

the
dogwood
COMPANY

branching out to our communities



INFORMATION BOOKLET

WHO WE ARE

Founded in 2023, we started with a passion and desire to bring opportunity and excitement to our community. We were inspired to create a space for quality vendors that attracts a variety of customers. We want to continue a legacy of excellence by creating a place of purpose for like-minded entrepreneurs. The Dogwood Company allows shop owners to design and stock their own designated space while allowing our staff to manage their sales and customers. Representing our community by offering the best in retail and customer service is our goal.

WHAT WE OFFER

- Trained staff who engage and checkout customers
- Customized barcode system and labels to track inventory and sales in real time
- Collection and payment of all sales tax
- Monthly payment for all sales
- Advertising across social media platforms, SEO marketing, and print and media resources including our own special events



MOVING IN

The Dogwood Company wants to encourage Shop Owners to let their personality and brand stand out within their space. Here are our guidelines:

Painting and Structures

If you would like to paint, wallpaper, or install a structure into your space it must be approved by The Dogwood Company before doing so. If permission is not given you may be charged an additional cost for corrections.

Shop Owner Signage

We want your brand to shine! Having a sign in your space shows you mean business. The professional touch of a sign and business cards on display will encourage customers to return to your space and find you with ease.

Shelving and Displays

Your Shelving and /or Display units can be as creative as you are, however, it should be in keeping with the general professional aesthetic of the store. We do NOT allow plastic shelving of any kind or folding/card tables without a table covering/cloth. Any Shelving or Display Units permanently attached to walls will become property of The Dogwood Company unless the wall is restored to its original condition during a move out.

Flooring

Any flooring changes must be submitted for approval before installation. The floors should be clear of clutter to allow movement within your space.

Electricity

We encourage the use of accent lighting within your shop. You may also include the use of overhead lighting if your space allows. Not all booth spaces may have access to an electrical outlet. If this is important to you, please let our staff know when submitting your Shop Owner Application so we can try and accommodate your request. All plug-in items MUST be on a timer set to store hours.

SHOP OWNER DO'S AND DON'TS

Your Individuality and Creativity will be celebrated within The Dogwood Company. We encourage Shop Owners to have a variety of items for customers to choose from. Here are some guidelines of what you can and can NOT sell:

Do's

- Furniture
- Home Décor
- Gifts
- Boutique Clothing
- Jewelry/Accessories
- Soaps and Candles
- Wreaths and Signs
- Children's Items (NEW)
- Outdoor/ Garden Items
- Seasonal Décor
- Greeting Cards and Stationery
- Pet Items
- Records/Vinyl
- Gourmet Food Items
- Genuine Antiques or Vintage Items



Dont's

- Used Shoes, Clothing or Handbags
- Used Books/Magazines
- Used Toys, Stuffed Animals or Games
- Electronics
- Small Appliances
- Workout Equipment
- Coins
- VHS, CD or DVD's
- Pocket Knives, Swords, or any type of Weapon
- Inappropriate or Adult Items
- Dirty, Broken or Damaged Items



The Dogwood Company reserves the right to make exceptions to sell items on an individual basis. We also can ask a Shop Owner to remove items that are not in keeping with the stores overall aesthetic. When in doubt, ask! We are here to help and assist in creating a unique space for all Shop Owners.

SHOP OWNER SOFTWARE

The Dogwood Company is excited to offer an amazing tool for our Shop Owners. Once you become a Vendor you will be assigned a unique ID. This will link all your sales electronically into our Shop Owner Software.

You can input and manage your inventory via a computer or smartphone and we will print your labels for you. There is also an option to separately purchase a printer to print from home at your convenience.

Once an item has sold in the store it will be posted to your account in real time.

Occasionally a Shop Owner may want to host a sale in their space. Just let our staff know the amount and how long you would like to run the sale and we can add it in our system to be applied to customer purchases. We DO NOT allow haggling or offers from customers. In the rare occasion a customer finds a broken or damaged item we will offer an automatic discount of 10% OFF.

SHOP OWNER PERKS

At The Dogwood Company we consider our Shop Owners part of the family! We have included a couple incentives just to show how much we are invested in their success.

- Shop Owner Lounge: Relax, Work and Network with other Shop Owners in a private area located right inside The Dogwood Company
- Meeting Space for Rent: Interested in hosting a workshop or seminar? We have space for that! Use this opportunity to increase your sales with 100% profit
- Fitting Rooms: Allow your customers to try on items and buy with confidence
- Discounts: Shop Owners who rent over 500 sqft. (combined space or separate booths) will receive a 10% discount on rent. Not interested in a large space but would like to have a discounted area as well. Consider joining our staff part time to receive the same discount incentives.

SECURITY

With a space of over 26,000 sqft we try our best to cover as much area as possible with our camera system. Both real and dummy cameras are used to deter shoplifting. The Dogwood Company encourages Shop Owners to install their own systems if they are concerned about high valued items. Our staff is always on alert and will do their best to stay vigilant to all customer activity. However, we do not live in a perfect world and in the rare instance of theft The Dogwood Company is not responsible for any inventory or personal property loss.

