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# **Lender's Handbook**

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FOR THE PURPOSES OF THE  
PRIVATE TRIAL ONLY

## about us



shelff is a peer-to-peer rental platform for interiors and homewares built to tackle the growing 'fast interiors' issue within the industry.

With renters and first-time buyers in mind, founder Julia is looking to create a positive impact through promoting the reuse of items already in circulation.

In the UK, we throw away 22 million pieces of homeware and furniture annually that are in perfectly good condition to be reused, but instead end up in landfill. shelff wants to help eliminate this waste.

shelff has been created to be community-minded and with impact at its forefront. Our private trial is the chance for us to connect with people who share our values, discover what shelff should and could be, and showcase the impact we could be making.

Sign up to our trial using our [\*\*Onboarding form\*\*](#).

# our private trial for you as a lender

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**shelff** is currently hosting a private trial for both renters and lenders. We will use the next few months to:

- Identify what our users want
- Gather information, insights and feedback from our community
- Improve our service and offering based on this

The above will enable us to develop shelff into something created *with you* - from the look and feel of the platform, to its functionality and features!

## The trial

The trial will be held on a private Instagram account ([@shelff.rentals](#)). We have chosen Instagram as many of our existing community members mentioned they often use it for consuming interior-related content (whether that's purchasing or getting inspiration).

We'll be using **Stripe**, **its partner platforms** and **our own microsite** to create a Minimum Viable Product (**MVP**) that closely resembles what our initial offering looks like. This means features are limited - but because it's small scale, we may even be able to implement features and suggestions as soon as we have received your feedback.

## What the trial means for you as a lender

As a lender, you'll get the chance to test and help build a really exciting, circular venture with positive impact at its forefront. In addition:

- Lend your items and earn extra money for a **minimal fee** (more on our fees [here](#))
- Join a **tight-knit community** of people with similar design tastes as you
- Gather **insights** from the rental community about your products/your stuff

It's a very exciting stage of our journey to be part of - and we can't wait for you to join us.

# an overview of the rental process

## 1. Onboarding

Complete the onboarding processes and verifications.



## 2. Upload items

The lender uploads an item for shelff to review (48 hours). Item uploaded as a listing on Instagram on the nearest Wednesday or Sunday evening.



## 3. Rental request

The renter requests to rent an item from a listing. shelff sends the request to the lender for their review (48 hours). When approved, shelff will send the renter a payment link for the rental request. The deposit will also be *authorised* at this stage. The lender and renter agree on delivery/collection arrangements.



## 4. Rental period

The lender verifies the item's condition before the delivery/collection. Once the item has been received by the renter, the renter verifies the item's condition. The rental period finishes and the item is returned to the lender.

## 5. Settlement

The lender verifies the item's condition after it's been returned. Once confirmed, the lender receives payment.





## using shelff to your advantage

Our MVP will have some features that will help you earn some extra cash in an efficient yet conscious way.

### Some key features of our trial:

- Using **Instagram** will enable you to share your items and get further insights from a platform you're already using
- Instagram's **direct messaging feature** means you can easily get connected to the shelff team and the renter
- We have a **private microsite** that will be constantly updated, and one that you can refer to any time for FAQs
- **Stripe** will be our payment processor platform - a well-trusted name in the industry
- Our mobile-friendly microsite means you can easily upload items for renting via web or on-the-go

# using shelff to your advantage

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## Verification

In order to take part in our private trial, all users must be (1) onboarded using our **Onboarding Form** and (2) accepted into our private **@shelff.rentals** account. This creates a level of security for all those involved.

Moreover, items are validated by you before they go out to the renter to ensure your items are returned in the same condition they have been sent/collected in.

## Uploading items

Our upload form for lenders has extensive fields to ensure uploading your items remain efficient, whilst giving renters all the information they need for renting. You will need to fill in a form per item you wish to be uploaded.

## Messaging system

Using Instagram, once you have approved a rental request, **@shelff.rentals** will loop you in a chat with the renter so you can arrange collection/delivery, give further information on the rental item/s and keep in touch during the rental period.

## Payments

We use **Stripe** to process all payments as it is a world-leading and trusted name. We currently charge a **4% fee of the total rental price** [not including the delivery costs] from each of the renter and lender - this will pay for the processing fees, and the other costs that will keep our MVP going. These fees are minimal vs. the market, and we wanted to ensure this is the case for our private trial.

We also have the option of adding security deposits for items in case of breakages/damages. This is ran through Stripe partner's platform **ChargeAutomation**, and will automatically charge renters the deposit should there be damages/repairs required.

## Support

Our microsite houses all of our handbooks, answers to your FAQs, links to the forms and updates from our trial. Be sure to check it regularly! Otherwise, we have a dedicated email line for all support-related queries: **rentals@shelff.co**. Unfortunately, we are unable to respond to such queries in our Instagram DMs.

## getting started as a lender



**Fill in our Onboarding Form.** This will enable us to authenticate you as a user and accept you to the private @shelff.rentals account. We will need you to verify your email address. Once verified, you can access our microsite where you can read our terms and policies.

**Make sure you complete the Stripe Onboarding process.** The form takes a few minutes to complete and asks some basic questions - you don't have to have a business to fill this out. **This step is an important one to complete so you can get paid.**

**Upload the items you wish to lend.** Ensure you have included important information such as the item's brand, the RRP, measurements and high-res imagery/video suitable for Instagram grid posts. The shelff team will review your upload request **within 48 hours**. These will be uploaded on the nearest Wednesday or Sunday evening after approval.

**Connect with the shelff community.** The beauty of being part of our private trial is that you will get the chance to connect with like-minded people and have the chance to try out something new! Connect with our community members and let them know if you've enjoyed sharing your items with them.

# things to remember!



## The lender's checklist

- Onboard onto the shelf trial
- Verify your email address
- Read our terms and policies
- Complete the Stripe onboarding
- Get all your product information on hand + any images - both in-situ photos and items in isolation would work!
- Fill in our upload request form
- Approve/reject rental requests
- Arrange delivery/collection with the renter
- Send shelf proof of your item's condition
- Review item/s condition when returned
- Get paid!

## Some things to note

Please remember to read through our terms and policies as noted in our microsite. Failure to comply with our terms and policies may mean that we prevent you from accessing the private trial without notice.

Our community has been so supportive of us this past few months and we ask everyone to be kind to each other. If you have any issues, please email: [rentals@shelf.co](mailto:rentals@shelf.co).

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