

The image shows the storefront of a building with a light-colored brick upper section and a dark blue lower section. A large, solid yellow banner is centered over the storefront. Above the banner, there are two flower boxes filled with white and red flowers. The storefront features a dark blue door and a large window with a dark blue frame. The ground in front is paved with large, light-colored stone tiles. The word "Storefront" is written in the bottom left corner, and a small number "1" is in the bottom right corner.

Listing your space on Storefront

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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://www.thestorefront.com/)
- Click “List your space” at the top of the page
- Click on “List your space for free”

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

Find a space List your space Magazine Help Sign up Log in

List your space for free

Creating an account

If you already have an account you will be asked to log in. Otherwise 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
- Phone number
- Email address
- Password

You will then be asked to accept our [Terms of Services](#) & [Privacy Policy](#).

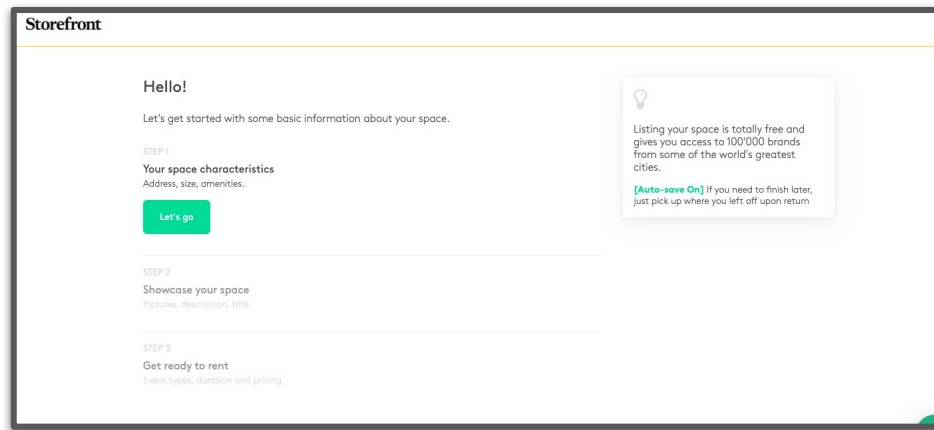
Listing your space on Storefront 1/15

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.

A screenshot of the Storefront website's listing creation interface. The page has a white background with a thin yellow header bar containing the 'Storefront' logo. The main content area is divided into three sections. The first section, 'STEP 1: Your space characteristics', includes a 'Hello!' greeting, a sub-header 'Let's get started with some basic information about your space.', and a green 'Let's go' button. The second section, 'STEP 2: Showcase your space', is currently inactive and shows a sub-header 'Pictures, description, title...'. The third section, 'STEP 3: Get ready to rent', is also inactive and shows a sub-header 'Event types, duration and pricing...'. On the right side of the page, there is a light blue callout box with a lightbulb icon, stating: 'Listing your space is totally free and gives you access to 100'000 brands from some of the world's greatest cities. [Auto-save On] If you need to finish later, just pick up where you left off upon return.'

You can come back and edit much of this information at a later date but it is recommended that you add as much detail now as possible to make sure your listing is approved by Storefront and so you hit the ground running.

Listing your space on Storefront 2/15

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

The address
is
synchronized
with Google
Maps

Storefront


Welcome, Pierre!
Let's get started listing your space.

What is the address of your space?

e.g.: 10 Downing Street, London

< 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

Listing your space on Storefront 3/15

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
Boutique/Shop	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 on Storefront 4/15

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.

The screenshot shows a web form for listing a space. It features a grid of category buttons: Photo/Filming Studio, Restaurant/Bar/Cafe, Rooftop, Salon, Shop Share, Stall/Market Stall, Truck, Unique Space, Warehouse, and Other. Below these is a text input for rentable space size in m², with '150' entered. Then, there's a question about renter access with three buttons: 'Entire' (highlighted in green), 'Partial', and 'Entire or Partial'. At the bottom are '< Back' and 'Next' buttons. A lightbulb icon and explanatory text are on the right.

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 m²)

150 m²

What will renters have access to?

