



*Baby*Quip

Handbook
for
Independent
Quality Providers

Tips for Using this Handbook

The BabyQuip Quality Provider handbook is a tool for both new and existing QPs to learn and find all the information needed to be a QP. The handbook is updated regularly as policies, tools and tips change and evolve.

- As a **new QP**, you will want to **review sections 2-5 first**. This is **MUST KNOW** information as well as new information to you (it's information you were not given during onboarding/BabyQuip School). This is very important information to know as you launch your business.
- Please **star this Google Drive document** or bookmark/save the link so you can easily find it in your Google Drive. Do not download it and save to your computer, you won't receive updates this way.
- You can **search for terms** by holding down **Ctrl+F** (on a PC) or **Command+F** (on a Mac).
- If you want to view the **outline** of this handbook on the left-hand side of the screen, click "View" and select "Show document outline."
- This handbook is the **property of BabyQuip, Inc** and sharing any or all of this with a competitor or potential competitor in any form can result in your removal from the platform.
- Please email qpsupport@babyquip.com if you feel any information is missing or outdated.

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1. Welcome to BabyQuip

Founded in 2016 by parents who believed family vacations could be more restful, memorable and fun, BabyQuip addresses a common family travel challenge. It's nearly impossible to carry little ones through crowded airports while also lugging all the bulky baby gear necessary to enjoy a comfortable, home-like experience when traveling.

BabyQuip offers a simple solution. We provide families with a huge assortment of clean, safe and insured baby equipment—everything families need to keep their little ones sleeping well at night and happily engaged during the day. When this happens, everyone gets to rest, relax and recharge.

Watch our Video: <https://youtu.be/wAm-Z8DquB8>

1.1 Mission Statement

To delight traveling families while empowering Quality Providers to build a rewarding business.

Brand Tagline & Descriptor:

Tagline: Pack Light. Travel Happy.

Descriptor: Clean. Safe. Insured

How do we do it?

- BabyQuip Quality Providers deliver and set up clean, safe and insured baby gear - from cribs, car seats and strollers, to toys and outdoor packages, and a lot more- so families can enjoy a more home-like experience while traveling.
- BabyQuip Cleaning certifies QPs to meticulously clean and sanitize gross baby gear items like car seats and strollers (and more) for local families.
- The BabyQuip platform provides everything a Quality Provider needs to build a business renting baby gear to traveling families.

We rely on you, as a BabyQuip Quality Provider, to operate your business with the following duties and understandings in mind:

- Quality Providers (QPs for short) list and maintain their own gear items on our platform. QPs are on-the-ground providers who deliver, set up, pick up and clean the baby equipment and gear.
- Quality Providers also offer exceptional cleaning services for other people's baby gear including car seats, strollers, high chairs and much more.
- QPs are Independent business owners. This means Quality Providers get to design their own business and are not actually employees of BabyQuip. This is your business - exciting, right?
- *Trust* makes this all work. Parents and families are depending on QPs to deliver the things they need - **being on time, responsive to changes and providing quality, clean and safe equipment is critical!** We count on you to uphold our values and brand.

With the BabyQuip platform we connect families to you, Independent Quality

Providers, who are dedicated to providing friendly and personalized customer service, clean and safe products, on time delivery and pickup, and doing whatever you can to make the families' vacations delightful.

BabyQuip provides you, the Independent Quality Provider, with a platform to easily connect with potential customers, marketing and reservation systems to support the growth of your business, insight and advice about baby gear, our customers and the market, ongoing mentoring and the opportunity to earn income doing what you love.

1.2 Values & Culture

BabyQuip has 7 Core Values:

1. **Enjoy the Adventure:** Embrace the journey
2. **Clean, Safe & Accountable:** Be trustworthy, transparent, deliver honesty with respect and accountability
3. **Reward Entrepreneurship:** Acknowledge accomplishments and greatness
4. **Family First:** Provide solutions for families to have more time together to create memories, all families
5. **Go Above & Beyond:** Consistently striving for excellence
6. **Foster Community:** Build Meaningful Connections: We're all in this together, diversity
7. **Innovate & Adapt:** Be intentional, react ahead of trends and current events, lead the categories

When serving customers, BabyQuip values:

- Personalized customer service
- Reliability
- Responsiveness
- Friendliness
- Positive communications

Within our Quality Provider community, BabyQuip values:

- Positive attitude
- Honesty
- Authenticity
- Accountability
- Collaboration
- Diversity

We have an incredible community of talented, passionate and savvy baby gear rental business entrepreneurs. Our community is active and dynamic and we are always learning and growing.

1.3 Admin Fees

The initial administrative fee for launching on the BabyQuip platform is \$200. This gives you access to both the rentals and cleaning platforms. (Prior to Oct 16, 2020, the fee was \$100 to join one or both.)

The Admin Fee contributes to some of the costs we incur supporting QP websites, email and scheduling, training, background checks and marketing.

1.4 General Liability Insurance

BabyQuip is pleased to offer insurance which covers all Rental and Cleaning Quality Providers in the US, US territories, Canada, Mexico, Australia and New Zealand.

BabyQuip's general Liability insurance provides coverage to BabyQuip and Quality Providers for allegations from a 3rd party for bodily injury and or property damage. The coverage limits are:

Each occurrence:	\$1,000,000
Damage to rented premises:	\$50,000
Medical expense:	\$5,000
Products & completed operations:	\$2,000,000
General aggregate:	\$2,000,000
Deductible per occurrence	\$5,000

What is and is not covered?

Insurance **Only Applies** to Baby Gear Rentals and Cleaning Services **transacted on the BabyQuip Platform** and **served by a BabyQuip Quality Provider** or another recorded helper in your business.

Items not covered by Insurance

Please also refer to the list of items that are not allowed to be rented on the platform [in Section 3.6 Items Not Permitted](#). These items are not permitted to be rented either due to high risk of injury or because we follow these AAP Safe Sleep guidelines and some items are not recommended. There may be other items added to this over time so please check back often. Please do not list these items on the BabyQuip platform.

This policy does not cover the repair or replacement costs for your baby gear.

This policy does not cover any injuries you may experience related to the work you perform as a BabyQuip Quality Provider.

BabyQuip does not provide automobile insurance. Please contact your current automobile insurance company for coverage advice.

Please note: Do not install car seats or advise on car seat installation for customers. Your actions are not covered if you install a car seat, booster, or other seat of any kind.

Insurance FAQs

Q. Is my spouse who helps with the business covered?

- A. Yes, your spouse is automatically covered. However, they still must submit to and pass a background check. Submit their info on [this insurance request form](#).

Q. Can I add someone (a non spouse) who helps me with my BQ business to the insurance policy?

- A. Yes. You may add a family member, friend, neighbor, driver, etc. Submit their info on [this insurance request form](#). This person will need to pass a background check.

Q. Can I add my LLC to the insurance policy?

- A. Yes, your LLC and its members are covered under the policy as long as it is disclosed to and accepted by BabyQuip. Please provide BabyQuip your LLC details on [this request insurance form](#).

Q. How can I prove I have insurance?

- A. Evidence of general liability coverage is provided through a **Memorandum of Insurance (MOI)**. The MOI provides information about a company's insurance coverage. This information provides policy numbers, coverage limits, and the names of the insurance companies. The [MOI can be viewed and printed here](#).

Q. Can I add additional insured?

- A. Yes. If you need to request to add a third party as an additional insured, please contact BabyQuip QP support at QPsupport@babyquip.com. They will provide you with a form to collect the relevant details and a Certificate of Insurance will be issued by BabyQuip's broker. Please allow 3-5 business days for processing requests.

Q. How is a claim filed? How do we provide notice to BabyQuip and the insurer of a claim against us?

- A. If you are aware of any potential claims, contact BabyQuip and provide details of the loss or suspected loss. BabyQuip will then add listing information and send that information to the insurer and copy you.

Q. Where do I go to get my insurance questions answered?

- A. Please submit your question to QPsupport@babyquip.com and it will be routed to the right person for a response.

Trust & Safety Initiative QP FAQs

1.5 Quality Provider Background Checks

We've partnered with **Vetty** to do our Quality Provider identity verification and background checks. We are completing national criminal and sex offender registry and advanced county criminal checks.

Background checks are now part of the new Quality Provider onboarding process.

Everyone who helps with your business must be background checked in order for insurance to apply.

Background Check FAQs:

Q. Do I need a background check?

- A. All QPs who go live on the BabyQuip platform on/after 9/1/2021 will have completed and passed a background check as part of their onboarding process. If you are currently a paused QP and have less than 10 completed reservations or cleanings, you will also need to complete and pass a background check before your rental or cleaning site can be unpaused. If you were an active QP on/before August 31, 2021, you will also need complete and pass a background check.

Q. Who pays for the background check?

- A. BabyQuip pays for the background check of the Quality Provider. Quality Providers will pay for additional background checks. They cost \$35. Please submit anyone over the age of 18 who helps you with your business [on this form](#). Each person will need to pass a background check and then we can add them to the list of insured.

Q. Does my spouse need a background check?

- A. Yes. Your spouse who assists in your business must be background checked. Please submit your spouse's information [on this form](#).

Q. Does anyone who helps me with my business need a background check?

- A. Yes. Anyone who helps you with your business does need to complete and pass a background check. Please submit anyone over the age of 18 who helps you with your business [on this form](#).

Q. How do I pay for the background check of my spouse and/or helpers?

- A. BabyQuip will charge the credit card you used when you signed up to become a Quality Provider \$35 for each background check. If you prefer to use a different credit card, please let us know.

Q. Is anyone who passes a background check included on the insurance policy?

- A. Yes, we will keep record of your helpers/assistants and their completed background checks. Everyone who has been background checked is insured.

Q. How much will it cost me to have an additional background check completed?

- A. Background checks are \$35.

Q. Will I see the results of my spouse or helper's background check?

- A. No. We can confirm if the person passed the background check, however, we can not share any additional information.

1.6 BabyQuip's Cleaning Protocols

At BabyQuip, we take cleanliness and safety very seriously. When cleaning your baby gear, you are first and foremost **always required to read the product manufacturer cleaning instructions.**

You must understand that car seats need to be cleaned in a very specific way, so as to not render a seat unsafe. Review sections [7.2 "Must Know Info for QPs"](#) & [7.3 "Why Cleaning Car Seats is So Strict!"](#)

There are certain cleaning products that may never be used on a car seat, *Disinfectant wipes, Essential oils, or Enzyme cleaners (*unless otherwise approved by the manufacturer - there are very few exceptions).*

Quality Providers follow the **3 P's: What are the 3 P's?**

- **Products:** Use only non-toxic and baby-safe cleaning products that are tough on dirt, but safe for little ones.
- **Process:** Follow a thorough top to bottom, 360 degree and in every nook and cranny cleaning process.
- **Proficiency:** Complete ongoing training and maintain a deep understanding of baby gear and baby gear cleaning.

Follow these 5 Steps every time: Start with washing your own hands with soap and water! **You will SKIP SOME STEPS ON CAR SEATS.**

1. **Vacuum:** Top to bottom, 360 degrees, inside all hidden seams, covers and straps and moving parts.
2. **Clean:** Use a mild detergent, such as castile soap, mixed with water to safely clean the fabric. **[DO NOT USE STAIN REMOVER OR ENZYME CLEANER ON CAR SEATS].** Spot treat more soiled areas with a fabric stain remover and/or enzyme cleaner.
3. **[SKIP THIS STEP FOR CAR SEATS] Sanitize:** Touch on every spot with a steamer

to sanitize the item. Steam cleaners must get water to at least 212 degrees to kill germs and bacteria.

4. **Dry:** Soak up any excess water and moisture with a microfiber cloth. Use a fan or let the fabric air dry.
5. **Safe Reassembly:** Put all the pieces back together just right.

For detailed instructions on how to clean car seats, please see the sections [7.2 “Must Know Info for QPs”](#) & [7.3 “Why Cleaning Car Seats is So Strict!”](#)

1.7 Who’s Who at BabyQuip Corporate

Get to know the corporate team at babyquip.com/team

Email us! If you need help - email qpsupport@babyquip.com. This will open up a support ticket and someone from the corporate team will reach out to you! If you do not receive an automated response that your ticket was received something is wrong. Please try again!

Emergencies: Sarah Huff | sarah@babyquip.com | 619.204.2959

1.8 Shark Tank Appearance

Yes, it’s true, BabyQuip appeared on Shark Tank on March 6, 2020! Fran and Joe filmed the segment back in June 2019 and we’re so excited that it finally aired. The value of this appearance is very high! We expect this to increase BabyQuip’s awareness, drive more orders for all of you and bring in applications for new Quality Providers.

You can find the [link to all FAQs here](#).

****IMPORTANT!!!!****

Only the social posts we share or provide for you to share are authorized for use.

[Listen to the Special Announcement to our QPs](#)

What is BabyQuip providing to the QPs?

****Please note: **** All of the assets and templates will be in our Google drive. You must [log in with your BabyQuip email address](#) to access this.

- [Social media posts and banners](#)
- ‘As Seen on Shark Tank’ graphics for shirts

- Link to register for the Vistaprint ProShop:
 - <https://babyquip.ourproshop.com/register>
- Link to login to the Vistaprint ProShop:
 - <https://babyquip.ourproshop.com/login>
- [Designs if you wish to print elsewhere](#)

2. All About Quality Providers

We are so glad you are a Quality Provider! In this section you will learn all about what it's like to be a Quality Provider. BabyQuip Quality Providers are baby gear experts: they provide exceptional baby equipment rental and cleaning services to families with little ones while building a meaningful local business.

2.1 What's a Quality Provider?

Independent Quality Providers:

- Manage your webpage & equipment listings.
- Purchase, clean and inspect your baby gear.
- Deliver, set up and pick up rented items.
- Provide high-end, personal customer service.
- Expand entrepreneurial skills.
- Offer cleaning services to local families

BabyQuip offers Independent Quality Providers:

- A way to make extra income.
- A platform that easily connects Quality Providers with customers.
- Advertising and other lead generation efforts to drive traffic to your BQ website.
- Training on how to launch and manage your business.
- A large community of experienced Quality Providers and entrepreneurs.
- A flexible schedule that encourages entrepreneurship.

