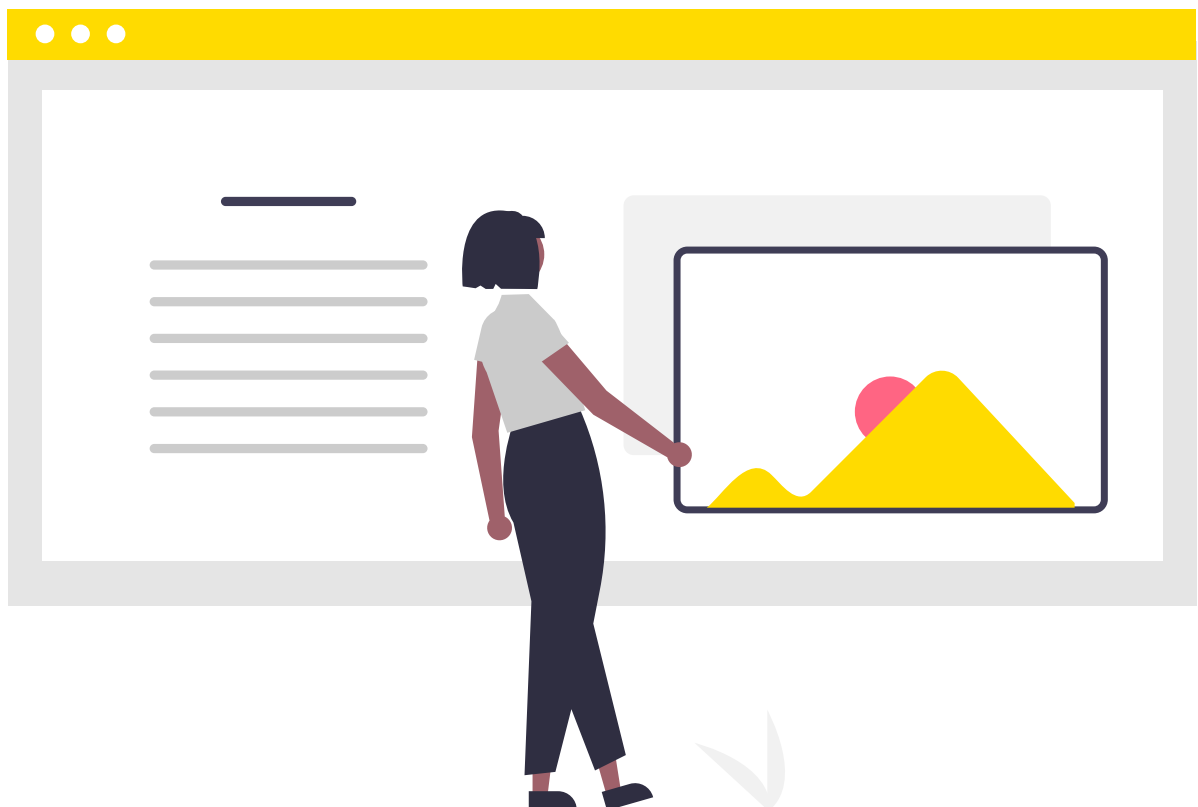


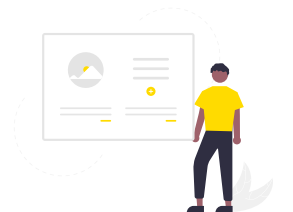
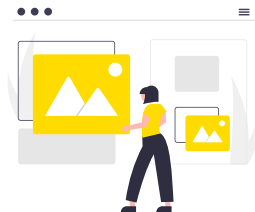
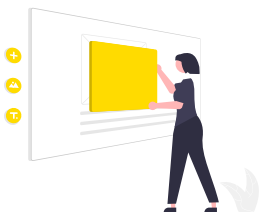
Storefront

# Listing your space on Storefront



# Contents

1. [Before you begin](#)
2. [Creating an account](#)
3. [Listing your space on Storefront](#)
4. [Examples of best practice Listings](#)
5. [Video walkthrough](#)
6. [Boost your Listing](#)
7. [How to get the best out of your Storefront Listing](#)
8. [Your responsibilities as a Storefront Listing Owner](#)
9. [Next steps](#)



# Before you begin

Make sure you have the following ready before you begin listing a space:

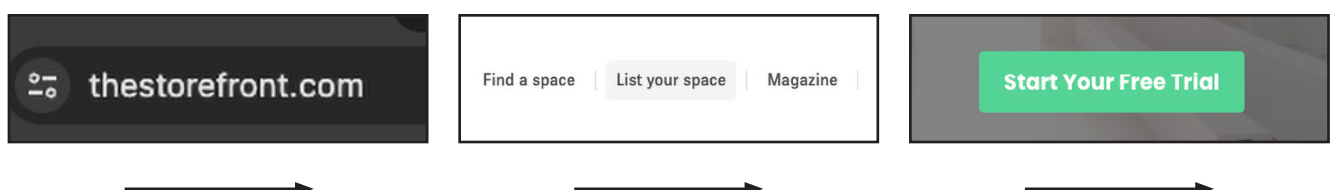
- Company details (your company name, address etc.)
- Contact details (how we'll send you notifications)
- Up to date details about the space (address, size, pricing, pictures, floor plans, videos)

# Getting started

To list a space you need to have a Storefront account.

