**Yard Card Supply PFA Zoom Call Q&A June 2020:**

* **Should we order a Starter Kit or individual kits?**
  + We recommend going with a kit: 1 - the content has been carefully chosen to provide what is needed to get started. (stakes and shipping are included)
  + This will allow you to make a small investment up front. As your Yard Card business expands you can add more themes and pieces to it.
  + If there are themes you want to see, let us know.
* **How Will My Order Ship?**
  + Your kit will ship in multiple boxes, be sure to sort and inventory your order as soon as it arrives to make sure you received all of the correct items.
  + Please note, sorting your first order does take a little time-we have provided you with lots of inventory☺!
* **What is a typical 24 hour rental fee for a Happy Birthday display?**
  + Pricing varies by region, be sure to check out your area
    - Currently Happy Birthday with no name or age $60-$85 (if delivering add $15)
    - Happy Birthday with name and age $100-$135
* **Delivery**
  + You do not have to offer delivery & set up.
  + We currently deliver and charge a flat fee for delivery
    - We also add $1.50 per mile if they are located ‘outside’ of our delivery zone we have set up. (no more than 30 minutes)
* **Damaged Letter or Stake Fee?**
  + $12-$15 per piece
  + $3 per damaged, non-returned stake.
* **Suggested Deposit Fee**
  + We do not typically require a deposit in our industry. However if a client is picking up and staking their own; I would require a deposit of $10/ piece**.** Or 50% of their total purchase
* **How many uses on average do you get to use the letters before having to replace them?**
  + All depends on your environment and material care/storage. We have had many pieces last 1-2 years with multiple rentals and they still do not require replacement.
  + Others were damaged by a customer and needed earlier rotation.
* **Will there be pricing for individual letters/numbers and phrases if product gets stolen or damaged?** 
  + We sell strictly by sets. We will offer an option to replace letters and "fill a sheet" for $90 + shipping we will explain this further on the call. (refer to zoom video link)
* **What are the best areas for installation?**
  + Grass is your best friend
  + Snow works just fine, these signs will hold up
  + Frozen Ground? Yes, we drill a small hole in the ground for the stake, it works!
  + Dirt fields are more difficult, not your friend.
* **Sun-fade?**
  + These are printed on UV Resistant stock, you shouldn’t have issues.
  + If you are in the Vegas area and they are out for long periods of time you may experience some fading. We have heard of some issues in this area.
* **Do you have a Sample Rental form** 
  + Yes, Vanessa and Jinger have one that they can share
  + Jeff Lyda has also created one for his store that he has shared
* **If they are a current customer of Yard Card Supply and are moved over to the PFA platform will they still have the large assortment to choose from?**
  + The content will be built and added to over time - the PFA platform will have client focused design - just like our YCS content.
  + Most requests for new content will be met within 1-2 weeks.
* **Where do you recommend we order extra stakes?**
  + There are a few options: Glantz, Grimco, Parker Davis, Alibaba
* **Do you have a recommendation for a “carry case” so we can provide our customers with their rental package all in one**.
  + Not at this time, but we will do some research and get back to the group
* **Thoughts about ‘pre-staking’ the letters and giving them to the customers, is that suggested? Will it prevent damages** 
  + YES YES YES!!!! Always pre-stake and NEVER allow the customer to DIY this part.
* **Do you have a “how to install’ guide? We could provide our customers with this info to avoid damages and it may also help train our staff.**
  + We can work on creating one, videos coming soon to your PFA FB page
* **Can you share the hi-res art files with Paula so stores can create in-store banners or signage to promote that we carry Yard Art Decor?**
  + Yes, we can provide this once a customer has purchased materials. These photos will be restricted to PFA members who have purchased through YCSPFA platform for use in marketing.

Thank you.