



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.

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 October 2009, **ConsignmentChic.com** was getting almost 200,000 hits a month and as of this writing, was ranked in the top 500,000 web sites 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 and resale industry. Having already achieved a highly desired Google ranking, **ConsignmentChic.com** is perfectly positioned to become THE online consignment store and interactive online community for all those who LOVE consignment shopping!

Top 4 Reasons Why You'll Want to Join Consignment Chic:

We've already charted the waters to create a vibrant web site 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 our resources to promote ONE central site that funnels massive traffic to the partners, EVERYONE benefits! Simply divert a small portion of what you are spending on traditional advertising that may be declining in its effectiveness, and reallocate it to the hottest thing happening to resale 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 to sell on 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** has created one large marketplace filled with the best items from hundreds of consignment shops and is quickly drawing tens of thousands of visits to our web site. (See for yourself – Compare your web site traffic with Consignment Chic at www.Compete.com) Then we link to your web site to send referral customers into your store – both the physical location and online. It makes perfect sense in terms of time, energy, and expense, but also it's just **smart marketing!** As each partner store sends customers to the Chic web site, everyone benefits on a much larger scale! Also, you can list as many items as you like in your online store at no extra charge and Chic only collects a small 5% final value fee on items that sell through the **Consignment Chic** web site. And since your sales transaction is between the buyer and seller – not Consignment Chic – **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, former bank management consultant and consignment industry leader with over 15 years of consignment chain ownership experience. We'll promote your business through the **Consignment Chic** web site 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. **We granted over 60 media interviews and television appearances in 2009 including Glamour Magazine, First Magazine, AARP Bulletin and will continue to get as much press coverage as possible for you in 2010 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. Together, we all benefit as we promote our Partner Stores to a vast marketplace of consignment shoppers while you proudly display your Chic Partner Badge/Link on your web site. Show the world you are truly **Chic!**

4 - Create 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** web site and by **linking directly from your website to your own listings** in the **Chic Online Store**. Join the **Chic Partner Online Forums** and learn from other successful stores what works – and what doesn't. 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!**

Choose Your Chic Partnership Level (check one)

(The only difference in the two packages below is that you can have your own online store with the eCommerce partnership)
Both partnerships include the **BONUSES** below and have a one-time \$49 setup fee.

_____ **2010 eCommerce Partner** – Set up **Your Own Online Store** on Consignment Chic.com, link your web site to ConsignmentChic.com to **Funnel Traffic to Your Web Site** and to your physical store, benefit from **National Exposure** with Chic's media interviews and press releases every month, and participate in **Shop Owner Forums** online to learn great ideas from other store owners across the country and Canada.....\$59.99/month

_____ **2010 Media Partner** – Link your web site to ConsignmentChic.com to **Funnel Traffic to Your Web Site** and to your physical store, benefit from **National Exposure** with Chic's media interviews and press releases every month, and participate in **Shop Owner Forums** online to learn great ideas from other store owners across the country and Canada.....\$29.99/month

BONUS #1 – Sign up now and Consignment Chic will **WAIVE the 5% Final Value Fee** on all your online sales for all of 2010! **You keep 100% of the sale!**

BONUS #2 – We'll give you **FREE** access to many of our **educational teleseminars** on a special web site just for Consignment Chic Partners (both Media and eCommerce Partners). Even if you miss the day of the call, you'll be able to listen anytime and share it with your staff! Education that comes to you without travel costs – now that's a BONUS!

BONUS #3 – Pay for 12 months in advance and save 5%!

This is a LOT of benefit for the money – what's the catch? There's only one 'catch'.... Your website MUST link back to Consignment Chic BEFORE we activate your link. That helps us generate more traffic for all our partners. That's it! Sign up **today** to get your **FREE BONUSES!**

Sign me up! In addition to the \$49 setup fee: (check one)

_____ Charge my credit card \$59.99 each **month** for the **eCommerce Partnership***

_____ Charge my credit card \$29.99 each **month** for the **Media Partnership**

_____ Charge my credit card for 12 months in advance so I can **SAVE 5%** on the **eCommerce Partnership***!

_____ Charge my credit card for 12 months in advance so I can **SAVE 5%** on the **Media Partnership!**

(We ask for at least a 6 month commitment, then the partnership will continue on a month-to-month basis until we receive your written request to terminate the partnership. No strings!)

*Please fill out your information below and **Consignment Chic** will send you the **Chic Checklist** to get you started!*

If you selected the eCommerce Partnership, please fill out the **Seller Listing Agreement from the Consignment Chic web site and fax that in, too.*

Store Name _____

Address _____

City/State/Zip _____ Store Phone _____

Store Email _____ Store Fax _____

Store Website _____

Owner Name _____

Best Phone _____ Fax _____

Owner Email _____ Credit Card # _____

Partnership Start Date _____ Credit Card Exp Date _____ Sec Code _____ Today's Date _____

How did you hear about Consignment Chic? _____

How many **Storefronts**** do you prefer? _____ Signature _____

****Storefronts** – If you have multiple locations and want to have separate stores online, please fill out a White Paper 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 Store Finder and you only pay for one partnership. Additional storefronts may be added at \$10.00/month as long as each store has the same owner.