If you haven't already got an account you will be prompted to create an account when you start to list a space.

- Go to [Storefront](https://thestorefront.com)
- Click "[List your space](#)" at the top of the page
- Click on "[Start Your Free Trial](#)"



# Creating an account

If you already have an account you will be asked to log in. If you don't have an account, you will be prompted to create an account. Please avoid creating new accounts if you already have one. If you can't remember your details hit 'reset password'.

To **create an account**, you will need to provide the following information:

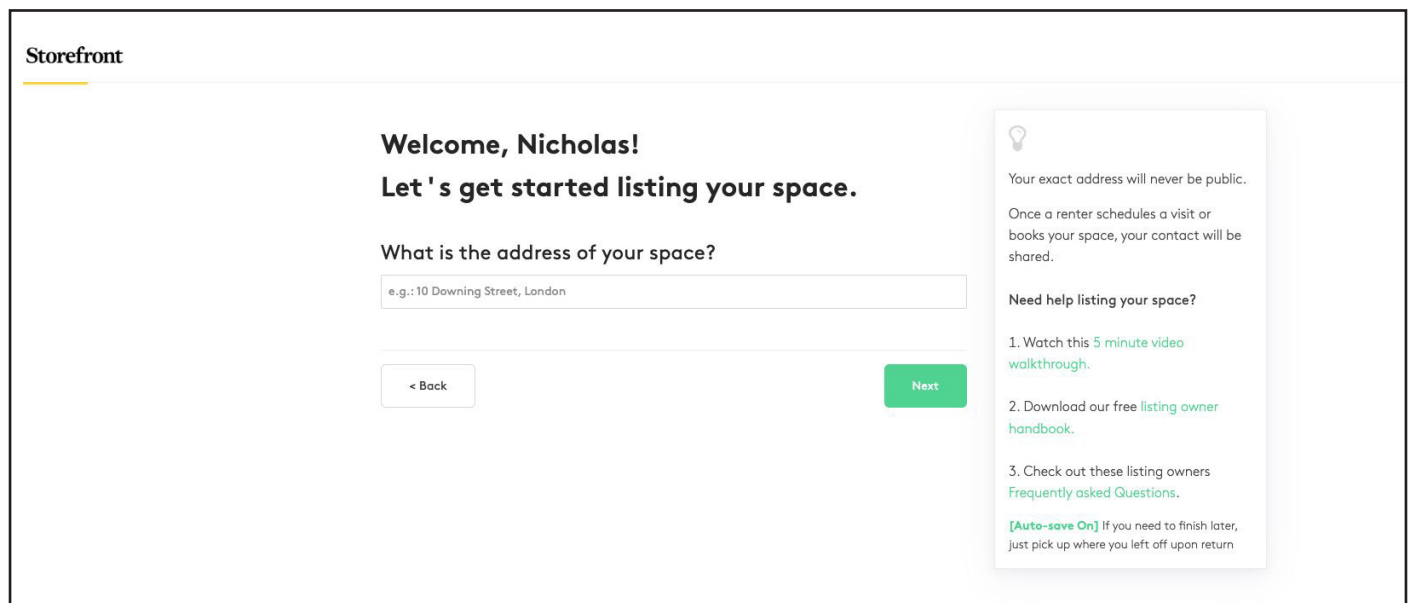
- Name
- Company name (if you don't have a company name just use the name of your space or something relevant)
- Phone number
- Email address
- Password

You will then be asked to accept our [Terms of Services](#) and [Privacy Policy](#) *Please read these.*



# Listing your space 1/16

After creating your account, you will find yourself on this page:



The screenshot shows the Storefront user interface. At the top left is the 'Storefront' logo. The main heading reads 'Welcome, Nicholas!' followed by 'Let 's get started listing your space.' Below this is the question 'What is the address of your space?' with a text input field containing the placeholder 'e.g.: 10 Downing Street, London'. At the bottom of the form are two buttons: '< Back' and 'Next'. On the right side, there is a help sidebar. It starts with a lightbulb icon and the text 'Your exact address will never be public. Once a renter schedules a visit or books your space, your contact will be shared.' Below this is the heading 'Need help listing your space?' followed by a list of three items: '1. Watch this 5 minute video walkthrough.', '2. Download our free listing owner handbook.', and '3. Check out these listing owners Frequently asked Questions.' At the bottom of the sidebar is a note: '[Auto-save On] If you need to finish later, just pick up where you left off upon return'.

The Listing creation process is split into three steps

1. Space characteristics
2. Showcase your space
3. Get ready to rent

You can only move on to the next step when you have completed the previous one.

You can come back and edit this information later but we recommend you add as much detail as possible at this stage to make sure your Listing is approved by Storefront so you hit the ground running.

# Listing your space 2/16

When you hit 'Let's go' you will see this page:

**Storefront**

## Welcome, Pierre!

### Let's get started listing your space.

What is the address of your space?