If you do notice an item from your Shop is missing here are 3 things you can do:

1. Take a look around the store (we know it's huge)! Sometimes a customer will change their mind and just simply place it down in another Shop
2. Check our Lost and Found area located within our Shop Owner Lounge
3. Notify staff that an item is missing so they can take note if it reappears within the store



PAYMENT AND FEES

Rent is due on the 1st of every month; checks are available by the 5th. The Dogwood Company subtracts your rent payment from your previous months sales.

Studio/Workspace partners who provide services will automatically be charged on the first of every month. Any rent not covered by sales will have a 5-day grace period in which then the remainder will be charged to whatever debit/credit card you have placed on file. We will both call and email before invoicing what is due. If your payment declines, we will turn it over to a collection agency and your shops sales will cease until your account has been rectified. If your payment is not made within 30 days you will be asked to leave, forfeit your deposit AND all property within your space will become property of The Dogwood Company. We do subtract 10% commission at the time of each customer purchase. This helps to cover the cost of staffing, supplies (bags, tissue, labels, etc.), and credit card processing fees. To initially secure your Shop space the first months rent is due up front as well as a security deposit equaling half of the space's rent. (Example: Shop/Studio space rent = \$200 Security deposit = \$100 Total Move-In amount = \$300)

MOVING OUT

We are so sad to see any Shop Owner go. Here is our protocol for leaving:

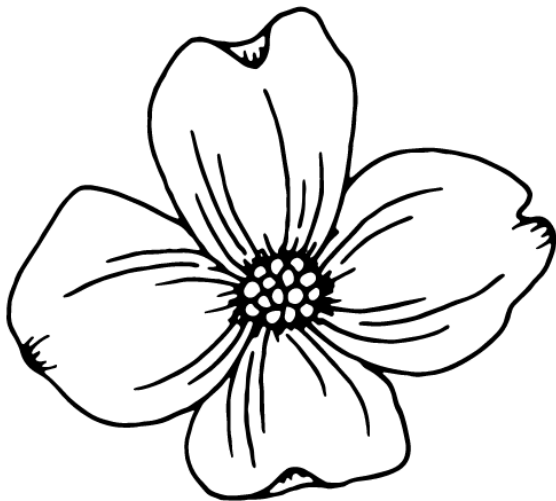
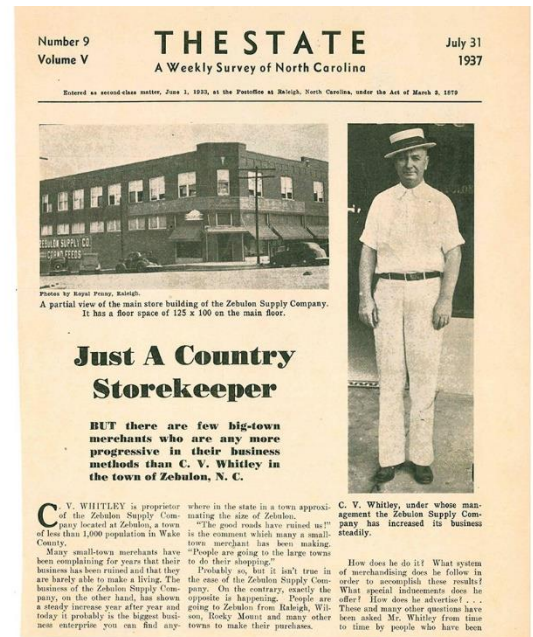
After the initial lease term has been satisfied the Shop Owner may submit in writing a 30-day notice to vacate their space. Once a notice has been submitted the Shop Owner has 30 days to empty and restore their space. A staff member will inspect the booth with the Shop Owner to make sure the space has been left in outstanding condition. Any damage left to walls, floors or ceilings including general cleaning can be cause to forfeit the release of the security deposit. If ANY merchandise is left in the shop space after 30 days, we will secure all inventory into storage to allow the next Shop Owner to move into their space. Whatever is left behind will incur a storage fee of \$10/day for a max of 30 days. After that time all abandoned inventory will become property of The Dogwood Company. If everything is satisfactory the deposit will be released with the Shop Owner's final check which must be picked up in person.

LEASE RENEWAL

Once initial lease terms are met for any Shop Owner the lease renews automatically on a month-to-month basis until terminated by The Dogwood Company or the Shop Owner's 30 day written notice. The Dogwood Company reserves the right to cancel any contract, with a 30-day notice, for any reason if a Shop Owner is not in congruence with company standards.

THE CHARM OF ZEBULON

- The second fastest growing town in North Carolina
- Located in the largest county in North Carolina with over 1M residents
- Just 12 minutes from Raleigh
- Connected by major highways, HWY64, HWY264, NC39, NC97 and NC96 and soon to be southeast extension of HWY540
- Historic small-town appeal known as “The Town of Friendly People”
- Family oriented



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