



Retail Strategies for ReStores



About Me

- **22 years of retail background**
- **18 years of retail management experience**
- **Managing the Two Rivers Habitat ReStore since March of 2021.**
- **Held other management roles throughout my career at a variety of different types of businesses and industries.**



Successes

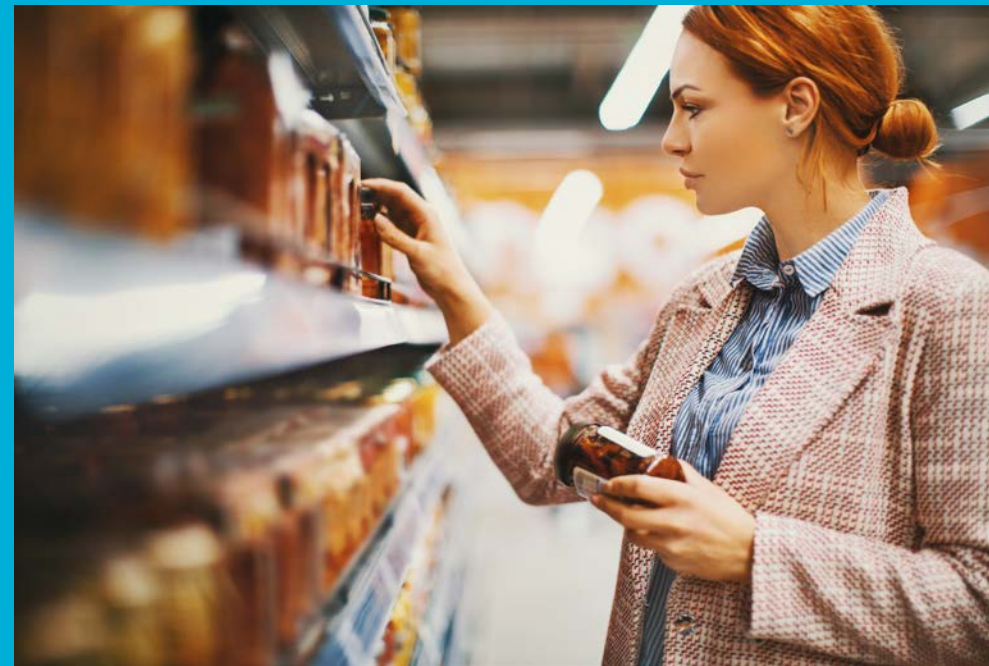
- **Grew sales at the ReStore from a 400k business to a 700k business in under 3 years.**
- **Developed a staff plan as well as implementation of new tactics for sales growth.**





The Four P's

- People
- Product
- Pricing
- Presentation



Different Avenues for Growth

Growth can be achieved in a variety of different routes. Not all ReStores are the same.

Are you a rural or urban setting?

Do you have a steady stream of donations, or do you have to manufacture your own?



Store Facelift

- **Store Facelift**
 - Added more color
 - A larger and more dynamic sign
- Painted the interior in habitat colors
- Wrapped the cash wraps with affiliate Logo.
- Updated store signage to be more visually appealing.



People

How to make your staff and volunteers into money makers.



Staffing Right Person Right Place

Do You have the correct staff member in a place where they will succeed?

Where are you lacking and how can you make an area of weakness into a strength?

Trouble finding the right staff members?



Volunteers

Are you best utilizing your
volunteers?
How can they be your biggest
asset.
Treating volunteers like a staff
member.



Utilizing your Board

- Does your board have members that can help with advertising?
- Does your board have members who can add volunteers to your ReStore?
- Does your board have connections to other businesses you can utilize?



Pricing and Presentation

How to price and place items to generate additional revenue.



Is your Store Shoppable?

- Does your store have clean sight lines?
- Is your store easy to navigate?
- Is your product in places that will have your shopper go through the entire store?
- Does your initial walk into the store have that “WOW” factor?



Think Like a Customer

To often staff members and volunteers get use to seeing the same thing every single day and it becomes a blur. Take a walk through your store as if you were a shopper. What do you see differently?



Overcrowding

- Are there too many items in one area?
- Does that dresser or end table have more than two items on it?
- Does a certain area of your store look messy and disorganized?



Go Big or Go Home

- Price higher, you can always drop it down later.
- The “Two Saturday” rule
- Summer and Winter Pricing
- Seasonal items
 - When's the best time to display them to maximize profitability?
 - When do you say “No”?



Controlling What You Can Control

- The Customer experience
- Ease of checkout
- Ease of donation
- Timeline of response from a phone call for a donation pick up.



Product

Donation procurement and how to increase your donation streams.



Areas for Growth

- Is your store selling large amounts of a certain product and not enough of another?
- Can advertising a different area grow sales for that section?
- Do you have a scrap metal program?



Purchased Product

- When is the right time to add purchased product?
- Does your store need purchased product?
- What areas is your store lacking that purchased product can add to your store instead of taking away from donation?



Securing Regular Corporate Donors

Corporate donors are your second biggest asset from regular donors. A corporate donor can fill your store during the down months with product.

New items from a corporate donor can sell for a higher price.



Advertising and Marketing

- Radio Ads
- Mailouts and Newsletters
- Partnering with other ReStores and other non-profits.
- What can you do outside of your four walls?



Social Media

Are you using your social media to reach out to your customers and donors?

- Tuesday Teaser
- Daily Posts
- A new surprise item that is interesting?
- A unique event for your ReStore.





Question?



Contact us

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Beyond the Blueprint

2025 Habitat for Humanity Midwest Regional Conference

