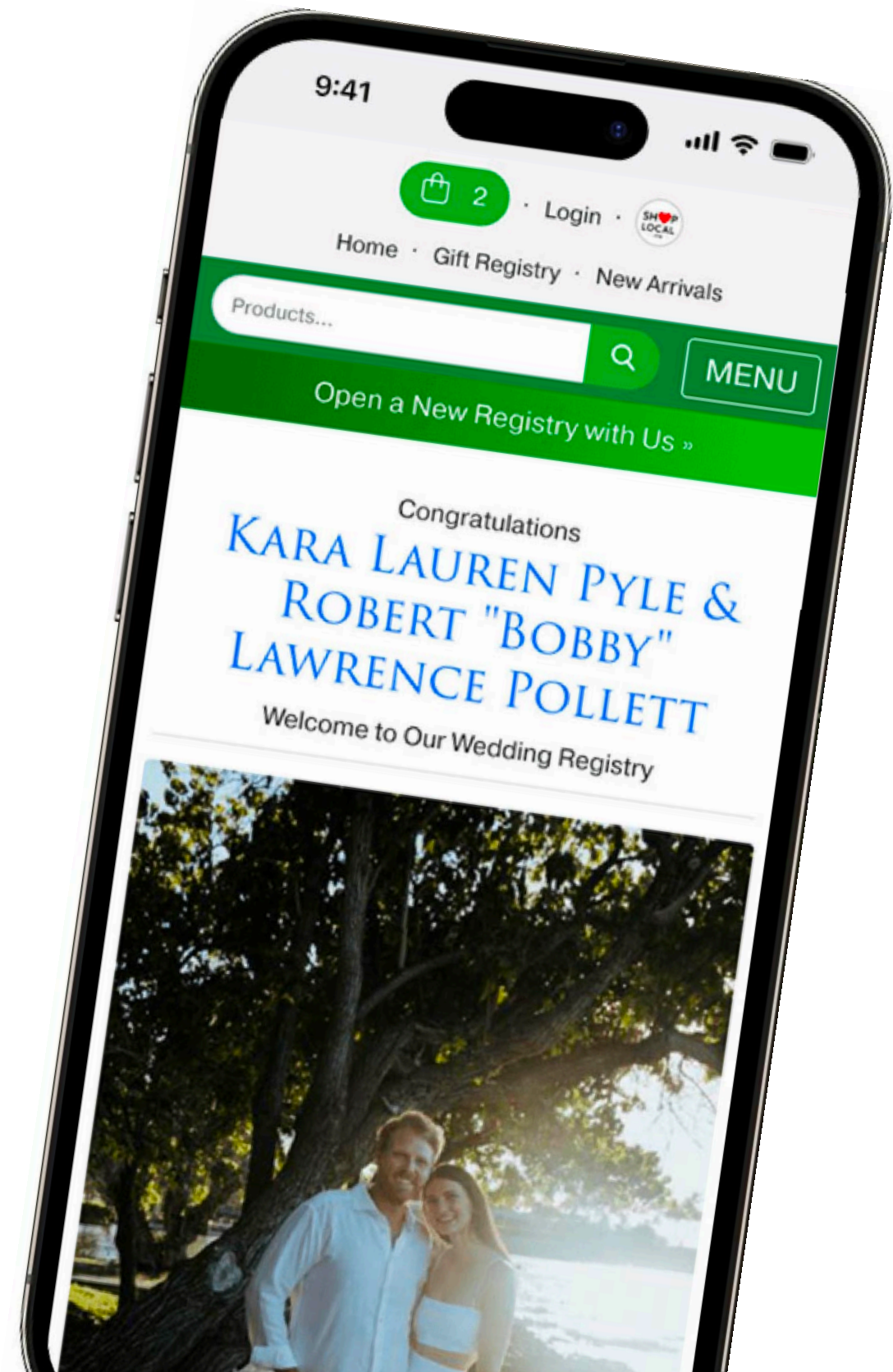
Retail Industry Webinar

Welcome to How to Setup a Successful Gift Registry Business for a Brick-and- Mortar Retail Shop



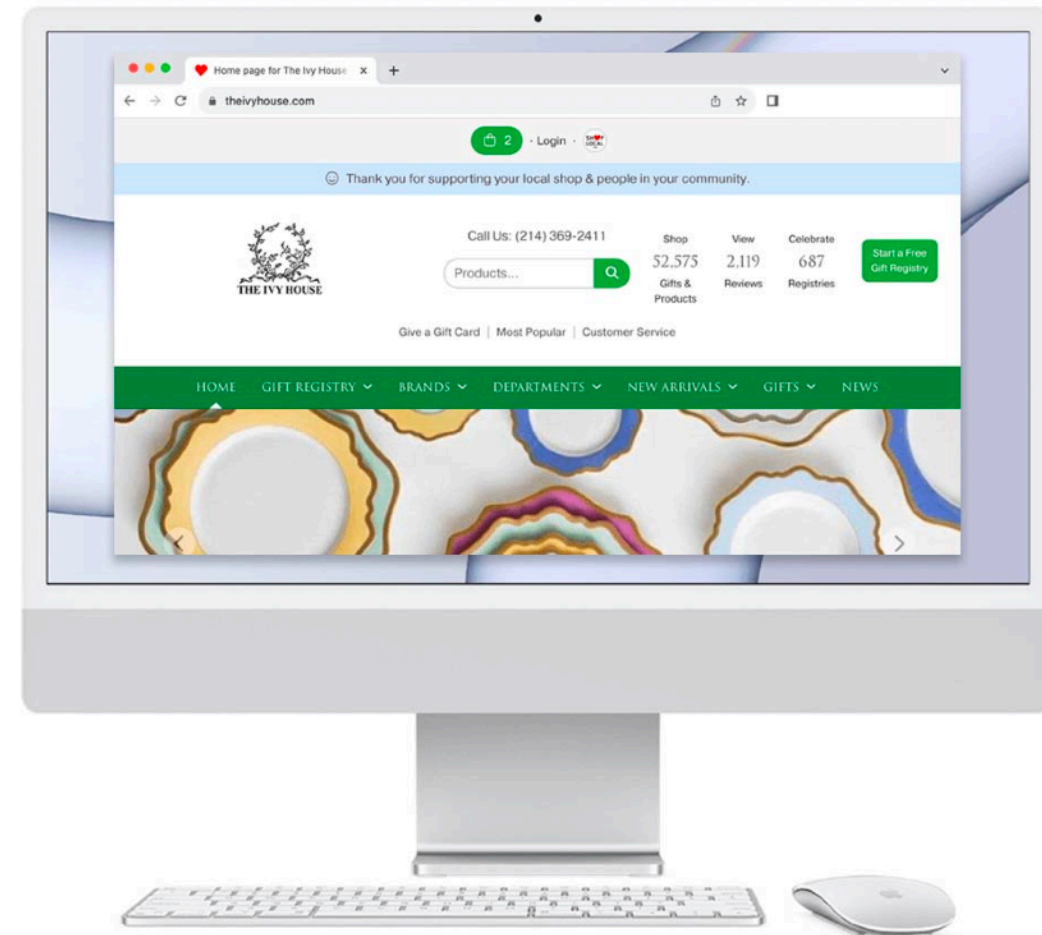
Presented by
Jason Solarek / Founder & CEO
Shop Local E-commerce & Gift Registry Platform
Powered by Bridge