Quality Providers have [agreed to these terms](#).

2.2 What Every QP Must Know

These are things that Every QP must know, understand and agree to:

1. Quality Providers are **not to take orders off-platform**. Taking a customer who contacted you via the platform and renting them baby gear off the platform violates your agreement with BabyQuip, Inc. You will be removed from the site for taking orders off platform.

2. When you make a delivery, provide the customer with **gear manuals and instructions** (mandatory for car seats). Providing manuals via email or text is great too.
3. Quality Providers **NEVER help with installation or install a car seat for a customer.**
4. **Car Seats MUST be purchased new.**
5. **Car Seats expire.** Please know how to check the expiration date. A car seat has a sticker to show the manufacture date. Most car seats expire after 7 years. .
6. Gear should be **safety inspected every single time** it comes back from a customer and before it goes out to the next customer. If you have any questions about gear safety, call the manufacturer. Take pictures if you need to and send them to the customer or responsible party.
7. Know the **3 P's and 5 Steps of cleaning** and our **Cleaning Protocols**.
8. **Car Seats have special cleaning guidelines**, different from the 5 Steps. Use this cleaning [reference guide by brand](#) and see the approved list of [cleaning products and tools](#).
9. Always **read the manufacturer instructions for cleaning any piece of gear.**
10. Gear should be **very clean** before delivering to a customer. Imagine you are putting your own baby in this gear. It should be as spotless as possible.
11. Only rent gear that is in **like new condition** - no tears of any size, stains or any more than very minor wear and tear.
12. Cribs should be delivered with a **mattress, crib mattress pad and at least one crib fitted sheet**. Pack n plays are to be delivered only with the proper size fitted sheet.
13. There are items that **CANNOT be rented to customers**.
14. When a QP adds **new gear to your inventory**, you must:
 - a. Fill out and mail in the included item registration card
 - b. Check product recalls lists to see if that item is listed
 - c. Inspect and clean the gear, making sure it is assembled correctly and ready to rent.
15. Know how to access the QP resources from your QP Dashboard > Resources. You will find Marketing Assets and other important info there.
16. **If you will be delivering baby gear to San Francisco, you must read, understand, and comply** with San Francisco's new baby gear ordinance banning flame retardant chemicals. It applies to the renting of juvenile products, too.
 - *General information can be found [here](#).*
 - *The ordinance can be found [here](#).*
 - *[Here](#) is a link to the regulations.*
 - *[Here](#) is a response from the Juvenile Products Manufacturing Association (JPMA) as well.*

2.3 QP FAQs

QP Support

Q. Who can I contact to get support?

- A. You can email qpsupport@babyquip.com with any questions and this will create a ticket and someone on the corporate team will respond to your question as quickly as possible.

Equipment

Q. What items do I need to buy right away?

- B. You're not required to purchase any items, but we strongly recommend you purchase a full-size, portable wooden folding crib, mattress, mattress pad and sheets. This is likely to be your first order and can be challenging to obtain quickly. Most other gear can be purchased from a local retail store or shipped and received in two days through Amazon. Please note that a portable crib usually refers to a mini crib, which is different from a full size crib. Please look at the dimensions before purchasing.

Q. Can I buy used gear?

- A. Yes, with the exception of car seats, you may rent gear that has been purchased gently used. Car Seats MUST be purchased brand new. Returned items are not new, so please do not buy returned car seats or Amazon warehouse car seats. Anyone selling a car seat on Facebook marketplace etc is also not new, even if they say "new in box". If you buy other gear gently used, please always check that the item was not recalled by searching Google before you purchase the item or viewing these resources:
 - a. Consumer recall list signup: [Sign Up Here For Recall Alerts](#) or
 - b. View existing recalls: [Complete List of Recalls By Month](#)

Q. What crib should I buy?

- A. Most Quality Providers rent the [Dream on Me Full Size Folding Wooden Convenience Crib](#) in either the natural color or the white color. There are other brands who make a full size wooden folding crib including L.A Baby and Foundations. Each brand and crib has it's advantages and disadvantages.

Q. Do I have to install car seats when I deliver them?

- A. No, in fact you are **not** allowed to install them. Do not assume this liability!

Q. Can I help guide a customer to install the car seats...ie. ..tell them what to do or inspect they have done it correctly?

A. No, please do not engage in any activity related to installing a car seat.

Q. What do I put in a toy package?

A. You want to include 10-15 (or more) age appropriate toys. A toy package should look like this:



Q. Do I need to have a full size crib in my inventory?

A. We strongly recommend this. At least 50% of our orders contain a full size crib so you will be limiting your possible rentals by not having a crib.

Q. What are the top 3 most rented items?

A. Market specific but in most markets it's full size cribs, strollers and convertible car seats. Pack 'n Plays, high chairs, and toys are also very popular in most markets. [Click here](#) to see the top three items rented by some of our QPs in various markets.

Q. What is a Soft Play Party or Kids Zone?

A. Some Quality Providers list a "soft play party" or a "kids zone" on their site. This is typically a 4 hour rental of a toddler safe play area. A kids zone is usually a play space custom created for a party or event. A soft play party is a type of kids zone.



Soft Play Party Equipment Rental 10ftx12ft

\$235.00/day

Qty 1 ▼

ADD TO CART

Pricing is \$235, which includes up to 6 hours of play, set up and break down on the day of your event. Delivery, taxes and service fees are extra.

Soft play is perfect for birthday parties, special play dates, weddings, family reunions and small corporate events. Email/Text/Call to confirm your date is available.

Our soft play packages provide a fun and safe environment for crawlers & toddlers up to 4 years old and consists of:

Soft Foam Mats and Play Yard Gate to fit a size equal to **10 ft x12 ft** (we can also customize the size up or down to meet the size of your event)

Ball Pit and hundreds of balls

Soft Climbers



Q. What products should I use to clean my gear?

- A. Our guidelines say to clean all gear with hard surfaces with a non toxic cleaner and to launder all linens with a fragrance free detergent. Some Quality Providers like to use a handheld steam cleaner both to help clean gear and to also avoid using typical cleaners. Please see section 7.3 in the handbook for BQ Cleaning Product requirements.

Q. Do I need to use the suggested pricing by BabyQuip or can I make up my own pricing?

- A. The prices suggested by BabyQuip are just that, suggestions. Feel free to adjust your prices according to your market, season, local competitors etc. A good rule of thumb when creating your pricing strategy is to ensure you can make your money back when that item has been rented out for 15 days.

Reservations

Q. How can I create a unique listing for a product (including a package)?

- A. Update needed

Q. What are the reservations that are set to Paid 'Due'?

- A. When you check your reservations you'll see this information. Always look at the "Paid" column, especially looking for a "Due" there. These are orders customers have started but didn't finish. Contact them to see if they need assistance with

their order or have any questions.

Q. Can I rent gear for less than 3 days?

- A. We generally have a three day minimum on the site to ensure our Quality Providers receive larger orders. If you would like to offer certain items as one day rentals, select the check box in the item listing “allow one day rental.” You may want to increase the price of one day rental items.

Q. What is the first step when I receive a reservation?

- A. Please review the reservation details including rental dates, items and delivery and pick up times. You want to ensure you can fill the order as the customer has requested. Once you’ve reviewed the order, please email or call the customer and confirm you have received the order and you have the gear reserved for them and can deliver and pick up per their requested times. If you have to make any edits to what they submitted in their reservation let them know immediately. You can edit the reservation in the QP Dashboard and/or change times in your calendar.

Deliveries

Q. What kind of car do I need to make deliveries?

- A. You can do deliveries in any car. We have Quality Providers who are delivering cribs in cars! There are pictures on Mastermind to prove it. The larger the vehicle, the easier it is but having a smaller car should not stop you from running your business. [Here is a link](#) to a shared QP Google Doc that details what different makes and models are capable of handling in terms of gear and possible little “helpers” sitting in car seats. Feel free to add to it!

Q. Should I include any literature with my delivery?

- A. Always include instruction manuals for car seats and any other gear that requires a manual to understand how to use. Some Quality Providers like to provide some local recommendations (restaurants, things to do) and will print out a flyer with some information to give to the customers. Other Quality Providers will give the customer a handwritten thank you note thanking them for the order. These last two pieces of literature are not required, of course.

Q. What do I need to know about deliveries with my kids in tow?

- A. Quality Providers deliver with little helpers all the time. This always makes the job take just a little longer though. You'll obviously have to worry about your little ones safety too while traveling with gear in your car, entering hotels, etc.

Pickups

Q. What do I do if my item is returned damaged?

- A. Customers sign a set of [terms](#) each time they rent from a Quality Provider. These terms are written by BabyQuip and are the same for each Quality Provider. In the terms the customer agrees to be charged for repair or replacement (fair market value) of any gear if damage or loss happens while the gear is in their possession. If the damage or loss is less than \$25, you will use the resolution center to charge the customer. Please send the customer before and after pictures and an email explaining why you are charging them. Beginning July 25, 2022, all reservations placed with US QPs will also have Damage Protection. If the damage is over \$25, you will submit a claim to BabyQuip. Please provide before and after pictures of any damage and a police report for any theft. If your claim is approved, you will be reimbursed up to \$1000. You can read all the [FAQs on the damage protection here](#).

Marketing

Q. How do I market myself?

- A. The first couple of actions we suggest you take are to:
1. Set up your [Google My Business](#) profile
 2. Connect with local hotels and vacation property companies
 3. Reach out to local media outlets.

Check out chapter 12. [Marketing](#) for complete details.

2.4 Quality Provider Community

Community is an important part of everyone's success at BabyQuip! Our QPs make up our community!

- Reach out to **QPs in your area**
- Ask a question and read posts in **Facebook Mastermind**
- Join a regularly scheduled **video conference** to stay in touch

Every market will have multiple QPs. Remember, platform businesses only work with a double sided community, and to have a thriving community, we need multiple partners in every area. We encourage collaboration between our QPs and you will need each other. You may get orders you cannot fill and you will want to pass them along to another QP. They will do this with you, too. We get large orders for events or conferences and “it takes a village” of QPs to make these happen.

We highly suggest not competing with each other based on prices alone. This can hurt relationships, which affects the community and ultimately hurts the industry as a

whole. What we do as Quality Providers is so much more than just the daily price of an item or a \$5 difference in delivery fees.

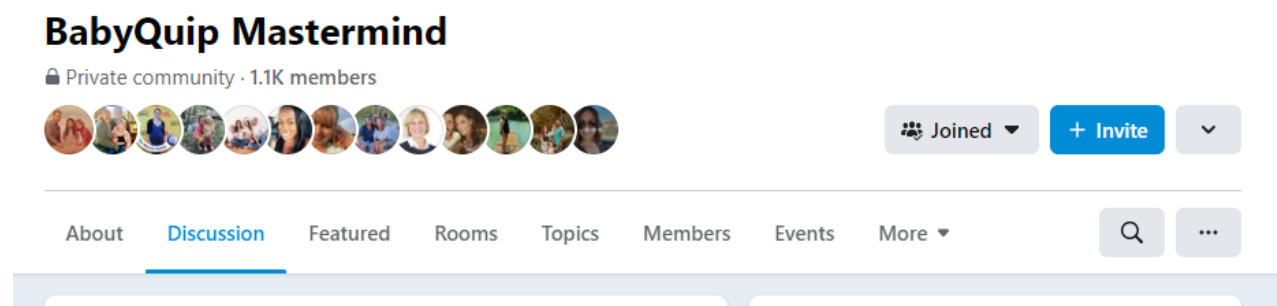
2.5 Facebook Mastermind

Facebook Mastermind is our private Facebook group page. It is our main channel of communication where we ask questions like, "Anyone know where I can get replacement wheels for the Dream on Me crib?" or, "What crib mattresses do you buy?" Most of the time you'll find a Quality Provider who has some experience with the issue of interest to you--especially baby gear. You can also search the group with keywords and read past posts about various issues. We also use Mastermind to congratulate each other on wins, announce great online deals for gear, and wish each other good weeks and holidays.

Tips for using Mastermind:

How to join: Once your QP site is live, please request to join:
www.facebook.com/groups/babyquipmastermind/

How to search old posts for information: When you are on the Mastermind page you will search bar. It is on the right hand side of the screen on a desktop and across the top of a mobile device. Use this search field to find previous conversations that might answer your questions (see photo below).



Quality Provider Mastermind Community Guidelines

The BabyQuip Quality Provider Mastermind community provides an invaluable way for us to communicate with and learn from each other. This group values a positive attitude, honesty, authenticity, accountability, collaboration and diversity. In our community, Quality Providers share, discuss, brainstorm, support, teach, inspire, encourage, collaborate, celebrate and pay it forward (*remember all that support you received when you were new?*). We are a positive community full of passion and great ideas!

In order to have the best possible community, every QP should feel welcome, respected and heard. In order to achieve this, we've created a few basic community guidelines around what is expected in Mastermind.

DO use Mastermind to:

- Share successes in your market and with your customers
- Discuss business issues that matter in a way that is constructive, respectful and builds community and partnership
- Ask questions and brainstorm about products and customer service
- Collaborate on advertising, marketing, products, pricing, etc.
- Share pictures of new babies, our little BabyQuip helpers, [#cribsincars](#)...there are so many things to share!

Do NOT use Mastermind to:

- Discuss what a fellow Quality Provider is or isn't doing in any market and what you do not like about it (they are part of the community too). Should issues arise between you and another QP, whether locally or within this group, please take this off the Mastermind platform. The corporate team can be a resource by emailing qpsupport@babyquip.com
- Force your opinions, insult or belittle others, disparage our community, staff, platform, website or tools.
- Overly repeat and amplify issues that have already been noted.

We rely on you, as part of this community, as well as our Community Manager(s) to report comments and conversations that violate these guidelines. Comments and conversations that violate our guidelines will be deleted and/or Quality Providers will receive a warning. Quality Providers who continue to get flagged may be muted or ultimately deleted from the group.

