



## HALF-PINT RESALE

In 2007, we founded Half-Pint as a way to make parenting just a tad bit easier. **For fourteen years, we've cultivated, nurtured, fed and cared for Half-Pint (sound familiar?)**

And now, our own Half-Pints have outgrown this resource we created. It's time for us to find **the next owners to love it, grow it and connect it with today's parents** and address today's needs.

**In our experience, these are the traits that will make you the next successful Half-Pint owner—is this you? You—**

- ◇ Are a creative problem solver (you can always see yet another way to do better) and a forever learner.
- ◇ Have the ability to intuitively relate to Half-Pint's community—and have an innate love for and interest in cultivating the HPR community.
- ◇ Are adaptable, because things never goes as planned—but you roll with it and see it as an opportunity to learn something about your current process.
- ◇ Are fascinated by logistics (and you never met a spreadsheet that you didn't like).
- ◇ Have a base understanding of marketing, social media, and communications—and tech solutions excite you.
- ◇ Can be on your feet for long periods of time and sustain big spurts of energy (the five days of HPR are seriously long, and the days and weeks leading up to a sale are intense).
- ◇ Know that a hustle is truly that—you don't mind working during the in-between to make your vision a reality.
- ◇ Understand that Half-Pint is made up of thousands of different people, and that diversity makes our community amazing. Cultivating diversity and access is a passion.

**Interested in learning more?**  
**Read more at [halfpintresale.com/sale](http://halfpintresale.com/sale)**  
👉 **Ellen and Lisa**



**Our kids in 2011**

**Half-Pint is completely independent and local—no franchise fees, no rules and no commitments.**

### Assets include:

- **5,000+ household customer base and growing**
- 1,000 regular consignors and volunteers
- A business that can be run as a serious side hustle
- A storage locker full of sales racks and other infrastructure
- A dropbox full of templates, task lists, and connections
- A strong brand— An event people from all over Wisconsin love (change their vacations for—and even plan having babies around!).
- Customers who come back year after year. We've had some consignors and volunteers for over 10 years, and some that travel hundreds of miles to consign, volunteer and shop.

**"Used to shop both Half-Pint and the "other" sales in town, and now I just save my money for Half-Pint. The high quality and amazing selection makes it the best." | Jean, HPR Shopper**