jason@bridge.org / Call or text: 1-212-254-9655



FAQ

- Is this recorded? Yes.
- Can you receive a PDF? Yes. We'll send you this a PDF after.
- Is there a "rain date"? Yes. Make up date: Thursday, Jan. 25 at 10 am EST.
- Should you attend this webinar if you already have a website with an online gift registry? Yes.
- Who should be attending this webinar?
 - Anyone that sells cups, plates, and similar items.
 - Anyone that sells Beatriz Ball, Casafina, and other tabletop and giftware lines.
 - Anyone that sells lines from Ivystone, Kitchen 2 Table, and other leading showrooms.



Tradeshows:

- Dallas: Wednesday, January 10 – Friday, January 12
- Atlanta: Wednesday, January 17 – Friday, January 19

Help: Call or text 212-254-9655 or email coach@bridge.org

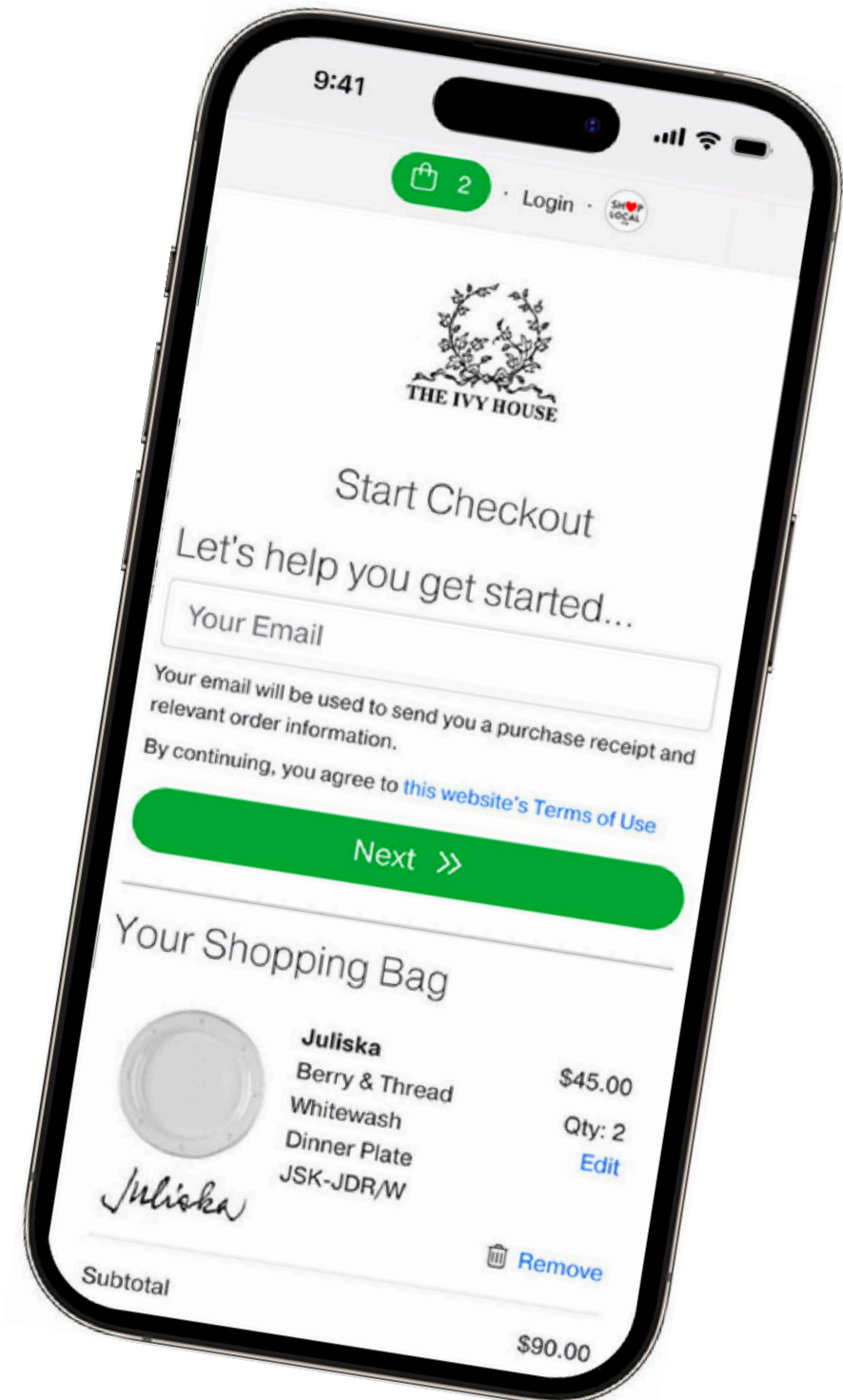
* You are invited to our statistics and insights with any software. You don't have to use our service.

What Is Shop Local?

- Shop Local is an e-commerce and gift registry platform.
- We give your business an e-commerce website.
- We help 1,350 indie stores with brick-and-mortar location.
- We've handled 70,000+ registries.
- We've handled \$123m+ in online sales.

What Is Shop Local not?

- Shop Local does not sell direct; we do not drive the shoppers to myshoplocal.com.
- We want customers on your Online Store:
yourstorename.myshoplocal.com



What we'll cover today:

- Why? 5 Reasons.
- How?
 - How to set up the service
 - How to create a registry list
- What?
- Who?
- Where?
- Pricing?
- Bonus: \$156
- Brand Syncing
- Who is Shop Local?

Shortcut:

- Go to shoplocal.org (not .com)
- Sign up as a retailer.
- You'll get a free Store with a Registry service.
- Our coach will be in touch and give you a one-one training via screen share.

Why Should Your Store Have an Online Registry Service?