< Back

Next

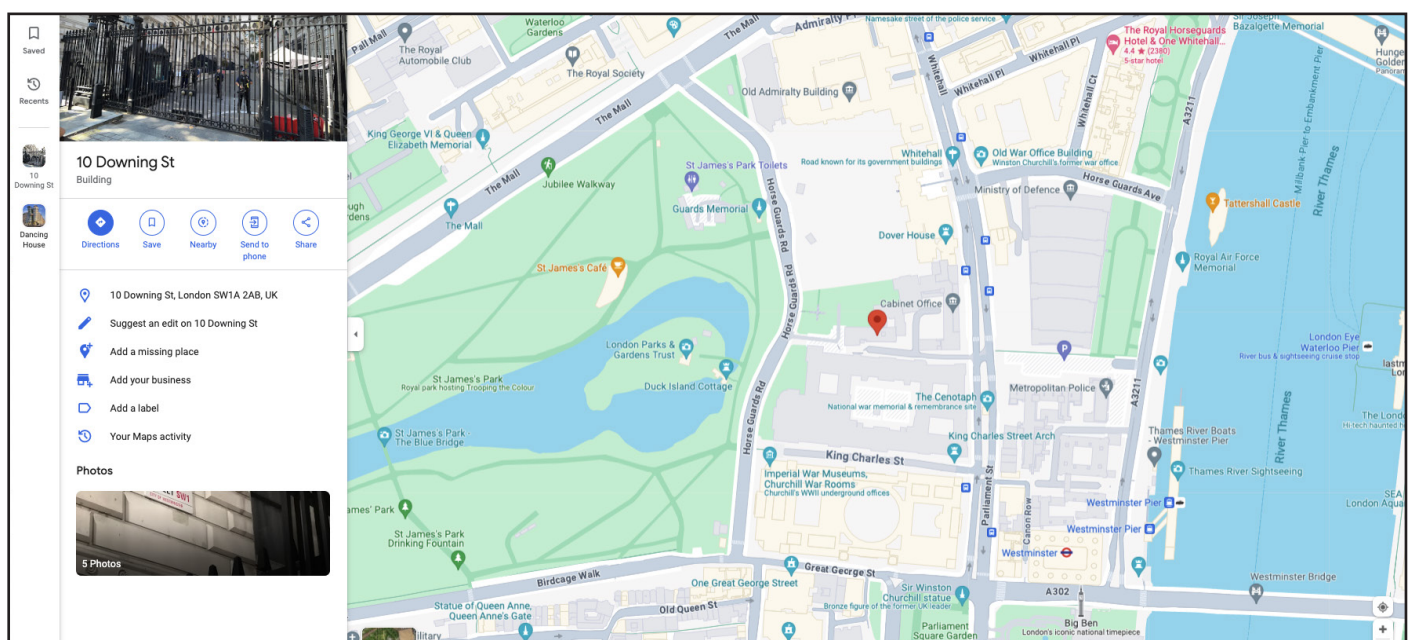
💡

Your exact address will never be public.

Once a renter schedules a visit or books your space, your contact will be shared.

**[Auto-save On]** If you need to finish later, just pick up where you left off upon return

The address is synchronized with Google Maps



# Listing your space 3/16


Next, select the kind of space that you want to list.  
You can only pick a single category for each Listing.  
Please pick the one most relevant to your space.

**Storefront**

### What kind of space are you listing?

What best describes your space?

Advertisement Space	Apartment/Loft	Art Gallery
Atelier/Workshop Studio	Boat	Booth/Kiosk/Stand
<b>Boutique/Shop</b>	Conference Room	Container
Creative Space	Event Space	Fair/Festival
Hall	Lobby Space	Mall Shop
Mansion/House	Meeting Space	Office Space
Photo/Filming Studio	Restaurant/Bar/Cafe	Rooftop



The best category helps us distinguish your space from others in the search results.

**Entire space:**  
The renter will be able to access the full space during the rental period.

**Partial:**  
The renter will have a dedicated space outlined for use during the rental period. This could be a shared space or a shop-in-shop.

**[Auto-save On]** If you need to finish later, just pick up where you left off upon return

**You will have the option to add additional use cases later**

# Listing your space 4/16

Scrolling down on that same page, you will be asked the size of the space  
Please also indicate if the entire space is available or if it's just a part of it.

Photo/Filming Studio

Restaurant/Bar/Cafe

Rooftop

Salon

Shop Share

Stall/Market Stall

Truck

Unique Space

Warehouse

Other

What is the rentable space size? (in m<sup>2</sup>)

150

m<sup>2</sup>

What will renters have access to?


Entire

Partial

Entire or Partial

< Back

Next

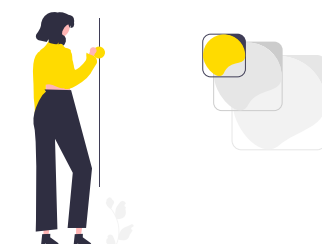


The best category helps us distinguish your space from others in the search results.

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**Partial:**  
The renter will have a dedicated space outlined for use during the rental period. This could be a shared space or a shop-in-shop.

**[Auto-save On]** If you need to finish later, just pick up where you left off upon return





# Listing your space 5/16

To finish this step you need to select what amenities you offer with the space.

Storefront

What amenities do you offer?

Select any and all that apply

Air Conditioning

Bar

Bathroom

Car Display

Counters

Daylight

Electricity

Elevator

Fitting Rooms

Furniture

Garden

Garment Rack

Ground Floor

Handicap Accessible

Haussmann Style

Heating

Industrial

Internet

Kitchen

Large Door Entrance

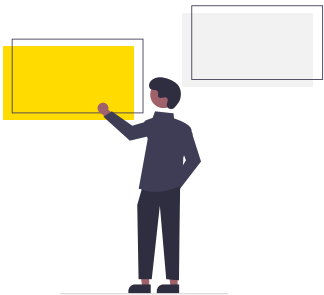
Lighting

Renters like to know what they can expect from your space.

