

## Merchandising and Display Guidelines

It is important that each shop in the Small Shops Mall always looks clean, professional, and well organized, because any unprofessionalism in any of our shops reflects badly on all of us. Many people, fairly or not, will judge all of us and the store as a whole on the worst shop they see.

If we fail to maintain high standards of display and cleanliness, we will all pay the price financially. We ask that all Shop Owners pay attention to these guidelines.

- **No exposed untreated or unpainted wood.** (Paint, stain, or cover all wood displays.)
- **No unconcealed folding tables** (Tablecloths can be used to cover folding tables if they fit neatly to the table and completely obscure it.)
- **No chairs in your shop that are not for sale without prior approval.**
- **No “Garage” or “Warehouse” Type shelving** (This includes most plastic and metal shelves)
- **No exposed nails, staples, or other stabilizing elements.**
- **No hand lettered signage** (Temporary sale signs or signs for individual items are permitted to be neatly hand lettered within reason.)
- **Your shop must be always reasonably full.**
- **Keep merchandise off the floor unless necessary.** (I.E. Furniture)
- **Merchandise must be as clean, neat, and free of wrinkles or dirt** (We may ask that items in poor condition be labeled “As Is” or removed outright)
- **Keep displays and shop decorations consistent.** (Use the same or similar shelving, tables, and fixtures)
- **Keep your shop walkable.** (A customer should have easy access to every item in your shop within reason)

These guidelines are meant to protect the brand of Small Shops Mall and to ensure that we all make money here. A good-looking and well tended to shop creates a positive shopping atmosphere that brings customers in regularly.