5 Reasons



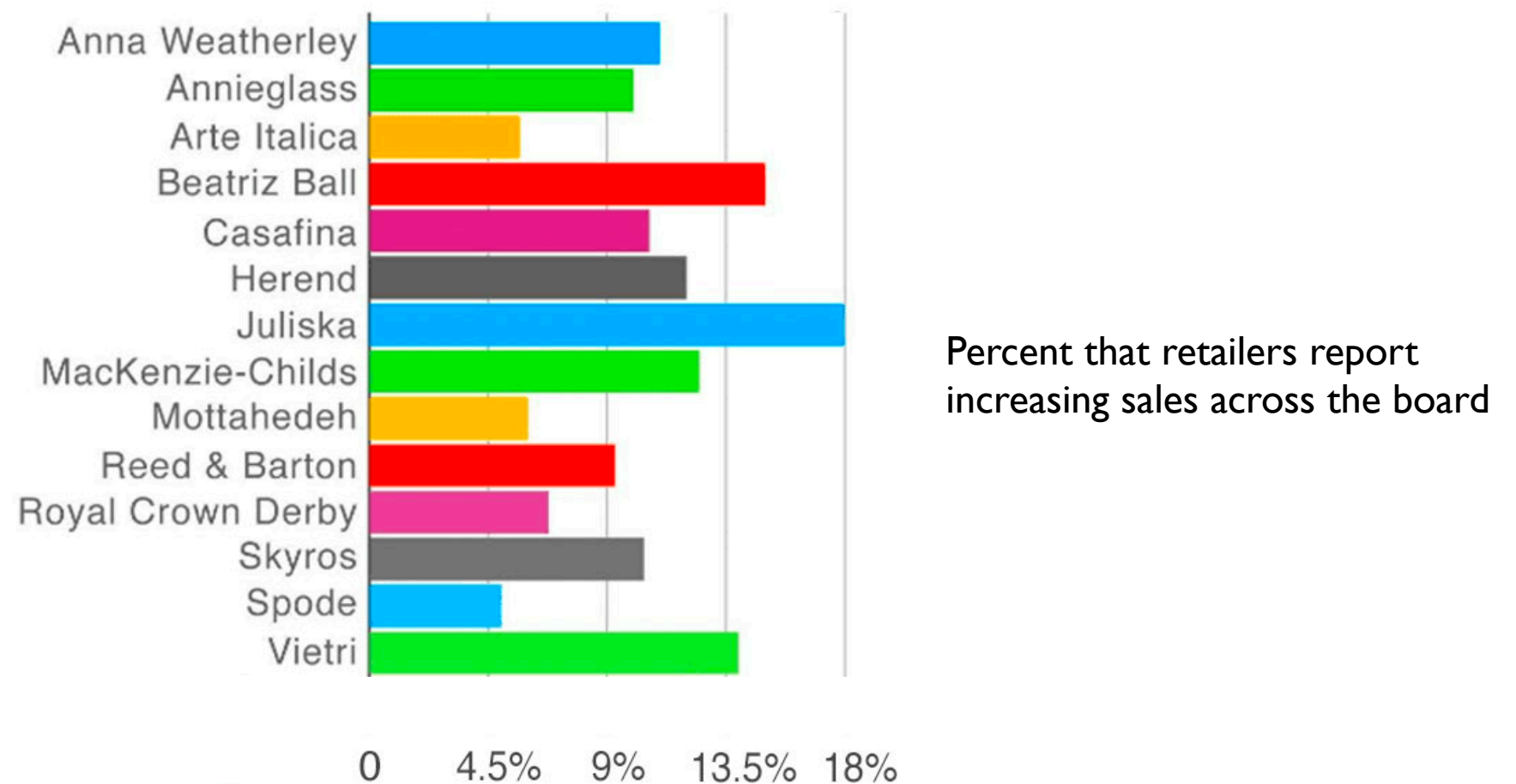
How will you enjoy the benefits of additional sales?

I. There is money to be made. It works.

- Receive on average \$78k total in wedding orders (in-store and online).
- Receive on average \$39k in wedding orders online.
- Average wedding registry generates \$1.6k in online orders.

Why Should Your Store Have an Online Registry Service?

5 Reasons



I. There is money to be made. It works.

Why Should Your Store Have an Online Registry Service?

5 Reasons

The Ivy House sells
\$1m+/year in gifts
using our service



Jason and Laura May, The Ivy House owner



Why?

5 Reasons

	Number of Gift & Wedding Reigistries	
The Ivy House	640	
B.C. Clark	524	
Little Brown House	370	
Lawren's	343	
Stafford's	330	
Social Memphis	322	
Live With It by Lora Hobbs	320	
Fragile	317	
Ivy Cottage	316	



Why Should Your Store Have an Online Registry Service?

5 Reasons



2. Your store has a competitive advantage.

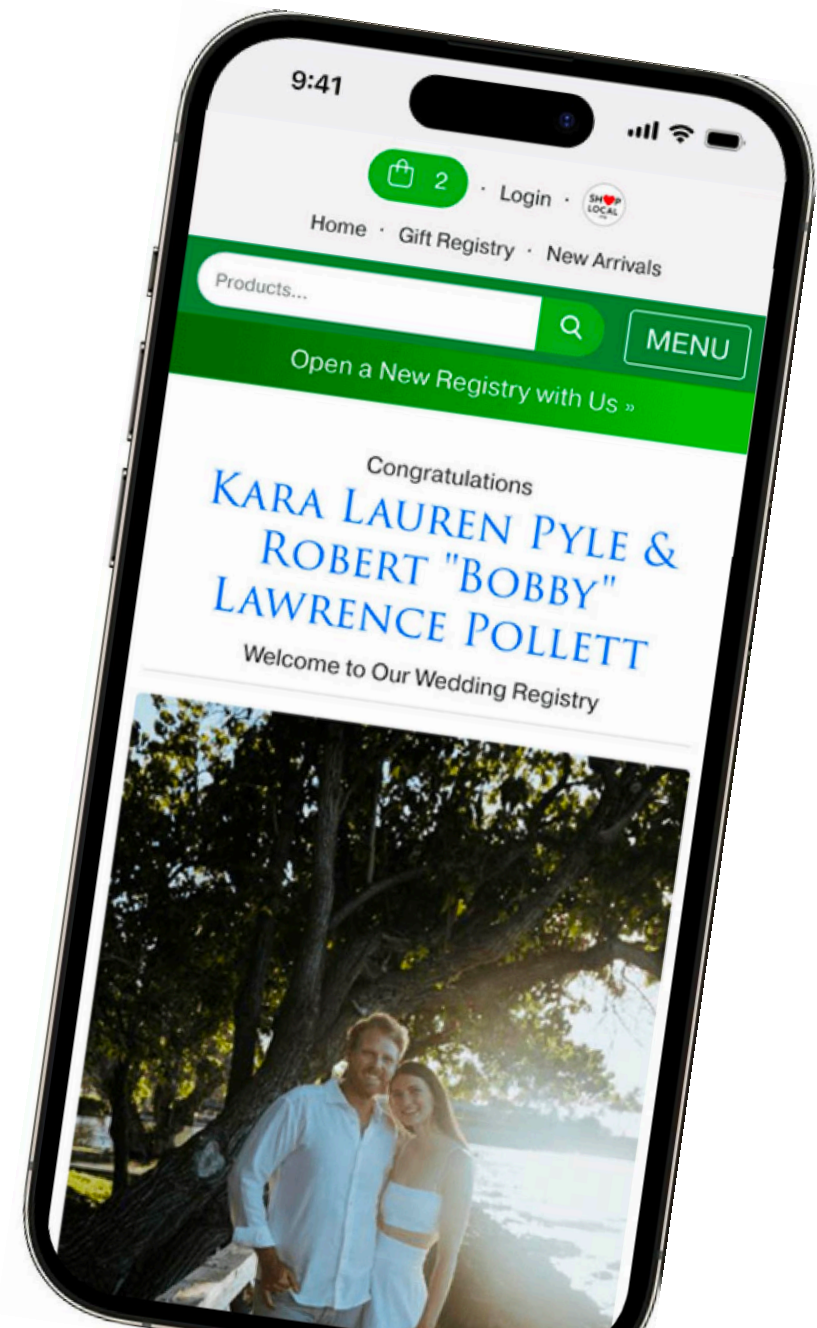
- Registries are the sweet spot for online sales—a retailer can out maneuver brands and [amazon.com](https://www.amazon.com) in the registry space.

