



## What is Consignment Chic?

For consumers, **Consignment Chic** is an exciting and popular online community and e-commerce web site that is actively gaining visibility among consumers and journalists. For the consignment shop owner, **Consignment Chic** is an innovative marketing alliance among consignment and resale shops whose purpose is to convert potential customers on the web to consistent consignment shoppers online and in their physical stores.

## How Chic Began

**Consignment Chic** started as a local marketing partnership for area consignment shops to combine their advertising resources to reach a larger audience than any of them could reach on their own. The Chic partners funded a television show to promote consignment shopping and the customer response was phenomenal! As a result of the TV show, **Consignment Chic** created a monthly consignment shop bus tour that evolved to multiple states. By the second month, [ConsignmentChic.com](http://ConsignmentChic.com) was getting well over 43,000 hits a month and as of this writing, was ranked in the top 500,000 websites on Google. Because of all the press and media attention **Consignment Chic** has created, **ConsignmentChic.com** has become a popular landmark for the media to learn more about the consignment industry. Having already achieved a highly desired Google ranking in just six months, **ConsignmentChic.com** is perfectly positioned to become THE online consignment store and interactive online community for all those who LOVE consignment shopping!

## Why Join Consignment Chic?

We've already charted the waters to create a vibrant website that is getting an incredible amount of media attention. Your partnership is a way to join forces with hundreds of other consignment shops to leverage your advertising budget in a much larger way than you can do as one business on your own. By combining dollars to promote ONE central site, EVERYONE benefits! Simply divert a small portion of what you are spending on traditional advertising that is declining in its effectiveness, and reallocate it to the hottest thing happening on the web! You'll more than TRIPLE your advertising effectiveness online and in your physical location through joint marketing with other shop owners.

### 1 - Make More Money Online

It doesn't make financial sense to load every single item in your store up to the web. Many of your items sell quickly in your physical store or they aren't at a price point that makes sense to sell online. Instead, you could simply select just the top 10% of your items that are higher price points or just a few items that you have time to enter that week and combine those items onto one central marketplace with other stores from all across the country and beyond. **Consignment Chic** is creating one large marketplace filled with the best items from hundreds of consignment shops and is quickly drawing hundreds of thousands of visits to the website. Then we link your store's website to ours to give you referral customers into your own store – physical location and online. It makes perfect sense, in terms of time, energy, and expense, but also it's just **smart marketing!** As each store sends customers to the Chic website, everyone benefits on a much larger scale! And since **Consignment Chic** does NOT take a percentage of your sale, **YOU make more money** on your online transactions!

### 2 - Receive Massive Exposure

By partnering with **Consignment Chic**, you get an unprecedented amount of advertising exposure for your store to an incredibly large **TARGETED** worldwide audience who is **specifically interested** in what you sell. Your **Consignment Chic Partnership** is your billboard that points the way to your store for the millions of shoppers who are online. Ride along with **Consignment Chic** on the SOCIAL MEDIA wave and tap in to the direction and vision of **Tracy True Dismukes**, MBA, a former bank management consultant and experienced consignment industry leader. We'll promote your business through the **Consignment Chic** website with high dollar PR and **media interviews every month**. Reach over 4000 traditional media outlets and 64,000 journalists and bloggers as well as online distribution sites such as Yahoo and Google through our monthly search engine optimized press releases. **Tracy has granted over 50 media interviews and television appearances in the past 5 months including Glamour Magazine, First Magazine, AARP Bulletin and will continue to get as much press coverage as possible for you through Consignment Chic!**

### 3 - Confirm Your Store as an Industry Leader

When you partner with **Consignment Chic**, your business becomes part of something much larger collectively which **warrants much more media attention** than if you continue to 'slug it out' on your own. We are working full time to promote **Consignment Chic** to the world. It only makes sense to link your business to **Consignment Chic** to reap all the referral business. Your online billboard promotes your business to a marketplace of serious consignment shoppers from all over the world in the **Store Finder** section of **ConsignmentChic.com**.

### 4 - Participate in Creating More Buzz

Monitor the **Consignment Chic Message Boards** to see what your potential customers are saying about their consignment shop experiences and items they are looking to purchase on their Wish List. Get even more exposure by **linking your store blog** to the **Chic** website and by **linking directly from your website to your own listings** in the **Chic Online Store**. We'll all raise our visibility by creating extra BUZZ about consignment!