2.6 Meetings, Office Hours & Trainings

We use [Zoom](#) to host all our Quality Provider meetings and trainings. [Click here to learn more and get your free version.](#)

“First Fridays with Fran” is a monthly meeting held on the first Friday of each month. Fran Maier, our CEO, updates QPs with what's on her plate and what the team is working on. She also takes questions, so it's a great opportunity to talk to our CEO! Please make every effort to attend these meetings, as we often share important information and tips and advice for marketing to your customers. These meetings are recorded in case you are not able to attend live.

QP Office Hours are scheduled weekly and are open for any topic and discussion. These are GREAT for new QPs to ask those newbie questions.

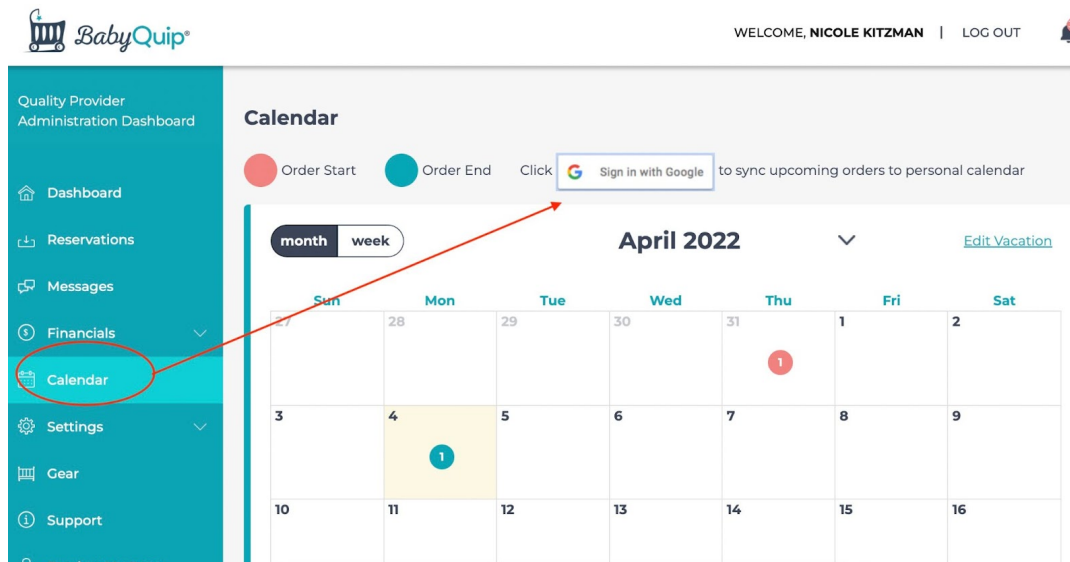
QP Training Session: We offer regular QP trainings, including “How to Be A Successful QP”, “Understanding your Financials”, “Chat with a CPST” and so many more throughout the year. In October, we celebrate QP Month and there will be special roundtables and a Happy Hour for QPs to join.

2.7 Connect Your Calendar

If you are using a Gmail account to manage your BabyQuip business, you can connect your Gmail calendar to BabyQuip in the QP Dashboard. It is a helpful tool for viewing

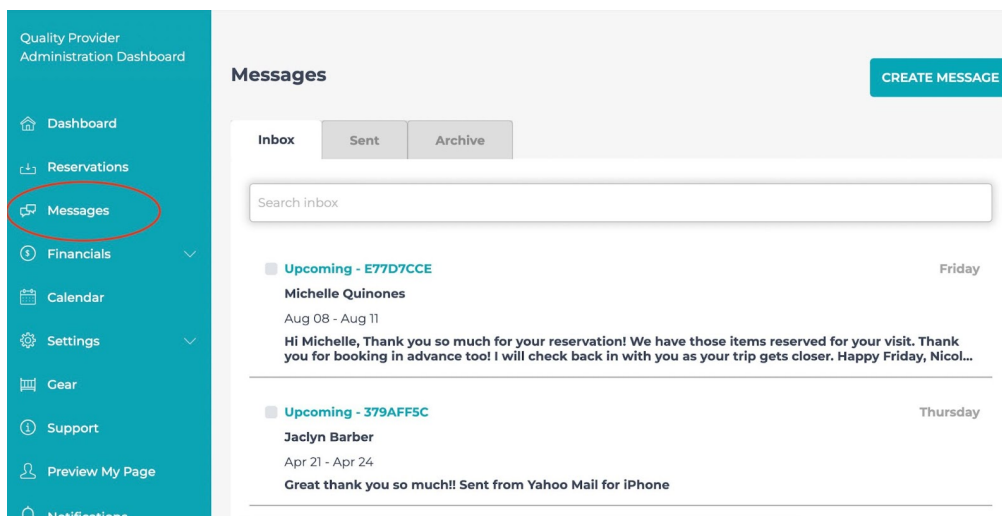
your orders. Each time a new order is placed, your calendar is automatically updated to reflect the times and dates of your deliveries and pickups. By looking at any given day you can instantly see which orders are in progress, as well as whether or not they need attention that day.

Your calendar will also remind you of upcoming video conferences such as Office Hours, First Fridays with Fran, the Monthly Meeting and other QP trainings.



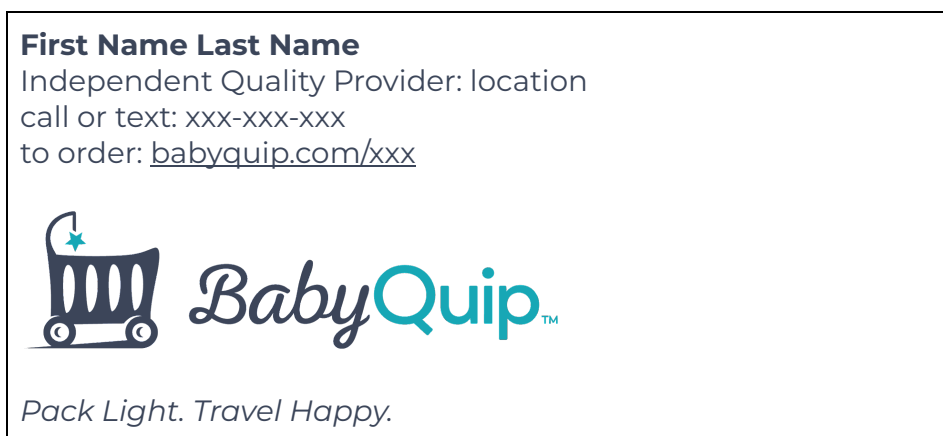
2.8 Email/Messaging Communication

You have two ways to receive email communication from customers. On your BabyQuip webpage, you will have an email like lisa@babyquip-qp.com. When customers email your babyquip-qp.com email address, you will receive an email to the email address you use for BabyQuip and you will also receive a message in your messaging tab in the QP Dashboard..



Using and checking your email/messaging regularly is very important. You will receive an email/message every time a new order is placed on your website, so be sure to check your email/messaging at least once a day. Potential customers often use email to make inquiries, and active customers may communicate important changes, cancellations, or other information about their order. Communication from BabyQuip corporate and other QPs also will come to your email address you used to sign up with BabyQuip.

It is a good idea to set up a signature in your email account. Consider using the formatting in the example below; you can even copy & paste, but be sure to change the information and add a hyperlink to your website address! You may also include links to your social media pages so that customers can easily connect with you. Do not list any personal rental companies outside of BabyQuip in your BabyQuip email signature. Doing so directs business off the platform and can result in being removed from the BabyQuip platform.



3. Rental Equipment

3.1 Overview

Families want clean, reliable equipment in very good shape. Two things to always consider when you are getting an order ready for your customer:

- Gear must be in **“like new” condition** always. If you are looking at your gear and there are any rips or holes in fabric, this is not an acceptable piece of gear to rent to a customer.
- Gear is to be as **close to spotless** as you can get it every time it goes out to a customer. No crumbs in car seats or high chairs, no dirt on toys, no stains on

fabric. If you can't get an item "close to spotless" it's time to retire it from your inventory.

Here are some items that most Quality Providers frequently rent:

- Full size cribs
- Car seats
- Pack n' Plays
- Strollers
- High chairs
- Toy packages



[Click here](#) to see the top three items rented by some of our QPs in various markets.

Want some suggestions? Check out our recommended items on our Amazon store: <https://www.amazon.com/shop/babyquip>

Know how to set up (and take down) all of your gear. It makes your deliveries and pickups faster and ensures that you are providing gear to your customers in its safest form. You also need to be an expert on your gear for the customer.

Always read the manuals that come with your gear, and watch videos from the manufacturer whenever possible. If you have any questions, posting them to the Facebook Mastermind page will likely get you quick advice from other QPs familiar with the item. [Here](#) is an example of a video on YouTube that shows how to set up a Graco Pack 'n Play.

Make sure to **provide gear manuals** and instructions to your customers as well. Customers need to know how to safely operate your gear. Some QPs make copies of the original manual, which they then provide to their customers, keeping the original on file at home. If you no longer have the original copy, go to the manufacturers website where you can almost always find a copy to print or email to your customer. You may also email links to manufacturer videos.

Quality Providers cannot help a customer install a car seat. This is very important to understand. Doing so forfeits any insurance coverage. To be as helpful as possible, many QPs send their customers links to installation instructions and installation videos from the manufacturer. Encourage your customers to read up on installation before delivery. Sometimes local fire stations can install car seats too, so advise your customers to call up a local station if they really need someone else to install a seat.

[Here](#) is an example of a car seat installation video. It's very important that you **send links from the manufacturer**, not from a random blogger.

Spend some time to review the different types of car seats and ensure you know how to identify an infant car seat, a convertible car seat, a combination seat, and a booster seat. NHTSA (National Highway Traffic Safety Administration) provides some great resources [here](#) on their website. *It's not your job to recommend car*

seats to customers but it is your job to make sure they get the same type of car seat they reserve.

3.2 When & How to Purchase

Some ways to acquire equipment include:

- [Amazon](#)
- Wayfair
- buybuyBaby
- Webstaurant

Having a wide selection of gear is the key to long term success. Fortunately, you don't have to start with everything in stock right away. **You can list items for rent and then purchase upon receiving an order.**

We recommend ordering a full-size crib right away, as they take about a week to ship, are only available to purchase online, and require some assembly (see below for more details).

When purchasing car seats, please note that you must purchase them new. Purchasing them second-hand is not permitted.

One major benefit of buying new items is getting the manufacturer warranty. Many brands have very good warranties and are more than willing to send you replacement parts for free.

3.3 Recommended Brands

Full-size cribs: We recommend ordering a crib right away, as they take about a week to ship, are only available to purchase online, and require some assembly. They are our most rented item. Most QPs rent the **Dream on Me** or **LA Baby** folding cribs, although there are a few other brands available (Foundations, Orbelle, etc.). Each brand and crib has it's advantages and disadvantages. [Here is a summary.](#)

It is important that you purchase a **full size folding crib** (so make sure the dimensions are that of a full size crib) as this is what customers are usually looking for. It's okay to get a mini or portable folding crib but these are significantly less popular and most customers want a full size crib. Also, metal cribs are okay but must be clearly labeled on the website. Most customers expect the wooden crib.

Check BabyQuip Mastermind on Facebook, as Quality Providers often post great deals they see on cribs. If you see a sale, post it!

★**Dream on Me Full-Size Wooden Crib:**

- Available in two models: “Convenience” crib has sturdy metal wheels that many QPs prefer, while the standard “Stationary” model has plastic wheels.
- Price ranges from \$175-250 US depending on seller and model. If you are seeing cheaper prices you should double-check that you are looking at a FULL-SIZE and not a portable (“mini crib”) model.
- Amazon- often available from different sellers, so check all of your options, free shipping with Prime.
- buybuyBaby (You can use a Bed, Bath & Beyond 20% off coupon on this site, which can usually be found on retailmenot.com), free shipping (USA Only)
- Walmart

★LA Baby Crib Full-Size Wooden Crib:

- Webrestaurantstore.com has them for \$187.99 US
- Walmart has them for \$269 US with free shipping
- Wayfair Supply has them for \$289.99 US with free shipping

Here are a few places where you can purchase cribs in Canada... prices are high. It's cheaper to buy in the US and bring it over the border, if you have that option..

- Amazon Canada ([Amazon.ca](https://www.amazon.ca)) - Dream on Me Full Size Portable crib. Colors and Prices range. Prices vary from \$503.97 to \$1,112.06 depending on color of crib
- Bed Bath and beyond ([bedbathandbeyond.ca](https://www.bedbathandbeyond.ca)) - Babyletto Maki Full Size Portable Crib \$499.99
- Wayfair Canada ([wayfair.ca](https://www.wayfair.ca)) - Babyletto Maki Full Size Portable Crib \$579.99

- Foundations Classico Portable Crib - Steel Crib \$279.99

- Dream on Me Full Size Portable Crib \$576.99

- Walmart Canada ([Walmart.ca](https://www.walmart.ca)) - Foundations Folding Full Size Crib \$499.97

- Foundations Pinnacle Full Size Steel Crib \$599.97

Whatever brand you choose to purchase, we recommend selecting the “natural wood” option or color as this color holds up better through many reservations and paint does not chip off. Also, Dream on Me only makes replacement parts in

the natural finish.

Suggestions for what to put in your toy packages can be found [here](#) and [here](#). Some QPs use [this](#) storage bin for their toy packages.

3.4 Happiest Baby/Snoo listing guidelines

Renting Happiest Baby Items i.e. Snoo there are certain requirements that BabyQuip has regarding your use of the BabyQuip platform, if you choose to continue renting Snoo bassinets or any other Happiest Baby products. These are:

- Do not use photography of the Happiest Baby products taken from the Happiest Baby website or other third party photography of the Happiest Baby products on the BabyQuip platform. Rather, use only photography that you have taken yourself or otherwise have a legal right to use.
- Do not use the Happiest Baby logo, or the logo of any Happiest Baby product, on the BabyQuip platform. While we do not object to plain text identification of the brand names so that your renters know what products they are getting, use of their logos on the platform is not permitted.

