

Shop Owner Information

SHOPS of
Baileywick
The Ultimate Shopping Experience.



SUPPORT SUPPORT



Shop Owner Information



Dear Prospective Shop Owner,

Thank you for your inquiry concerning space rental at the Shops of Baileywick. We have a beautiful marketplace with a wonderfully diverse group of designers, artists, retailers and collectors who offer fabulous gifts for the home, one-of-a-kind decorative accessories, fine art, new and estate jewelry, gourmet food, furnishings, fashionable clothing and accessories and ever-changing gifts and décor.

It is our policy to be very selective in our choice of new show owners and their products.

We would like to know more about your business and the items you desire to sell at the Shops. Please supply us with photos and examples of your merchandise.

Enclosed you will find a shop owner/vendor application, rental information and some of our many leasing benefits, along with examples of our aggressive marketing programs, a bio of our owner, Darleen Johns and other information from members of TEAM BAILEYWICK.

The Shops of Baileywick. Beautifully appointed shops.

Seasoned leadership.

Premium location.

High-end clientele.

Aggressive marketing.

Dedicated owners and management.

All in an atmosphere that encourages and rewards passion and creativity.

Thank you for considering The Shops of Baileywick.

Sincerely,

Darleen Johns

Darleen Johns
Proprietor

Enclosures

Shop Owner Information



Leasing Benefits

The Shops of Baileywick, LLC., opened in 2004. We strive to provide our customers with a lovely and unique shopping experience by offering a varied selection of gifts, gourmet, home décor, furnishings, apparel, jewelry and much, much more.

We are constantly getting better, trying new ideas and promotions and considering new types of merchandise and services to offer our customers. Thousands of regular customers shop here as well as use our shop owner's expertise and experience to provide customized interior design services for their home or office.

At the Shops of Baileywick both you and our customers benefit from:

- A "One Stop" shopping experience
- Convenient shop hours: Monday-Saturday, 10am to 6pm and Sunday 1 - 6 pm
- North Raleigh location convenient to I-440 and I-540
- A well-trafficked website www.ShopsofBaileywick.com
- 24/7 Security
- On-site facilities manager, front desk staff, management and marketing team

You get to work "ON" your business, not "IN" it!

Most retailers spend their day ringing orders, answering the phone, filing taxes, hiring new staff, running reports – it hardly leaves time for the fun stuff you love best! At the Shops of Baileywick, we handle the nitty-gritty details for you. We have professionals working the front desk, filing sales taxes, running sales reports, sourcing packaging, managing credit cards and developing spectacular events that draw people, the press and lots of extra sales for you. Unlike other locations – YOU don't have to be there every hour we're open.

You Get To:

Source, buy and sell your own merchandise...

Up-fit and merchandise your booth to your specifications, with assistance from our professionals...

Participate in marketing and sales opportunities throughout the year...

Work with a team of go-getters who will help and support you the whole way...

Learn how to make more money, for less time and effort, doing something you love...

Monitor daily sales from home through the Internet using our custom computerized sales reporting system...

If you don't want to sit around waiting for the people to come to you, consider inquiring into opening a location at the Shops of Baileywick.

Shop Owner Information

General Information

For New Shop Owners and Vendors



1. Sign Fee, Rent and Security Deposit.... A \$50.00 signage fee is required along with first month's rent and security deposit amount of first month's rent. The sign remains property of the Shops of Baileywick. The security deposit will be returned when vendors leave if their space is cleaned and merchandise is removed within five days of end of rent paid. Any damage costs will be deducted from the deposit. All improvements remain in the space and are the property of Shops of Baileywick.

2. Merchandise Deliveries....You may have your merchandise shipped directly to the Shops of Baileywick. Deliveries must be paid for in advance in order for us to sign for it. Deliveries are held in the back of the store. The sales staff will notify the vendor upon arrival. Please arrange to come and get it within 24 hours of being notified. The back room has limited space and is not intended to be a storage area. No loading dock available.

3. Price tag requirements....Please tag every single item for sale in your space. It is to your advantage to personalize your own sales tags. Each tag needs to have your vendor number, a description of the item, and the price. An item number is optional, depending on how you keep track of your inventory.

4. Vendor Work Hours...Vendors are allowed to work on their spaces Monday through Friday 9:30am-6pm. You are not allowed to work on your space during normal store hours on the weekend. Please be aware that the store closes promptly at 6PM and if you are working on your space during the week, make sure you are done and out of the store by then. During peak seasons, extra work time will be made available to all vendors.