Entire	Partial	Entire or Partial
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< Back Next

Lightbulb icon: 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


Listing your space on Storefront 5/15

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 on Storefront 6/15

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

The screenshot shows a web form for listing a space. It features a grid of 15 amenity buttons arranged in 5 rows and 3 columns. The buttons are: Liquor Licence, Living Space, Multiple Rooms, Office Equipment, Private Parking, Raw, Rooftop/Terrace, Security System, Sound & Video Equipment, Stock Room, Street Level (highlighted with a green border), Stunning View, Toilets, Whitebox/Minimal, and Window Display (highlighted with a green border). At the bottom left is a '< Back' button, and at the bottom right is a green 'Next' button. A tooltip on the right side of the form contains the text: 'They might also filter their search using this piece of information to find the space that matches their need' followed by '[Auto-save On] If you need to finish later, just pick up where you left off upon return'.

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 need

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

Listing your space on Storefront 7/15

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

Storefront

Nice!

Now let's describe your space before you can publish your listing.

STEP 1

Your space characteristics

Address, size, amenities.

[Change](#)

STEP 2

Showcase your space

Pictures, description, title.

[Let's go](#)

STEP 3

Get ready to rent

Event types, duration and pricing.

Now let's add more information on your space !

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


Listing your space on Storefront 8/15

Pictures of the space:

- At least 3 (inc. the shop front)
- Landscape format
- Good Quality
- Floor Plans in JPEG format

Storefront


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



Pick Files

< Back

Next



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:

- daylight
- no people
- pop-up ready

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


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 on Storefront 9/15

You can also add a virtual tour.

This can be as simple as you a video of yourself 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

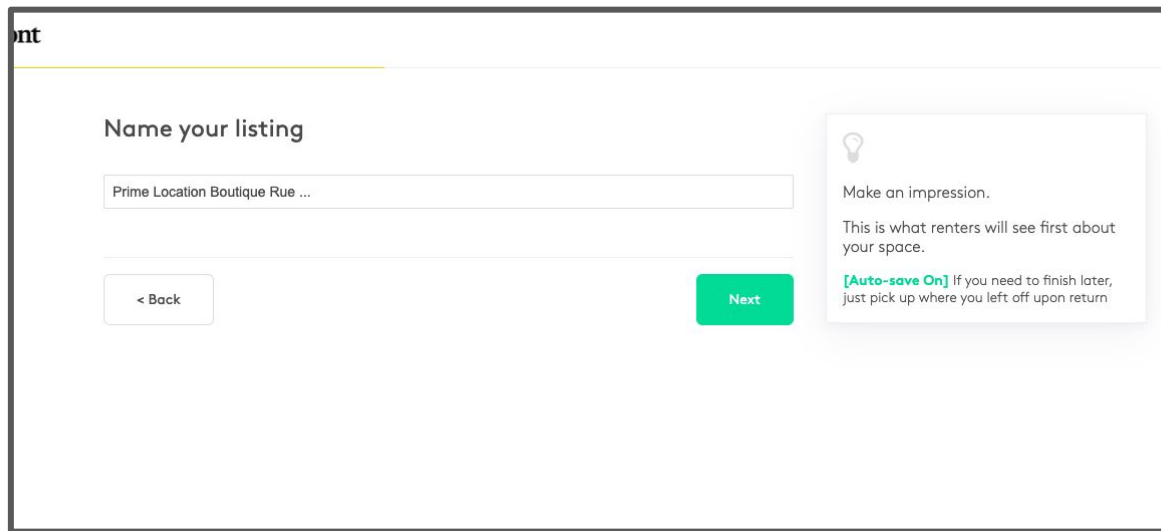
Virtual tours are very useful for renters and are super easy to do with a smartphone. Upload it to youtube (or another hosting service) and paste the link in the above box.

Listing your space on Storefront 10/15

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 SoHo)



The screenshot shows a mobile app interface for naming a listing. At the top, the word 'Storefront' is partially visible. The main heading is 'Name your listing'. Below it is a text input field containing 'Prime Location Boutique Rue ...'. At the bottom, there are two buttons: a light gray '< Back' button on the left and a green 'Next' button on the right. On the right side of the screen, there is a light gray sidebar with a lightbulb icon, the text 'Make an impression.', and a paragraph: 'This is what renters will see first about your space.' Below this, it says '[Auto-save On] If you need to finish later, just pick up where you left off upon return'.