Why Should Your Store Have an Online Registry Service?

5 Reasons

3. Now is the time.

- Most registries are created January - April



Why Should Your Store Have an Online Registry Service?

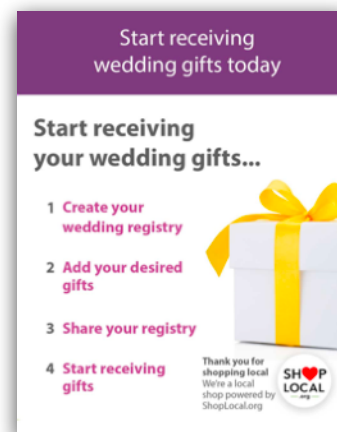
5 Reasons

\$0

Free setup.
No monthly fee.
No annually fee.



In-store display



Social media post

Casafina
SINCE 1983

BEATRIZ BALL
NEW ORLEANS

Your registry service is populated with products from brands you select.

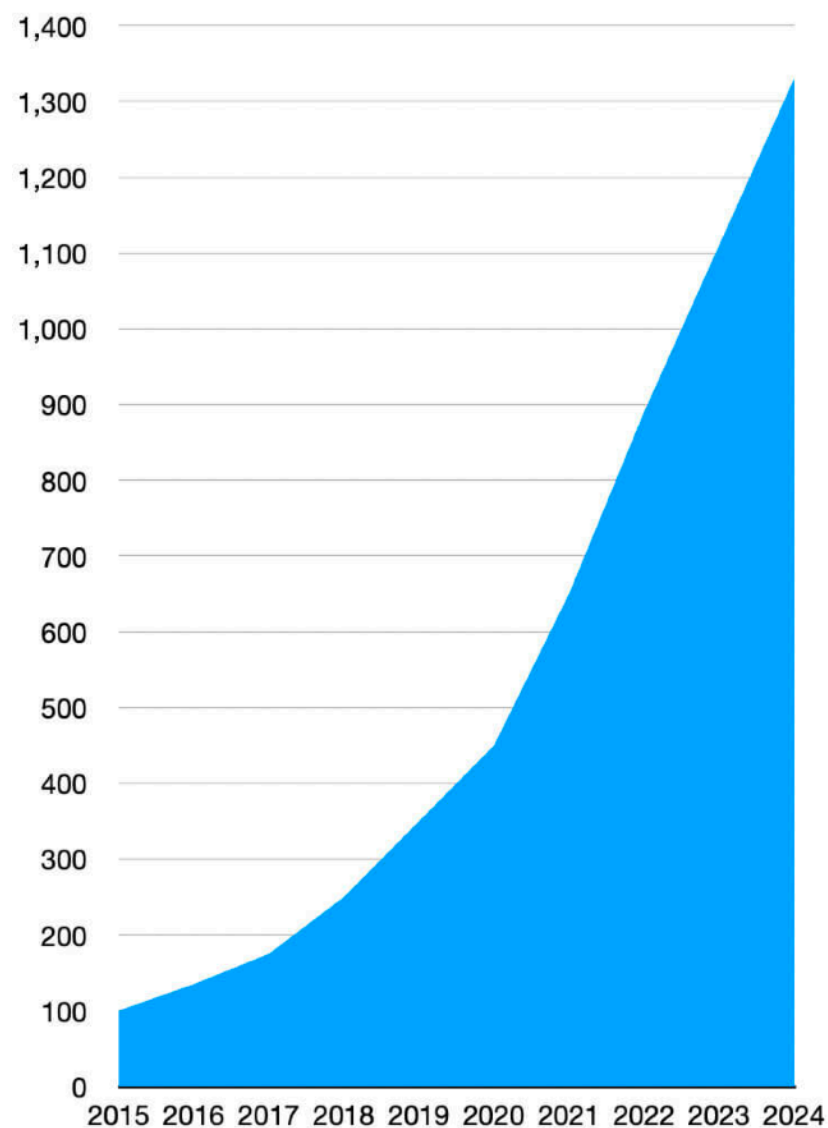
4. There is **NO** barrier to offering a registry service when using our service.

- We offer you a free, starter Registry plan.
- We have the materials for you to use.
- Your Store can be pre-populated with a brand's products.
- We have 3,200+ brands in our directory.

Why Should Your Store Have an Online Registry Service?

5 Reasons

5. Join a community of indie stores succeeding.



1,358 retailers use our Online Store, including:

- 791 Gift shops
- 598 Home goods stores
- 118 Jewelry stores
- 102 Tableware stores
- 71 Women's clothing stores
- 67 Interior design studios
- 64 Kitchen stores
- 58 Furniture stores

BABCOCK GIFTS

Elizabeth
Clair's

finery

FRIEND & COMPANY
FINE JEWELERS EST. 1976

Gaines
JEWELERS
Jewelry • Gifts • Bridal

EST. 1948
IVY COTTAGE
Gifts & Home Accessories

THE IVY HOUSE

LAWREN'S

A GIFT BOUTIQUE
My FAVORITE THINGS
EST. 1981

PS
THE LETTER

tipton hurst
guaranteed satisfaction since 1888

Zundel's
JEWELRY

Number of Retailers Using Shop Local's Online Store Service

How?