3.5 BabyQuip Marketplace - Product Deals

In the BabyQuip Marketplace, you'll always find the info on the crib program, as well as any discounts/offers from brands. Current offerings include SlumberPod.

3.6 Items Not Permitted

Providers can not purchase or rent any of the following:

Any recalled item.

- Consumer recall list signup: [Sign Up Here For Recall Alerts](#)
- View existing recalls: [Complete List of Recalls By Month](#)

Any expired car seats - All Car seats expire. You must read the manual to determine the expiration date of the car seat. Each car seat has a sticker with the manufactured date, which allows you to calculate the expiration date. Many car seat brands expire after 7 years.

Cribs 10+ years old.

From the [United States Consumer Product Safety Commission](#): Do not use cribs older than 10 years or broken or modified cribs. Infants can strangle to death if their bodies pass through gaps between loose components or broken slats while their heads remain entrapped.

These items are not allowed to be rented because they do not align with the

American Academy of Pediatrics Safe Sleep Guidelines and/or have been recalled. You will read more about our Comprehensive Safety Policy in the next section.

- All infant inclined sleepers (including but not limited to Fisher-Price Rock'n Play Sleeper (effective 4/11/2019) and other inclined Rocking Sleepers or sleep surfaces, including Kids2)
- Extra Pack 'n Play mattress
- Crib Bumpers
- Crib Tents
- Crib teething guards
- Blankets and Pillows
- Wedges/positioners
- DockATot, Snuggle Nest, or similar co sleepers
- Baby hammocks
- Infant/newborn loungers i.e. boppy newborn lounger, Snuggle Me™ lounger, Leachco Podster, Podster Plush, Bummzi, Podster Playtime Infant Loungers and any other infant lounger.
- Weighted sleep sack or swaddles such as Merlins.

There are some items that may not be rented because our insurance does not cover the rental of these items.

These items you cannot rent based on our insurance policy.

- Car seats that you have helped to install
- Wheelchairs and other medical mobility devices
- Sale of used items

These items **are not allowed to be rented on the platform because the risk is just too high for injury or misuse and/or confusion.** This is not an all inclusive list and we may add additional items as requests are made

- Bicycles
- Tricycles
- Motorized Toys
- Bicycle trailers
- Scooters, including indoor scooters
- Bounce houses
- Trampolines
- Swimming/wading pools
- Anything that could mistakenly be considered a life saving device is not allowed to be rented including but not limited to helmets, water flotation devices, life jackets, pool floaties/puddle jumpers, pool alarms, pool gates, etc.
- Boogie boards/surfboards
- Gates intended for the top of stairs
- Sleds, Skis, Saucers or similar

- PlasmaCars/Wiggle Cars
- Stair slides

Other items not allowed to be rented

- No homemade food items (can't be rented, sold, or given)
- No homemade baby gear including toys
- Car seat protective covers (meant to protect your vehicle car seats, unless the car seat manufacturer approves its use)
- BedBox travel gadget
- Flyebaby hammock
- Halo SnoozyPod Vibrating bedtime soother
- Owlet
- SnoozeShade for Pack 'n Plays

Personal Shopping items not allowed to be shopped for/delivered:

- No homemade food items
- No alcohol
- No prescription drugs
- No over the counter medication
- No cannabis

****** All food items must be purchased the day of or the day before delivery.

Car seats must be purchased new or ones you've purchased new for your own children that have not been dropped or in a car when an automobile crash occurred. Please check the expiration date for all car seats. Car seats expire and you'll need to look up the number of years your car seat is good for.

***Tip:** *Stores like Target hold annual trade-in sales, so hold onto your expired car seats for these events!*

Any non-standard gear, especially if it is not found on other Quality Providers sites, or if it isn't baby or child gear, **must be approved** by BabyQuip corporate before being added to your site.

Items with Specific Listing Requirements due to Trademark and Copyright rules:

- Shibumi Shade®- see [here](#)

3.7 Equipment Safety

BabyQuip is committed to providing customers with safe baby gear. You must also be committed to this.

Product Registration

When you purchase new gear, you are required to fill out the product registration post card that comes with it. If you are purchasing used gear, try contacting the manufacturer to see if there is a way to register it. If not, be sure to research the gear to make sure there have been no recalls.

Product Recalls

If you have gear or purchased used gear, you must check to be sure it wasn't recalled in the past. You must also sign up for recall notices. Whenever you become aware of a baby gear product recall please do the following:

1. Check to see if any of your products are part of the recall. If they are, remove them immediately from your inventory and follow the recall procedures.
2. Post the recall to Mastermind, our private Facebook group.

Please visit both of these websites to check on past recalls and sign up for recall notices.

- Consumer recall list signup: [Sign Up Here For Recall Alerts](#)
- View existing recalls: [Complete List of Recalls By Month](#)

Car Seat Recalls

It is very important you register your car seats with the manufacturer, as detailed above.

Find Out if your Car Seat is Recalled 1. [Sign up to receive e-mail alerts from NHTSA](#) about car seat and booster seat recalls. 2. Visit the NHTSA's website <http://bit.ly/recalledseats>, and enter your seat's brand name and model.

Comprehensive Safety Policy

If you've looked around at some local BabyQuip sites, you may have noticed certain types of gear conspicuously missing. For example, you'll see we don't rent crib bumpers.

BabyQuip takes safety very seriously, and along with hospitality, safety is one of our core values. As the largest and leading Baby Gear Service brand, we also want to lead the industry in the highest safety standards. To do so, we looked to recommendations from [The American Academy of Pediatrics \(AAP\)](#), and leading SIDS organizations to help guide our Comprehensive Safety Policy.

Rental items:

- We do not rent **bumpers** or **blankets** with cribs. Per the AAP: *Avoid use of*

soft bedding, including crib bumpers, blankets, pillows and soft toys. The crib should be bare. You can rent sleep sacks but not weighted swaddles/sleep sacks.

- All Items must be **used according to manufacturer instructions**. Customers may ask you to do things like take the bottom out of a crib so they can put a mattress or two on the floor. Do NOT do this. It's not safe for sleep and does not abide by the manufacturer instructions for use.
- Only rent **crib mattresses** that are age appropriate for the child. Follow manufacturer's guidelines. Memory foam mattresses are not appropriate for infants in cribs. If the baby's age has not been indicated in the order, contact the customer. If you can't determine the baby's age, use a firm mattress that is approved for infants up to 12 months old. Some mattresses have two sides, each appropriate for a different age. When you don't know a baby's age, please put the linens on the infant side.
- Do not rent **wedges or positioners** designed for babies while sleeping.
- Do not rent in-bed co-sleeping gear like **Dockatots and similar products**. According to the AAP: *Infants should not be placed for sleep on beds, because of the risk of entrapment and suffocation.*
- Do not rent **extra mattresses for pack 'n plays** or any add on items unless they are approved to be used with the product by the manufacturer. The mattress manufacturer/canopy manufacturer will say they are approved or they fit, but it's the pack n play manufacturers rules you must follow.
- Do not rent **vehicle seat protectors** unless the seat protector is permitted by the car seat manufacturer. A thick seat protector or mat between a child restraint and vehicle seat introduces space between the two. If the seat protector shifts over time, that can loosen the car seats installation.
- When renting toy packages do not include **small magnets** that can be swallowed. When renting a toy package geared to two or more children, please be sure none of the **toys that are age-appropriate** for the older children might pose a safety or choking hazard to the younger children.
- The other insurance restrictions remain in place - **no bicycles, tricycles, motorized riding vehicles, and safety gear like helmets, pool flotation gear, and life jackets**. Please continue to check with us if you are unclear about any item in terms of its compliance with insurance coverage.
- **Linens must be the right size** for the items. Crib mattresses must have crib sheets and pack n plays must have pack n play sheets.

Safety Communications and Procedures:

- To communicate our **compliance with SIDS and AAP guidelines**, we are asking that you not feature photos of items on your site, or in any BabyQuip branded marketing and social media, in which cribs, or other gear in which a baby sleeps, contain any soft bedding, blankets, bumpers, pillows or soft toys. A tight-fitting sheet is fine. We've gone through our own marketing images and social media and removed photos like these. If you see something we forgot to remove, please let us know.
- We do not install **bed rails or safety gates and other child-proofing**

gear (outlet covers, stove knob guards, cabinet locks, etc). Please mention you don't install gates, and that pressure-mounted gates are not approved by the manufacturer for placing at the top of stairs, in your site copy for any gates you feature. If you are renting bed rails, please mention in your site copy that you cannot install these items.

- If you rent bed rails, please include this in your product copy: According to the American Association of Pediatrics, "*Portable bed rails should not be used with infants.*"
- We strongly enforce **our policy not to install car seats**. Please include copy that communicates this on your website for each car seat type you rent. Always provide a manual or digital instructions with any car seat you rent.
- Car seats must be registered with the manufacturer. If you did not fill out and mail in the white registration card, the National Highway Traffic Safety Administration (NHTSA) will help you register your car seat [here](#).
- Please **peel back the car seat cover and inspect the seats for cracks or other damage after every rental**. Make this a step in your standard cleaning process.

When it comes to your baby gear, meticulous cleaning is imperative. Babies' immune systems are still developing and parents rightfully expect clean, sanitized products. Be prepared to answer questions about your cleaning methods. You will get them. You should inspect and clean gear after every pickup and then inspect and lightly clean it again before the next delivery.

Please use the following cleaning process to make sure your gear is clean and safe for every family:

- Use an organic cleaner on surfaces used for eating such as high chairs, booster chairs, and table and chair sets. Be sure to rinse thoroughly.
- Use an organic cleaner for toys and soft sides.
- If you offer children's plates, sippy cups or silverware, please rinse them and then wash them in your dishwasher to sanitize them.
- Please allow all gear to dry thoroughly before packing it away.
- For other gear, please follow the manufacturer's cleaning recommendations.
- Launder using a dye and fragrance-free detergent.
- Use a handheld vacuum to remove lint, dust and hair before sending gear out again.

Many of our QPs use a handheld steam cleaner on strollers and other items. Steamers may NOT be used on car seats.

3.8 BabyQuip Damage Protection Plan

The BabyQuip Damage Protection Plan launched on July 25, 2022. The Damage Protection Plan covers QPs for damage to or the loss of your rental equipment

caused by a customer between \$25 and \$1000. It only applies to orders placed through the platform and only applies from the start and end date of the reservation. The plan only applies to orders placed with US QPs. The Protection Plan is offered at no charge to the QP.

If the damage or loss is under \$25, you should use the resolution center to charge the customer yourself. Please let the customer know before you charge them and the reason you are charging them.

If the damage or loss is \$25 or more, you will submit a claim.

At the bottom of every order in BadAdmin, you will see these options:

Order Resolution Center

If you need to charge the customer for broken, missing, review the options below to begin the process.

For charges totaling **\$25 or less**, click the button below to charge the customer directly.

BEGIN

For charges totaling **more than \$25** you will need to file a claim. Click the button below to begin the process.

FILE CLAIM

What info do I need to include on the claim?

Follow the instructions for filing a claim. You will be asked to provide a summary of the incident, a description of the item including purchase price and dates when you purchased the item, photos of the damage, invoices/receipts, police reports (for theft only) and more. It's extremely important you provide as much detail as possible to help your claim be approved.

What is the maximum the BabyQuip Damage Protection Plan will cover for damage and loss?

If your claim is approved, you will be reimbursed up to \$1K. A depreciation table will be used to calculate fair market value.

Is there a copay before the BabyQuip Damage Protection Plan kicks in?

Yes, there is a \$25 copay. BabyQuip will charge the customer the \$25 copay.

Who is responsible for loss above \$1K?

The customer accepts responsibility for all excess or other losses exceeding the maximum claim amount.

What if a Customer causes damage or loss over \$1,000?

BabyQuip will charge the customers credit card in an attempt to recoup damage costs above \$1K and will remit payment to the QP if we are able to collect it.

Claims must be reported to BabyQuip within 72 hours after the end of a rental.

You can access the full list of [Damage Protection FAQs here](#).

The [Damage Protection Terms](#) can be found [here](#).

3.9 Car Seat Replacement Program

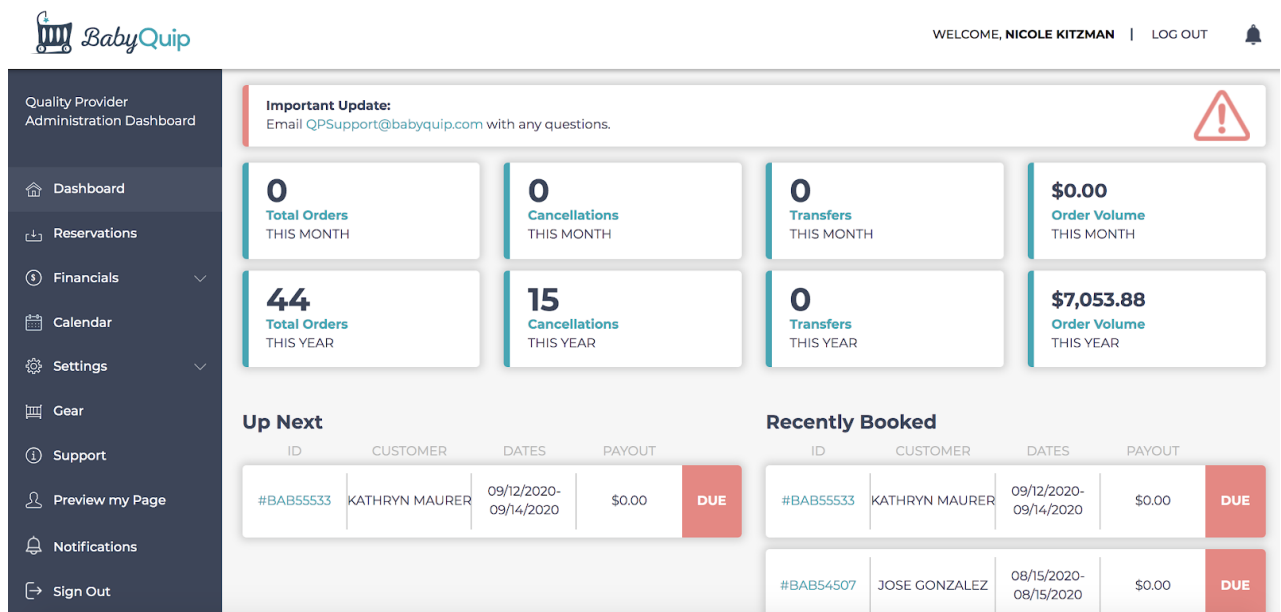
Effective July 25, 2022 BabyQuip rolled out a **Car Seat Replacement Program to all QPs**. If a BabyQuip customer is involved in a car accident and the car seat is in the car, you may be eligible for a car seat replacement. First, the customer needs to report the accident to you and provide proof to BabyQuip (a police report and or detailed description & photos). You are responsible for calling the manufacturer with details on the accident to determine if the car seat needs replaced. Not all car seats need to be replaced if they were in a minor accident. We never want QPs to feel pressured to rent a car seat that was in an accident due to the cost of replacing the car seat and we never want customers to fail to report an accident to you due to not wanting to pay for the replacement. We hope this program solves both of those problems and makes all the gear you rent that much safer.