They might also filter their search using this piece of information to find the space that matches their needs.

[Auto-save On]

 If you need to finish later, just pick up where you left off upon return



# Listing your space 6/16

Be advised, the amenities are included in the final price.

Liquor Licence

Living Space

Multiple Rooms

Office Equipment

Private Parking

Raw

Rooftop/Terrace

Security System

Sound & Video Equipment

Stock Room

Street Level

Stunning View

Toilets

Whitebox/Minimal

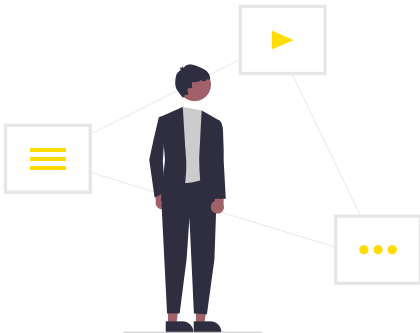
Window Display

< Back

Next

They might also filter their search using this piece of information to find the space that matches their needs.

**[Auto-save On]** If you need to finish later, just pick up where you left off upon return.



# Listing your space 7/16

After completing the first step you will return to this page where you can start step 2 ('Showcase your space')

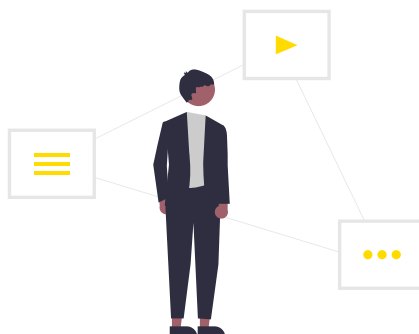
Liquor Licence	Living Space	Multiple Rooms
Office Equipment	Private Parking	Raw
Rooftop/Terrace	Security System	Sound & Video Equipment
Stock Room	Street Level	Stunning View
Toilets	Whitebox/Minimal	Window Display

< Back

Next

They might also filter their search using this piece of information to find the space that matches their needs.

[Auto-save On] If you need to finish later, just pick up where you left off upon return.



# Listing your space 8/16

## Pictures of the space:

- At least four (inc. the shop front)
- Landscape format
- Good quality
- Floor Plans in JPEG format

The screenshot shows the 'Storefront' logo in the top left. The main heading reads 'Make your space stand out with unique photos and a floorplan (optional)'. Below this is a large rectangular area with a placeholder image icon and a 'Pick Files' button. At the bottom left of this area are '< Back' and 'Next' buttons. To the right, a light gray box contains a lightbulb icon and the following text: 'Provide at least 3 photos of your space and a floorplan.', 'Horizontal photos 1440 x 960px or larger will result in the best quality for your listing.', 'A variety of shots and angles of your space, inside, outside, street view, kitchen, restroom, unique details.', 'Some guidelines for success:', a bulleted list with 'daylight', 'no people', and 'pop-up ready', and a green '[Auto-save On]' label followed by 'If you need to finish later, just pick up where you left off upon return'.

Check out our [Listing Owner Photo Guide](#) for handy tips in taking good photos.


**Pictures are often the most important part of a listing. It is the pictures that will catch the eye and help a renter to decide whether your space matches their needs before making an inquiry.**

# Listing your space 9/16

You can also add a virtual tour.

This can be as simple as a video of you walking around the space.

**Make your space stand out with unique photos and a floorplan (optional)**

  
**Pick Files**

**Add a virtual tour url (optional)**

e.g.: Youtube, Vimeo, Matterport, Cupix, EasyPano

< Back

Next

**Virtual tours are very useful for renters and are super easy to do with a smartphone. Upload it to youtube (or another hosting service) and paste the link in the above box.**


# Listing your space 10/16

Add a title of your space that will be shown on the Listing page.  
The title should be descriptive and clearly explain what your Listing is.  
'i.e. Charming boutique in Chelsea'.

**Storefront**

### Name your listing

[< Back](#)[Next](#)



Make an impression.  
This is what renters will see first about your space.

**[Auto-save On]** If you need to finish later, just pick up where you left off upon return



# Listing your space 11/16

## Write a description:

- Describe the location
- Describe the space
- Describe the environment


### Describe what makes your space unique

e.g.: This cosy 500 sq ft gallery in the trendy area of the Upper East Side is perfect for art exhibitions.

Min. 0/50+

< Back

Next



Separate your description into paragraphs:

- Start with 2 lines summarizing the location and how it fits the neighborhood.
- Explain in more detail how the space is configured, describe how it's open, if there are any special features like wood floors, the size of the space, etc.
- Explain how it integrates with the surrounding environment and neighborhood. Mention foot traffic, nearby landmarks, etc.

## Example of a space:

<https://www.thestorefront.com/spaces/united-kingdom/england/greater-london/45873-stunning-office-with-lot-of-natural-light>

# Listing your space 12/16

After completing step 2 you will be redirected back to this page from where you can start step 3 ('Get ready to rent').

Storefront

Great progress!

Now let's define the pricing and rental details.

