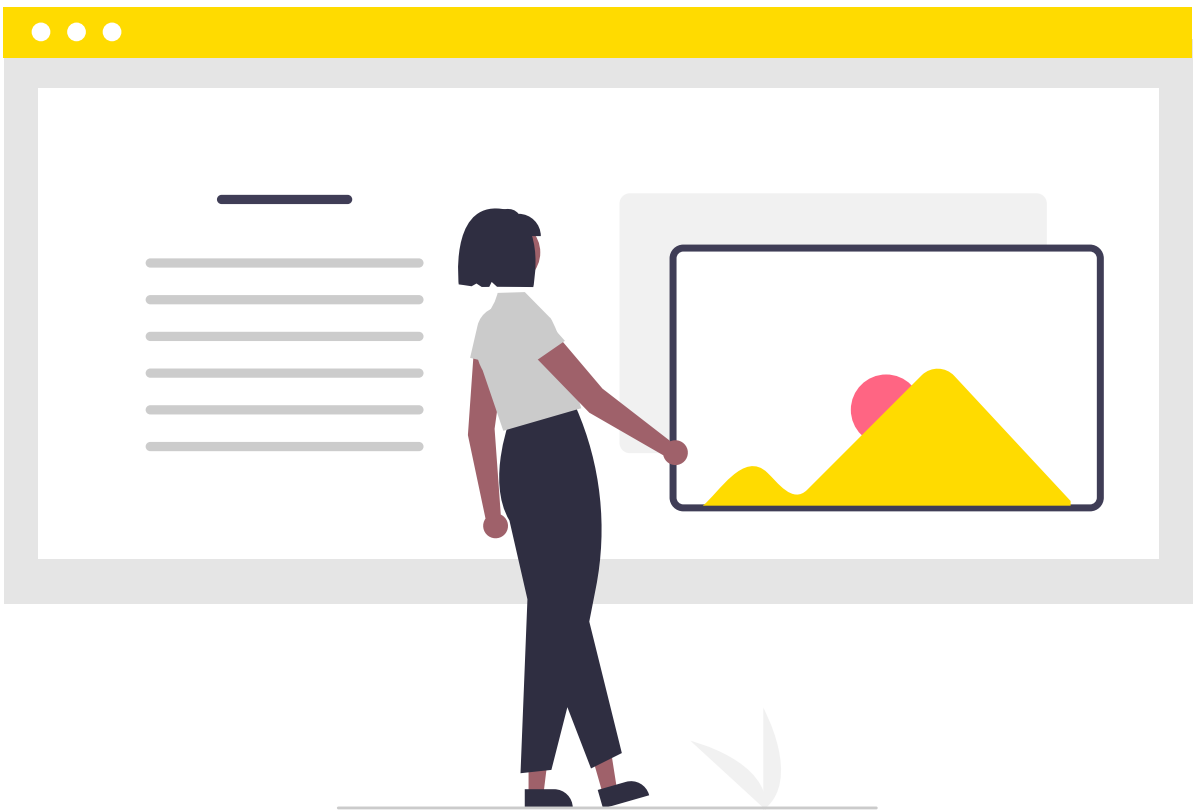
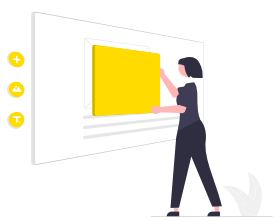
Storefront

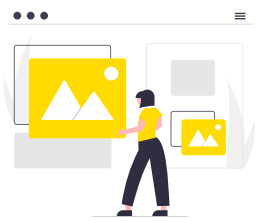
Listing your space on Storefront

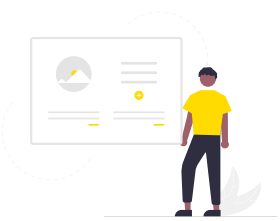


Contents

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:

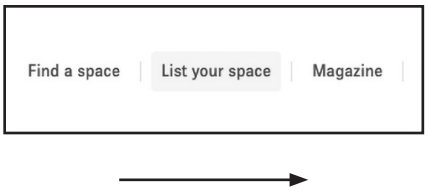
- Company details (your company name, address etc.)
- Contact details (how we'll send you notifications)
- Up to date details about the space (address, size, pricing, pictures, floor plans, videos)

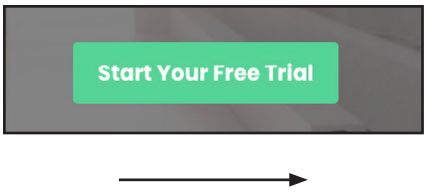
Getting started

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
- Click "List your space" at the top of the page
- Click on "Start Your Free Trial"





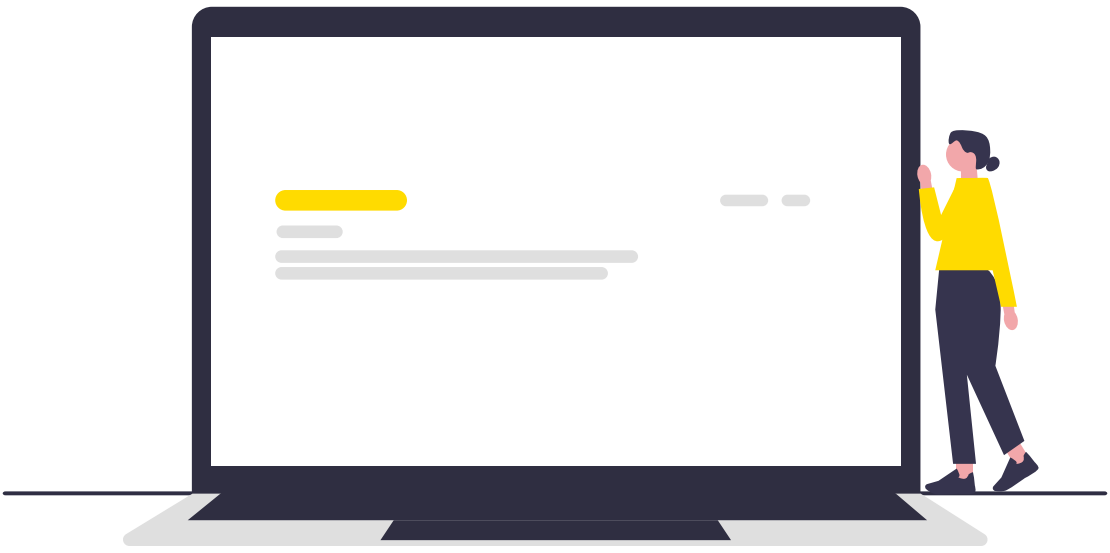
Creating an account

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:

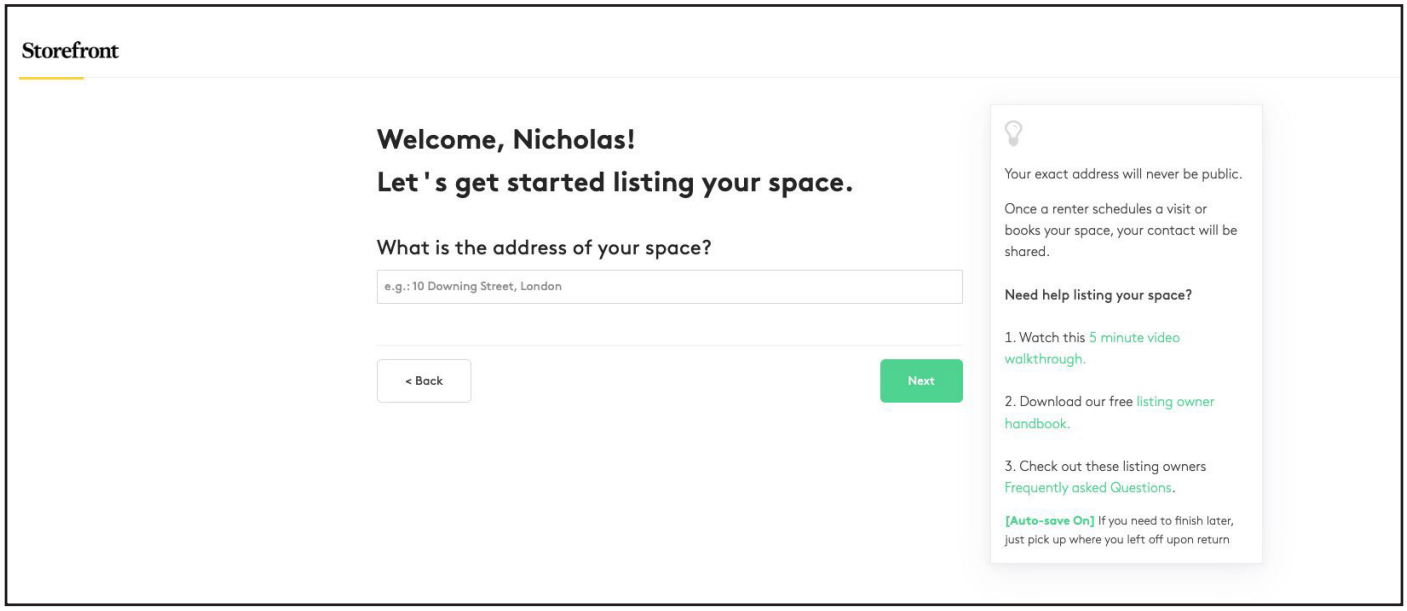
- Name
- Company name (if you don't have a company name just use the name of your space or something relevant)
- Phone number
- Email address
- Password

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 Listing creation process is split into three steps

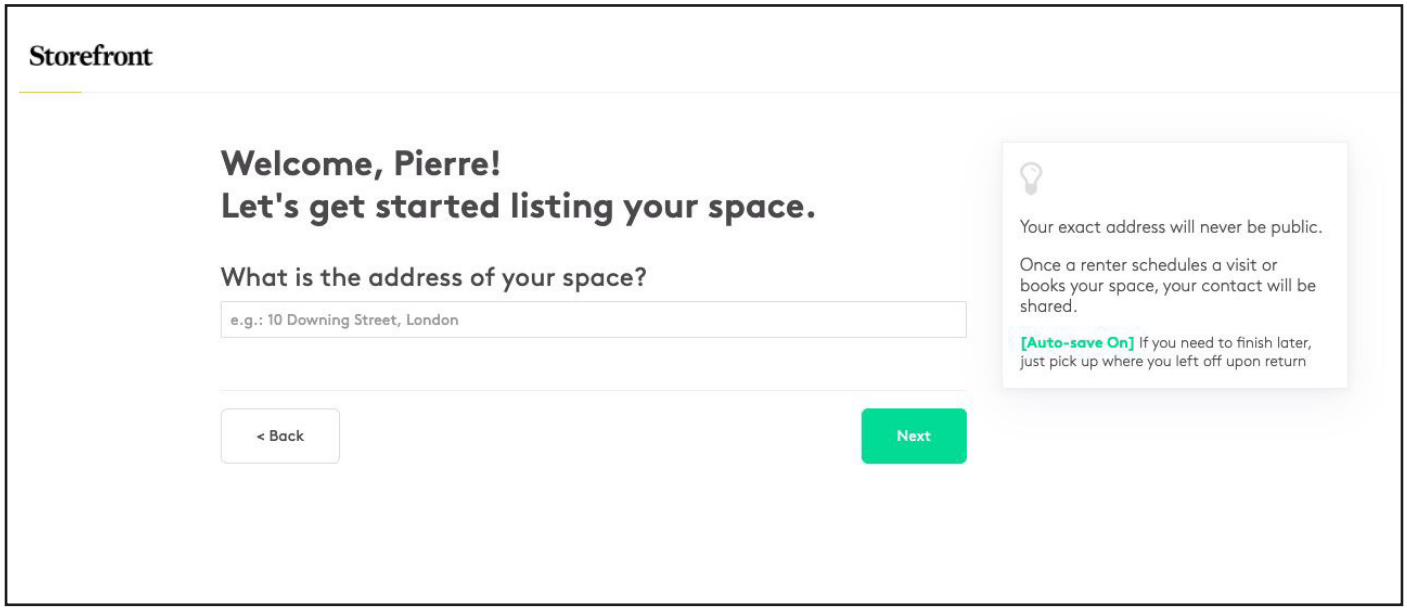
1. **Space characteristics**
2. **Showcase your space**
3. **Get ready to rent**