4. QP Dashboard - Rentals

4.1 QP Dashboard Overview

The QP Dashboard (<https://www.babyquip.com/partner/login>) is your BabyQuip Administrative website. Please bookmark this site as you will use it often to add items, change prices, update descriptions, view reservations, edit reservations, cancel reservations and see your financials.

Here's what the dashboard looks like:



When you first log in, you will see your dashboard. The dashboard includes:

- Summary of year to date and month to date stats such as Total Orders, Number of Cancellations, # of Transfers and Total Order \$\$.
- List of upcoming orders and recently booked orders
- Snapshot of your recent reviews
- Other Quality Providers that are close by.

You will use the QP Dashboard to manage your:

- Personal Settings (bank account, phone number)
- Website profile (your QP page)
- Items (add, edit, sort, feature, delete)
- Delivery options (add, edit, delete)
- Reservations (add/remove items from a reservation, change dates, transfer, etc)
- [Add vacations](#) so your profile does not show to customers. If you are not taking orders for more than a week or two, please let us know and we will

pause you. If we see you temporarily not taking orders (currently COVID-19, for example), we will proactively pause you and email you to confirm.

- And view your financials and payouts.

You will find a [quick overview of the QP Dashboard here](#) and then individual videos for how to do each in this section.

4.2 “Settings” - Managing Your Profile

Watch [How to Edit Your Settings](#)

1. Personal Details: These are your internal settings, including bank account information, phone number, tax rate, etc. You may enter and edit this info here.

Phone Number: You'll need to decide what phone number you want to use for your business. Some Quality Providers use a free Google Voice number that rings through to their personal cell phone. Others use their personal phone or a second phone. It's up to you. Select a number on a phone that you have constant access to during working hours (and remember that calls come in during off-hours, too).

Financial Information: This is the bank account you want us to send your payouts. It's also the bank account where we may need to pull money for your admin fees and also for cancellations and refunds.

2. Profile Page:

This is what your “Profile Page “ input page looks like. You can edit this at any time.

The screenshot shows the 'Profile Page' within the 'Quality Provider Administration Dashboard'. The left sidebar contains navigation links: Dashboard, Reservations, Financials, Calendar, Settings (expanded), Personal Details, Profile Page (selected), Delivery/Pick Up, Gear, Support, Preview My Page, Notifications, and Sign Out. The main content area is divided into three sections: 'Profile Picture' with a photo of a family; 'Profile Contact Information' with fields for 'Business phone number (shown on website)' (717-818-7485) and 'Service area (include state)' (Proudly serving York, Harrisburg, Lancaster, Hershey, PA and Baltimore County, MD including all nearby cities); and 'Profile Messaging' with fields for 'Short description' (Proudly Serving Families since 2016! 100+ PARENT & KID APPROVED ITEMS! Baby Gear & Soft Play Rentals. Serving York County, PA & Baltimore County, MD), 'Long description' (a detailed paragraph about Nicole's business journey), and 'Special Alert Banner (shown above gear on profile)' (Offering No Contact Delivery and Pick Ups. We'll Work Together to Arrange the Details.). 'CANCEL' and 'SAVE' buttons are at the bottom right.

Profile Picture: Select an engaging photo. Babies and children in photos remind customers you understand what it takes to travel with children (and we all love to look at babies!). Alternatively, use a fun photo of yourself or a photo of your city. It's up to you!

Service Area: Include the cities and states you serve. The more info the better, because this will show to customers. This info helps them know for sure that you will deliver to where they are staying.

Short Description: You have up to 150 characters. The tagline is shown on location pages with multiple providers. Please create your own tagline, but you can check out what others are using below and throughout the website.

[Home](#) > [York, Pennsylvania](#) > Choose Your Provider

Choose Your Quality Provider [?]

Each local Quality Provider has different gear and packages for you to choose from. Enter your dates and location to see the options available in your area.

Deliver To:

york, pa

Rental Dates:

Choose Your Dates

Find Specific Gear


E.g., Crib, BOB, Britax

Showing 11 of 11 Quality Providers matching your search criteria. To ensure accurate availability & pricing, please enter your location and drop-off/pick-up dates above.

	Nicole Kitzman Proudly Serving Families since 2016! 100+ PARENT & KID APPROVED ITEMS! Baby Gear & Soft Play Rentals. Serving York County, PA & Baltimore County, MD	Estimated Delivery Fee \$20-\$40 VIEW GEAR
	Christie Hissrich Serving in Lititz, Lancaster County and surrounding areas	Estimated Delivery Fee \$60-\$80 VIEW GEAR
	Kenneka Samuel Serving The Lovely City Of Baltimore And The Surrounding Counties	Estimated Delivery Fee \$40-\$60 VIEW GEAR


[Click to Enlarge Map](#)

Long Description: You have to 1000 characters. Share some important information about you so customers can get a sense of who you are and why you love being a Quality Provider. You can also include a longer list of cities you deliver to. You will see your Long Description on your Quality Provider page.



[RENT GEAR](#)
[NEW CLEANING SERVICES](#)
[JOIN OUR TEAM](#)
[ABOUT](#)

[Home](#) > [York, Pennsylvania](#) > [Select Your Gear](#)



Nicole Kitzman

★★★★★ (188) | 712 Reservations | 142 Items For Rent

[HOW GEAR IS CLEANED](#)
[EXTENDED STAY DISCOUNT \(9+ DAYS\)](#)
[FREE LOCAL PICK UP](#)

Nicole has been renting baby gear for over 6 years, first in San Francisco, then in the DC metro area and now in York County and the surrounding areas. When renting from Nicole, you'll receive high quality, modern baby gear at reasonable prices and with excellent customer service.

In 2011, when preparing for a vacation with her then toddler twins, she discovered a baby gear rental business and rented all the items she needed for her little ones. It was a travel game changer for her and she knew that she would run her own baby gear rental company one day. Fast forward a few years and here we are!

When not working on her baby gear rental business, she is spending time with 10 year old twins, cooking her favorite meals and spending time with her large family.

Nicole fell so in love with the BabyQuip platform and the way our Quality Providers help traveling families, she now works full time for the company as well! Nicole works as our Director of Lead Generation and Community. [Read Less](#)

Contact Nicole Kitzman

717-818-7485

nicole@babyquip.com

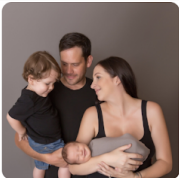
Service Area

Proudly serving York, Harrisburg, Lancaster, Hershey, PA and Baltimore County, MD including all nearby cities.

Offering No Contact Delivery and Pick Ups. We'll Work Together to Arrange the Details.

Gear For Rent Showing 1-23 of 23 results for "most rented"

Special Message: This message gives you the opportunity to share a small text snippet with your page visitors. You can give a seasonal message, share some info about your inventory or share a little something that makes you stand out. "Happy Spring", "Sold out of Cribs until July 8". You have to 100 characters. It's shown above gear on the Quality Provider pages. Sarah's is "80+ parent and grandparent approved items!"



Sarah Huff

★★★★★ (159) | 753 Reservations | 82 Items For Rent

[Free Local Pick Up](#)
[Extended Stay Discount \(9+ Days\)](#)

Sarah is a stay at home mom helping traveling families and local grandparents by providing high-end, high-quality baby gear rentals. Sarah takes pride in her inventory, ensuring that everything she rents to your family passes strict standards! Don't see something that you need? Call or text!

Contact Sarah Huff

619-204-2959

shuff@babyquip.com

80+ parent and grandparent approved items!

Gear For Rent Showing 1-15 of 15 results for "most rented"


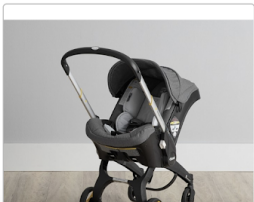

MOST RENTED

BUNDLE AND SAVE

ALL ITEMS

BY CATEGORY

Cribs & Sleep

3. [Delivery/Pick up Settings:](#)

Pick Ups: Here you can decide if you want customers to be allowed to pick up from your location or another location and you can provide pick up instructions that will appear to the customer in their email confirmation.

Delivery Settings: You decide how far you'll deliver and what to charge. If you aren't sure, look at what other QPs are charging. You can change delivery distances and fees at any time. Make sure you take into consideration the time it takes to do a delivery, the wear and tear on your car and the cleaning of your car too (you don't want to pull up to do a delivery with a dirty car!). There are two calculators in the QP Dashboard that help you set and test if the delivery rates makes sense to you. Make sure to watch [this video all about setting your delivery fees](#).

The screenshot shows the BabyQuip Quality Provider Administration Dashboard. The left sidebar contains navigation links: Dashboard, Reservations, Financials, Calendar, Settings (expanded), Personal Details, Profile Page, Delivery/Pick Up, Gear, Support, Preview My Page, Notifications, and Sign Out. The main content area is divided into two sections: 'Pick Up Settings' and 'Set Delivery Rates'. The 'Pick Up Settings' section includes a checkbox for allowing customers to pick up and return gear to the provider's address, a note about address sharing, a checkbox for using a different drop-off/pick-up location, and a text area for instructions. The 'Set Delivery Rates' section includes a text input for maximum delivery duration (set to 60) and a table of delivery fees for various time intervals.

Duration	Fee
Less than 15 minutes:	\$ 20
15 minutes:	\$ 25
30 minutes:	\$ 45
60 minutes:	\$ 65
90 minutes:	
120 minutes:	

The screenshot shows the 'Delivery Rate Example Calculators' section. It contains two calculators. The first calculator prompts the user to enter an address (e.g., hotel, airport) and click 'CALCULATE'. The second calculator prompts the user to enter an amount in minutes (e.g., 45 minutes one way) and click 'CALCULATE'. There is a link for 'Advanced settings' in the top right corner.

Customers will be given an approximation of your delivery fee when they are choosing from the list of QPs in the area. Your exact delivery fee will show up once your customer inputs their delivery address and adds items to their cart.

You can customize your delivery options at the bottom of the Delivery/Pick up settings page by adding any appropriate surcharges (tolls, airports, etc.) and determining whether you want to charge extra for rush hour, same day, and holiday deliveries. Make sure you save all your delivery settings.

Additional Fees + Surcharges

☒ Allow same-day orders

Same-day order fee: \$ 0

☒ Rush hour surcharge (7am-9am & 4pm-6pm M-F)

Rush hour fee: \$ 0

☒ Holiday surcharge (pick up or delivery on the 9 federal holidays)

Holiday order fee: \$ 0

Create Your Own Surcharges

Customer will select applicable surcharges during checkout. Ex: Los Angeles Airport (LAX) Pick Up Surcharge; Disney Resort Drop Off Surcharge)

[Add additional surcharges](#)

4.3 “Gear” - Managing Your Items

★ *More Equipment = Higher Rental Quantity and Average Order Size* ★

Having a wide selection of gear is one key to long term success. Fortunately you don't have to start with everything in stock right away. Remember you can list items for rent and then purchase them when an order comes in (except for full size wooden folding cribs, which often take about a week to ship and require assembly).

When you first set up your inventory, begin by looking at the most popular rental items we've uploaded for you. Are these things you want to rent? (We hope so, because this is gear parents request a lot.) Feel free to not allow the items just by unchecking the box that says “show on website”. You may also change prices listed. You might want to review what others are charging in your market and similar markets to help you decide how to price your items.

Important: Please note that when we load a new QP's site with default items, we use a standard template of items with pictures and they may include manufacturer name, links, prices and descriptions. *Please make sure you review your items and descriptions and make any necessary edits.* For example, the high chair description says "...reclines, and can be put at different heights. The tray is removable and is dishwasher safe." Please make sure that is true about the high chair you offer for rent OR edit the item description.

You decide what you rent. It's fine to experiment with items and to ask in Mastermind. Quality Providers will help. We also encourage you to experiment with prices. You can raise prices temporarily too, like during busy holidays. Some markets support higher-end items. Think about your likely customers and what they would want.

Watch these short videos to learn how about adding, editing and sorting items.

- [Add an Item to Your Inventory](#) & **Identifying Your Item**

By default, items are set to “show on website” and “available” (both those options are checked)

An item can be “Available” but not “Show on Website”. You’d want to set this combination of options if you are creating a custom item or package for a

customer but don't want the item to show on the website for all customers.

If an item is set to not show on the website and not available, this is equivalent to deleting the item from your site. If the item url is still crawled on search engines or a customer has an old link, the landing page will result in an 'item not found' page.