STEP 1

Your space characteristics

Address, size, amenities.

Change

STEP 2

Showcase your space

Pictures, description, title.

Change

STEP 3

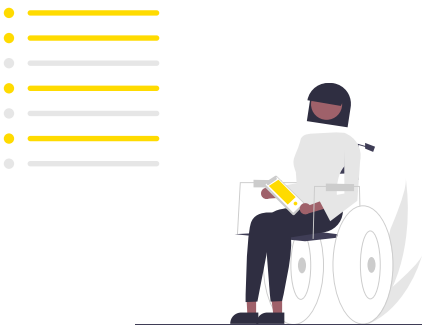
Get ready to rent

Event types, duration and pricing.

Let's go

Let see how much money your space will make !

[Auto-save On] If you need to finish later, just pick up where you left off upon return





# Listing your space 13/16

This part concerns how the space can be used.

Most renters have a specific project or use case in mind.

You can select more than one criteria if you think that your space can be used for different purposes.

Storefront

What types of project is your space best suited for?

Select any and all that apply

Retail

Pop-Up Store

Shopping Mall

Showroom

Private Sale

Fashion Showroom

Event

Product Launch

Fashion Show

Corporate Event

Food Event

Late Night Event (after 10pm)

Art

Art Opening

Photoshoot & Filming

Food

Food & Beverage

Photo Shooting


Photo Shooting

Conference

Conference


Meeting

Meeting



Renters will filter their search using these categories to find the space that best match their needs.

**[Auto-save On]** If you need to finish later, just pick up where you left off upon return



Renters will filter their search using these categories to find the space that best match their needs.

**[Auto-save On]** If you need to finish later, just pick up where you left off upon return

17

# Listing your space 14/16

Here, you need to set the minimum rental duration that you will accept.  
If you have an upper limit, add a maximum duration.

Storefront

What duration are you interested in?

Minimum duration


days

Maximum duration (optional)

months

< Back

Next



Minimum duration defines the minimum number of days you are willing to rent your space. If your requirements are flexible, we suggest a 1 day minimum to increase your search results.

Maximum duration defines the maximum number of days you are willing to rent your space. If your requirements are flexible, we suggest a 1 year maximum to increase your search results.

**[Auto-save On]** If you need to finish later, just pick up where you left off upon return

**If you set a short minimum duration you will appear in the search results for people looking for short durations.**

# Listing your space 15/16

## Pricing:

- If your minimum duration is less than a week -> Daily Price
- If your minimum duration is more than a month -> Monthly price


Storefront

Define your pricing

	You receive	Renter pays ⓘ
Daily rate	€ 1500	1,800.00
Weekend daily rate	€	1,800.00
Weekly rate	€ 7500 <small>Suggested 5x daily: 7,500.00</small>	9,000.00
Monthly rate	€ 22500 <small>Suggested 15x daily: 22,500.00</small>	27,000.00

< Back

Next



Your daily price will be the price that is visible on the search results. Please note the public view includes our service fee to the renter.

For suggestions on marketplace rates, message us on the help button below.

Many of our renters filter their search based on pricing, so in order to remain competitive in search results, ask our popup experts.

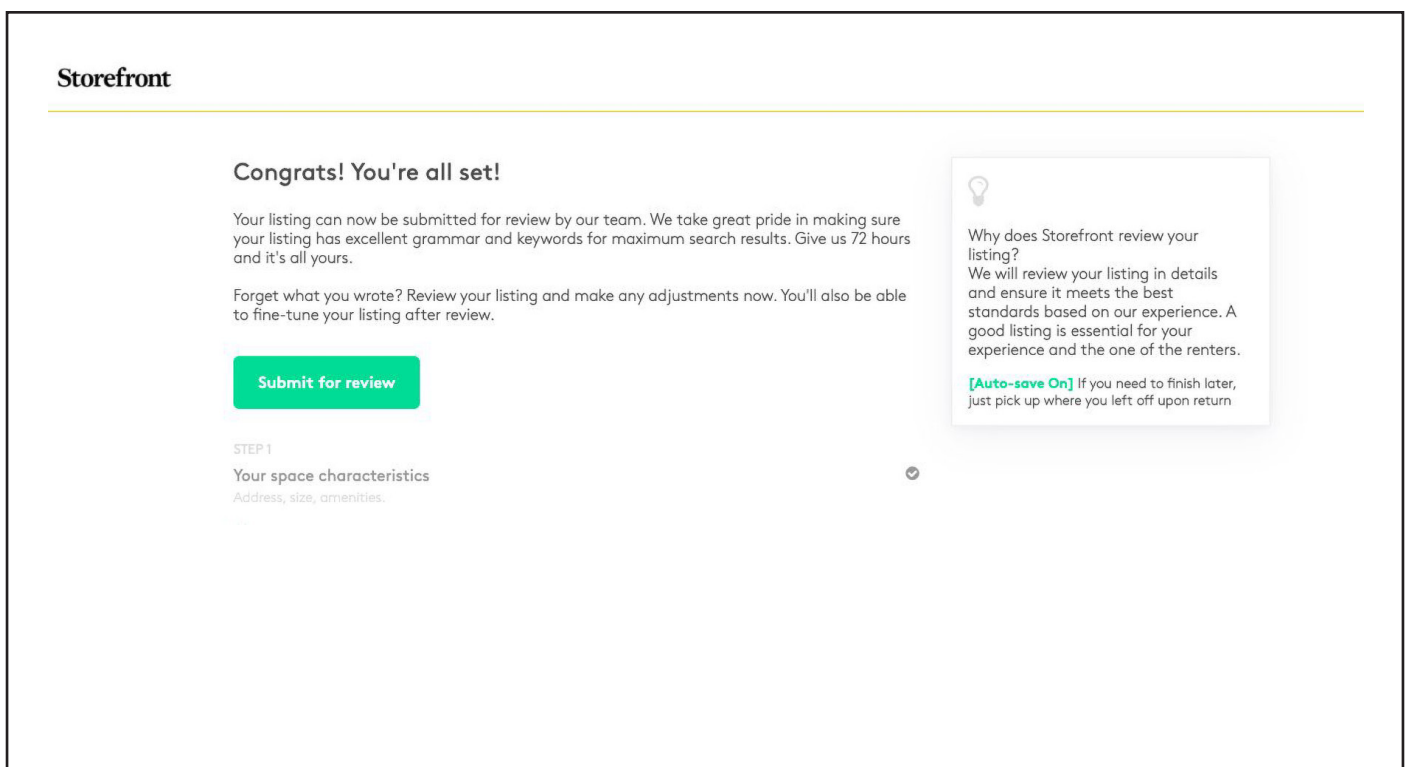
We ensure flexibility in pricing. If you want to apply a higher rate for weekends, you can define your rate and make edits anytime.

