

shopstuffetc.com/franchise

Stuffetc

Quality Consignment

**BE IN BUSINESS FOR YOURSELF,
NOT BY YOURSELF.**

Stuffetc

Solid Investment

Since 1985, **Stuff Etc** has grown to become Iowa's largest department consignment store. Consumers spend more than \$17 billion in this industry annually and over \$2.7 billion in Iowa alone¹. As a **Stuff Etc** owner, you will enjoy the privilege of holding steadfast in all types of economic conditions – the good and the bad.

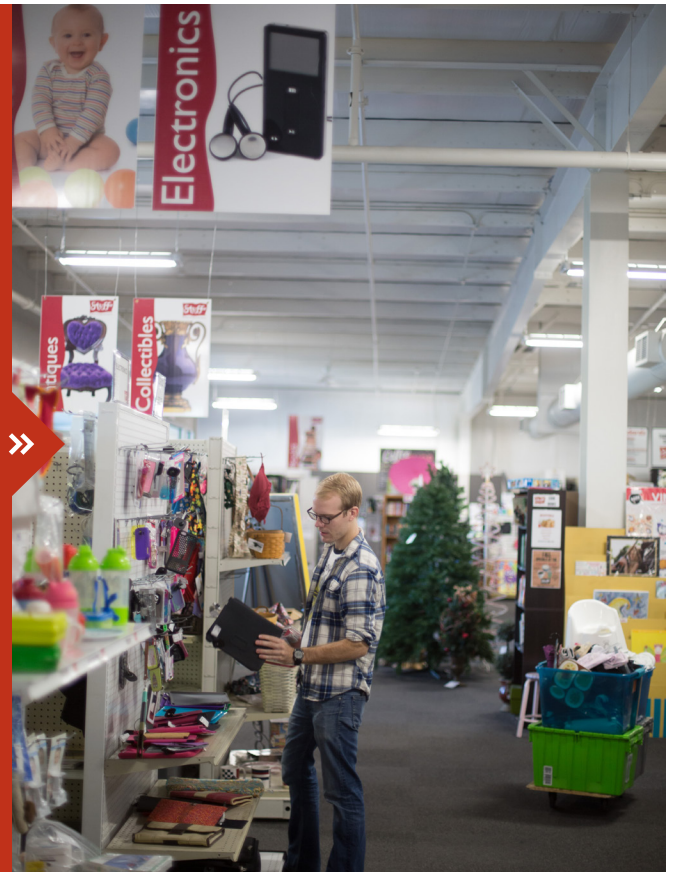
By becoming a **Stuff Etc** owner, you will be provided with an established, tried and true system of operation. Whether this is your first business or fifth, the **Stuff Etc** team mentors you through the process.

Ongoing Support

As a member of the **Stuff Etc** franchise family, you are entitled to wide-ranging support in areas critical to the success of your franchise.

Classroom and on-the-job training will include areas of administration, operations, sales, and marketing. You will also receive marketing plans and ongoing professionally produced materials.

As you commence operations, a store director and two floor specialists will be there to provide assistance. A **Stuff Etc** manual is also provided with information about every aspect of your business.



Corporate

- Avg unit volume per year is \$2.24 million
- Never a down year in sales
- 4.45% increase same store sales in 2017
- Average store size: 23,000 – 46,000 square feet



Key Demographics

- Middle to upper income households
- Population base of 50,000 or greater
- Core customer group: female, age 25-50
- Real estate location: vicinity of retail malls

Start Up Costs

- \$375,000
- Royalties: 4%
- Ad fee: 0.25%
- Franchise fee \$40,000





Ready To Be An Owner?

Stuff Etc is protective of their brand and selective with franchise owners. We believe the best fit is someone who emphasizes great customer service, possesses strong sales and people skills as well as high standards of integrity.

While former retail experience is a plus, it is not a requirement. We look forward to discussing the next steps in your **Stuff Etc** journey.

Contact Us

STAN WHITE Franchise VP

PHONE (877) 788-3301

EMAIL corporate@shopstuffetc.com