Listing your space on Storefront 11/15

Write a description

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

The screenshot shows a web form for creating a listing on Storefront. The main heading is "Describe what makes your space unique". Below it is a text input field with a placeholder example: "e.g.: This cosy 500 sq ft gallery in the trendy area of the Upper East Side is perfect for art exhibitions." To the right of the input field is a character count "Min. 0 / 50+". At the bottom of the form are two buttons: "< Back" and a green "Next" button. On the right side of the form, there is a sidebar with a lightbulb icon and the text "Separate your descriptive paragraphs:". Below this, there is a list of instructions:

- Start with 2 lines summarizing the location and how it fits the neighborhood.
- Explain in more detail what 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, and public transport.

Example of a space:

<https://www.thestorefront.com/spaces/united-kingdom/london/29413-classic-boutique-in-hampstead>

Listing your space on Storefront 12/15

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 on Storefront 13/15

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)

 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

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

Listing your space on Storefront 14/15

Here, you need to set the minimum rental duration that you will accept.

Also if you can not exceed a duration, 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 on Storefront 15/15

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.

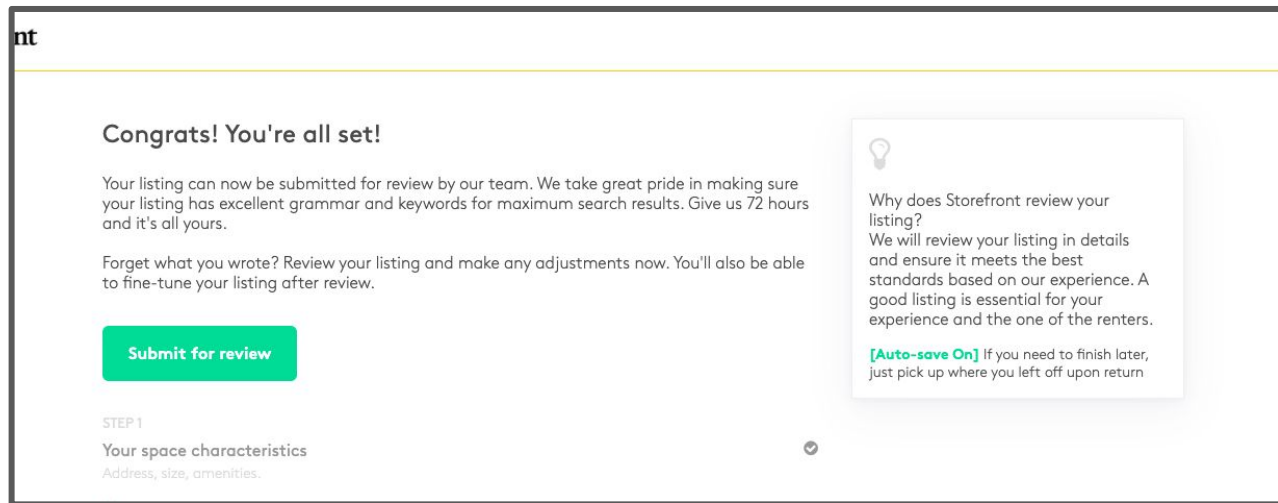
We ensure flexibility in pricing. If you want to apply a higher rate for weekends, you can define your rate and make edits anytime.

[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. For now, it's blocked out.

Listing your space on Storefront 16/16

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



The image shows the storefront of a building. The upper part features a light-colored brick wall with two flower boxes filled with white and green plants. Below the flower boxes is a wide, dark blue horizontal band. The lower part of the storefront consists of a large glass window and a dark blue door, both framed in dark blue. The ground in front is paved with large, light-colored stone tiles. A yellow banner with white text is overlaid across the middle of the image.