Part I

How Can a Store Offer an Online Registry Service?

The screenshot shows the shoplocal.org website. At the top, a blue banner states "\$123,054,449 sold for 1,358 of America's best local shops". Below this is the Shop Local logo and navigation links: Home, Customers, News & Events, About, Login, Services, Sell, Pricing, Support, and an "Open Free Account" button. The main content area features a computer monitor displaying a gift registry interface. To the right of the monitor is a "Create Your Free Account" form. The form includes a heading, a description of the service, a business type selection, an email address field, a confirmation message, a terms of service agreement, a "Create Your Free Account" button, and contact information for sales and customer service. At the bottom of the form, there are links for existing users to log in and for new users to view plans and pricing.

SH♥P LOCAL .org
SHOP LOCAL
E-commerce & Gift Registry Platform
POWERED BY BRIDGE

Home Customers News & Events About Login
Services Sell Pricing Support Open Free Account

Your New E-commerce & Gift Registry Platform

Bridge's Shop Local service helps businesses in the retail industry sell and buy products. We accomplish this by providing a cloud-based e-commerce platform to leading brands, local retailers, and sales reps. They use our platform to run online stores, offer online gift registries, share products, and perform wholesale operations.

Create Your Free Account

Join industry leaders, including 1,358 indie retailers & 114 premium brands.

Choose your business type:

- ☐ Retailer
- ☐ Organization
- ☐ Brand
- ☐ Restaurant or Hotel
- ☐ Sales Rep
- ☐ Affiliate
- ☐ Interior Designer
- ☐ Friend of Industry

Enter Your Email Address:

Your Business Email

We'll send you an email to confirm your address.

By signing up for Bridge's Shop Local service, you agree to the [Terms of Service](#) and [Member User Agreement](#).

Create Your Free Account

[Contact Sales or Customer Service: 1-212-254-9655](#)

Already have an account? [Log in here](#)

New to Shop Local? [View plans & pricing](#)

How It Works

- 1 Visit shoplocal.org
- 2 You open a free **Online Store** with the gift registry service built-in.
- 3 You and registrants use your Online Store to add and manage gift registry lists.
- 4 Friends and family use the gift lists to buy gifts online, via telephone, and in-store.

Receive your free registry service: shoplocal.org

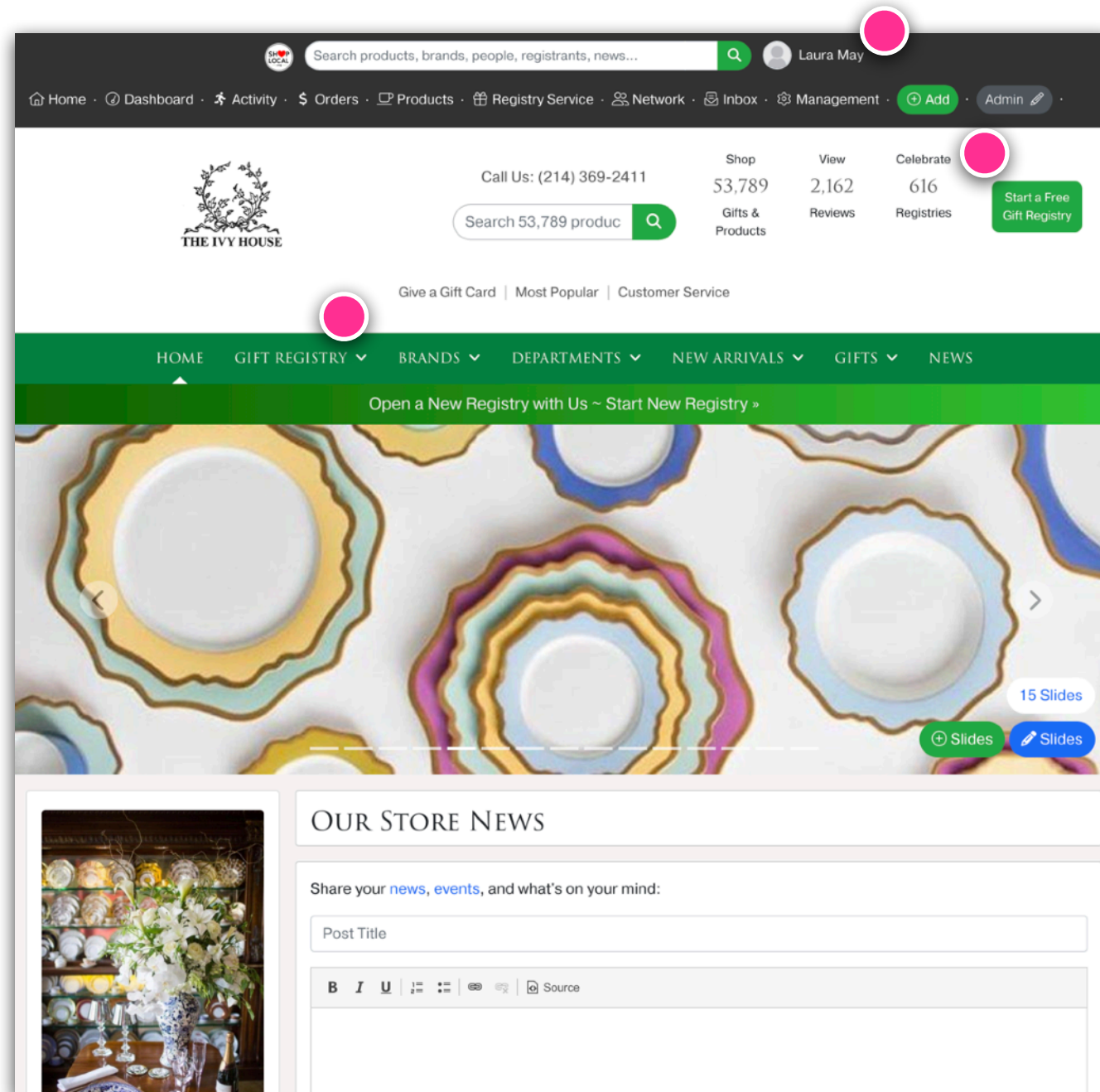


Training

How?

Part 2

How Can a Store Create an Online Registry Using Our Service?



Step 1: Visit Your Store's Shop Local Account

How?

How Can a Store Create an Online Registry Using Our Service?

Step 2: Visit Your Store's Shop Local Registry Home Page

Shop Local

Search products, brands, people, registrants, news...

