

**NextGen Resale LLC** is a Children’s Resale Service Bureau, established to support children’s resale store owners. NextGen provides know-how, training, support, and tools (point of sale system, web platforms, and array of management utilities). NextGen Resale was founded in April, 2012, and has grown to serve nearly 50 stores throughout North America. It is owned and managed by former children’s resale franchisees, with decades of front-line and franchise administrative experience. NextGen’s aim is to provide an owner-friendly alternative to franchising and, a safer, affordable alternative to going it alone.

Like the franchisors, NextGen screen’s prospective clients to be sure they have the pre-requisite capital, time, and commitment necessary to succeed. Like a franchise, NextGen provides the know-how, tools and support to help assure successful operations. Unlike a franchise, NextGen’s influence over store owners is earned, not contractually mandated. Unlike a franchise, there is no national branding; owners are guided on building and leveraging their unique local identities. Unlike a franchise, owners may opt not to renew; none have exercised that option to-date.

NextGen provides guidance, training and support for owners every step of the way. **Coverage includes:**

**Feasibility Assessment**

Helping owner(s) assess whether they have the time, qualities, experience and resources needed to open and succeed with a children’s resale shop

**Location Analysis**

Demographic Analysis. Assessment of area demographics to identify zipcode(s) having sufficient household income, young parents and children to support a children’s resale operation.

**Site Analysis**

Determination of whether selected site(s) can support a successful enterprise considering traffic, visibility, neighboring enterprises, parking, competition, and other factors.

**Lease Negotiation and Review**

Lease Negotiation Advice

* Negotiating do’s and don’ts.
* Must-have and must-avoid provisions to guard against costly surprises.

Lease Review

* Reviewing the lease presented to the owner(s)
* Suggesting questions to be asked of landlord, and pointing to problems and issues that need to be addressed.

**Business Legal Setup**

* Legal Structure
* Taxes: Business/Personal, Sales, Property, Payroll
* Registrations. Licenses and Permits

**Planning and Budgeting**

* Evidencing a proven business model that addresses the concerns of lending institutions.
* Laying out tasks to be done, when and by whom
* Estimating the cost of each task (one-time and ongoing),
* Projecting resources available to cover (time, capital, sales revenue, …)

**Pre-Opening and Grand Opening Preparation**

* Provision of implementation tools, e.g. Start-up shopping list, Pre-opening Timetable and Checklist.
* Pre-opening and Grand Opening advertising and PR.

**Space Planning and Build-Out**

Assistance with design, build-out and related ordering and construction of:

* Walls and floor,
* Fixtures and displays,
* Play area, back room, bathroom, storage
* Counters, and
* Signage

**Buying New**

* What to buy and when.
* Review of Sources: manufacturers, distributors,  liquidators, overstock.

**Buying Used**

* Strategy: outright, consignment, both.
* When to buy–seasonal purchases
* What to buy and not-to-buy.
* Finding sellers–primary and secondary sources.
* Pre-screening and educating and landing sellers.
* Managing seller expectations and the buying process.  Seller retention.
* Managing recalls and high-risk, high-payoff items.
* Quick buying, buy closing, and seller retention.

**Pricing System**

* [Auto-price suggestion](http://nextgenresale.com/?attachment_id=5086) (pay and sell) based on item type, brand, features, condition and market.
* Built into POS
* Instant online Price checks
* Instant online Recall checks
* Updated annually.

**Processing Merchandise**

* Tagging and labeling,
* Battery-Operated Merchandise,
* Toy and Equipment Cleaning and Repair,
* Toy and Equipment packaging,
* Clothing preparation,
* Movement, Staging and Storage

**Floor Management**

* Order, Atmosphere, Navigation,
* Hours, Phone and Counter Setup,
* Safety and Theft prevention,
* Cleaning and Maintenance,
* Opening and Closing Procedures (including on-line checklists to aid management)

**Advertising**

* Electronic Media (store website, other websites, social media, ad words, email, SMS)
* print media (papers, direct mail, flyers)
* Broadcast media (radio and TV)
* Signage
* Deals of the day, cards, and coupons,
* Cross-marketing,
* Customer Associations

**Customer Service**

* Plan, policies and procedures,
* Help and Hospitality
* Communications,
* Services (wishlist, layaways, returns…)
* Benefits (rewards, exclusives)

**Buyback Program**

* Profit Projections, Plan & Budget
* Inventory
* Pricing and Fees (Built into POS)
* Policies,
* Advertising,
* Agreements

**Merchandising**

* Arrangement and Display (on-floor and on-line),
* Off-floor sales
* Discounts, Markdowns and Incentives
* Sales and Events

**Public Relations**

* Pre-opening / Grand Opening
* Reputation management,
* Strategic associations,
* Promotions and Events

**Financial Management**

* Banking and payroll,
* Accounting and bookkeeping,
* Insurance, and
* Reporting

**Personnel Management**

* Needs Assessment (Jobs, Job Descriptions; In-house vs Outsourcing; )
* Hiring (Preparation, Recruiting, Orientation
* Training and Supervision
* On-line Scheduling and Time Tracking System
* Compensation, Record-keeping and evaluation.
* Employee handbook (customizable template).
* Personnel: Hiring, employee handbook, job descriptions, orientation and training, compensation, records, evaluation

**Sales and Inventory Management**

* Status Reports (Inventory, Sales, Profits)
* Management Reports
* When and What to add and shed
* Sales Problems and Solutions

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