**[Auto-save On]** If you need to finish later, just pick up where you left off upon return

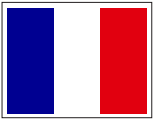
**If it's applicable you will be able to add hourly pricing after your Listing is published. At this stage, it's blocked out.**

# Listing your space 16/16

Having completed all three steps you are now ready to submit your space for review.



# Example of best practice Storefront Listings



<https://www.thestorefront.com/listings/26839>



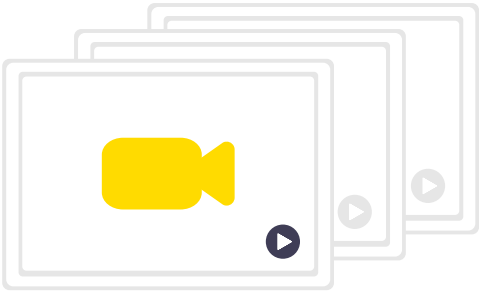
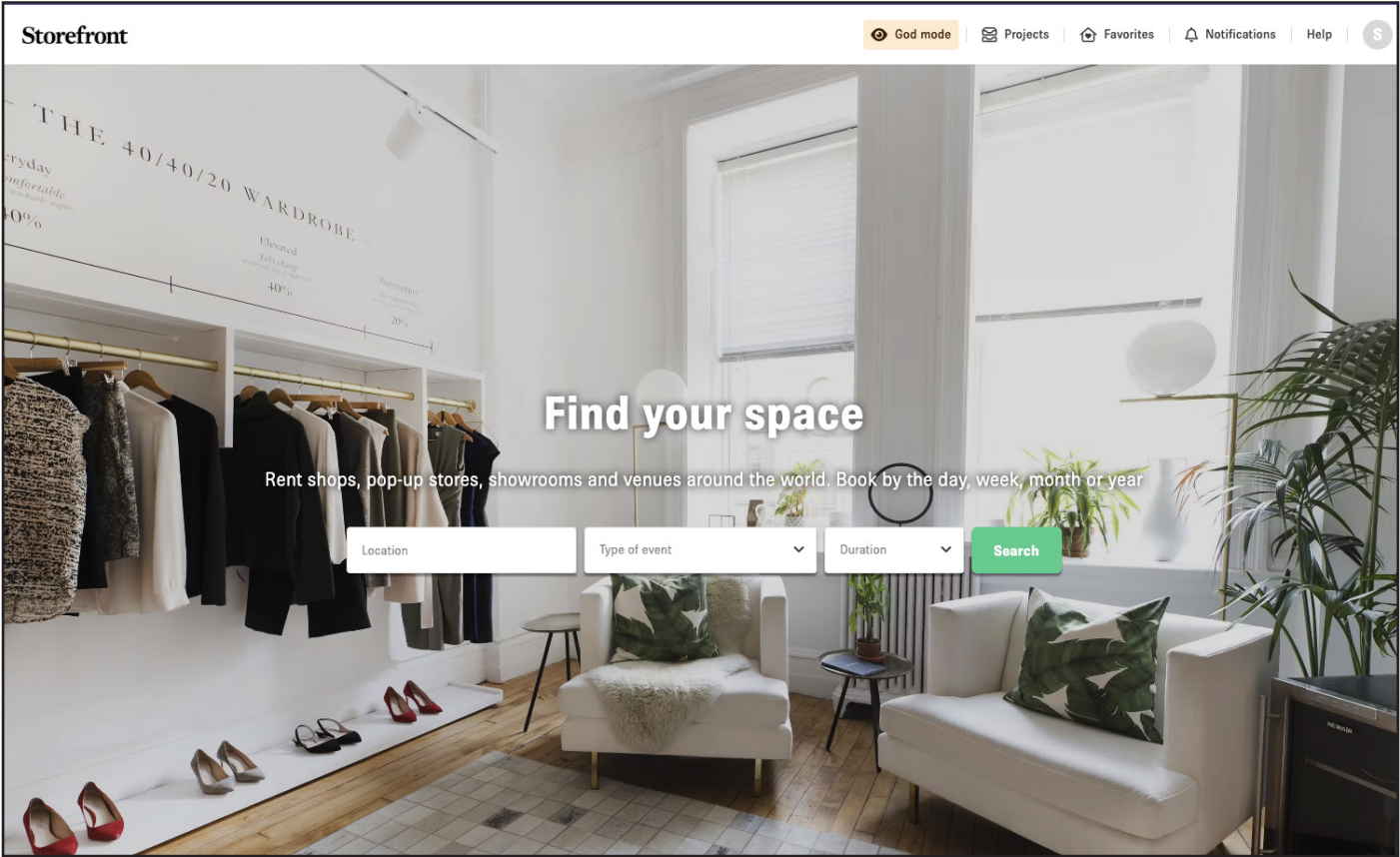
<https://www.thestorefront.com/listings/14797>