Laura May

Home · Dashboard · Activity · Orders · Products · Registry Service · Network · Inbox · Management · Add · Admin

Search 53,789 products

HOME · GIFT REGISTRY · BRANDS · DEPARTMENTS · NEW ARRIVALS · GIFTS · NEWS

Registry Admin:

[Home](#) · [Lists](#) · [Overview](#) · [Orders & Sign Ups](#) · [Events](#) · [Reporting](#) · [Accounting & Credit](#) · [Products Requested](#) · [Searches](#) · [Marketing](#) · [Archived](#) · [Settings](#)

[Gift Registry Home Page](#) · [Wedding Registries](#) · [Baby Registries](#) · [Wishlists](#) · [Help & FAQ](#) · [+ Start New Registry](#)

WELCOME TO OUR GIFT REGISTRY

We offer a full-service gift registry. We invite you to:

- Shop Online for a Registry
- [Start a New Registry](#)
- Manage Your Registry Online

[Add Slides](#) [Edit Slides](#)

FIND A REGISTRY

Please enter registrant's last name

Search

REGISTRIES

Mar. 15, 2025	Kelly Parker & Ben Esterer
Nov. 9, 2024	Carley Bowman & Peyton Smith

YOUR REGISTRY

Are you a registrant with us? If so, please sign in below to access your registry.

Email

Password

Log In

[Lost your password or having trouble logging in? Click here](#)

ABOUT OUR [GIFT REGISTRY](#) SERVICE

How?

How Can a Store Create an Online Registry Using Our Service?

Step 3: Enter the registrant's information

Search products, brands, people, registrants, news...

Home · Dashboard · Activity · Orders 1 · Products · Registry Service · Network · Inbox · Management · Add · Admin

Search 53,789 products

HOME · GIFT REGISTRY · BRANDS · DEPARTMENTS · NEW ARRIVALS · GIFTS · NEWS

Registry Admin:
Home · Lists · Overview · Orders & Sign Ups · Events · Reporting · Accounting & Credit · Products Requested · Searches · Marketing · Archived · Settings

CREATE A GIFT REGISTRY

Registry Details

Registry Type: Wedding * = required

Registry's Event Date: 02/02/2024
Please enter the wedding date.

Registrant's First Name * Co-registrant's First Name

Registrant's Middle Name Co-registrant's Middle Name

Registrant's Last Name * Co-registrant's Last Name

Registrant's Nickname Co-registrant's Nickname
If the registrant goes by a different first name (i.e. nickname), please enter that above

Registrant's Email * Registrant's Phone *
You will use this email address to log in to your registry

☒ This is a mobile telephone number & may receive applicable text messages

How?

How Can a Store Create an Online Registry Using Our Service?

Step 4: Save your registry

General

☒ Notify me via email when a purchase has been made

☒ I'd like to receive e-news from The Ivy House

☒ Allow Google to find your registry

☒ Yes, I'd like help completing my registry profile. I authorize The Ivy House to collect a picture from my public registry site and/or social media profile for use on my registry.

Bridal / Wedding Shower

☐ Yes, I'm having a bridal or wedding shower event.

If "Yes," please share the date:

Bridal or Wedding Shower Date

Picture for Your Registry

Upload your picture

Choose File

No file chosen

If you are having trouble uploading a photo, please complete this form without uploading a photo.
Our staff can help you upload a photo.

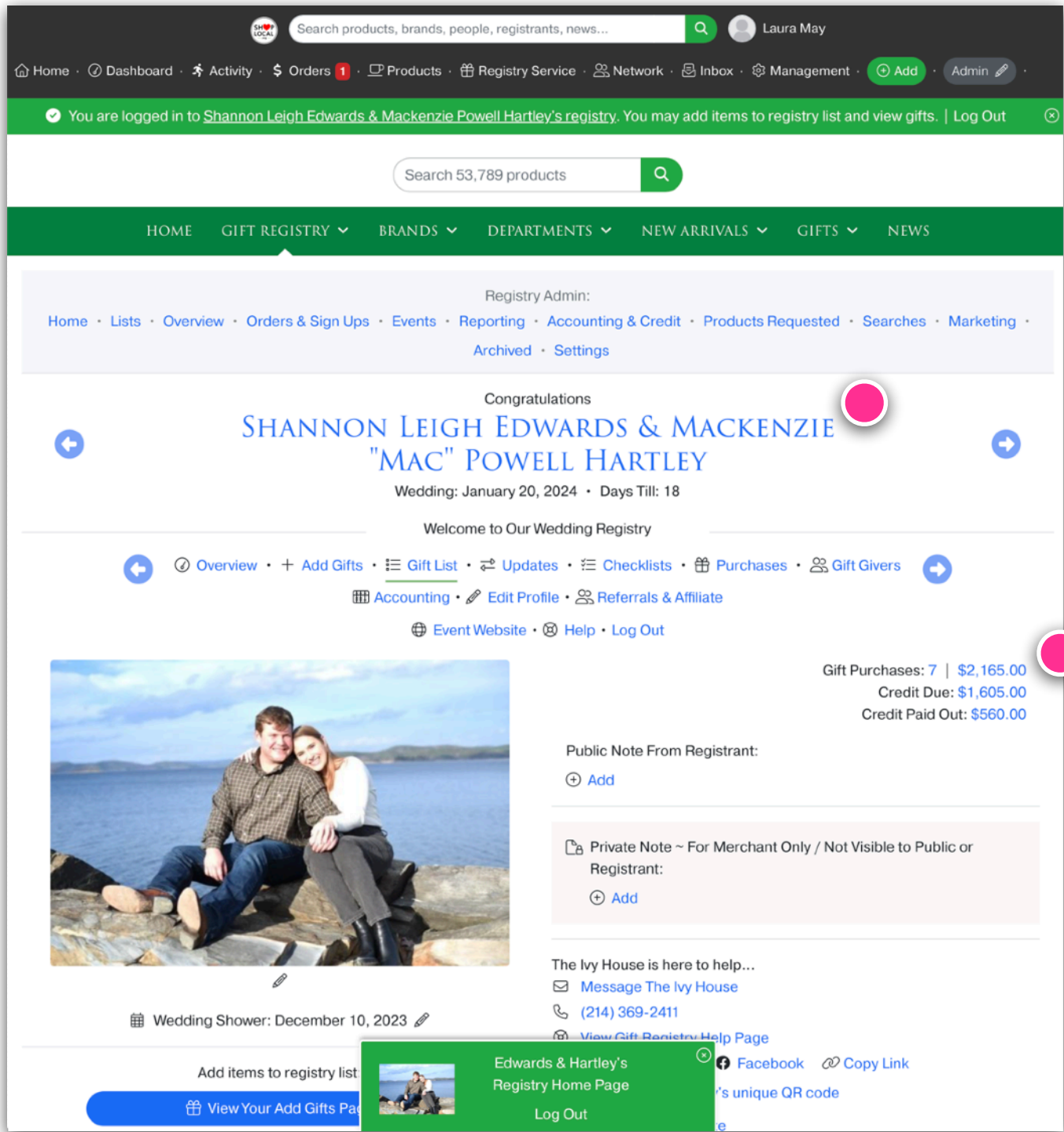
Administrative ~ Only Viewable by Merchant

By creating a gift registry, you agree to this website's [Terms of Service](#).