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

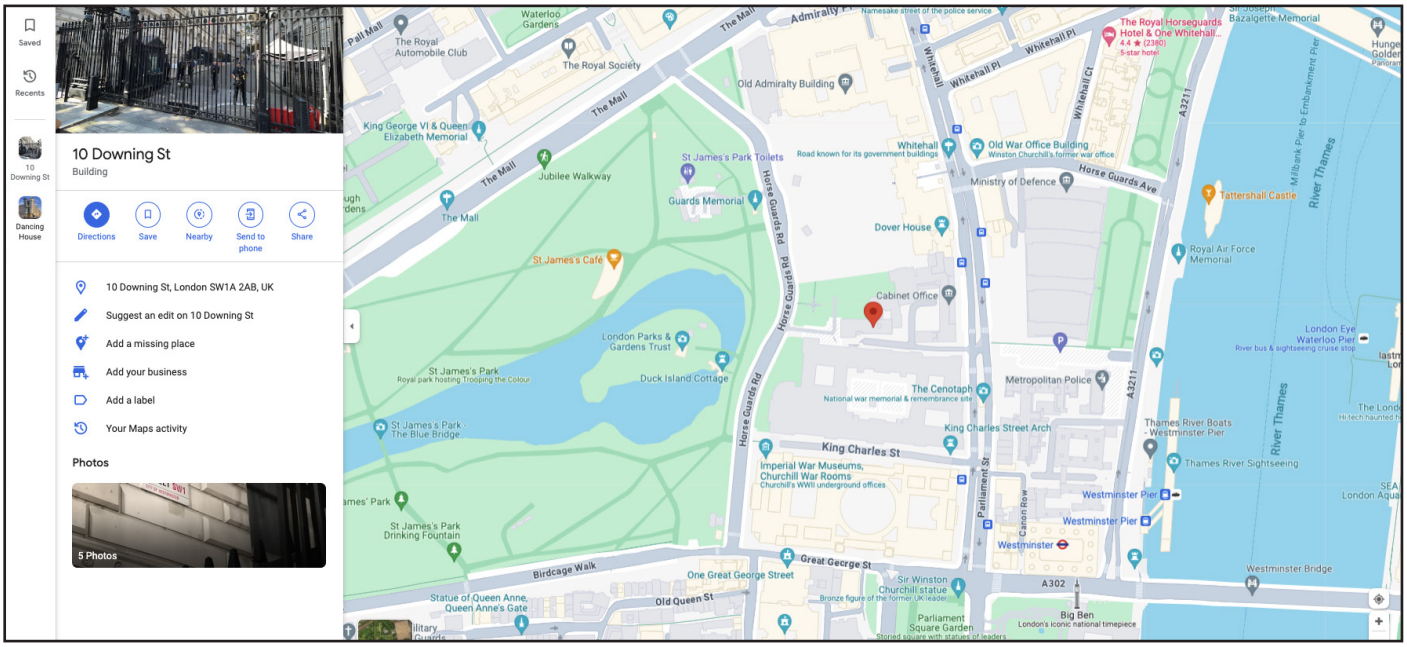
You can come back and edit this information later but we recommend you add as much detail as possible at this stage to make sure your Listing is approved by Storefront so you hit the ground running.

Listing your space 2/16

When you hit ‘Let’s go’ you will see this page:

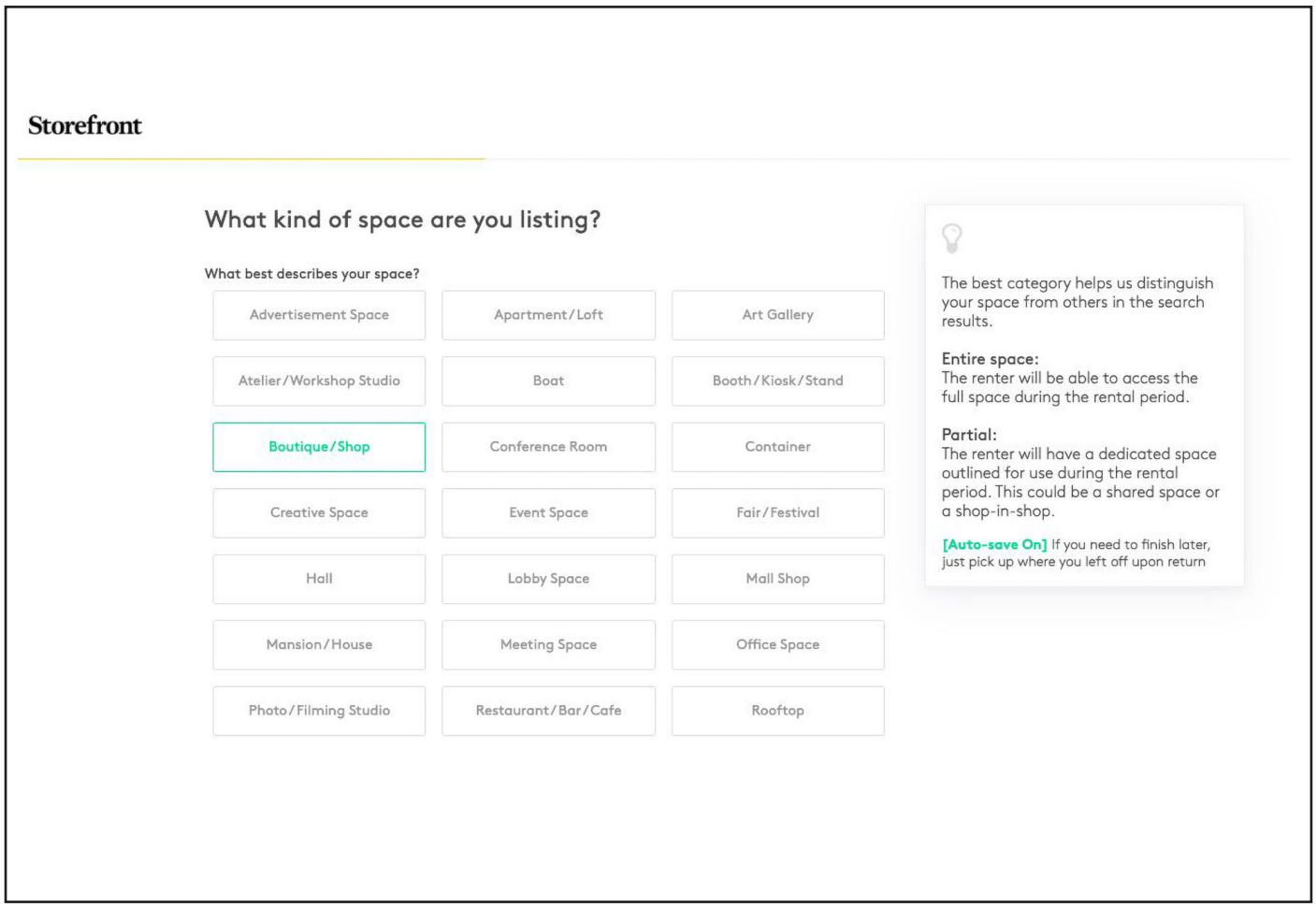


The address is synchronized with Google Maps



Listing your space 3/16

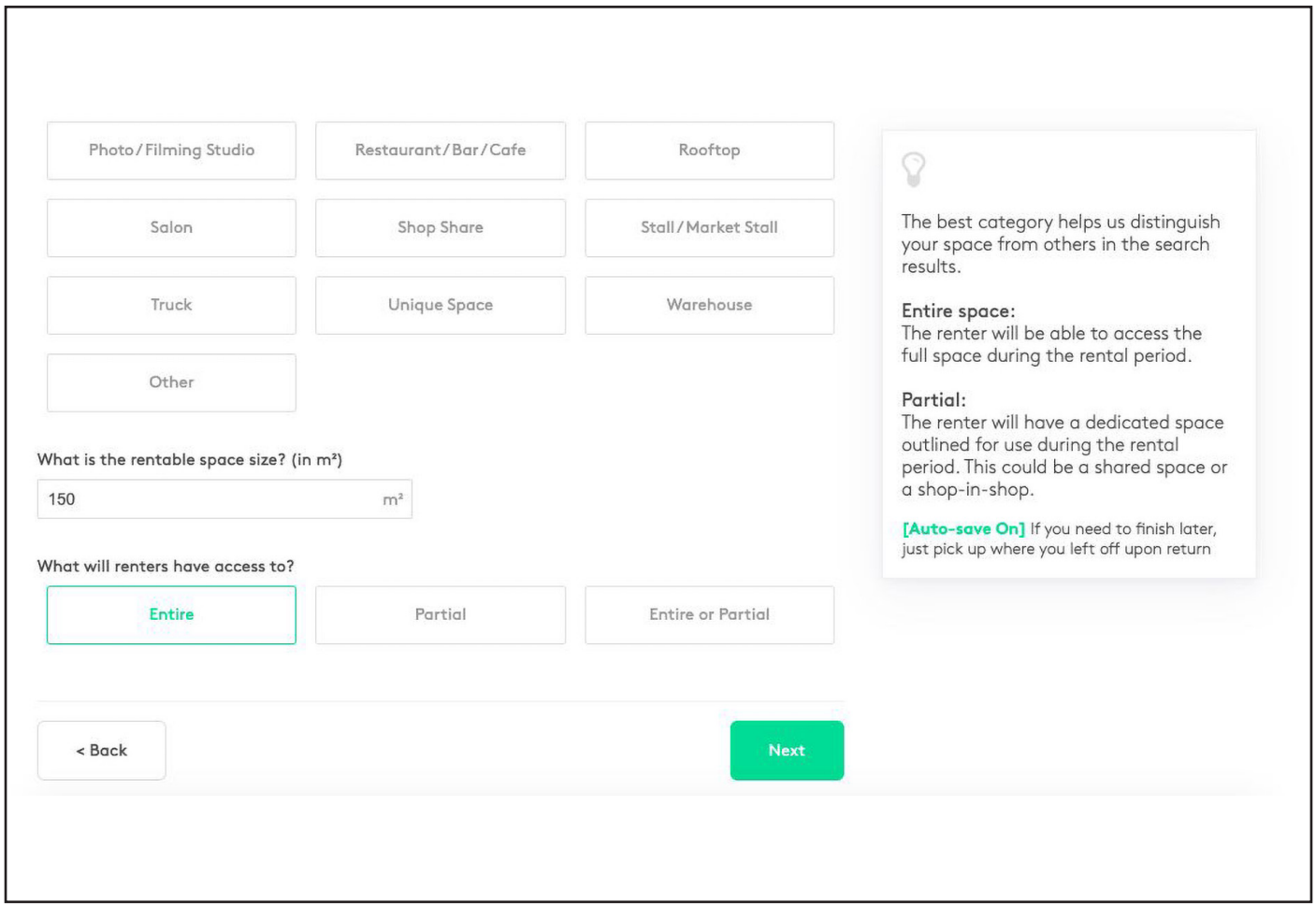
Next, select the kind of space that you want to list.
You can only pick a single category for each Listing.
Please pick the one most relevant to your space.