<https://www.thestorefront.com/listings/18176>



# Video Walkthrough



Storefront

# Storefront Boost





# Boost your Storefront Listing for better performance

Boosted Listings appear higher in the search results and consequently receive more views, inquiries and bookings.

## Boosted Listing

The screenshot displays the Storefront app interface for searching spaces in London, UK. The search bar at the top shows 'London, UK'. Below the search bar are filters for Dates, Daily Price, Space Size, Project Type, and More Filters. The search results are displayed in a grid, with the first three listings marked as 'FEATURED' (Boosted Listings). A yellow arrow points to the 'Boosted Listing' badge above the first three results.

**Featured Listings:**

- Art Gallery - Marylebone** (★ 4.96 (16))  
Beautiful boutique Gallery in Marylebone  
300 sq ft  
from £263 per day
- Boutique / Shop - Soho** (★ 4.83 (2))  
Bright, open plan retail unit in the heart of Soho  
1,474 sq ft  
from £1,080 per day
- Boutique / Shop - Fish Island** (★ 5 (5))  
Popular & Trendy -East/Central London Pop...  
1,600 sq ft  
from £468 per day

**Other Listings:**

- Creative Space - Greater London** (★ 4.76 (7))  
Creative Space in Curtain Road  
110 sq ft  
from £34 per day
- Art Gallery - Notting Hill** (★ 4.76 (7))  
Central London Gallery - Notting Hill W11  
570 sq ft  
from £515 per day
- Creative Space - Greater London** (★ 4.67 (2))  
Creative Space Curtain Road  
220 sq ft  
from £67 per day
- Office Space - Greater London** (★ 4.67 (2))  
Stunning Office with lot of Natural light in Old street  
1,500 sq ft  
from £1,500 per day
- Boutique / Shop - Greater London** (★ 4.67 (2))  
Prime Mayfair Flagship Store  
1,500 sq ft  
from £1,500 per day
- Art Gallery - Fitzrovia** (★ 4.67 (2))  
Pop-Up Gallery in the West End  
1,500 sq ft  
from £1,500 per day


The right side of the interface shows a map of London with a location pin indicating the search area.



# How to Boost a Storefront Listing

- You can Boost a Listing inside the Storefront platform once you have a published Listing.
- Head to the '**Manage your Listings**' page and hit the Boost button next to the Listing you wish to Boost.
- The Boost button will not appear if your Listing is unapproved or offline.
- Boost is a monthly subscription tied to an individual Listing. You can cancel at any time and the Boost will finish at the end of that month.
- There are options to Boost for shorter or longer periods for discounted prices.

## Your Listings




**[Redacted Title]**

Last Updated: Feb 21, 2023

Availabilities last reviewed: Feb 10, 2023

Public

Update the calendarManagePreviewBoost space



**[Redacted Title]**

Last Updated: Feb 15, 2023

Availabilities last reviewed: Feb 9, 2023

Public

Update the calendarManagePreviewBoost space

Hit this button

# How to get the best out of your Storefront Listing

## 1. Keep your Listing up to date

- **Add a daily price** so that it is publicly displayed. Accurate and competitive pricing is one of the best ways to consistently receive relevant requests from qualified renters who can afford your space.
- **Photos are your most important marketing tool.** Listings with six or more high-quality photos taken from a variety of angles get more bookings than those without.
- **Update your availability calendar** to show prospective renters when they can book.

## 2. Prompt communication

- **Respond to inquiries within 48 hours.** Brands often find a new space within five days—keep a competitive edge with a speedy reply.
- **Enable SMS notifications to close deals faster.** Hosts with SMS notifications are more likely to be able to start a conversation and get a quote within 24 hours.

## 3. Add your payout information ahead of time

- **Always accept payments through the Storefront platform.** Add your bank account information to get faster bookings. This way you can pre-approve brands to rent your space.

[Click here to learn more about collecting payments.](#)

# Your responsibility as a Storefront Listing Owner

All Storefront Listing Owners have to agree to our [Terms and conditions](#). Agreeing to the Terms and Conditions is a prerequisite to using the platform. You can reread the terms and conditions [here](#).