5. Vendor Mailbox....We have set up in-store mailboxes for each vendor. If you have paper mail delivered to the store, we place it here, including any other correspondence. These are located at the front of the store behind the black curtain on the left side.

6. Vendor Paychecks.... Monthly settlement checks will be available at the front registers for pick up on the fifth of each month. If you prefer to have it mailed, please notify management. Monthly rental fees will be subtracted from sales before settlement checks are written.

7. Insurance.... A \$1,000,000 general liability policy is required for all vendors. Proof of insurance is required upon move in.

8. Individual Booth Sales....Vendors are allowed to run sales within their space. Prior to the sale, please inform sales staff of the type of discounts you are offering. We will then input this information into our computerized sales system. This will create a "pop-up" sales notice for our staff at time of purchase. Vendors are responsible for creating professional framed signage visible to customers entering the space. Signage must include vendor name and number including a start and stop date for the sale. Please remember to take sign(s) down and notify sales staff to remove "pop-up" after your sale ends.

9. Trash Dumpsters.... Shop owners are responsible for disposal of their own trash including removal of pallets. A trash dumpster and cardboard recycling dumpster are located outside the rear of the Shops. All boxes must be "broken down" and recycled. Pallets must be removed from premises by shop owner.

Shop Owner Information

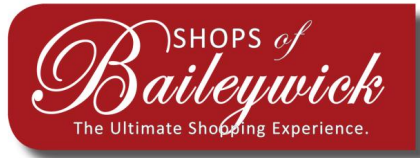


RENTAL INFORMATION

Security Deposit:	One month's booth rental
Sign Fee:	\$50
Booth Space Rent:	_____
Art Wall Rent:	_____
Lease Term:	12 month
Sales Commission:	12%
Credit Card Fees:	3% [MasterCard, Visa, Discover, American Express]
Insurance:	\$1,000,000 general liability in connection with operations to be conducted at the booth. Vendor must have proof of insurance at time of move in.
Additional Provisions:	

Regularly scheduled advertising, promotions, outdoor signage, retail staff, sales tax reporting professionally merchandized common space, computer on-line sales reporting is included in your rent.

Shop Owner Information



We're looking for a few good retailers.



Are you looking to expand or for a new location?

Let's talk. With just over 10 shops available, we're looking for fine retailers to join our team. We

invite you to learn more about the opportunity by calling 919.845.5520 or visiting www.ShopsofBaileywick.com



Shops of Baileywick is owned by designers, artists, retailers and collectors offering fabulous gifts for the home, one-of-a-kind decorative accessories, furniture and fine art. Fun, fashionable clothing and accessories, new and estate jewelry, gourmet food and ever-changing gifts and decor.

The Shops of Baileywick. Over 50 beautifully appointed shops.



- Seasoned leadership.
 - Premium location.
 - High-end clientele.
 - Aggressive marketing.
 - Dedicated owners and management.
- All in an atmosphere that encourages and rewards passion and creativity.



Darleen Johns
Owner

Shops of Baileywick handles all the nitty gritty details - from ringing up orders, filing sales taxes and managing credit cards, to crafting spectacular events that draw people, the press and lots of extra sales. If you don't want to sit around waiting for the people to come to you, consider inquiring into opening a location at the Shops of Baileywick.



919.845.5520
www.ShopsofBaileywick.com

www.ShopsofBaileywick.com | 919.845.5520 | 9650 Strickland Rd, Raleigh, N.C., 27615 | Harvest Plaza Shopping Center