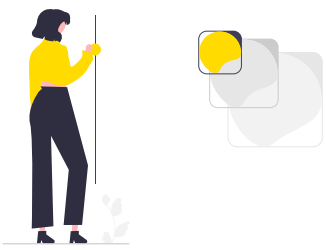


You will have the option to add additional use cases later

Listing your space 4/16

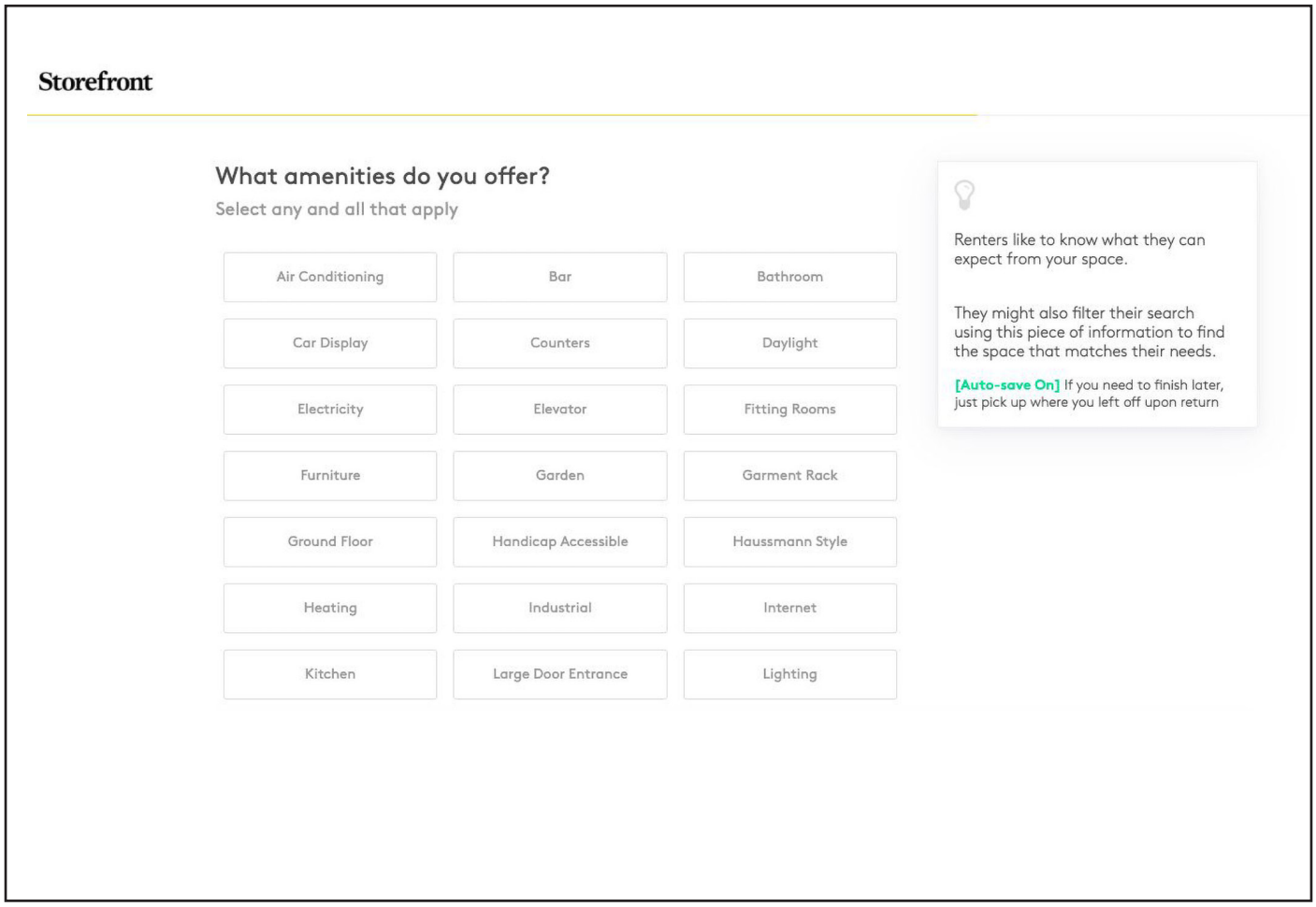
Scrolling down on that same page, you will be asked the size of the space
Please also indicate if the entire space is available or if it's just a part of it.

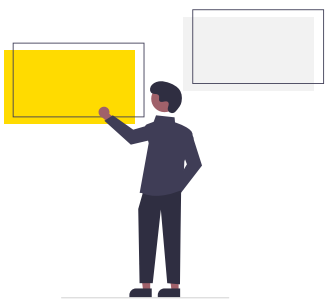




Listing your space 5/16

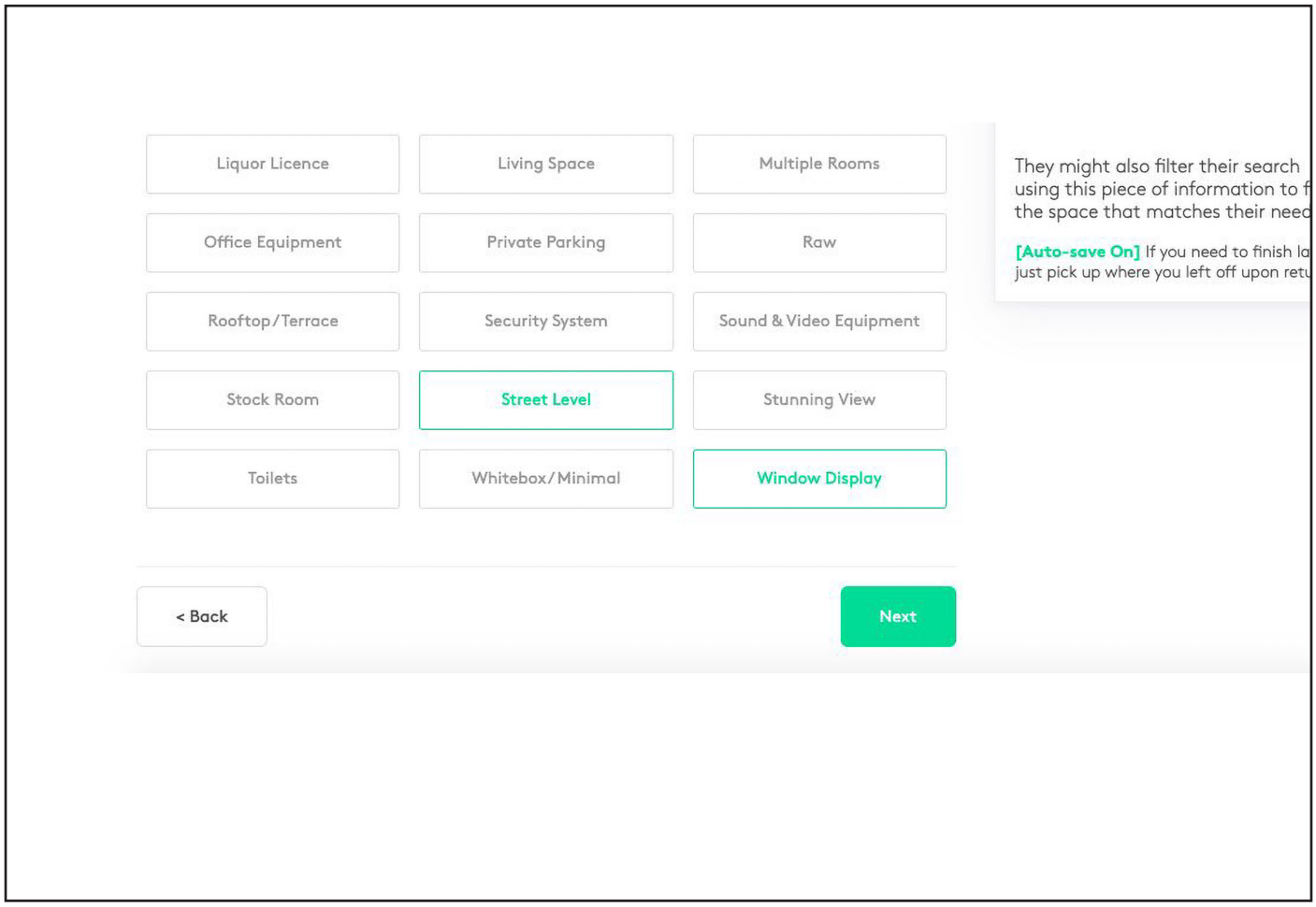
To finish this step you need to select what amenities you offer with the space.