Example Storefront Listings

Examples of best practice Storefront listings

Examples of a good space listing

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

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

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

Video Walkthrough



Listing Process



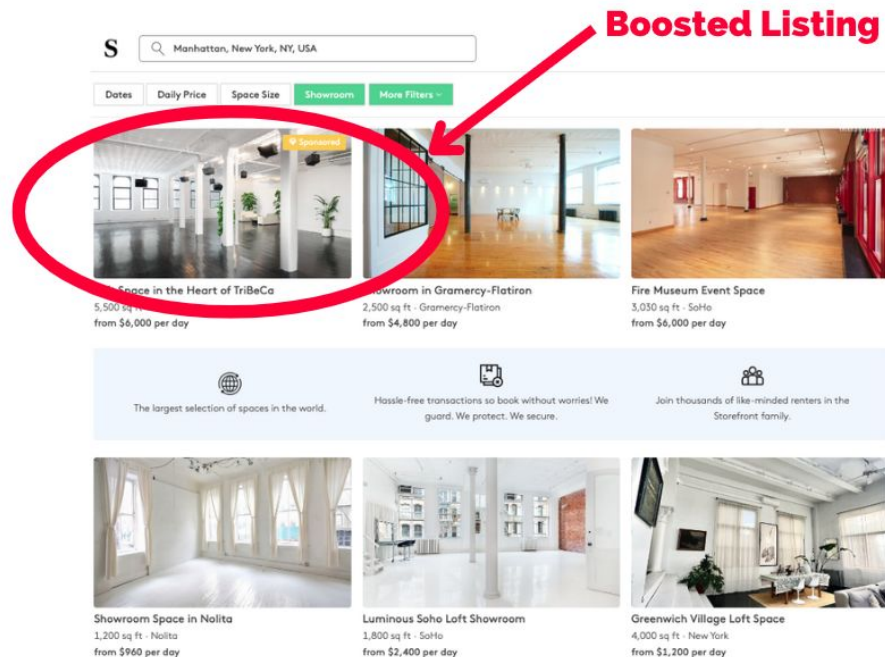


Storefront Boost



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.

Your Listings

Hit this button

The screenshot displays the 'Your Listings' section of the Storefront platform. It lists three individual listings, each represented by a thumbnail image, a title, and a status. Below each listing are four action buttons: 'Update the calendar', 'Manage', 'Preview', and 'Boost space'. A red arrow points from the text 'Hit this button' to the 'Boost space' button of the first listing, which is also circled in red. The first listing is titled 'The Gallery, New York City, New York, USA', has a status of 'Public', and was last updated on Feb 15, 2023. The second listing is titled 'The Gallery, New York City, New York, USA', has a status of 'Public', and was last updated on Feb 21, 2023. The third listing is titled 'The Gallery, New York City, New York, USA', has a status of 'Public', and was last updated on Feb 15, 2023.

A photograph of a storefront of a building. The storefront features a dark blue frame with large glass windows and a door. Above the windows, there are two flower boxes filled with white and red flowers. The building is made of light-colored stone or brick. A yellow banner is overlaid across the middle of the image, containing the text "How to get the best out of your Storefront listing".

How to get the best out of your Storefront listing

How to get the best out of your Storefront listing

1. Keep your listing/s up to date

- **Enter your daily price** so that it is publicly displayed. Pricing is necessary to get relevant requests from qualified renters who can afford your space.
- **Photos are your most important marketing tool.** Listings with at least six 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.

Tips:

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. Collect secured payments through Storefront

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

[Learn more about collecting payments.](#)

A photograph of a storefront of a building. The building has a light-colored brick facade. A wide, black, rectangular awning or fascia runs across the front of the building, just below the roofline. Above the awning, there are two flower boxes filled with white and green plants. Below the awning, there is a large glass window and a dark blue or black door. The window reflects the street scene. The ground in front of the building is paved with large, light-colored stone tiles. A yellow banner with white text is overlaid on the middle of the image.

Your responsibility as a Storefront Listing Owner

Rules of engagement

All Storefront Listing Owners have to agree to our [Terms and conditions](#). Agreeing to the Terms and Conditions are 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.

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 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.

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 in the following page.