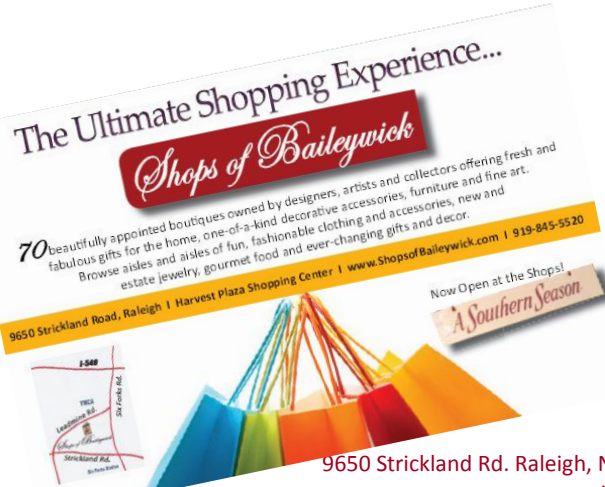
Floor Plan



Shop Owner Information MARKETING MATERIALS AND PROMOTIONS



The last year, the Shops have had their biggest sales days ever. We had thousands of guests at our annual Holiday Open House, Midtown Magazine featured over 20 of our shops, The News and Observer wrote an article about Darleen Johns, a well-known and respected businesswoman and long-term shop owner at Baileywick, taking over the Shops. 2011 finds even greater, more innovative promotions, special events, seminars and advertising to keep us the Ultimate Shopping Experience in the Triangle!



Shop Owner Information



OWNER BIO DARLEEN JOHNS



We are so excited to announce that the Shops of Baileywick has a new owner! Darleen Johns has brought along an enthusiastic staff, a new attitude and a desire to make the Shops of Baileywick the very best it can be.

Darleen Johns has run her own boutique, Gecko's Corner, in the Shops of Baileywick for over five years. Her love of shopping and all things retail led her to open the boutique originally and it grew from there. She now has three boutiques offering furniture, art, home goods, gourmet food, humorous gifts – most every item is hand chosen by Darleen – with great care and the great taste that has always defined her.

What you may not know is that Darleen is in North Carolina's 3rd grade history textbook as a visionary leader in the technology industry. She founded Alphanumeric Systems in 1979 as a provider of business solutions and was the owner until 2009. Today Alphanumeric is still one of the leading technology companies in the state.

Darleen has become near-legend in the world of female business leaders, been recognized as owning one of the top 500 women-owned firms in the country by Working Woman Magazine. She has received numerous awards throughout her career including Ernst & Young's Technology Entrepreneur of the Year, the Distinguished Woman of North Carolina sponsored by the Governor and the NC Council for Woman, Businesswoman of the Year sponsored by North Carolina Business magazine, 50 Most Powerful People in NC Business by Business Leader Magazine, Pinnacle Award from the Raleigh Chamber and Outstanding Woman in Business sponsored by the Triangle Business Journal.



Darleen also serves the community through many civic, government and charitable organizations that include the Girl Scouts, Rex Healthcare, Capital City Club, the North Carolina Technology Association, the North Carolina Banking Commission and Hospice of Wake County to name a few. She was also on the 1999 Board of the World Special Olympics held in Raleigh, the North Carolina Economic Development Board and former president of the National Association of Women Business Owners (NAWBO).

Although Darleen has retired from Alphanumeric, she has not retired from her commitment to the people of North Carolina. She continues with her public and private sector involvement in making our communities better places to live and work. She is an enthusiastic volunteer who encourages the best in all of us.

Darleen's leadership will bring the Shops of Baileywick experience, enthusiasm and energy that will continue to serve the community for years to come.

Shop Owner Information



SHOP OWNER APPLICATION

Business Name: _____

Owner/Contact Name: _____

Phone: () _____ Cell: () _____

Email: _____ Website: _____

Owner/Contact Name: _____

Phone: () _____ Cell: () _____

Email: _____

Address: _____

City: _____ State: _____ Zip Code: _____

Emergency Contact Information: _____

1. Please select the area that most describes your business: (No craft items!)

- | | |
|-----------------------------|-------------------------|
| _____ Artist | _____ Specialty Foods |
| _____ Apparel (Limited) | _____ Kitchen Ware |
| _____ Art Dealer | _____ Home Accessories |
| _____ Photography | _____ Furniture |
| _____ Candles | _____ Accent Furniture |
| _____ Specialty Shop | _____ Beauty/Healthcare |
| _____ Floral | _____ Fine Antiques |
| _____ Jewelry & Accessories | _____ Gourmet Food |
| _____ Garden Accents | _____ Interior Design |
| _____ Lighting | _____ Other |

Other, please list here:

Shop Owner Information



SHOP OWNER APPLICATION

2. List items to be sold and displayed on a regular basis and attach photographs.

3. List any trade shows, store fronts and other marketplaces in which your business is involved or past retail experience.

4. Please indicate the size of booth you are requesting:

- Single
- Double
- Triple
- Other _____

5. What else would you like us to know about you?

6. Who were you referred by or how did you hear about the Shops of Baileywick?

Your Signature: _____

Today's Date: _____

(Page 2 of 2)