Save Your Registry Profile

What?


What Does a Registry Look Like?



What?

What Does a Registry Look Like?

2.



2 Pictures

\$135.00

[Manage Special Pricing](#)

Herend

Collections Chinese Bouquet Blue Dessert Plate

HRD-AB----01520-0-00

Diameter: 8.25"

8.25"D

Details

Like • 528

Share: [Copy Link](#) • [Email](#)

Requested 12

5 Gifted

7 Needed

5 Gifted:

1x [Mary Davis](#) (Online)

Applied as virtual registry credit & awaiting redemption by registrant

2x [Carla Fontes Hrcir](#) (Online)

Applied as virtual registry credit & awaiting redemption by registrant

2x By Manual Store Entry


[Enter Gift Purchase For This Item](#)

[Manually Adjust Gifted](#)

Add comment

Hide

3.



3 Pictures

\$42.00

[Manage Special Pricing](#)

Royal Crown Derby

Chelsea Duet Bread And Butter Plate

DVC-ELYGOL62662

Diameter: 6.25"

Details

Like • 468

Share: [Copy Link](#) • [Email](#)

Requested 12

2 Gifted

10 Needed

2 Gifted:

2x By Manual Store Entry


[Enter Gift Purchase For This Item](#)

[Manually Adjust Gifted](#)

Add comment

Hide

4.



3 Pictures

\$265.00

[Manage Special Pricing](#)

Herend

Collections Chinese Bouquet Blue Oval Veg Dish

HRD-AB----01520-0-00

Diameter: 8.25"

8.25"D

Details

Like • 528

Share: [Copy Link](#) • [Email](#)

Requested 1

1 Gifted

0 Needed

1 Gifted:

1x By Manual Store Entry

[Enter Gift Purchase For This Item](#)

[Manually Adjust Gifted](#)

Add comment

Hide

Gifted Completed

Morris & Davis's Registry Home Page

Log Out

What?

What Does Adding a Product to a Registry Look Like?

The screenshot shows the website of The Ivy House, a platform for gift registries. The user is logged in as Laura May. The main navigation bar includes links for Home, Dashboard, Activity, Orders, Products, Registry Service, Network, Inbox, Management, and an Add button. A green banner at the top indicates the user is logged in to Carley Bowman & Peyton Smith's registry. The header section features the Ivy House logo, a search bar, and statistics for products, gifts, and reviews. A green navigation bar below the header lists categories like Home, Gift Registry, Brands, Departments, New Arrivals, Gifts, and News. The main content area displays a product page for a Casafina dinner plate. The product is titled 'EIVISSA DINNER PLATE, SAND BEIGE' and is priced at \$15.25 (U.S. wholesale) and \$34.00 (U.S. retail). It is marked as 'AVAILABLE' and has a quantity of 1. A green button labeled '+ Add to Registry' is highlighted with a pink circle. Other buttons include '+ Add to Shopping Bag' and 'Suggest Edit'. The bottom of the page shows a user profile for Bowman & Smith's Registry Home Page with a Log Out button.

Who?

Who Can Use a Store's Online Registry Service?



Mary-Baldwin Albritton
Oxford Floral Co.
Oxford, MS



Peyton Cohen
Contemporary Concepts
Pittsburgh, PA



Kristin Sullivan
Plum Southern
LaGrange, GA



Janie Lowery
Social Memphis
Memphis, TN



Lois MacRitchie
The Boutique Charleston
Charleston, SC



Howard Hurst
Tipton Hurst
Little Rock, AR

Store staff

- Staff can add a new registry or edit an existing one.



Registrants

- Person (e.g. bride) can add a new registry or edit an existing one.

Where?

Where will registrants come from?
Where will customers come from?

Registrants

- Local
- Regional

Gift Givers

- Local
- Regional
- National
- International

We have materials for you

- Social media templates
- Email templates
- Display templates
- Sales stats on what sells

Pricing?

Start with the Free Plan. Stay with the Free Plan.

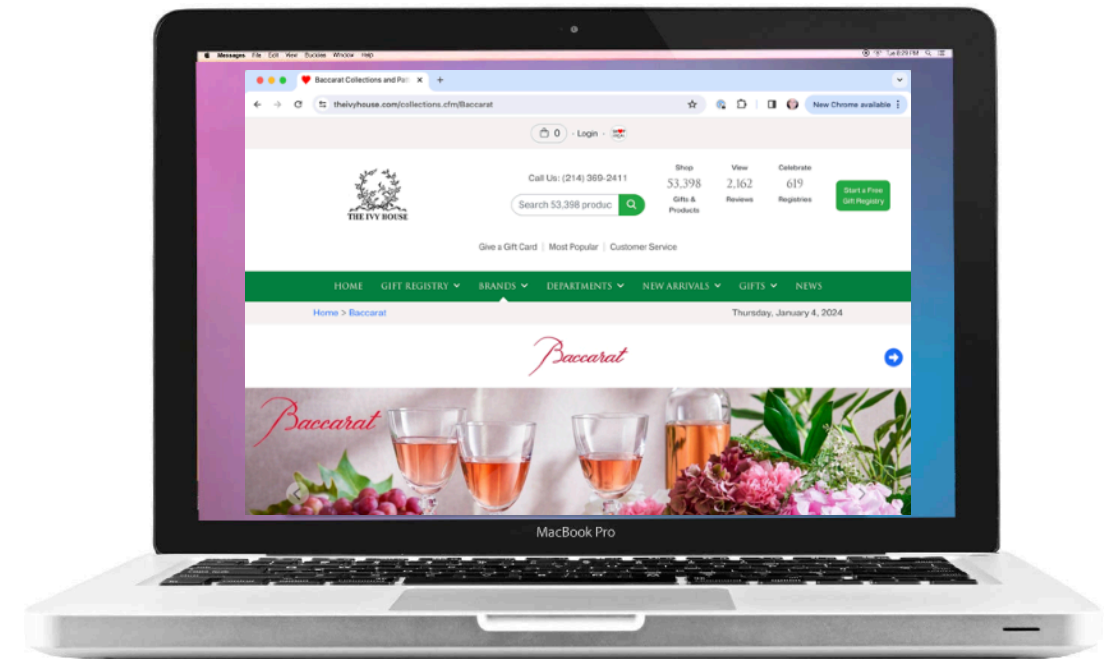
Most Popular			
Buyer Account	Free Store	Syncing Store	Registry Store
\$0 USD/ month	\$0 USD/ month	\$26 USD/ month	\$148 USD/ month
Value: \$129/month	Value: \$299/month	Value: \$679/month	Value: \$979/month
<p>Designed for retailers who want to buy wholesale, stay informed, and get sales leads. Use Shop Local's service for free.</p> <ul style="list-style-type: none">✓ Wholesale ordering with participating brands.✓ Weekly email summarizing new products and product price changes from participating brands.✓ Receive sales leads: Listing on participating brands' Find a Store pages.	<p>Best for retailers new to Shop Local and that want to sell. Be up and selling in minutes.</p> <p>Includes what is in the Buyer Account plus:</p> <ul style="list-style-type: none">✓ Online Store.✓ Add unlimited products.✓ Add unlimited brands.✓ Sync with up to 2,500 products from 5 Syncing Brands.✓ Gift Registry service.✓ Unlimited non-wedding registries (baby, wishlist, house warming, etc.).✓ 2 wedding registries.	<p>Best for retailers who sell many premium brands and want to reduce their website labor costs.</p> <p>Includes what is in the Free Store plus:</p> <ul style="list-style-type: none">✓ Product Pass: Sync with up to 70,443 products from 114 Syncing Brands (unlimited Syncing).✓ 4 wedding registries.✓ Leaderboard access.✓ Satisfaction Guarantee or your money back (Terms).	<p>Designed for retailers with a growing wedding registry presence.</p> <p>Includes what is in the Syncing Store plus:</p> <ul style="list-style-type: none">✓ 32 wedding registries.✓ Custom Domain (Universal Domain service). <p>Shop Local receives a 4.4% transaction fee on completed online orders</p>

