

hutch

Seller Handbook



Bungalow Munro

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Zebra Homeware

Welcome to the Hutch Community.

We're so excited for you to join us on this journey, as we work to foster a circular economy and make the homeware industry more sustainable - one recyclable packaging peanut at a time!

We built Hutch based on a simple but fundamental belief: buying second-hand can and should be as easy, convenient, inspiring and enjoyable as shopping new.

Starting out in the early phases of building the platform, we became gradually more aware - and horrified - of the scale of the issue, and just how much waste is generated from "fast furniture". We have always been passionate about good design, but it confirmed that there was a strong environmental need for the brand to exist too.

The pandemic has been a big driver for us too; we saw so many sellers become suddenly cut off from a lifeline of customers over the past year. At the same time, as we all became confined to the walls of our homes, it became ever more apparent how vital our surroundings are for fostering fulfillment, satisfaction and contentment.

We all want our homes to be as unique as we are as individuals. Hutch will help connect you with buyers, carve out an individual space for your virtual storefront online and become part of a valuable network.

We're delighted you've decided to join us and be a part of this community united by a passion for design and care for the planet - let's get to work!

The Hutch team



2. Getting started

Building your profile

Step 1: Choose your profile photos

These can be your logo, photos of you and favourite items. Our buyers like to know the person they are buying from, so a friendly face goes a long way. You can also add a wide cover photo that sits at the top of your page.

Step 2: Add your seller bio

Your bio should communicate all the important information about your business (items you specialise in, shipping, returns policy etc.) but it is also a great opportunity to promote your brand. Use this space to highlight what makes your business unique.

To help you, we have put together some prompts:

- What item did you love so much you didn't want to sell it?
- How do you source your objects? What attracts you to specific pieces?
- What is your favourite part about selling, do you love the photography and styling or the process of hunting down the perfect piece?
- Does your business give back in any way? E.g. Are you involved in the local community, donate to charity or use sustainable packaging?

Step 3: Connect your PayPal

Make sure your PayPal account is verified and set up in your seller account, this enables us to get your money to you.

Step 4: List some products

Start by listing a few products together so that your profile looks nice and full, we recommend you start off with 3-6 products.



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Making the most of Hutch

Promoting your page

Making sure your profile is seen by as many people as possible is the best way to ensure sales. To help with this you can:

- Share new pieces on social media and tag Hutch in the photos
- Use #HutchHighlights on Instagram so that we can also promote your photo
- Add your personal Hutch profile url link to your social media bios

Understanding our fees

We don't charge any listing or subscription fees. Hutch takes a 10% flat -rate on every item you sell to keep the website running, grow the community and do all the boring stuff that happens behind the scenes to keep us moving forward.

We don't sell your data and there is no advertising on Hutch. This helps us promote products based on what our buyers want and also keeps all your information private.

We use PayPal to ensure buyers and sellers are covered by their security policies and protected from fraud and scamming. PayPal charges a fee on each payment (in the UK this is 2.9% + £0.30) and this will be taken by PayPal when your transaction goes through their platform. If you have an issue with a payment, contact PayPal directly for the fastest response, or contact the Hutch team via our Customer Services if you need support.

Connecting with the community

Hutch was created with community in mind. You can connect with all the other amazing sellers out there by following other accounts, getting inspired by content and swapping tips. You can find everyone through our Hutch Directory.

We also use our own social channels to share information about our community. Follow along on [Instagram](#), [Facebook](#) and [Twitter](#) for our Hutch live series, Hutch heroes and more!



Dolly Did It



Upcycled Home

3. Selling on Hutch

Showing off your products

Photography:

Photography is key to your success on Hutch so invest time in the process. Try and use the best lighting possible and show off all angles of the product. Also make sure you communicate the scale of the piece, our customer research found that this is one of the biggest areas buyers struggle with.

A mixture of images works best. Try and include one photo showing the object against a simple backdrop. You should also take a few close up images, showing off the quality, materials and also any flaws the buyer will need to know about.

Why not also style up a group of your products together or show the piece in a room setting? These photos can help the customer see how a piece will work in their own home. Most importantly get creative, photography is a great opportunity to showcase your brand and aesthetic!

Case study: Cherishable Goods

Hannie of Cherishable Goods creates beautiful group photos when she has a new product drop, these are great for social but also on your Hutch profile.



Home Leigh Homeware

Product Description:

A well-written description is important for helping customers find your product but also converting them into a sale. Having a short or vague description can cause confusion and lead to a beautiful item not finding a home.

Here are a few things to keep in mind:

- What condition is the piece in? Make sure the buyer is aware of any flaws or imperfections in both the photo and the description
- Where did you source it from or what are its origins?
- How might this item be used? Is it purely for decorative purposes or does it also have a function?
- What do you love most about this item? Buyers often like to know what made you chose this item and why they will also fall in love with it

Categories, Rooms & Styles:

When uploading products to Hutch you will be able to assign them to categories, rooms and styles. These help customers find your products as they browse across our site.

Measurements:

Measurements are an important aspect of your product listing, make sure you give clear and accurate measurements to help buyers.



Touch of Vintage Home

Middle Make



How to pack like a pro

Packaging is vital. Fragile pieces, such as ceramics and glass, need to be packed carefully so that they arrive in the right condition. We have a few tips on how to make sure you keep your items safe and your customers happy.

Textiles:

It is best to wrap textiles in a waterproof material just in case they come into contact with any liquids during their journey. If you can, it is also good to wrap textiles in tissue paper to make sure they stay in fresh condition. Fold the item carefully and make sure it fits comfortably in the packaging.

