

Shop Local: E-commerce & Gift Registry Platform

Industry Problem:

Indie stores are paying too much money for website maintenance. And it's taking too much time.

Solution:

With Shop Local's service, the maintenance cost can be \$0 and require 0 minutes per product.

Let Shop Local boost your e-commerce sales.

About Shop Local's Platform:

- 1,200 indie stores in the U.S. use Shop Local to offer an online store and gift registry.
- Each retailer gets its own Shop Local account and Online Store.
- A retailer can add an unlimited number of products from any brand. The Online Store includes 3,000 brands from which to choose.
- There are 112 partner brands that share 65,000 products with authorized retailers via platform.
- 17 of the top-20 selling brands use the service.
- You can use this Online Store and your existing website, such as Shopify, etc. (No website? You don't need a website to use the service.)
- You can use the account to download product photos and pricing.
- View retailers and partner brands at shoplocal.org

On a traditional website, a store shows just three pieces of product information:

- Product name
- Price
- Picture ~ just one picture.

This produces lower sales and a lower Google ranking.

With your Shop Local Store, you can show 30+ pieces of information for a product, including:

- Accurate price (price is up-to-date from a partner brand).
- Accurate product name.
- Professional pictures (multiple product and lifestyle pics).
- Brand's logo.
- Manufacturer's SKU.
- Dimensions (length, width, and height).
- Stock.
- Keywords.
- UPC.
- Care and usage.



BONUS: Retailer will receive a \$300 credit when they sign up. They can use it towards a wholesale order with a Syncing brand or an upgrade to their Gift Registry service. Offer expires 8/31/23. Please inquire for terms.

How Customers Will Access You Online:

Customers will visit your Online Store to shop and/or start a gift registry. Your Store's URL may be:

yourbusinessname.myshoplocal.com

If you have a website already, you can add a link to this. Customers will find your Online Store in Google.

Gift Registry & Wishlist Are Included:

Shop Local enables you to offer an online bridal and gift registry with no setup fee or on-going charge. You can offer 2 registries at no charge. More can be added for a small fee (view pricing at shoplocal.org).

Payment:

When a customer makes a purchase, you have two options:

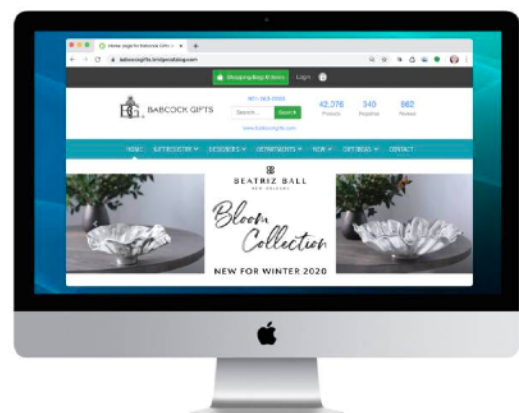
- You will get all of the information via email, then you call them to take payment over the telephone.
- Or for a small fee Shop Local will run the credit card for you.

When an Order is Placed:

- You ship it from your store or offer a pick up.
- You have the brand drop ship it (fee may apply).
- If it's a registry order, may issue a registry credit.

Open a Free Store with Shop Local:

- Open a free retailer account at shoplocal.org.
- No credit card required.
- No sign up fee. No flat monthly fee. No on-going annual fee.
- Please enter your sales rep's name in referral area.
- You will receive a free one-on-one coaching call to help tailor the service to your unique business.
- No fee until you make a sale. On a completed sale, Shop Local will bill you once a month 3.4% of the sale. If you sell nothing, there is no bill.



*Do you want to spend less time at a computer?
Are you spending too much on your website?*

Join us ~ Open a free Online Store: shoplocal.org