Brand Syncing

Then...



Now



- Shop Local helps indie stores save \$1 and 3 minutes per Synced product.
- 1,350 retailers save \$3,536,250 and 5,052 weeks on website maintenance by using our Syncing service.

Brand Syncing

Featured Brand Members



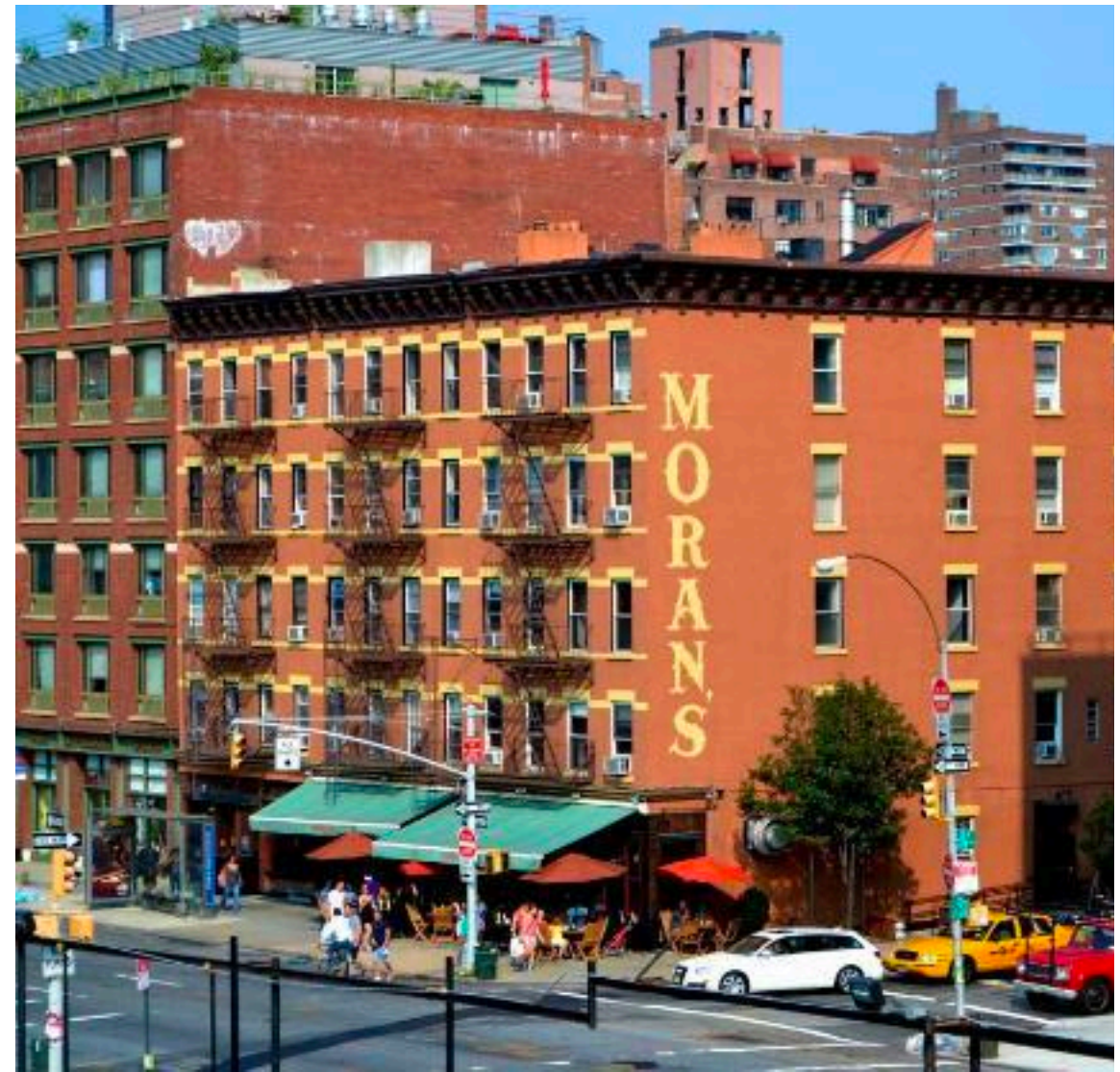
View 114 brand partners at: shoplocal.org



Training

‘Who’ Is Shop Local?

- In 2007, we came up with basis for Shop Local after drawing my clients’ business issues on a napkin.
- Retailers were struggling to add products to their websites and brands were struggling to share their products.
- In 2007, Started with 2 retailers and 8 brand partners.
- Today, Shop Local helps 1,350 retailers.
- We help retailers sell 3,200+ general brands (non-partner brands). Retailers can sell any brand via Shop Local (not limited to partner brands).
- Today, we have 114 brand partners: Syncing Brands.



Thank you



Let's help indie stores sell more



Shop local,
Jason Solarek

jason@bridge.org / Call or text: 1-212-254-9655