Fragile Objects:

Find a sturdy box in which your item fits comfortably, you don't want too much space around the sides. Line the bottom with packing peanuts, newspaper or other padding material, place the item into the box and pad the outside with further packaging. Make sure the item does not move about inside the box and that nothing else inside it can hit or chip it. Seal the box with sturdy tape, use fragile tape if possible, and mark clearly on the box which way up it should be held and that the item is fragile.

Furniture:

When sending large pieces of furniture, it is likely that you will have hired a specialist firm, but it is still important to make sure the item is packed correctly.

Where you can, protect key areas that stick out such as the feet of the sofa, handles on a chest of drawers – these are the most likely to get damaged. It is also possible to wrap smaller items in paper or fabric to ensure they do not get damaged en-route.

If you have any questions or concerns speak to the delivery company and they will be able to advise.



Sustainable Packing:

When packing up goods it can be quite easy to use lots of single-use plastic or other troublesome materials. Reuse and reduce whenever you can! If you have space, save old boxes, bubble wrap and other materials so that you can reuse them again. Consider including a note to pass the reuse message on to the customer.

- If you don't have any old packing materials to hand, then there are a few options to choose from:
- Biodegradable packing peanuts
- Corrugated bubble wrap
- Air pillows made of recycled materials
- Recycled cardboard and paper

Case study: Mazzybellas

Mariella & Tim of Mazzybellas were conscious of how much material they were using when packing their goods. So the pair invested in a shredder which means they can take waste paper and cardboard from the local community and use it as packaging for their orders.

While this shredded material is not recyclable in the green bin, it can be used in the compost bin, or as kindling, or re-used as sustainable packaging. Not only does this help with their overheads, it has also been a great way for them to connect with their local community during Covid.



Mid-Century Modernistic

4. Be the best you can be

How to keep your customers coming back

Creating special moments with packaging

Packaging is a great way to build your brand and create a memorable experience for your customers. Adding a notecard is a nice touch, on it you can thank them for their purchase, ask them to leave feedback and encourage them to share their photos on social and tag you and Hutch in it.

To help you along the way, we have put together some free, downloadable note card designs that you can find on our website.

Case study: Home Leigh Homeware

Using beautiful materials such as branded tape or stickers can turn something quite mundane into a beautiful delivery. We love the packaging used by Rhia of Home Leigh Homeware, from the distinctive green tape she uses to the bold stickers. Home Leigh Homeware also uses 100% recyclable packaging, which they communicate clearly to buyers.



Staying in touch

Staying in touch with a buyer can ensure they have a great experience and makes it more likely they will become a loyal customer. Message them when you are sending their product out, so they know when to expect it, and check in with them after they have received the item. This connection is a great way to show your customers that you care.

Free shipping or returns

Statistics show that shipping costs can be a big barrier to purchase. Our research showed that customers are willing to pay more for an item if shipping is free. Returns don't need to be as stressful as you imagine, it also shows the buyer that you are confident they will love the item.

Often customers can feel wary when making a first purchase on a new website or with a new seller. Offering returns or free -shipping might help them overcome this barrier for a first purchase.

The key to making shipping incentives work for your business is clearly communicating your policies and making sure you can absorb the cost in your price and that you won't lose your profit.

The best ideas from the Hutch community

Seasonal products and drops

Planning your product calendar is a clever way of making the seasons work in your favour. Take note of weather, holidays and trends to make sure you are selling what your customers are looking for.

For example, if there is a heatwave coming up it will be the perfect time to drop your new collection of outdoor tableware. Or as we move into winter, why not focus on warmer textures and materials? But make sure you plan ahead, take into account shipping times.

Festive seasons are an important time for small businesses too, so make sure you manage your time and stock carefully in the busy periods. Clearly communicate your shipping times and you can also offer special touches such as gift wrapping.

Product groups and cross-selling

Creating product groups or bundles is a great way to diversify your collection and also sell pieces at a higher price point, so think about how you can group products in fun ways. Could you create a picnic set from outdoor tableware or a set of prints that would make the perfect gallery wall?

Another option to think about is cross-selling. This is introducing your sellers to complementary products when they are shopping. So if someone is buying a beautiful glass jug, why not suggest some tumblers to go with them? This can also be achieved through photography by grouping pieces together. The key is to make sure you are showing off the wide range of pieces you have for sale.

Case study: Petite Tresor's Dinner Party Sets

When out on buying trips Petite Tresor's founders came across loads of beautiful one-off glasses, plates and tableware. Often single pieces are disregarded as they are hard to sell on their own, so they decided to start collecting these single treasures and group them up into mismatched sets.

These eclectic collections are perfect as a dinner set, each one has its own name and identity, and gives them the perfect opportunity to find homes for lonely pieces!



The important bits to remember

Follow the policies, stay protected

There are a few simple rules you need to follow to make sure you stay within PayPal's Seller Protection Properties. These are really important just in case something goes wrong.

Make sure you only send the item to the address shown in the purchase receipt. If a buyer asks you to ship to another address this needs to be updated in the order. Feel free to get in touch with the Hutch team if you need support with this.

Remember to keep your proof of postage. Your receipt will need to include:

- Tracking number
- First line of the buyer's address
- Buyer's postcode
- Date of shipping

A top tip is to photograph all your receipts once you have sent an order out, then you won't lose them and your wallet doesn't get filled up quickly.

Out of office or taking a break

If you are going on holiday or taking a break from selling, make sure you update your bio and add it to the item description. When someone does purchase an item it is still worth getting in touch with them to make sure they know your availability and when they are likely to receive their purchase.



By Bulfin

Francine's Store





Let's stay in touch!

Instagram

Pinterest

Twitter

Facebook

hutch