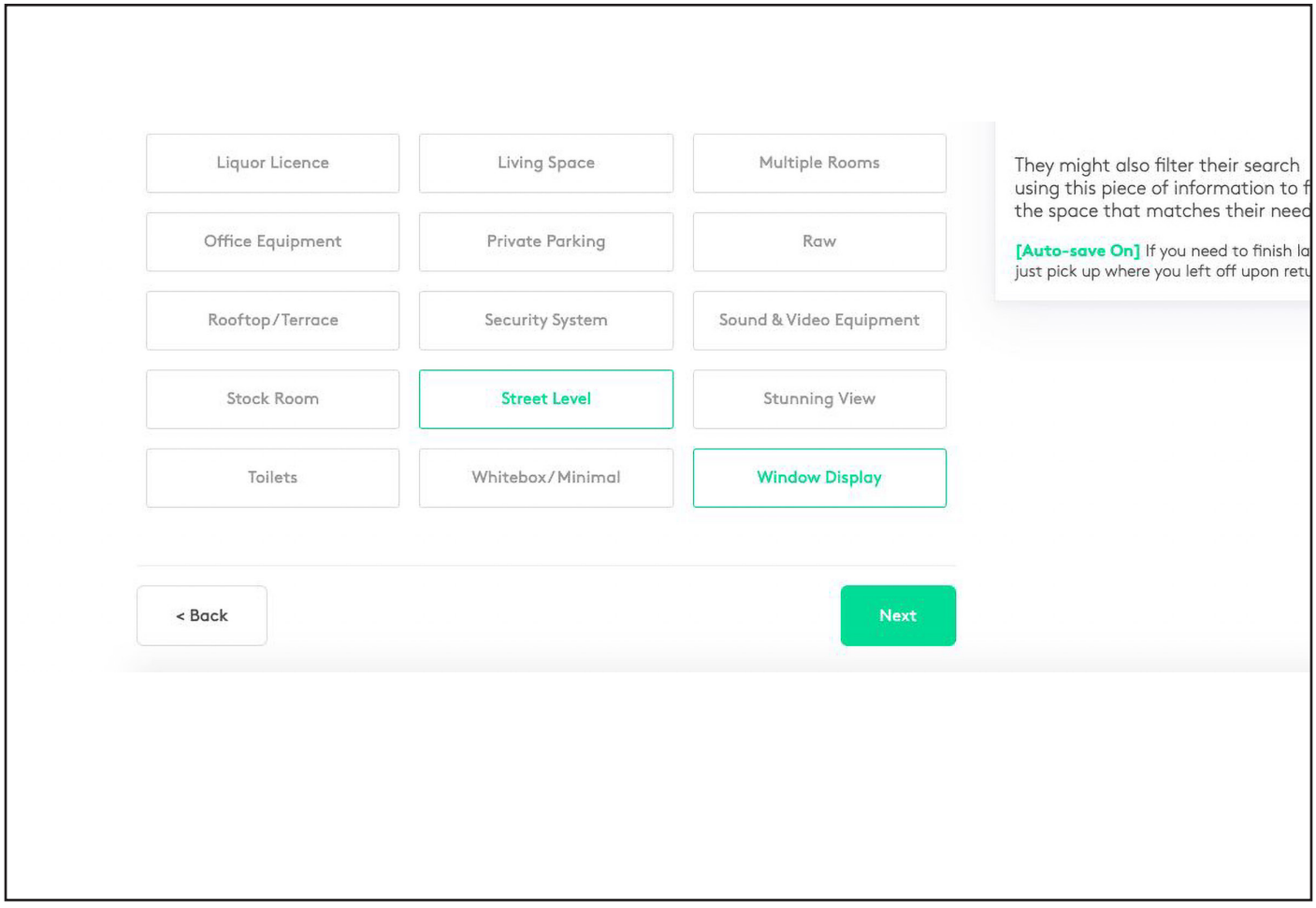
Listing your space 6/16

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



Listing your space 7/16

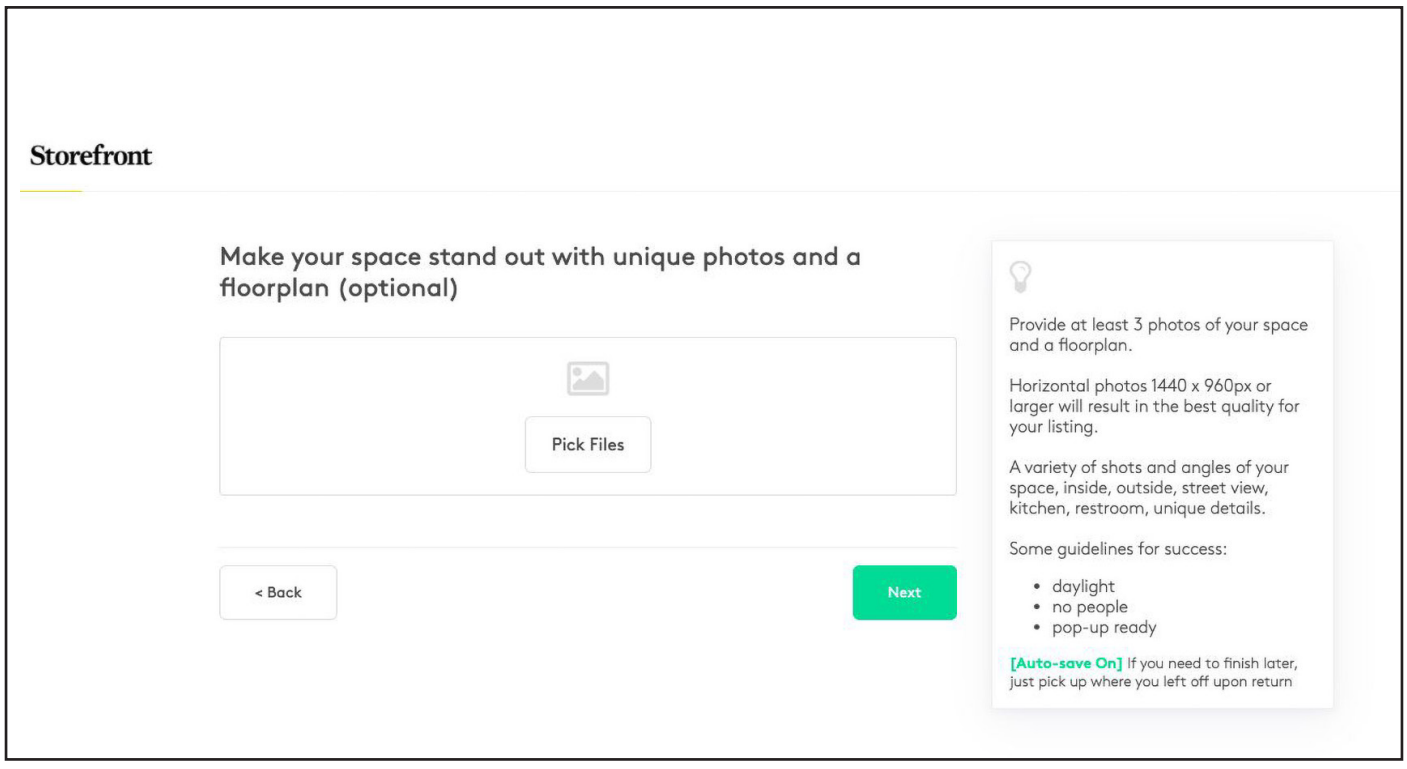
After completing the first step you will return to this page where you can start step 2 ('Showcase your space')



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



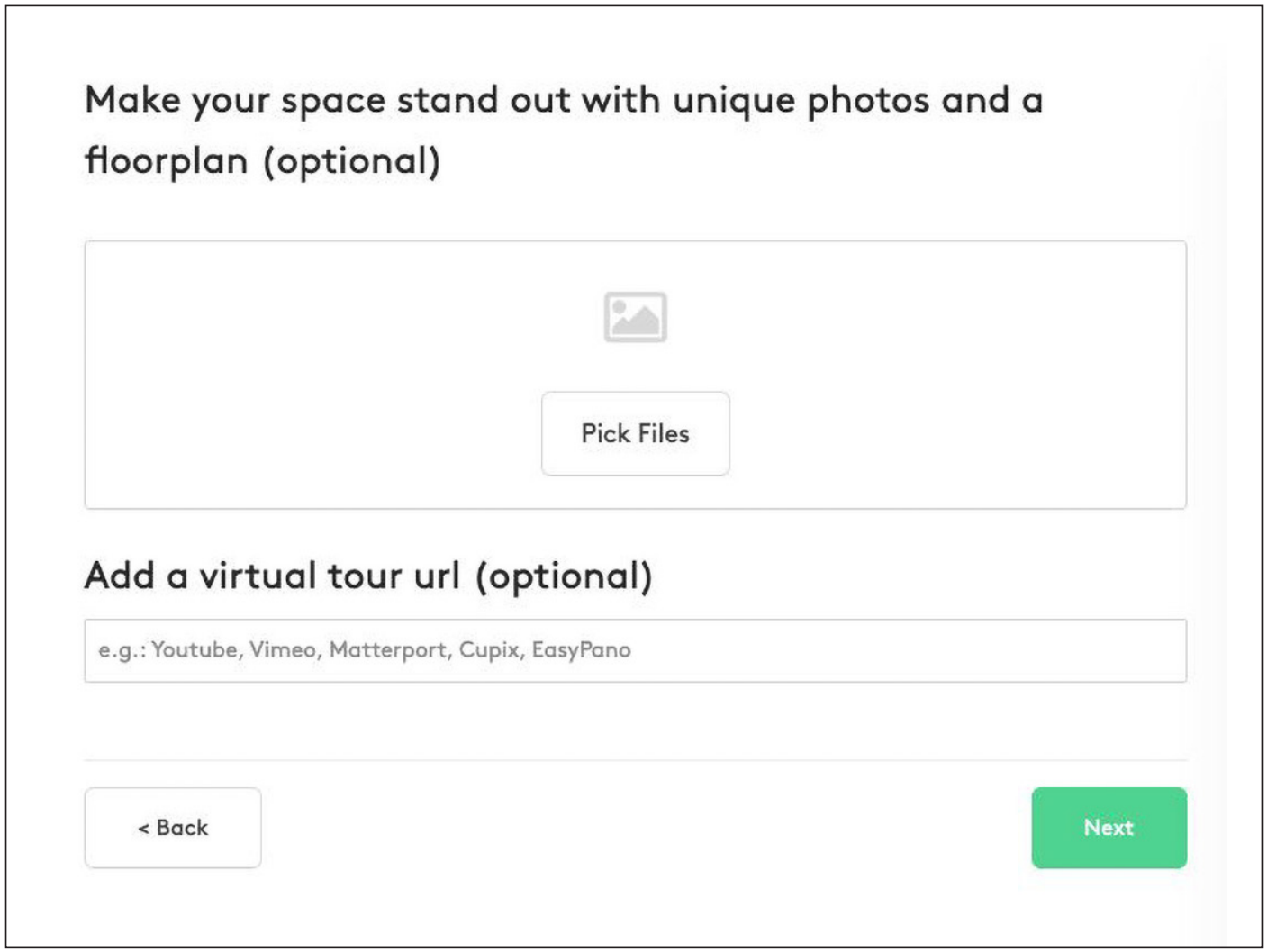
Check out our Listing Owner Photo Guide for handy tips in taking good photos.

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.

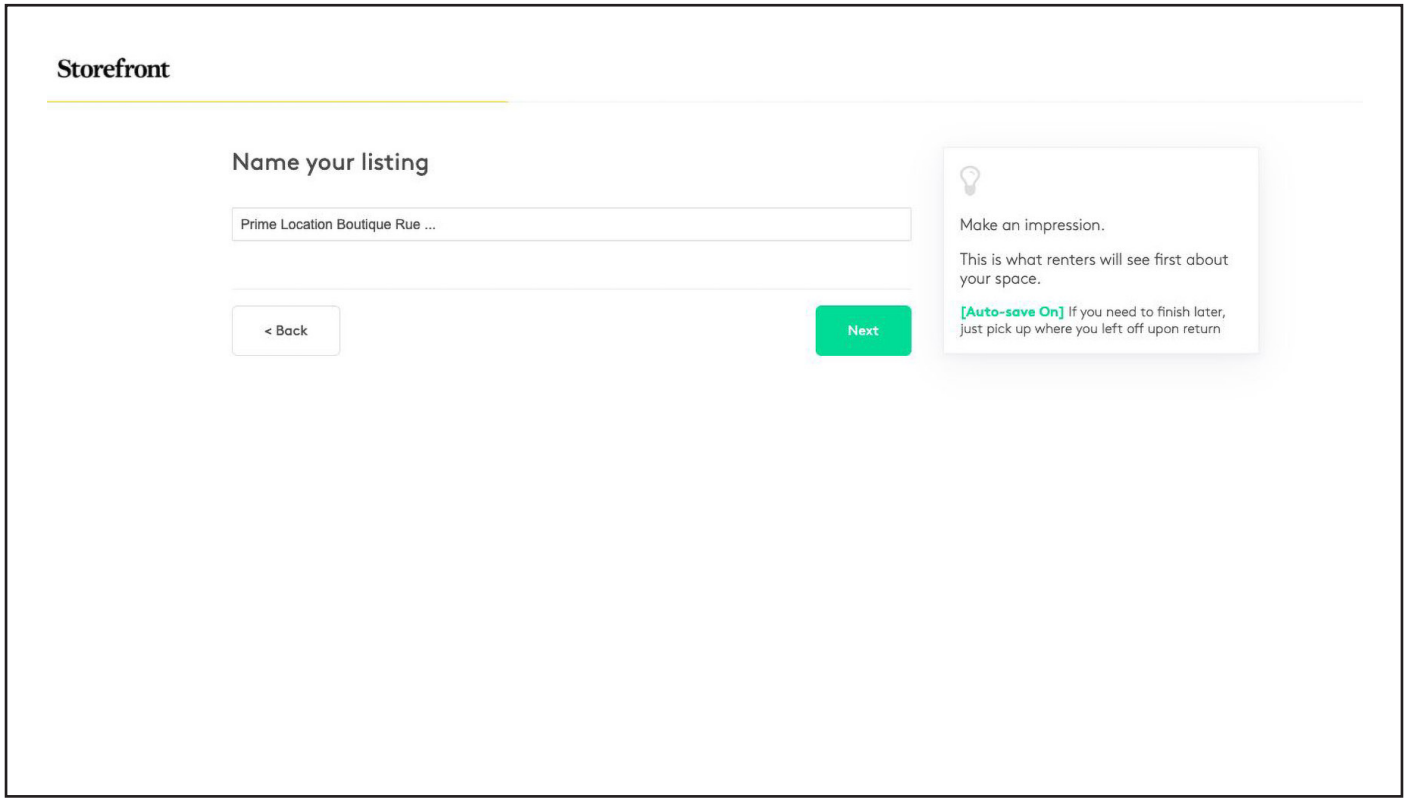
This can be as simple as a video of you walking around the space.