## This Sounds Fantastic! What Does it Cost?

It is less expensive to reach the world every day, 24/7 through **Consignment Chic** than it is to purchase one local newspaper ad, one time. Television can cost hundreds for a 30 second ad, newspaper has no shelf life, radio is over in seconds, and where are people spending their time? ONLINE. Your potential customers are searching the INTERNET for entertainment, information and SHOPPING! Let **Consignment Chic** steer new customers to your store – 24 hours per day, 7 days a week! Fund your **Chic Partnership** with a portion of your current traditional advertising budget that isn't as effective as it once was and **reach potentially millions of additional CONSIGNMENT customers!**

## 2009 Consignment Chic Annual Partnership . . . \$59/month

Includes **complete media exposure** of Consignment Chic including but not limited to:

- **Receive MASSIVE Marketing Exposure** – Benefit from Tracy's relentless public relations & national media interviews coupled with **expensive monthly search engine optimized press release distribution** to over 4000 traditional media outlets and 64,000 journalists and bloggers and 250,000 RSS feeds.
- **Reap Referral Business** – Funnel traffic to your website with your **Online Billboard** in the **Chic Store Finder**.
- **Maximize your Marketing Impact** - **Combine resources** with partner stores **to increase your visibility with the local and national media** and in your own community. Make your business part of a larger alliance that **attracts media attention!**
- **Increase Your Ranking** - Link your website & store blog to **Consignment Chic** to **get more exposure for your own website**.
- **Benefit from Consignment Chic's Social Media Blitz** – Jump in with both feet alongside **Consignment Chic** to take advantage of **THE MOST ACTIVE online consignment community** that actively uses social media techniques.
- **Sell Online With High Visibility** - Start selling your high-end items quickly and easily along with other shops and **only pay Consignment Chic when your items sell!** The Consignment Chic web site is **ranked in the top 3% of websites** in terms of page-views and unique visitors according to [www.alexacom.com](http://www.alexacom.com). Consignment Chic will charge a 4.5% Final Value Fee on items sold through the web site. *Your sales transaction is between the buyer and seller – not Consignment Chic.*

### Setup Fee for all partnership levels - \$49 (one time fee)

Fee includes Store Finder billboard creation and links, partnership payment setup and if selected, eCommerce store setup including a button for your website to link directly to your online listings.

### SIGN ME UP!!!

Check one:

- Charge my credit card \$59 partnership fee per month for 12 months plus a one-time \$49 setup fee OR  
 Save 5% on my partnership fee by paying for 12 months in advance plus a one-time \$49 setup fee

(After 12 months, the partnership will autorenew on a month-to-month basis until we receive a written request to terminate the partnership)

Please fill out your contact information and **Consignment Chic** will send you the **Chic Checklist and Partnership Agreement** to get you started!  
Attach your check for the **\$49 setup fee** made out to **Consignment Chic** or indicate your credit card information below:

Store Name \_\_\_\_\_

Address \_\_\_\_\_

City/State/Zip \_\_\_\_\_

Store Phone \_\_\_\_\_ Store Fax \_\_\_\_\_

Store Email \_\_\_\_\_

Store Website \_\_\_\_\_

Owner Name \_\_\_\_\_

Best Phone \_\_\_\_\_ Fax \_\_\_\_\_

Owner Email \_\_\_\_\_ Credit Card # \_\_\_\_\_

Partnership Start Date \_\_\_\_\_ (12 month contract) Exp Date \_\_\_\_\_ Sec Code \_\_\_\_\_ Today's Date \_\_\_\_\_

How many **Storefronts\*** do you prefer? \_\_\_\_\_ Signature \_\_\_\_\_

\***Storefronts** – If you have multiple locations and want to have separate stores online, please fill out a partnership form for each store. If you want one partnership for all of your stores, then the information listed above will be the one created for your Online Billboard and you only pay for one partnership. Additional storefronts may be added at \$29.50/month as long as each store has the same owner.

**Thank you** for partnering with **Consignment Chic!**  
You are now a **Chic Partner Store!** We look forward to our ongoing alliance to bring more business to our partners!

Fax this form to **(205) 822-3997** or  
Mail completed form to **Consignment Chic**  
**1058 Montgomery Hwy**  
**Vestavia Hills, AL 35216**

Questions? Email [info@consignmentchic.com](mailto:info@consignmentchic.com)  
Or call **(205) LOV-CHIC** or **(205-568-2442)**

**[www.consignmentchic.com](http://www.consignmentchic.com)**