

Mosaic Market Haus Vendor Application

Thank you for your interest in becoming a vendor at **Mosaic Market Haus** — a curated boutique collective in the heart of downtown Charles Town, West Virginia.

Mosaic Market Haus is designed for small businesses, local makers, and thoughtfully curated brands looking for a beautiful, professional retail presence without the barriers of opening a traditional storefront. Our goal is to create an elevated, community-centered shopping destination where customers can discover high-quality goods, gifts, and lifestyle products in a cohesive boutique environment.

Please complete the application below. Submission of this form does not guarantee acceptance. All vendors are reviewed for fit, product quality, presentation, and alignment with the overall vision and aesthetic of Mosaic Market Haus.

Business Information

Business Name: _____

Owner Name: _____

Email Address: _____

Phone Number: _____

Website: _____

Social Media Handles

Instagram: _____

Facebook: _____

TikTok: _____

Other: _____

Business Address: _____

How long have you been in business? _____



Do you currently sell in any retail shops, markets, boutiques, or online platforms?

- Yes
- No

If yes, please list where:

About Your Brand

Briefly describe your business and the products you offer:

What makes your brand, products, or customer experience unique?

What values or aesthetic best describe your brand?

Examples: modern, handmade, playful, minimal, heirloom-quality, colorful, natural, luxury, whimsical, family-focused, etc.

Who is your ideal customer?

Product Categories

Please select all that apply:

- Local handmade goods
- Women-led lifestyle brand
- Bath, body, or candles
- Home décor
- Artisan goods
- Jewelry or accessories
- Books
- Baby or toddler products
- Toys or educational products
- Seasonal or holiday collections
- Elevated gifting
- Small furniture or décor accents
- Paper goods or party products
- Other: _____

Please list your main product types and typical price range:

Do you make your products yourself, source them wholesale, or both?

- Handmade by me/my team
- Wholesale/resale
- Both
- Other: _____

Are any of your products perishable, consumable, cosmetic, children's products, or otherwise regulated?

- Yes
- No

If yes, please explain:

Space Interest

Mosaic Market Haus offers a limited number of curated vendor spaces. Please select the option you are most interested in:

Premium Space: approximately 9' x 16'

Ideal for brands wanting a stronger visual footprint, immersive displays, statement merchandising, furniture pieces, or higher-volume collections.

Monthly rate: **\$500/month**

Standard Space: approximately 9' x 9'

Ideal for curated shelf displays, gifting brands, paper goods, toys, bath/body, books, and boutique lifestyle products.

Monthly rate: **\$400/month**

I am open to either space depending on availability and fit.

Tell us how you envision using the space:

Please include ideas for shelving, fixtures, display style, signage, product volume, seasonal refreshes, or any special setup needs.



Do you already have display fixtures, shelving, racks, or furniture you would plan to use?

- Yes
- No
- I would like guidance

If yes, please describe and/or attach photos:

Visual Presentation + Merchandising

Mosaic Market Haus is intentionally curated to feel more like a boutique than a casual vendor market. Vendor spaces must remain clean, organized, professional, and visually cohesive with the overall aesthetic of the shop.

Please describe your typical display or merchandising style:

How often do you anticipate refreshing or restocking your space?

Are you comfortable maintaining a fully stocked, guest-ready, visually appealing space at all times?

- Yes
- No
- I would like to discuss expectations further

Are you willing to make display, merchandising, signage, or product placement adjustments if requested to maintain overall brand consistency?

- Yes
- No

Inventory + POS

Vendors are responsible for keeping their inventory, pricing, product information, and stock counts accurate and up to date within the centralized POS system.

Approximately how many SKUs/products would you plan to carry at launch?

Are your products currently labeled with prices and/or barcodes?

- Yes
- No
- Some items

Are you comfortable entering and maintaining product details, pricing, and inventory counts in a POS system?

- Yes
- No
- I may need training or support

Do you have seasonal, rotating, or limited-edition collections?

- Yes
- No

If yes, please explain:

Space Rental Term + Sales Commission

Mosaic Market Haus vendor spaces are intended for a **one-year space rental agreement**. Vendors should be prepared to commit to a 12-month term for their selected space.