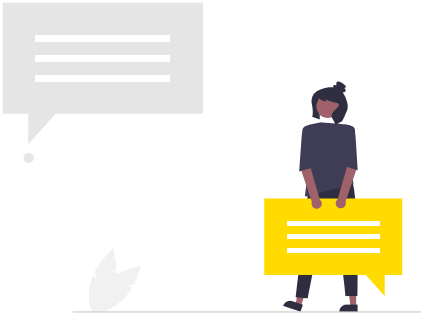


Virtual tours are very useful for renters and are super easy to do with a smartphone. Upload it to youtube (or another hosting service) and paste the link in the above box.

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'.

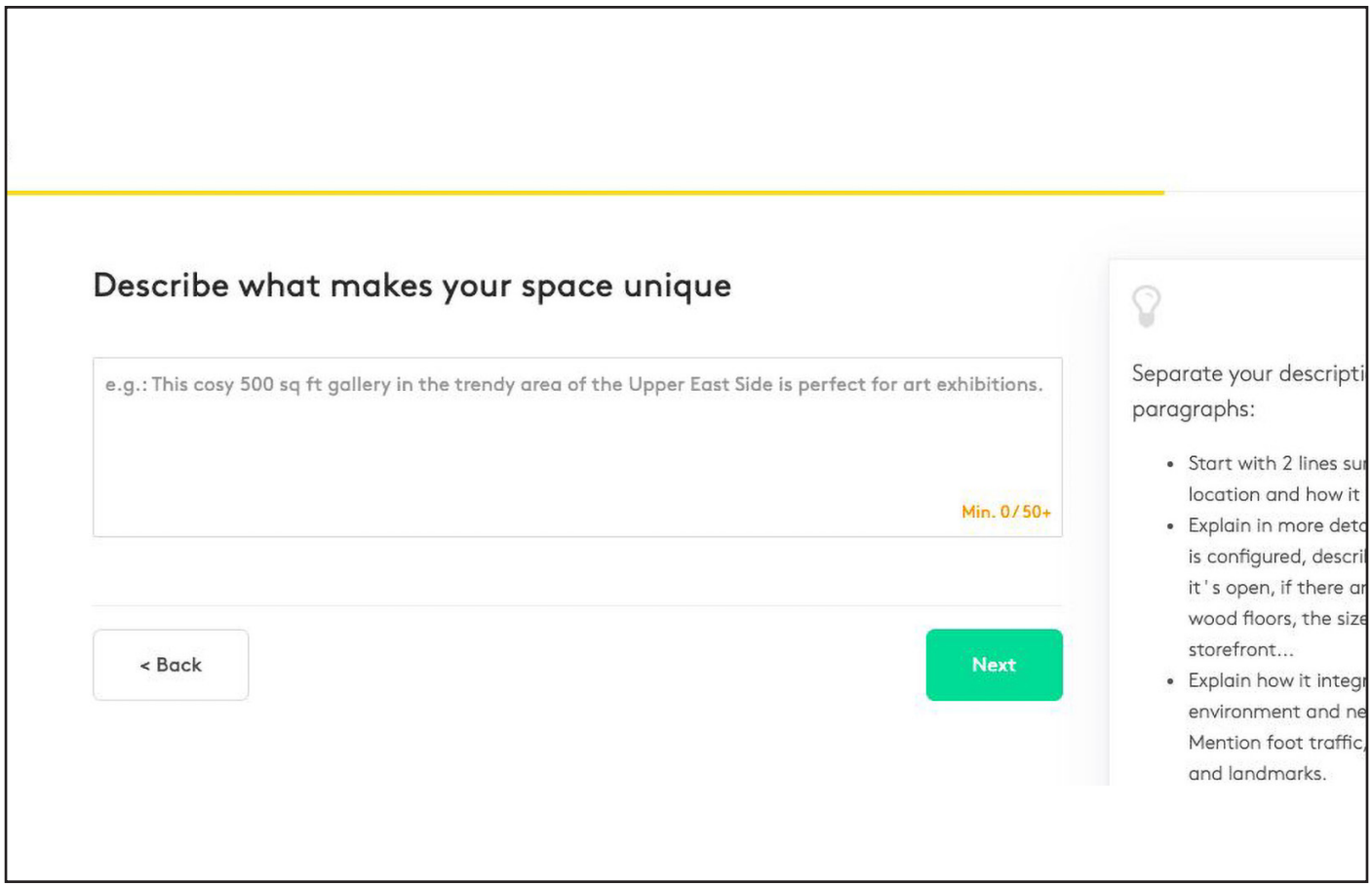




Listing your space 11/16

Write a description:

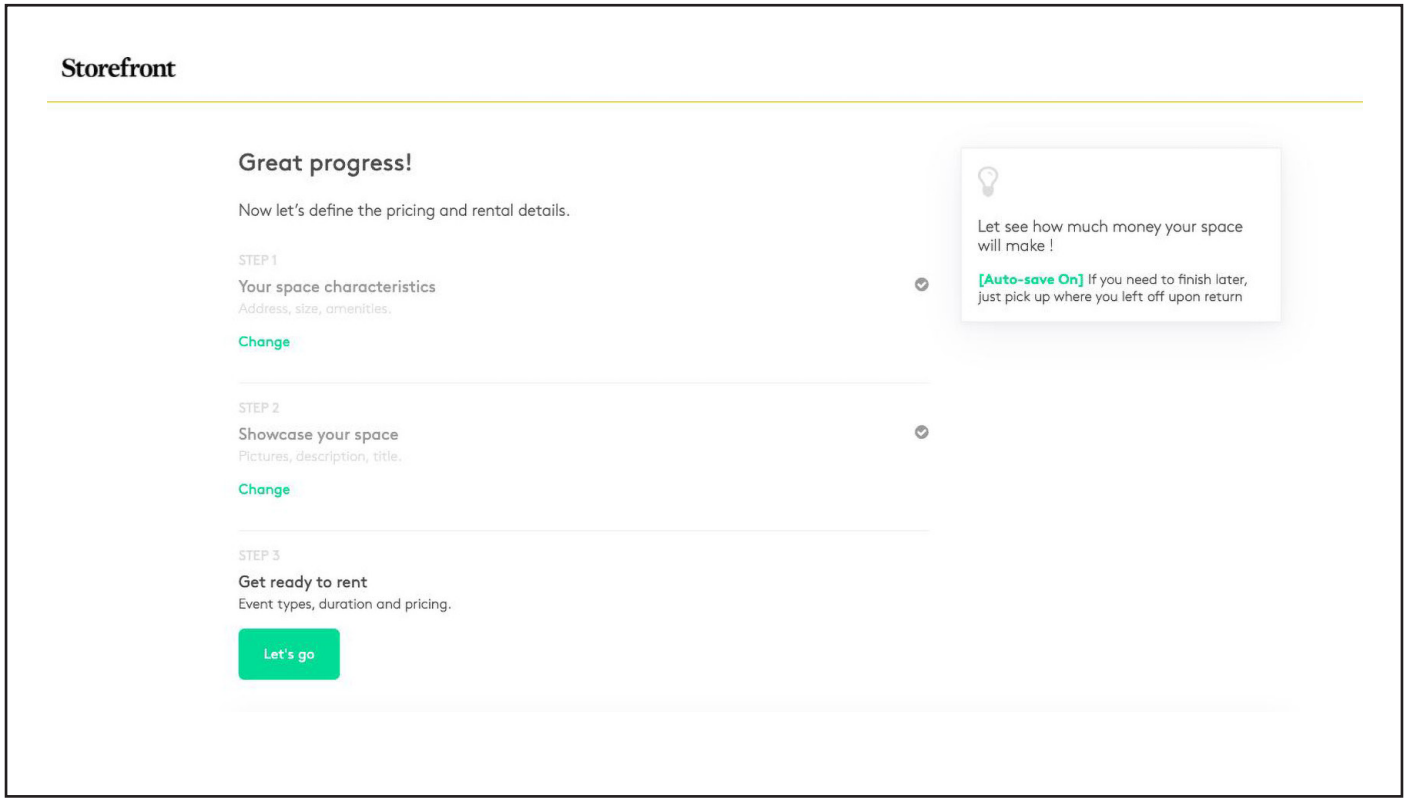
- Describe the location
- Describe the space
- Describe the environment

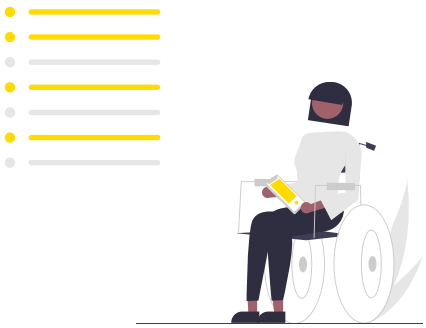


Example of a space:
https://www.thestorefront.com/spaces/united-kingdom/england/greater-london/45873-stunning-office-with-lot-of-natura

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').