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 behaviour to all Storefront's real estate partners and similar marketplaces recommending that they do not work with that person/organisation/listing in future

The image shows the storefront of a building. A dark blue awning extends over the entrance. Above the awning, there are two flower boxes filled with white and red flowers. The entrance features a large glass window and a dark blue door. The sidewalk in front is made of large, light-colored stone tiles. A yellow banner with the text "Frequently Asked Questions" is overlaid on the middle of the image.

Frequently Asked Questions

FAQ

Q. How does Storefront make money?

A. We take of 20% of the rental price - so it is all paid for by the renter.
Listing Owners do not pay anything.

See example below:

Landlord Rent: £1,000 per month

Storefront: £200 (20%)

Renter Pays: £1,200 per month

FAQ

Q. How do I set up my listing?

A. It takes less than 5 minutes to set up a listing. Use the link below to list your new space:

Link - <https://www.thestorefront.com/go/list-your-space/>

Q. Can I speak to the renter?

A. You can use the chat function to speak with renters in the platform. After you have worked with us for a time you will be able to speak directly with them by clicking the *'Request To Call Back'* button. This will allow you to arrange a time to have a call with the brand. **Please note:** This functionality is not available to everyone and we reserve the right to remove it if we feel it is being abused.

Q. How do I arrange visit?

A. Once you have confirmed your availability with the contact, you can click the button that say *"Arrange a visit"* here you can suggest multiple dates and times that the brand can select.

FAQ

Q. What are the rules of engagement?

A. Please keep all communication with the brand on the chat system provided.

Please return the brand back to Storefront after any viewings.

Please ensure that during viewings, spaces are clean, tidy and in a ready to use condition.

Please ensure that you have the right keys to unlock any doors

Q. How do I input my banking information?

A. You will need to go to Account & Settings and select Payout Preferences (bank icon) and add your banking details. Please ensure that these details are entered correctly when you list your space, so Storefront can pay you for your booking.

FAQ

Q. How do I arrange visit?

A. Once you have confirmed your availability with the contact, you can click the button that say “*Arrange a visit*” here you can suggest multiple dates and time that the brand can select

Q. Does Storefront organise the viewings?

A. We do not facilitate viewings if you manage the space, only select spaces are operated by Storefront Concierge. If you would like Storefront to arrange visits for you please let us know and we will see if it’s something we are able to accommodate. There may be a fee involved. The best option will be for you to arrange your own viewings with renters.

Q. What kind of brands use Storefront?

A. A broad range of renters use Storefront to find venues and spaces for their projects. From high street apparel to high end showrooms and corporate events. If you make it clear in your listing what types of renters your space is most suited to (including, event type, description, min duration, pricing etc.) you should only receive inquiries from renters within your target demographic.

FAQ

Q. What do I do when the brand wishes to rebook?

A. If the brand wishes to rebook, please instruct the brand to go back to the Storefront listing and rebook. This is part of the [terms and conditions](#) and if you do not correctly follow this process we reserve the right to pursue any guilty parties for breaching the terms and conditions.

Q. Who can I contact if I have any questions / concerns?

A. You can contact Storefront support on the chat system. Alternatively, please enquire to our help & support email. Link - <https://help.thestorefront.com/en/> / <https://www.thestorefront.com/go/contact-us/>

Q. Do you have to use Storefront's license agreement?

A. We are flexible, you can use either your owner license agreement or our licence agreement

FAQ

Q. Can I refuse a project?

A. Yes you can, if the project does not work for you and your space you can refuse a project.

Q. If I am not available to conduct a viewing, can I upload a video tour?

A. Yes you can, you now upload a video tour onto your listing. Please ensure that in the video you showcase the entire spaces with good lighting. Please do not mention the address of the space.

Q. Why can I not share my contact information with the request on the platform?

A. To protect our community or renters and Listing Owners we do not let Listing Owners or renters share contact details before a viewing is conducted. Once a listing Owner has worked with us for a while we are able to grant them the ability to share contact details earlier in the process (this is called the ‘request callback’ feature). In all other cases, once a viewing is confirmed then you can share contact details.



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**

THANK YOU!



Storefront