Monthly space rental rates are based on the selected vendor space. Mosaic Market Haus also retains a **10% commission on all sales**. Vendors are responsible for transaction fees and taxes pertaining to their sold inventory.



This commission helps cover centralized checkout, sales handling, daily staffing, merchandising support, marketing exposure, video content creation, and the overall in-store customer experience.

Do you understand and agree that vendor space rental is expected to be a one-year agreement?

- Yes
- No
- I would like to discuss further

Do you understand and agree to the monthly space fee plus 10% sales commission structure?

- Yes
- No
- I would like to discuss further

Founding Vendor Incentive

Mosaic Market Haus will open with a limited number of founding vendor spaces. The first three accepted vendors to join will receive priority placement and:

Months 0–3: 0% Sales Commission

This offer is reserved for brands helping shape the aesthetic, momentum, and culture of Mosaic Market Haus from the beginning.

Would you like to be considered for a founding vendor space?

- Yes
- No
- I would like more information

Insurance + Business Requirements

All vendors are required to maintain active business liability insurance throughout the duration of their lease or vendor agreement.

Vendors must provide proof of **General Liability Insurance** prior to move-in and before sales begin. Minimum recommended coverage is **\$1,000,000 per occurrence**, though higher limits may be required depending on product category or risk.



Mosaic Market Haus and the building ownership entity must be listed as an **Additional Insured** where applicable.

Do you currently carry business liability insurance?

- Yes
- No
- Not yet, but I am willing to obtain it if accepted

Do you understand that vendors are responsible for insuring their own inventory, fixtures, displays, equipment, and personal property?

- Yes
- No

Product Standards + Family-Friendly Environment

Mosaic Market Haus is a family-friendly, community-centered retail environment. Ownership reserves the right to approve, deny, or request removal of any product, display, messaging, signage, branding, flag, banner, or content that does not align with the vision and values of the business.

Products or messaging involving explicit adult or sexual themes, political statements or affiliations, offensive or divisive content, or anything deemed inappropriate for a family-centered shopping environment will not be permitted.

Do you understand and agree that all merchandise, branding, displays, and messaging are subject to final approval by ownership?

- Yes
- No

Is there anything about your product line, messaging, ingredients, sourcing, packaging, or branding that you think we should review in advance?

Marketing + Collaboration

Mosaic Market Haus provides vendor marketing support, including social media shoutouts, launch promotions, restock features, seasonal collection highlights, cross-promotion, and a free welcome promo video reel when you join.

Are you comfortable being featured in photos, videos, reels, social media posts, and promotional materials for Mosaic Market Haus?

- Yes
- No
- Please ask before posting anything featuring me personally

Do you have professional photos, brand assets, logos, or product images available?

- Yes
- No
- Some

Would you be interested in participating in collaborative promotions, seasonal events, launches, or downtown shopping events?

- Yes
- No
- Maybe, depending on the event

Photos + Attachments

Please include or attach the following, if available:

- Product photos
 - Display or booth photos
 - Logo or brand assets
 - Website or social media links
 - Proof of insurance, if already available
 - Any additional information that helps us understand your brand
-

Additional Questions

Why are you interested in joining Mosaic Market Haus?

What are you hoping this retail opportunity will help you grow or accomplish?

Is there anything else you'd like us to know?

Applicant Acknowledgment

By submitting this application, I understand that Mosaic Market Haus is a curated retail environment and that acceptance is based on brand fit, product quality, presentation, availability, and alignment with the overall vision of the shop.

I understand that, if accepted, I will be expected to maintain a clean, stocked, professional, visually appealing space; keep inventory and pricing accurate; comply with product and merchandising standards; maintain required insurance; and follow the terms of the vendor agreement.

Applicant Name: _____

Signature: _____

Date: _____

For Internal Use Only

Date Received: _____

Reviewed By: _____

Application Status:

- Approved
- Waitlist
- Not a fit at this time
- Needs follow-up

Space Recommended:

- Premium 9' x 16'
- Standard 9' x 9'
- Either
- Other: _____

Notes:

Follow-Up Needed:

- Product photos
- Display photos
- Insurance
- POS/inventory discussion
- Merchandising discussion
- Agreement sent
- Deposit/payment received
- Move-in scheduled