



# Vintage Booth Quick-Start Checklist

What sellers wish they knew before they started



## Mindset & Planning

- Define your *why* (passion, profit, or both).
- Set realistic goals for your first event.
- Develop a business plan (even a simple one).
- Determine your budget for inventory, booth fees, and supplies.

## Inventory & Sourcing

- Identify your niche and target audience.
- Source inventory from various locations (estate sales, auctions, thrift stores, online marketplaces).
- Assess the condition of items and factor in repair costs.
- Clean, repair, and prepare items for sale.
- Track your inventory and cost of goods.

## Buying Smarter

- Learn to spot valuable items quickly.
- Negotiate prices effectively.
- Avoid buying damaged or unsellable items.
- Don't overspend on inventory.
- Build relationships with other sellers, front desk staff, and sources.

## Knowledge & Research

- Research the history and value of vintage items.
- Stay updated on current trends and styles.

- Understand vintage terminology and grading systems.
- Learn about different types of vintage materials and manufacturing techniques.
- Consult with experts when needed.

## Pricing Strategy

- Determine your pricing strategy (markup, keystone, competitive pricing).
- Factor in costs, market value, and condition when pricing items.
- Price items consistently.
- Clearly label prices.
- Be prepared to negotiate prices.

## Money & Bookkeeping

- Set up a separate bank account for your business.
- Track all income and expenses.
- Track mileage.
- Sign up for a States Sales Tax ID.
- Create a system for managing receipts.

## Booth Setup & Location

- Choose a booth location with good visibility.
- Plan your booth layout and traffic flow.
- Practice setting up your booth beforehand.
- Ensure your booth is safe and secure.
- Pack all necessary supplies for booth refresh.

## Display & Merchandising

- Create an attractive and eye-catching display.
- Use props and decor to enhance your items.
- Group items by category or style.
- Tell a story with your display.
- Regularly refresh your display.

## Maintenance & Sales Boosters

- Clean and dust your booth regularly.
- Replenish inventory as needed.
- Offer discounts and promotions.
- Bundle items to increase sales.
- Provide excellent customer service.

## Marketing & Promotion

- Promote your booth on social media.
- Use hashtags to reach a wider audience.
- Create business cards or flyers.
- Collaborate with other sellers.

## Tools That Pay for Themselves

- Investing in a [reliable printer](#) for price tags.
- Having proper lighting for showcasing items.
- Using attractive display pieces.
- High quality [cleaning supplies](#).

## Final Reminder

- Remember to have *fun* and *enjoy* the experience!