



urbeefresh
FARM STAND FINDER

UrbeeFresh Seller Guide

Why Sell on UrbeeFresh

- Reach local customers easily.
- Simple online farm stand setup.
- Secure payments handled for you.
- Marketing and promotion support.
- No upfront costs beyond launch fees.

What You Get

- Your own online farm stand.
- Access to local customers.
- Order management tools.
- Direct payouts to your bank account.
- Customer support and community visibility.

What It Costs

- \$1 to launch a Buy Now farm stand.
- \$2 to launch a Pre-Order farm stand.
- 15 percent commission per order (covers payment processing, marketing, and support).

Tips to Maximize Your Sales

1. Open 2-3 Pre-Order Stands Each Week

Consistency is key. Keep your stand active with at least 2-3 pre-order options weekly so customers can plan pickups.

Sample Schedule:

- Tuesday Pickup - Orders open Friday-Monday
- Thursday Pickup - Orders open Monday-Wednesday
- Saturday Pickup - Orders open Tuesday-Friday

2. Choose Consistent Locations & Times

Pick 1-2 neighborhood spots and stick with them so customers know where to find you every week.

Example:

- Tuesdays at 5 PM - Community Center Parking Lot
- Saturdays at 10 AM - Local Church

3. Roadmap to Your First \$1,000 Month

Goal: \$15 average order value (AOV)

- 67 orders/month
- 17 orders/week
- 8-9 orders per pickup

Offer bundles like "Family Produce Pack - \$30" to boost AOV.

4. Top Items That Sell Fast

- Seasonal fruits and vegetables
- Eggs and dairy
- Fresh bread and baked goods
- Local honey and jams
- Meal kits and homemade treats
- Flowers and herbs

5. Promote Your Stand Every Week

- Post on social media.
- Share pickup times and locations.
- Remind customers of order deadlines.

- Take great product photos.
- Ask for customer reviews.

6. Build Momentum

Stay active, stay visible, and keep growing!

How to Get Started

1. Sign up for a free seller account.
2. Set up your farm stand.
3. Add your products.
4. Start selling and growing your business!

Visit us at: www.UrbeeFresh.com