Here are some of the key things to remember:

- Keep all messages on the Storefront platform. If you have access to the 'request a call back' feature please return the main conversation to the platform after conducting a call.
- Similarly, return the conversation back to the Storefront platform after any viewings are conducted.
- You cannot enter a rental/lease/purchase agreement with any parties you met through the Storefront platform without including Storefront in the transaction. This is known as a 'bypass' and it is something Storefront takes very seriously and polices accordingly.
- Any extensions or 'rebooking' with a renter first found through Storefront should be done through the Storefront platform for a period of 36 months from the date of the first communication between the Listing Owner and renter.

[Click here for Help and Support](#)



# Breaches of the Terms and Conditions

Storefront takes any breach of its terms and conditions very seriously. Please read the **terms and conditions** in full if you are in any doubt as to your responsibilities and legal requirements when using the Storefront platform.

In particular in regards to what is known as '**bypassing**' it is worth reading the below extract from the Terms and Conditions:

In the event a user breaches this covenant not to circumvent Storefront, user understands that Storefront would be damaged and suffer lost profits that would be hard to appraise and therefore user acknowledges that Storefront may at its sole discretion elect to hold user responsible for liquidated damages in the form of an indemnification amount which shall be equal to **three times** the total amount Storefront would have been entitled to had the transaction occurred on its site and in compliance with its rules. User acknowledges that such amounts shall be due immediately upon said breach. Joint and several liability for the breach under this provision may apply to any and all users, either Space Owners or Occupants, based on Storefront's sole discretion and assessment of the conduct of the parties and the circumstances of circumvention.

[Click here for Help and Support](#)



# How does Storefront police bypassing?

Storefront monitors all conversations that take place in the platform and follows up with both parties when a conversation goes quiet. This is done mostly to try and help find a resolution and get a booking completed but it also acts as a safeguard for Storefront.

**Our on the ground teams regularly physically visit Storefront spaces as part of their day to day activities and if a bypass is spotted, action is taken.**

At first we contact the Storefront Listing Owner to clarify the situation but if we feel the Terms and Conditions of the platform have been breached we will unfortunately be forced to take legal action and pursue damages of three times the amount we would have received had the transaction taken place in the Storefront platform.

Further details on the consequences of bypass are expanded on below.

## Consequences of bypass

Storefront takes any breach of its [Terms and Conditions](#) very seriously.

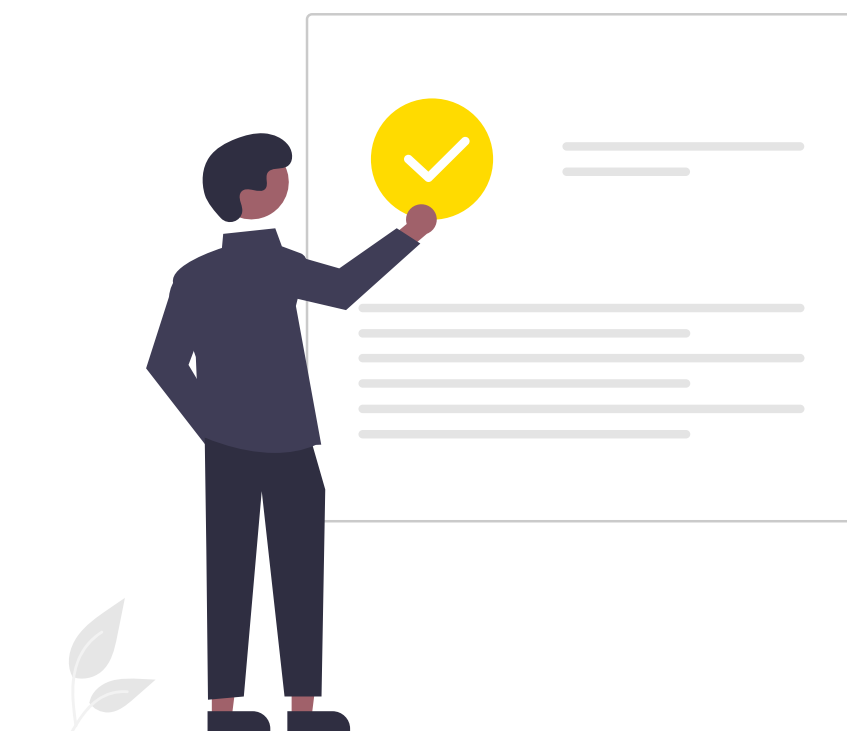
If a bypass is detected we will first contact the Listing Owner to understand the full context and if possible, come to an arrangement. Should we feel a bypass has taken place and a reasonable solution cannot be negotiated we will take the following actions:

1. Pursue damages of three times the value we would have received.
2. The Listing, and all other Listings under the jurisdiction of the Listing Owner in question, will be removed from the Storefront platform.
3. That Listing Owner will not be allowed to create any new Listings or create a new account.
4. We will communicate a report of the Listing Owner's behavior to all Storefront's real estate partners and similar marketplaces recommending that they do not work with that person/organization/Listing in future.

[Click here for Help and Support](#)

# Storefront

## Next steps



# Next Steps

Once you have completed listing your space we recommend you watch the below video that will help you understand how to get the most out of Storefront.

## Onboarding video walkthrough

This covers:

1. How to manage your space on Storefront?
2. How to update your calendar?
3. How to view your space inquiries?
4. How to add your payment details?
5. Rules and regulation of Storefront platform

[Click here for Help and Support](#)