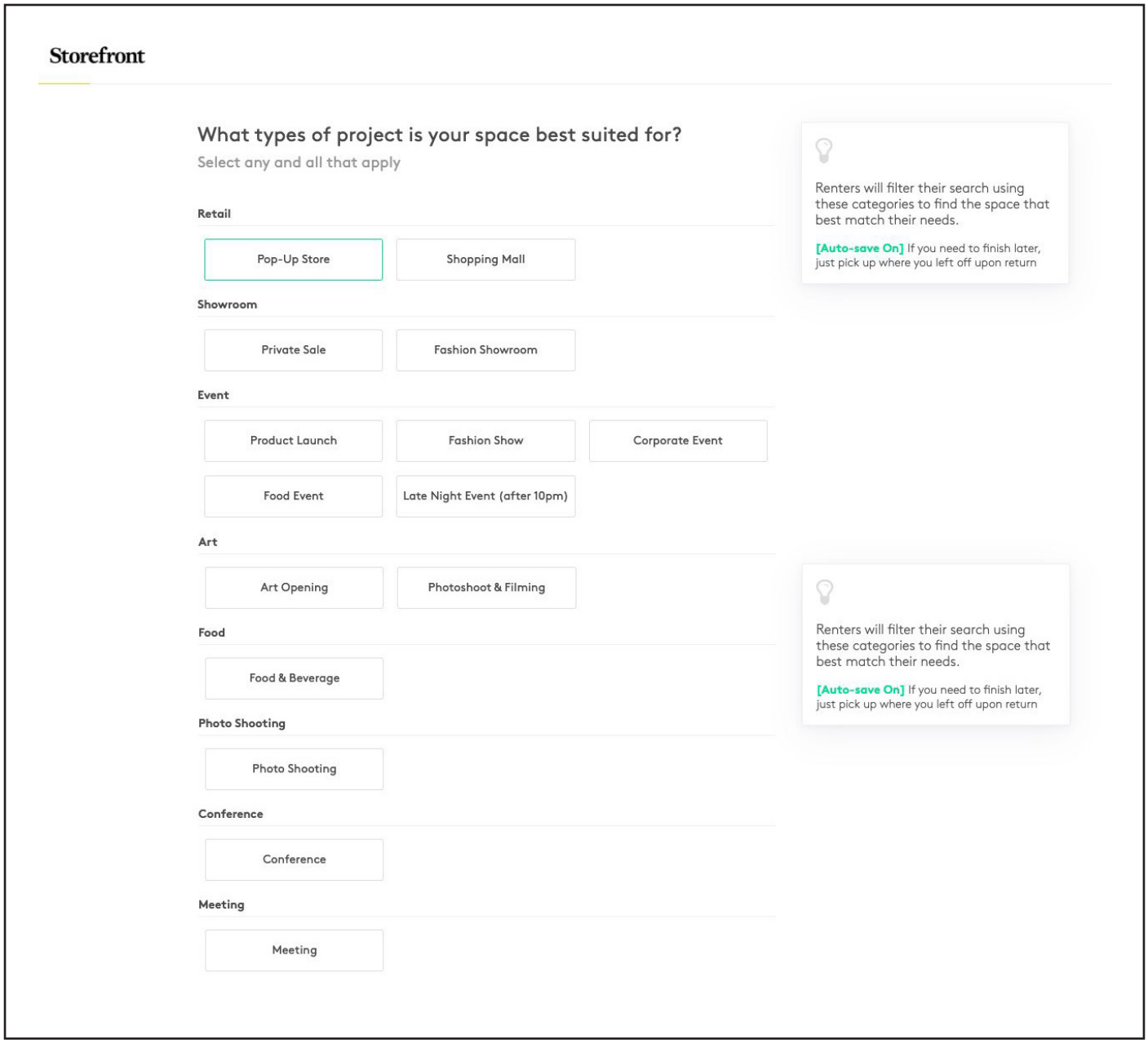


Listing your space 13/16

This part concerns how the space can be used.

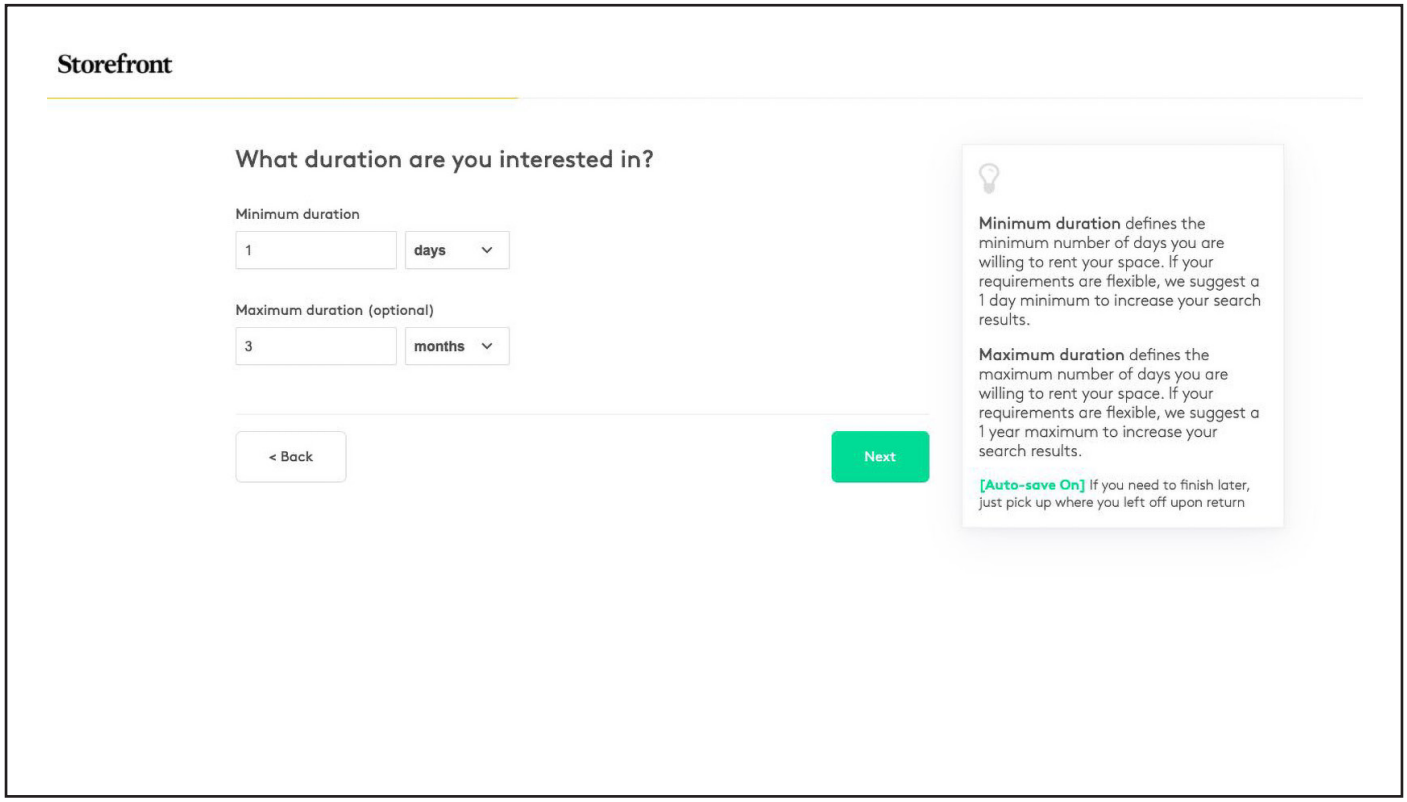
Most renters have a specific project or use case in mind.

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



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.

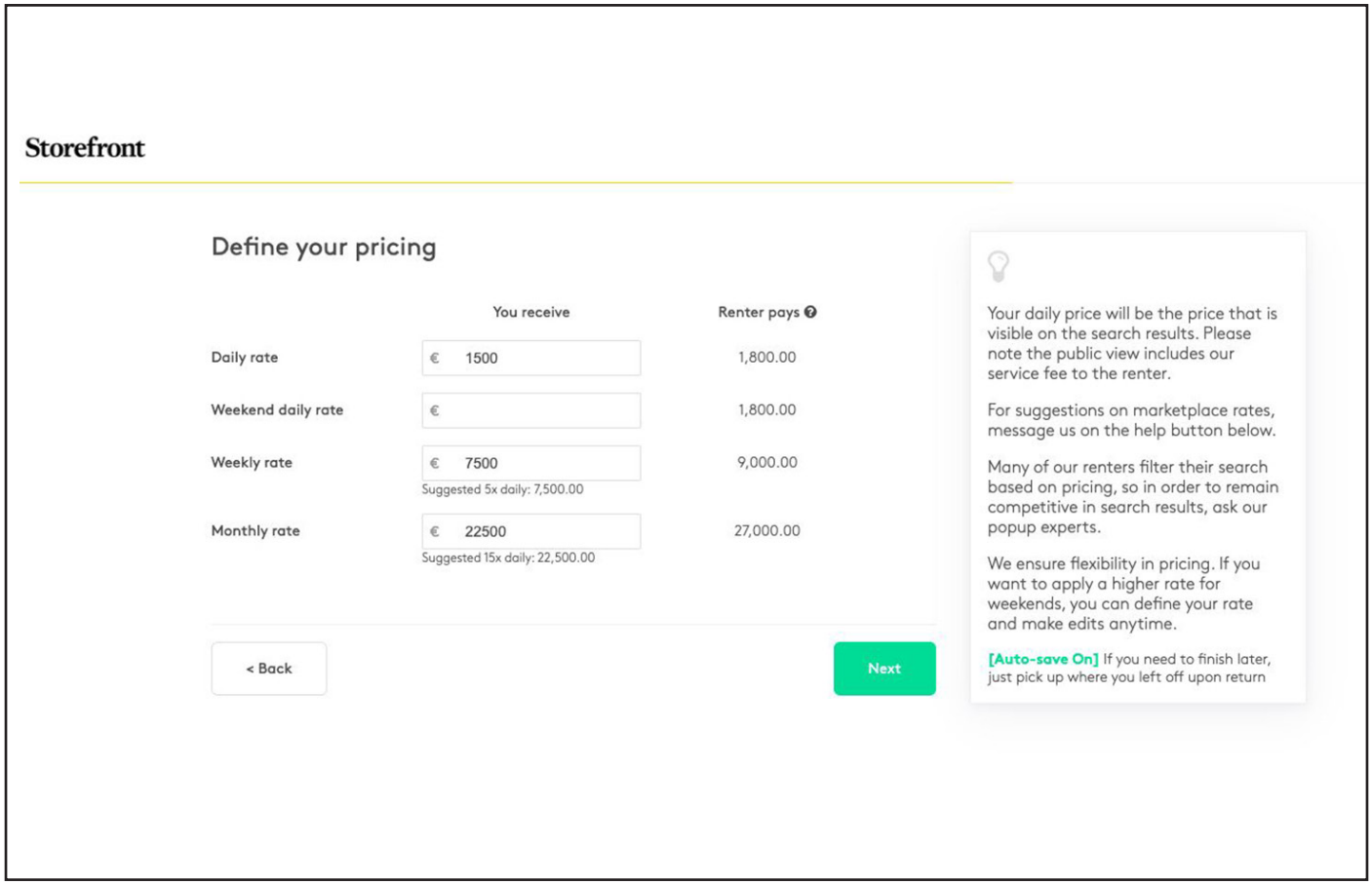


If you set a short minimum duration you will appear in the search results for people looking for short durations.