Most items on your site will be for rent; however you can list items for purchase. Items for purchase (also referred to as consumables) will be items such as [personal shopping](#), diapers, wipes, bottled water, etc. If you want an item to be for sale, you will check the box in the item settings that says "For sale". **Please note: You are not permitted to deliver alcohol or prescription drug products.**

If an item is for sale, there will be an automatic **20% consumables surcharge** added to the item. Quality Providers keep 50% of the 20% surcharge.

Inventory - We recommend you not limit inventory because this will limit your ability to grow your business. However, if you only have room to store 3 cribs and you are unable or unwilling to purchase more, you do want to set your crib inventory to 3. This will limit a 4th customer from being able to rent a crib at the same time the other three cribs are currently being rented.

Categorizing your items:

Categories

<input type="checkbox"/> Diapering & Bathing	<input type="checkbox"/> High Chairs & Feeding	<input type="checkbox"/> Health & Safety	<input checked="" type="checkbox"/> Toys, Books & Games	<input type="checkbox"/> Cribs & Sleep	<input type="checkbox"/> Bundle and Save
<input type="checkbox"/> Outdoor & Seasonal	<input type="checkbox"/> Most Rented	<input type="checkbox"/> Party	<input type="checkbox"/> Miscellaneous	<input type="checkbox"/> Car Seats	<input type="checkbox"/> Strollers

Many items will fit under several categories. A stroller might be listed under "Strollers" and "Most Rented." Categories are designed to make shopping easier for the customer. You can use "edit" to change an item's category at any time.

- [Create a package](#). You can group multiple items together to create a package for a customer. By default, you already have some packages available on your site.
- [Editing an Item](#) - You can edit anything about an item, except for the url. You can edit daily price, monthly price, category, name, etc
- [Sort Items Within Categories](#) - Allows you to sort the way items are shown on your website categories
- [Set Most Rented Items](#) - You can set the "most rented items" on your website. These are not actually your items that rent the most often, but rather the items you want a customer to see first when they land on your site.
- [Allow One Day Rental](#) - The default settings for an item is a three day rental. There may be items you want to allow a customer to rent for just one day, such as a party item.

TIP: If you can not locate your item in the database after looking in both the BabyQuip database and the "complete database" email qpsupport@babyquip.com. Include a link to the item, preferably from the manufacturer. We need to be able to pull images

and specifications from the manufacturer to add it to the BabyQuip database.

4.4 “Reservations” - Managing Reservations

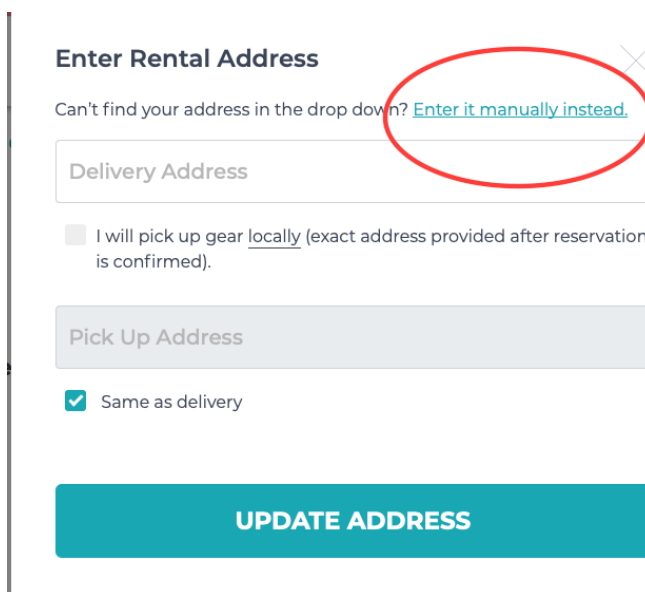
The QP Dashboard allows you to view and edit orders from your customers. Make it a habit to check your reservations in the QP Dashboard frequently. Do this by logging in at <https://www.babyquip.com/partner/login>, then click “Reservations”. Use the QP Dashboard to:

- [View your reservations](#)
- [Add items to a reservation](#)
- [How to remove items/refund items on reservation](#)
- [Create a new charge on the reservation](#)

Sometimes a customer breaks a piece of gear and you have to charge them to repair or replace the item. In order to charge the customer and not have BabyQuip take a percentage of the charge, you will use the “Order Resolution Center”. [Watch this video](#) to understand how to process an order resolution charge. BabyQuip pays for the Stripe fee on these transactions. You receive the full payment amount. QPs in the US can not charge the customer more than \$25 via the Resolution Center. Any damage above that must be filed via a Damage Protection claim to BabyQuip.

- [Add/Edit/Refund a delivery charge](#)

If a customer cannot find their delivery address in the search drop down menu, they have the option to manually enter their delivery address by clicking on the blue “Enter it manually instead” button pictured below.



Enter Rental Address

Can't find your address in the drop down? [Enter it manually instead.](#)

Delivery Address

☐ I will pick up gear locally (exact address provided after reservation is confirmed).

Pick Up Address

☒ Same as delivery

UPDATE ADDRESS

Once they click on that option, they'll be able to provide any delivery address they'd like. It will look like this:

Enter Rental Address

Delivery fees are automatically calculated when you select an address from the search drop down. If your address does not show up in the drop down menu, you may enter it manually. Once your reservation is booked, your QP will determine any applicable delivery fees and confirm any additional charges with you. [Enter address from the search drop down.](#)

Los Angeles, CA, OC, CA, Long Beach, CA, Manhattan Beach, CA, Hermosa Beach, CA, Malibu, CA, Beverly Hills, CA, LAX, Redondo Beach, CA and many more!

☐ I will pick up gear locally (exact address provided after reservation is confirmed).

☒ Same as delivery

UPDATE ADDRESS

The customer will acknowledge that an additional delivery fee may be added to the order (you can do that in the QP Dashboard, we'll show you how!).

If you see a reservation come in that has no delivery fee included, this is most likely what happened and the customer will be expecting to hear from you about an additional delivery charge to their order.

PRO TIP: Make sure you include Service Areas in your profile page settings so customers know the markets/cities you serve. If you receive one of these orders and the location is within your service area, confirm with the customer what the delivery charge is and add it to their order. If the location is outside of your service area, transfer the reservation to another QP.

- [Update reservation details](#) (customer name, notes, etc.)
- [Change rental dates](#)
- [Manage discounts](#)
- [Find the review link](#)
- [Cancel Reservation](#) As a BabyQuip Quality Provider, we expect you to very rarely initiate a customer cancellation. A QP initiated cancellation means that you are canceling the order because of an issue on your end (you don't have inventory, you are on vacation, you didn't see the order, etc.)

Your BabyQuip Dashboard contains many settings by which you can manage and

control your business, including inventory, vacations, allow same day orders or not, maximum delivery duration, and so on! Using these settings properly will ultimately prevent QP initiated cancellations altogether.

- Set your **inventory!** You can set quantities at the item level. This ensures your gear isn't double booked.
- Set **vacations:** Vacations can be scheduled in your calendar in the QP Dashboard. Set vacations not only for real vacations, but for days off, surgeries, illness, etc. (should be used only for a duration of 1 month or less). If you need to set a longer time off, please email qpsupport@babyquip.com and your site will be temporarily paused.
 - Set your **delivery duration:** You can control how far you deliver! Make sure to set this duration radius so customers DO NOT book for destinations that are beyond where you're willing to serve.
 - Set your **Same Day settings:** not willing to take same day orders? Don't allow them!
 - **Check** the QP Dashboard and your email daily so you don't miss reservations or customer communication
- **Dealing with Cancellations: Here are solutions if you THINK you need to cancel an order.**
 1. Offer an **alternative item:** Out of an item or can't get another in time for the order? Offer an alternative or similar item!
 2. Coordinate a **different delivery or pick up time:** Can you deliver early? Can they pick up for free? Can you pick up after they've left?
 3. **Partner with another QP.** Can another QP do the delivery for you? Or the pick up?
 4. **Transfer** the order to another QP. If you have other QPs in your area then this is a MUST DO before you cancel. You can send out transfer order requests to other QPs by clicking on the reservation in the QP Dashboard. You'll be notified via email when someone accepts the transfer. If no one is accepting it, try contacting them directly with a phone call/text/email.

[Transfer an order](#) (US ONLY)

A few important notes about Transfers:

- Communicate the transfer to your customer so they understand what is happening. Kindly tell them you are unable to fill the order but you are reaching out to other local BabyQuip providers to find someone who can fill it for them.

- When a QP accepts a transfer from another QP, the customer, the original QP and the new QP will all receive an email confirmation.
- You can either work out an arrangement with another QP prior to offering the transfer to them (this is easier b/c you will already know who is taking the order and can communicate this to the customer) or you can select one or more QPs in your local area to offer the order to. If you opt to offer it to multiple QPs, the first QP to accept the order will get it.
- The reservation transfers “as is,” meaning the new QP accepts the prices, product names, and delivery fees from the original order. You can edit the order once it’s accepted. If there are any price differences, communicate this to the customer ASAP!
- Tax rate on the order will remain based on the original order. The tax rate stays the same even if the new QP adds items.
- You can only transfer once.

4.5 Understanding Your Financials

Click on the “Reservations” tab to view your financial information. Selecting “View Financials” gives you a complete breakdown of each order, including order totals, delivery fees, taxes collected, and so on. Selecting “View Payouts” allows you to see the amount of your payouts and the dates they are deposited into your bank account.

4.6 QP Resources Folder

The QP Resources Folder contains a lot of really important information for QPs. If you have access to this doc, you were able to access the folder. Also, in the folders are:

- Logos
- Marketing Materials
- Photos

5. Fulfilling Rental Orders

5.1 Receiving Orders

Customer makes an order: When a customer comes to your Quality Provider website and makes an order, our system **automatically accepts the order**, determines the total price, and sends the details to you in an email to your BabyQuip email address. The customer gets an email confirmation and BabyQuip Platform does as well.

Entering an Order for a Customer You can enter a customer order on your BabyQuip website.

1. Get the following information from your customer:
 - First & last name
 - Email address
 - Phone number
 - Address for rental
 - Items for rental
 - Dates of rental
 - Is it a delivery or pickup
 - 2-hour delivery/pickup windows for beginning and end of rental
 - Credit card number, expiration date, CVC code
2. Go to your personal BabyQuip website
3. Add requested items to your cart
4. Check out as “Guest”
5. Fill out customer’s personal information and details of the delivery
6. Enter their payment information to complete the order
7. In the “Terms” screen, enter their email address so that they are sent a copy of the [terms](#) to sign electronically.
8. BabyQuip will send confirmation emails to you and your customer, as well as an email asking for them to review & sign terms
9. The reservation will now appear on your Reservations in the QP Dashboard and on your BabyQuip calendar.

Internal Requests - Customers sometimes contact corporate directly with requests, or find us on websites that BabyQuip owns such as rentbabyequipment.com and baby-equipment-rental.com. In these instances corporate will send this customer lead to a local QP via email. If you receive one of these emails be sure to respond and indicate whether or not you can help the customer. Please let corporate know ASAP if you cannot fill the order so that they can ask another QP.

Influencer Orders - BabyQuip works with social media influencers to help market our business to their followers. Influencers often get paid to post about products and services or get free products/services in exchange for posts and content. When BabyQuip works with influencers, we usually pay for their rental

or cleaning in exchange for a post or story about their experience. We sometimes offer them a gift card to use in a giveaway. We will try to let you know if an order you receive is for an influencer. Sometimes we don't know who they book with! If you suspect you received an influencer order (there's a gift card included in the payment), reach out to Jerad (Jerad@babyquip.com) and ask. We take these influencer orders very seriously and aim to go above and beyond! We take every order seriously and aim to impress but these orders are always VIP orders. Many BabyQuip influencers are mommy and daddy influencers and we've also worked with travel influencers. If you know of an influencer that would be a good fit for BabyQuip, let Jerad know that too. You can find more information about [working on influencer orders here](#).

Last Minute Orders

As a BabyQuip Quality Provider you will inevitably deal with last minute orders. Our experience has been that serving last minute orders is particularly rewarding because it makes customers really happy, leading to great reviews for you, repeat customers, and positive experiences with BabyQuip!

Can't fulfill this order?

Offer it to a nearby Quality Provider.

TRANSFER ORDER

CANCEL ORDER

On the occasion that you can't fill the order:

1. Contact the customer to double check and see if they have any flexibility to meet at a different time or location that would work for both of you. If you don't have the particular item they rented, offer an alternative item (maybe a pack n play will work instead of a crib).
2. Are there other QPs in your area? Log into the QP Dashboard and click on the reservation, then select "Transfer Order." A list of nearby QPs will populate, and you can also search for QPs who may be farther away. Select anyone who may be able to take the order. Once you hit "submit" an email will go out to those QPs and hopefully one of them will accept it, in which case you will be notified via email.
3. Contact another baby gear rental company if necessary. It's okay to contact a local competitor if you or another QP can't fulfill the order. Many of the competitors have passed on orders to BabyQuip as well.
4. Tell the customer you can't fulfill it. If the above options are not doable, then it's ok for you to tell the customer you don't have the inventory or time to make it happen. Cancel the order in the QP Dashboard quickly.

5.2 Confirming Orders

Once you receive a reservation, please make contact with the customer ASAP.

- **If you can fulfill the order**, be sure to follow the three C's
 - **Communicate** with the customer immediately.
 - **Confirm** the order - even though they get an email confirmation, we expect you will make contact and start to build a rapport. Email, call, or text them as soon as you receive the confirmation and let them know you received their reservation.
 - **Clarify** any issues about the delivery time, or the items selected. If you can not deliver during the 2-hour window they selected, suggest other available times. If you don't have an item they reserved, suggest other items and edit the reservation asap.
 - They may also have questions for you. Be sure to respond quickly. Try and cross-sell and up-sell (see below).
- **If you cannot service the reservation:**
 - If there is another QP in your market, ask them if they can fill the order. If so, you can transfer the order to them.
 - Ask for help from BabyQuip or get ideas from other QPs. DO NOT JUST CANCEL a reservation without trying to help the customer fill it and without letting the customer know.. If you are unsure how to go about this, contact qpsupport@babyquip.com.
 - If there isn't another solution, cancel the order in the QP Dashboard. Reach out to the customer and explain the reason for the cancellation.

5.3 Cross-sell and Upsell

We encourage you to try and cross-sell and upsell if you have the customer on the phone or are booking a reservation with them over the phone. You can also cross sell and upsell when you contact the customer to confirm the reservation and when you do your day before delivery check-in with the customer.

For example:

1. When a customer orders a crib, you can let them know you also rent audio or video monitors and ask if they would like to add that to their order. Many times customers either aren't aware you rent them (they haven't looked all through your entire site) or they don't think about the details until they arrive.
2. "Little ones that age really do well with a Toy Package. We customize it just for them. Would you like to add one?" One of our QPs takes a Toy Package along with her on deliveries and tries to get the customer to add it last minute and then she charges for it after she gets home. Brilliant!
3. If a customer orders a Toy Package, you could say: "Our Keep it Exciting package saves you a couple dollars each day and comes with a Toy Package,

Book Package, AND a ride-on toy."

4. Customer is renting a stroller and you get the feeling they are an active family. You could suggest a baby backpack carrier in addition to the stroller so that they can better see the art galleries, caves, landscape, go on tougher hikes, etc.

5.4 Unpaid Orders/Cart Abandons

Sometimes a customer will add items to their cart, enter all the delivery and pick up information and go to the payment screen, but for some reason they don't enter their credit card info and complete the reservation. This is a cart abandon.

A customer may abandon their cart for many reasons. Think about your own shopping behavior; sometimes you decide you do not need what you were just about to buy, sometimes the total price gives you sticker shock or maybe you were just interrupted by your hungry kiddo and now isn't the right time to complete your order.

When a customer abandons their BabyQuip shopping cart, BabyQuip follows up with a series of up to three follow up emails (industry standard) to encourage them to complete their reservation. You may also reach out to them to see if they have questions. We encourage you to do this.

The first email is sent about 60 minutes, #2 is sent 12 hours later and #3 is sent 24 hours later.

5.5 Customer Communication Expectations

We love our customers and want them to feel it. Being easily available and quick to respond to voicemails, texts, and emails is important not only to winning business but also to keep your customers happy.

Here are a few QP best practices when working with customers:

- Always respond to a customer within 24 hours, even on weekends (ideally, much faster).
- If you have any active reservations (even future reservations), check your email and voicemail at least once a day.
- If you are on vacation, please leave a voicemail message and automatic "out of office" reply that lets the customer know how to reach you, or who they can contact instead. Maybe set a vacation in the QP Dashboard, so you don't receive orders during the time you are away. Vacation settings [here](#).

Set Up Your New Voicemail

You must have a voicemail set up for your business. Many QPs use Google Voice

to create a free business phone number. You can set this phone number to ring through to your personal phone. If you choose to use your personal phone number for BabyQuip- cool! Regardless, you will want to set your message to be something like the following:

"Hello, you have reached <your name here>, Quality Provider for BabyQuip. I am not available right now but be sure to check out my website at www.babyquip.com/xxx to see the items we rent, the prices, and even book your reservation. Feel free to leave a message, and I will call you back as soon as I can. Thank you!"

How to Answer Your Phone

When you pickup your phone, here is a nice way to answer:

"Hi this is <your name here>, BabyQuip Quality Provider"

5.6 Changes to Order, Refunds, & Cancellations

[See Section 5](#) of the handbook to see how you can edit and cancel a reservation.

Cancellation Policy:

Customers may need to cancel an order OR cancel an item OR shorten their stay, etc. In these scenarios, review the rules and guidelines below for how cancellations and refunds are processed.

General Customer Cancellation Policy this is what Customers agree to when they make their reservation and can be found at babyquip.com/faqs

Once a reservation is made, the service fee is non-refundable (the service fee will appear as a separate line item at checkout). If you cancel all or any portion of requested equipment rental services, you will receive a refund of all other fees and charges as follows:

Refund	Non-Peak Dates	Peak Travel Dates*
100% minus the service fee	7 days or more prior to the start of the reservation	14 days or more prior to the start of the reservation
50% minus the service fee	3-6 days prior to the start of the reservation	8-13 days prior to the start of the reservation
Non-refundable	2 days or less prior to the start of the reservation	7 days or less prior to the start of the reservation

*Peak travel dates are defined as reservations occurring during Memorial Day, 4th of July, Labor Day, Thanksgiving (Thursday and Friday), Christmas (12/24-12/26), and New Years (12/31-1/1).

You may cancel all or any portion of your reservation up to seven days before the delivery date and receive a refund of all applicable fees, except the service fee.

If you cancel all or any portion of your reservation between three and 6 days before the delivery date, you will receive a refund of 50% of all applicable fees except the service fee.

If you cancel all or any portion of your reservation within two days of the delivery, you will be charged in full.

Notwithstanding the forgoing, if you cancel all or any portion of requested services for a rental period that occurs on or during Memorial Day, 4th of July, Labor Day, Thanksgiving (Thursday and Friday), Christmas (12/24-12/26), and New Years (12/31-1/1):

- (a) at least 14 days before delivery, you will receive a refund of all applicable fees except the service fee
- (b) at least 8 days before delivery, you will receive a refund of 50% of all applicable fees except the service fee
- (c) less than 7 days before delivery, you will be charged in full.

Reservations placed within 24 hours of start time are non refundable. All other reservations can be cancelled within 24 hours of booking will get a full refund, minus the service fee.

If a Quality Provider cancels or removes a portion of your reservation for any reason the service fee will be returned to you.

Service Fee Refund Rules

If a Quality Provider cancels or removes a portion of the customer's reservation for a reason of their own, we return the BabyQuip service fee to the customer. If a customer chooses to cancel a reservation, the service fee is non-refundable. If a customer chooses to remove a portion of their reservation (refund), the service fee is non-refundable.

Credit Card Declines

When we submit a charge to your customer's bank, those banks have automated systems that determine whether or not to accept the charge. This is NOT determined by Stripe or BabyQuip.

The customer's bank can decline a charge for the following reasons:

- Spending habits
- Spending location
- Account balance (have they reached their credit limit/maxed their card?)
- Incorrect card information like the expiration date and CVC
- Transaction amount (high amounts are more likely to get declined)
- International credit cards and locations

Other things to note:

- AMEX is especially sensitive
- If the customer tries a different card using the same amount, it may also be declined
- On average about 5% of credit cards are declined for the above reasons

What to do when a card is declined:

- Call the customer and confirm that the correct information was entered
- Ask the customer to call the number on the back of her card to ask them to approve the charge
- Ask the customer if he would like to put the charge on a different card

Tone and language is important when cards are declined. Most of us have had a credit card declined. It can feel embarrassing. When you call or email a customer, remember what it feels like to be on the other end of this situation. Here's what you can say: "We are so sorry, we know it is frustrating. When we submit a charge to your credit card bank, those banks have automated systems that determine whether or not to accept the charge. This is NOT determined by us unfortunately. Let's see what we can do to get this fixed for you."

[Here's](#) a link to more information on credit card declines from Stripe.

5.7 Terms and Conditions & Release of Liability

We need every customer to read and digitally agree to the [terms](#). You can

always access your form from the footer or bottom of your BabyQuip website or with this url: [http://www.babyquip.com/\[Insert your QPNAME\]/terms](http://www.babyquip.com/[Insert your QPNAME]/terms)

The customer is presented with the terms on the checkout form page. The customer can click the button 'Read Terms'. They need to click the checkbox 'I agree to Terms' to indicate they have read and agree to the terms. The programming logic then stores that they have agreed and also stores the entire Terms and Release of Liability that they have agreed to in the reservation record. Form validation WILL NOT let the customer or 3rd party make the reservation if the checkbox isn't selected indicating agreement OR there isn't an email put in to send the Terms to the customer for agreement at a later time (see below). An error message is shown and the customer or 3rd Party cannot move forward in the reservation process.

We need for the actual customer to be able to read and digitally agree to the terms. It is OK to make a reservation on behalf of your customer or for a hotel staff person to do so as well. We have programming in place that allows an email address for the customer to be entered. An email is sent with a message and a link for them to click on. They are told to read and type in their name to a textbox and click 'I agree'. You and BabyQuip platform admin get a copy of this email as well.

Other things to consider with Terms:

- **Important:** Before you deliver or as you prepare for an order, we recommend making sure the customer has agreed to the Terms.
- Sometimes a customer says they didn't get the email. You can login to the QP Dashboard and view the reservation. At the bottom, under the 'Terms' section, you can copy the link and email it to them.
- Worst case scenario, you can print the [terms](#) and have them sign the paper copy as you deliver.
- If the "I agree" box is checked **and** an email address is entered into the third party field, the customer has agreed to terms but will also get an email requesting an electronic signature.

5.8 Customer Accounts & BabyQuip Bucks


Customer accounts are an important feature on BabyQuip that make the rental process easier for both customers and Quality Providers. A large portion of orders will be made through customer accounts so it's important for you to understand how they work. If you are also a BabyQuip cleaner, please note that customers can also access their cleaning appointments through their accounts. Customers can access their account at babyquip.com/customers


My BabyQuip Account

Create an account to make or view a reservation, check your balance, redeem a gift card or review past orders.

CUSTOMER LOG IN

QUALITY PROVIDER LOG IN

 Sign in with Facebook

 Sign in with Google

Email

Password

SIGN IN

[FORGOT PASSWORD?](#)

[CREATE AN ACCOUNT](#) [I CHECKED OUT AS A GUEST](#)

- **Customer Dashboard:** This allows a customer to create an account (also via Facebook login), which enables them to view past reservations and leave a review, rebook with their same QP, see upcoming reservations, change their password, contact email, and other account information used for reservations, and store various credit cards.
- **Reservation Changes and Cancellations:** Customers can also go into their accounts to **request changes** to an order or **make a cancellation**. **IMPORTANT:** Unless you are the one who needs to cancel, **DO NOT cancel an order for a customer!** It is their responsibility to cancel their order. If they checked out as a guest rather than through a customer account, they can still cancel themselves. Bookmark the link below to share with customers asking to cancel their reservation.

<https://www.babyquip.com/customers/login>

- **Checkout:** The display will include the total amount on the right of the checkout page and is dynamically updated with customer's delivery option choice. Data is then pulled from the customer account (including their card choice for payment) so that the customer only has to enter "this" reservation's details. The checkout progresses as 2 steps/pages.
- Important note: Checkout doesn't require a customer account, and can be done "as guest" or "as customer."
- Feel free to explore, create a customer account and make a reservation to see how the process works. Just remember to cancel your order!

BabyQuip Bucks is our Customer Referral Program

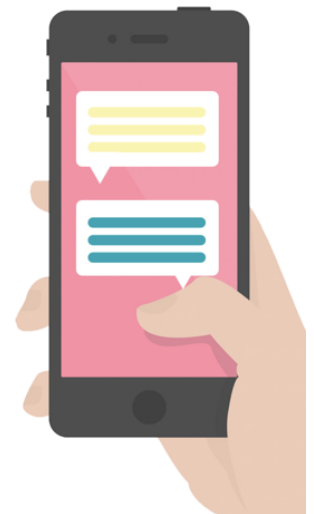
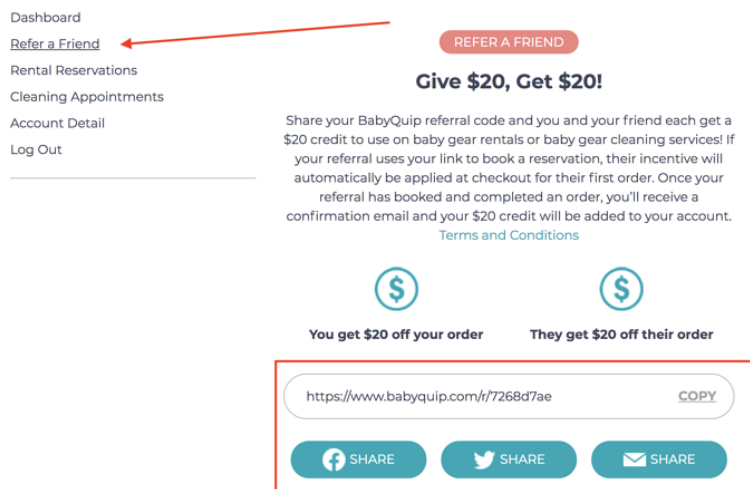
The customer referral program allows customers and referrals to earn BabyQuip Bucks.

From their BabyQuip account, customers can share a link to refer friends or family members to create a BabyQuip account and earn BabyQuip bucks.

When the friend/family member books their next reservation or cleaning appointment, they can apply the \$20 in BabyQuip Bucks.

When that friend/family member completes their reservation or cleaning appointment, the referee will also earn \$20 to earn on their next reservation or appointment. It's a win-win!

The program is fully funded by BabyQuip as a marketing program.



5.9 Best Practices for Delivery

In the hospitality industry, friendly, prompt, and professional delivery service is important.

- Be sure to review the order when it comes in to determine if you have to coordinate with anyone beside the customer for entry, keys, codes, etc.
- Do you or the customer want a **contactless delivery and pick up?** By now you know that we take the safety of our Quality Providers and our customers very seriously. Since the beginning of the pandemic there has

understandably been an increase of customers requesting contactless delivery and pickup. If this happens, QPs are expected to work together with their customers to coordinate and make arrangements.