Listing your space 15/16

Pricing:

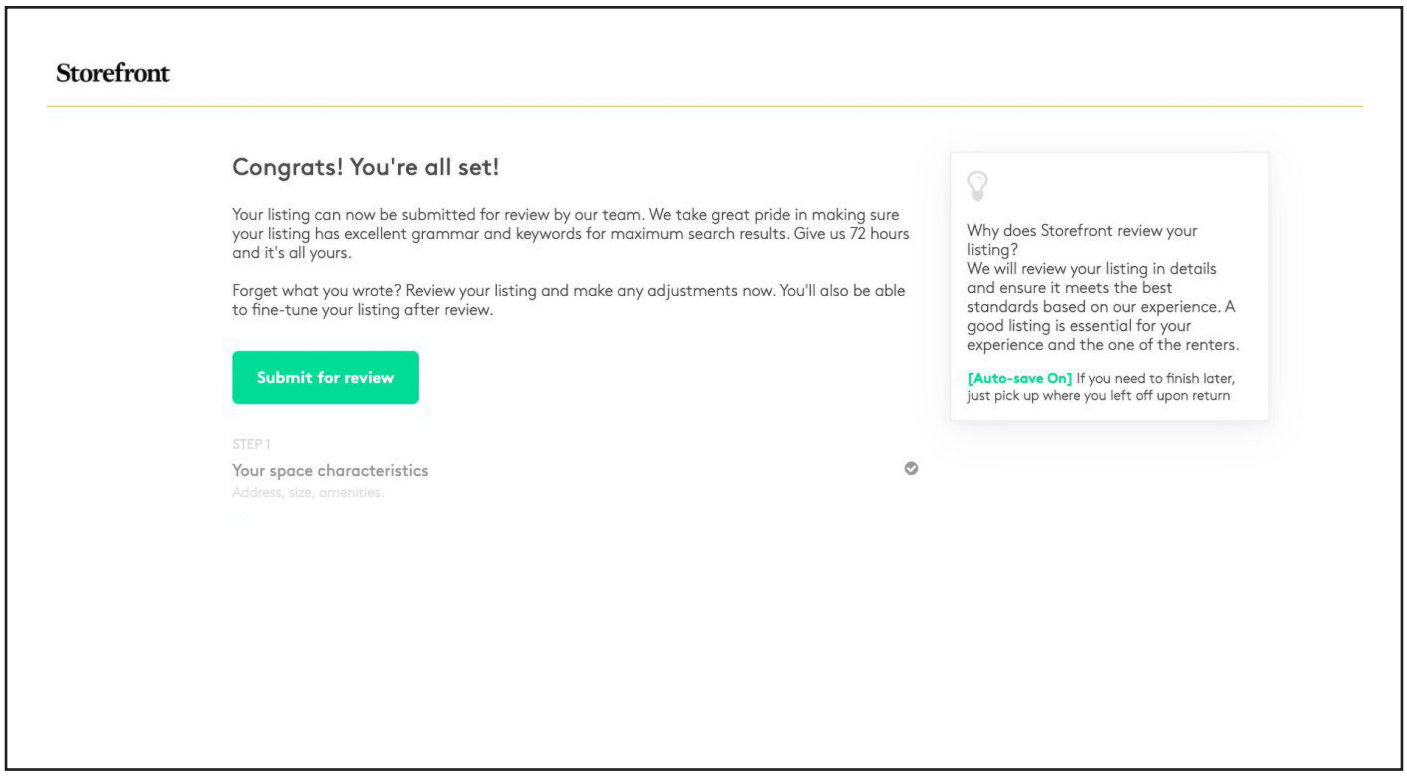
- If your minimum duration is less than a week -> Daily Price
- If your minimum duration is more than a month -> Monthly price



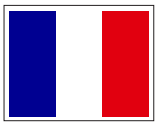
If it's applicable you will be able to add hourly pricing after your Listing is published. At this stage, it's blocked out.

Listing your space 16/16

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

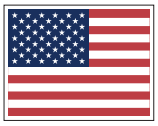


Example of best practice Storefront Listings

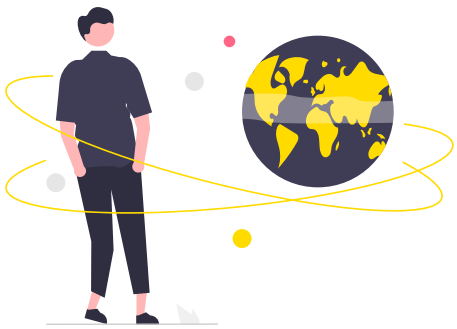


https://www.thestorefront.com/listings/26839

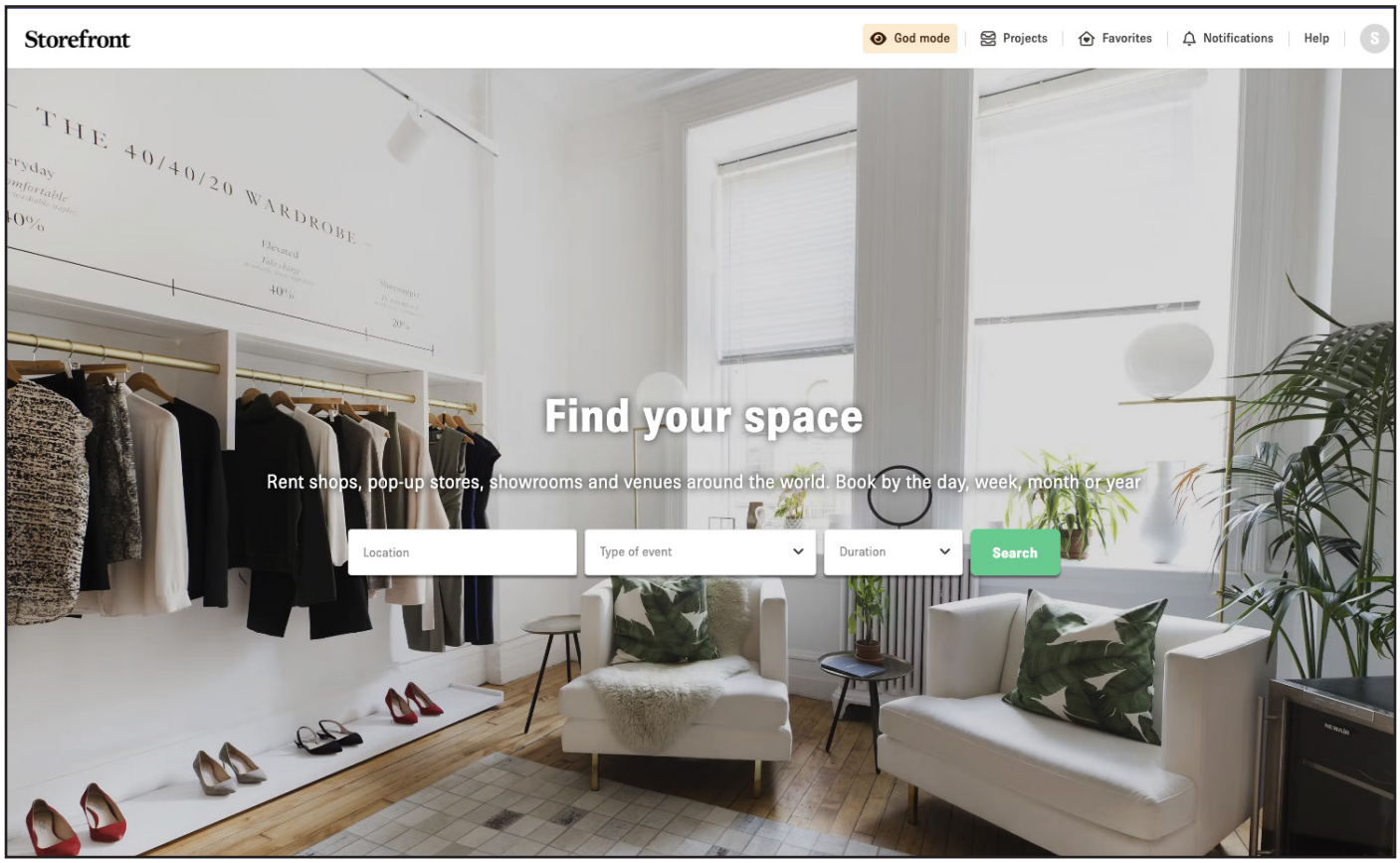
https://www.thestorefront.com/listings/14797



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

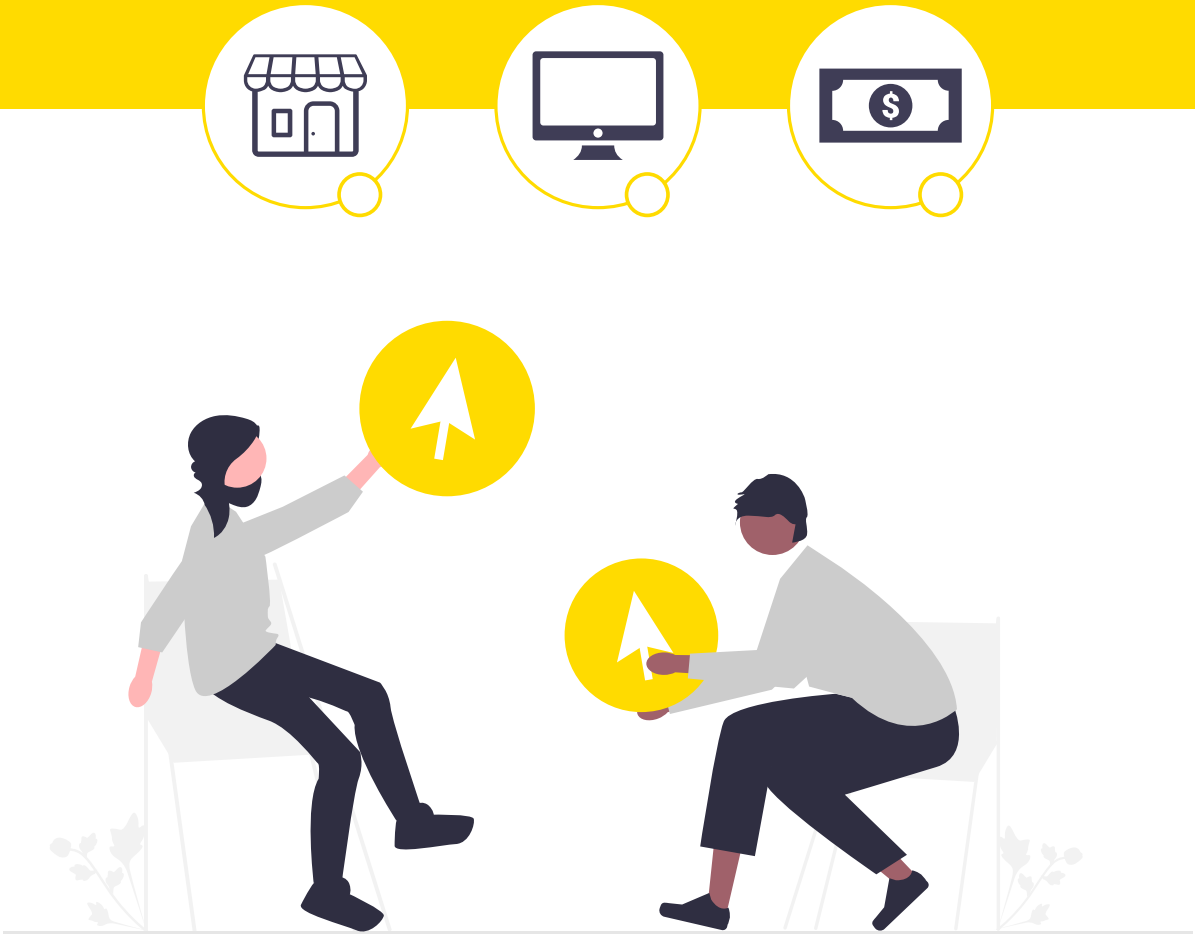


Video Walkthrough



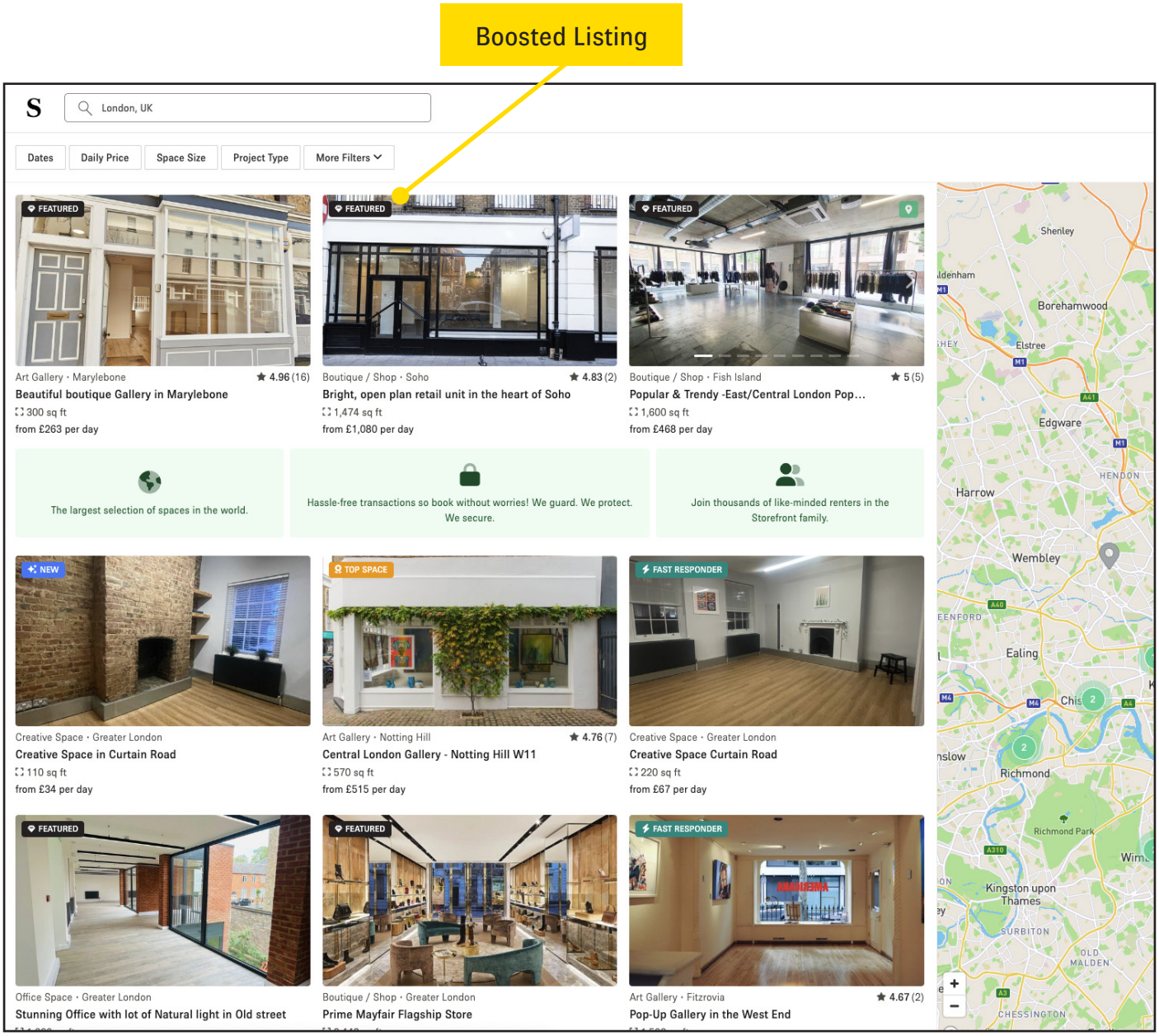
Storefront

Storefront Boost



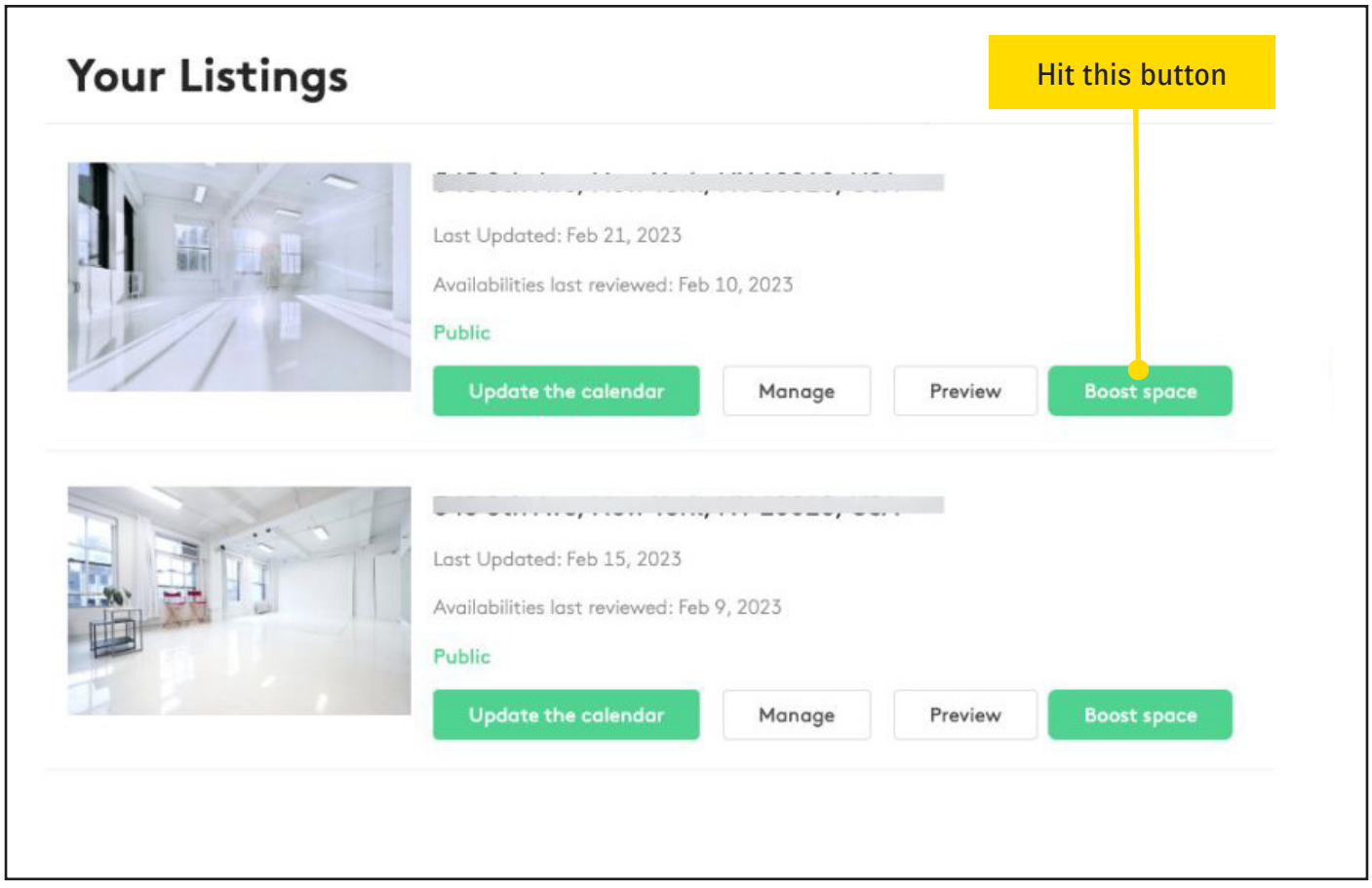
Boost your Storefront Listing for better performance

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



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.



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.

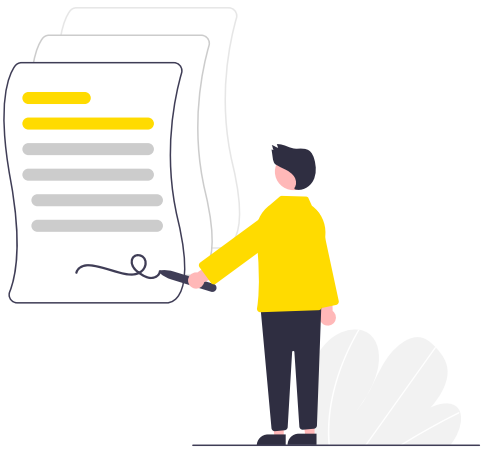
Your responsibility as a Storefront Listing Owner

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



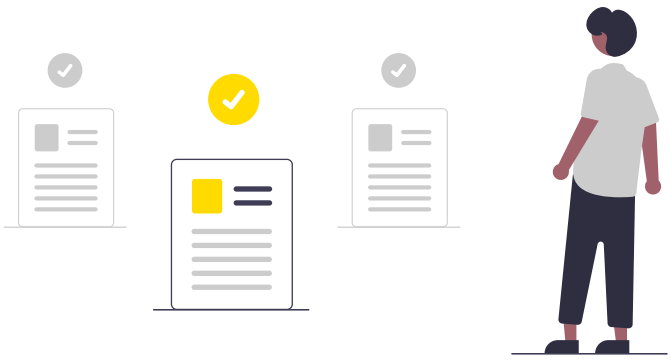
Breaches of the Terms and Conditions

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.

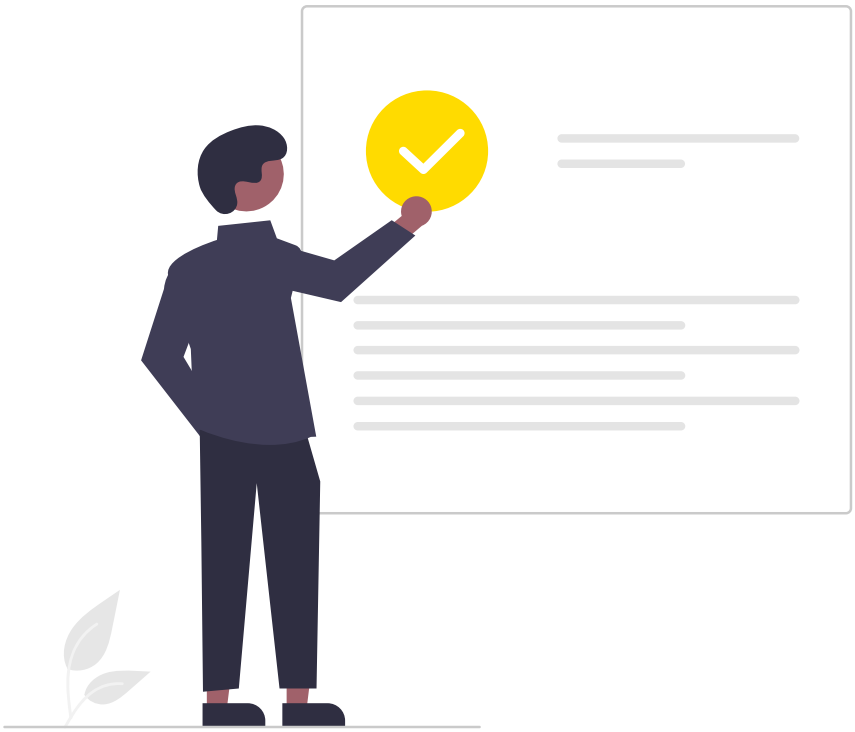
If a bypass is detected we will first contact the Listing Owner to understand the full context and if possible, come to an arrangement. Should we feel a bypass has taken place and a reasonable solution cannot be negotiated we will take the following actions:

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