- Masking - Please follow all local, city, and state laws and regulations in regards to **masks** while interacting with customers and in public representing BabyQuip. In addition, please follow the rules and regulations set forth by any third party location you may be delivering to or picking up from (hotels, resorts, etc.).
- **The day before you deliver an order, send another check in email, text or phone call to the customer to confirm the items they rented, the delivery location and delivery time.** Do you need any information regarding entry, crib set up locations, parking, etc? You can include a warm comment about wishing them an enjoyable flight or safe travels. Use this as an opportunity to update. Section 6.3.
- Right before you deliver, double check all equipment for cleanliness, batteries, cords, etc.
- Make sure all buckles are working and clipping tightly, double-check that nuts, bolts, and other components are tightened, make sure your product has complete functionality.
- For any products with buckles, buckle them to improve presentation. Do this for high chairs, booster seats, strollers, and car seats especially.
- Double check that you have all the items, such as the proper size sheets and mattress pads, for cribs and pack n plays before you set out to deliver. It's really frustrating to get there and realize you forgot something.
- Some QPs create a checklist from the order confirmation (you may want to add detail for example, what is in the toy box) and include it with the order. [Here is an example](#)
- Deliver with a smile, set up the equipment (except car seats and baby proofing items), provide any guidance about using it and leave the manual when requested (always leave a car seat manual).
- Offer other helpful advice as needed, especially about what to do for family fun.
- Include business cards to ensure they have your contact information (and can share it with friends/family!)
- Some QPs include a short thank you note with a link to review.
- Branded BabyQuip tote bags are great ways to deliver your linens or small items.
- Some QPs like to wear a BabyQuip t-shirt for deliveries.



Quality Provider Safety

Safety is important to all of us at BabyQuip. This includes the well-being of our Quality Providers. Please read the following tips on Quality Provider safety.

1. Wear clothing and shoes that don't interfere with your job of loading, unloading, delivering, and setting up gear.
2. If you need help carrying a crib or other gear upstairs, ask for help. Some QPs specify in the copy for cribs and other gear that if it must go up a flight of stairs they will require on-site help.
3. BabyQuip insurance does not cover your car, nor you as a driver. Please check with your auto insurance company about the type of auto insurance you will need.
4. Rely on your gut instincts in delivery situations that are concerning in any way. If you feel unsafe, do not enter a home or hotel room. Call a friend, call BabyQuip, or ask the customer to meet you at the door.
5. If you feel you have been harassed, threatened, or otherwise made to feel unsafe in the course of a BabyQuip delivery or pickup, please inform BabyQuip right away.

5.10 Best Practices for Pickup


Picking up gear is another opportunity to deliver excellent customer service.

- Before you leave to pick up your gear, make sure to confirm the proper location and time. This could be a text, an email, a phone call - by this time you should know how this particular customer likes to communicate.
- Use your checklist to ensure that you have all items.
- Ask the customer if they were satisfied and let them know that you would like a review. Explain that you are a new business and reviews help you grow.
- Check your items for damage, missing pieces, etc. as soon as possible.

5.11 How to Collect Reviews

Reviews are important to show your success to other potential customers. They are important to have on your BabyQuip site but also on other sites, such as Facebook and your Google My Business page.

Each customer will receive an email from BabyQuip the day after their reservation ends. We thank them for their business and also request a



Hello Daniel!

Tell us about your recent baby gear rental experience. Did Ariele Stahl delight your family with quality baby gear and super friendly customer service?

- We are always striving for excellence and your feedback helps us accomplish that! Please leave a review, it only takes a minute or two.
- If you feel Ariele Stahl went above and beyond your expectations, you can also leave a tip!

Leave a Review!

We look forward to serving you on your next travel adventure!

Thank you,
The BabyQuip Customer Happiness Team

review on your behalf. These reviews will be collected and displayed on your Quality Provider website. Reviews help new customers feel secure in using your services!

The emails from corporate looks like this:

When a customer clicks on the “Leave a Review!” button, this is the page they see. They can rate you, write a review and also leave a tip, if they would like to.

The screenshot shows the 'Add Review' page for reservation #BAB21785. The page header includes the BabyQuip logo, navigation links ('Find & Rent Baby Equipment', 'How it Works', 'Become a Quality Provider'), and user options ('Login', 'Create Account', 'Hi'). The main heading is 'Add Review for Reservation #BAB21785'. Below this, it identifies the 'Quality Provider: Nicole Kitzman | Nicole Kitzman, BabyQuip Independent Quality Provider'. The form is divided into two main sections. The left section, titled 'Overall rating *', contains three star rating fields for 'Condition', 'Customer Service', and 'Would Recommend', each with five stars. Below these is a text input field for 'Add a headline' with the placeholder 'What's most important to know?'. A larger text area for 'Write your review' has the placeholder 'What did you love?'. At the bottom of this section is a checkbox for 'Show My Name' with a note: 'If not checked, we will use 'Customer' instead of your name.' The right section, titled 'Your Testimonial will look like this:', shows a preview of the 'Customer Review' with five stars and the same three categories. Below the preview is a section titled 'Great Service? Leave a Tip!' with a text input field for 'Amount to tip (using saved card ending in 7934)'. At the bottom right of the form are 'Cancel' and 'SUBMIT' buttons.

We also highly recommend sending a personalized email to each of your customers to thank them for their business. [Here is an example](#) thank you and review email.

When you thank a customer, always ask them for a review. To get your custom review link, Log in to the QP Dashboard (<https://www.babyquip.com/partner>), go to the 'Reservations' drop-down menu, and select 'View' for reservation. [Watch this short video to see how.](#)

1. Copy and paste review link
2. Test link in browser
3. Send link in email to customer

CONFIRMATION: #BAB21905
 CREATED: 11/27/18 8:59 AM
[EDIT ORDER](#)

PAID IN FULL

<div style="display: flex; align-items: center;"> <div style="margin-right: 10px;"></div> <div> <p>Nov 27, 2018 2:30pm-4:30pm <small>RENTAL START</small></p> </div> </div>	<div style="display: flex; align-items: center;"> <div style="margin-right: 10px;"></div> <div> <p>Dec 01, 2018 8:00am-10:00am <small>RENTAL END</small></p> </div> </div>
<div style="display: flex; align-items: center;"> <div style="margin-right: 10px;"></div> <div> <p>Damian Rawoot damian.rawoot@gmail.com 5402718606 <small>CUSTOMER INFORMATION</small></p> </div> </div>	<div style="display: flex; align-items: center;"> <div style="margin-right: 10px;"></div> <div> <p>650 N. Quincy St. Arlington, VA 22203, US Hotel <small>RENTAL ADDRESS</small></p> </div> </div>
<div style="display: flex; align-items: center;"> <div style="margin-right: 10px;"></div> <div> <p>Deliver to Arlington, VA \$40 <small>Delivery Details: We are at the Marriott Residence Inn at Ballston. I will be up in the room so I can come down and meet you. For pick-up, we can leave it with front desk of hotel for pick up anytime on 12/1.</small> <small>DELIVERY INFORMATION</small></p> </div> </div>	
<div style="display: flex; align-items: center;"> <div style="margin-right: 10px;"></div> <div> <p>Yes <small>SIGNED TERMS</small></p> </div> </div>	<div style="display: flex; align-items: center;"> <div style="margin-right: 10px;"></div> <div> <p>Child 1: 2 Years Months. Gender: Boy <small>CHILDREN INFORMATION</small></p> </div> </div>

Order Summary

★ [Review Link](#)

<https://www.babyquip.com/nicole703/review/8c78f6414e7792b6b909c97810823a01>

Convertible Car Seat (Britax or Peg Perego)
 Convertible car seat can face front or back, comes with manual
\$ 60.00
9 DAYS @ \$10.00 PER DAY

Item Total	\$60.00
Delivery & Setup	\$40.00

ONLY CUSTOMERS ARE ALLOWED TO USE THE REVIEW LINK AND SUBMIT A REVIEW! PLEASE DO NOT TAKE COMMENTS THEY EMAILED OR TEXTED YOU AND ADD A REVIEW YOURSELF. PLEASE BE HONEST.

Below are two samples of an "ask for review" email:

Hi (FIRST NAME),

Thanks so much for renting your baby gear from me during your recent visit to LOCATION (OR: during your grandchildren's visit). (Personal note here if possible - I'm so glad your grandson loved the exersaucer!)

BabyQuip is a brand new company. Most of our growth is coming from customers like you who mention us to friends, post to their mom groups (OR GRANDPARENT GROUPS OR LOCAL ONLINE COMMUNITY GROUPS AND PUBLICATIONS), write reviews, or follow and like us on social media.

I have included a personalized review link if you'd be willing to leave a review of my services at your convenience. Thank you so much!

Your customers will be given the opportunity to review their experience renting from you at the end of their reservation. BabyQuip will send an email requesting feedback from the customer 24 hours after the scheduled pickup. We also encourage our Quality Providers to seek reviews too. These reviews will be collected and displayed on your QP website. Reviews help new customers feel secure in using your services.

Hi Jeanette,

I hope the crib allowed your little visitor to sleep well. Would you take just a minute to review your experience on my [BabyQuip site](#) or my [Facebook page](#) or on [Google](#)? Reviews are so critical to continue showing future customers that they will receive great products and service. BabyQuip is a small business for me and my success with this venture allows me to spend more time at home with my kids. Both are passions for me! I love what I do and I enjoyed providing gear for your family.
Thanks,
YOUR NAME

We understand that sometimes a customer is not happy and we can help guide you through the process of resolving any issues. If a Quality Provider receives multiple negative reviews, we will reach out to you to discuss the issues. Multiple negative reviews could result in temporarily suspension until the issues are addressed, or even permanent removal from the platform.

5.12 On The Rare Occasion Something Goes Wrong

Mistakes are rare at BabyQuip, but they do happen. An order might be delivered past the two-hour window or be missing a piece of gear. You might have grabbed the wrong car seat on your way out the door, or forgotten a manual. Generally, it's not the problem itself that upsets a customer, but rather how the QP works to resolve the problem. Owning up to the mistake, empathizing with the customer and quickly fixing the situation is generally a win for everyone. Getting defensive ("It's not my fault your crib was late, the traffic was terrible"); ignoring calls, emails and texts from an unhappy customer; or failing to acknowledge the way in which the customer feels inconvenienced, never ends well.

When a Customer is Upset

- Listen carefully to their concerns.
- Acknowledge the inconvenience: "I completely understand that it's past your daughter's bedtime and I'm still twenty minutes out from your delivery. I'm sorry I missed the delivery window and you've kept your daughter up."
- Explain what you are going to do to fix things. "Now that the traffic has lightened up, I'm driving as quickly as I can to safely get there. I'll refund you the crib rental fee for today, and I'll help you quickly get the crib set up for your daughter when I do arrive."

When To Involve Corporate

- When there is a health or safety issue involved.
- When the customer remains upset no matter what you do in your attempt to resolve the issue.
- When the mistake is big! For example, you forgot to deliver an order the

day before and did not see repeated texts from a now very upset customer.

- When the customer threatens certain behaviors, including posting on social media, calling their credit card company to dispute the charge, writing a blog post, involving the hotel, etc.
- When your gut instinct tells you something just isn't right.

Please carefully consider your choice of words when communicating with a customer about a dispute. Use the [customer FAQ copy](#) when possible.

For example, if a customer is arguing that our pricing model, charging for the number of days an item is rented is “deceptive,” don't repeat his language back to him, verbally or in writing. Of course, there is nothing deceptive about this practice, and it is disclosed throughout the reservation process and in our FAQ.

Don't say: “I can see how charging you for seven rental days, rather than six, is kind of deceptive. But that's just how the platform works.” If you say this you're admitting that you are deceiving your customers--which you aren't.

Do say: “I understand your confusion, but we're very clear on our website and in [our FAQ](#) about how we charge for rental days. Here's what the FAQ says: Unlike hotels or vacation rentals, we do not force a check-in and check-out time so that your family can have as much flexibility as possible. We count each day that you have the gear. We do not double book our days because we need time to inspect and clean the items to our very high standards. So if you were going to use the equipment starting early evening on Monday and keep them until the following Monday morning, we would count that as 8 days. We try to be as flexible as we can on this.”

After stating this, include a link to [the FAQ](#) and any special consideration you might decide to provide to the customer (a free book package, a \$10 refund, etc.).

6. Payments to Quality Provider - Rentals

6.1 Overview of Payment Model

QPs who went live on the platform **on or after** 1/1/2019, get 78% of the rental fee and the delivery fee, all sales tax (if applicable) and 100% of any tips left on the platform.

On the [BabyQuip Fee Schedule](#), QPs who were live on the platform **before** 1/1/2019, get 79.5% of the rental fee and the delivery fee, all sales tax (if applicable) and 100% of any tips left on the platform.

Consumables have an automatic 20% surcharge added to the purchase price. QPs keep 50% of the surcharge and BQ keeps the other 50%.

BabyQuip Platform gets the BabyQuip Transaction Fee, which is either 20.5% or 22% of the rental and delivery fee, based on when the QP went live on the platform, and a 8% BabyQuip Service Fee (charged to customer on rental fee and delivery fee).

Stripe Fees

BabyQuip pays all the stripe fees.

BabyQuip Service Fee

When a customer asks, "What is the BabyQuip Service Fee?" you can respond with, "It is a fee that you pay to the BabyQuip Platform that helps cover the costs of running this online business." You can also direct them to your [FAQ page](#) that contains more information. BabyQuip Service Fee is applied to every transaction made through BabyQuip Platform. The amount of this service fee is based on a percentage of the reservation rental fee and delivery fee (including misc fees). It is not calculated on taxes. This fee is displayed before a customer pays for their reservation and displayed on the cart and payment pages.

Sample Payment Breakdown:

Reservation	Rental Fee	Delivery Fee	Total
BAB#100	\$100.00	\$20.00	\$120.00
8% BabyQuip Service Fee	\$8.00	\$1.60	\$9.60
Customer Pays	\$108.00	\$21.60	\$129.60

8% BabyQuip Service Fee	-\$8.00	-\$1.60	-\$9.60
BabyQuip Platform Fee 22% of rental fee & delivery fee	-\$22.00	-\$4.40	-\$26.40
Paid to BabyQuip Platform			-\$36.00
Transferred to Your Bank Account			\$93.60

View Your Reservations and Financials


Login to the QP Dashboard (babyquip.com/partner) and under 'Reservations' drop-down, select 'List Reservations (View, Edit)'.

The screenshot shows the BabyQuip Quality Provider Administration Area. The top navigation bar includes links for Settings, Items, Reservations, Customers, Reviews, Support, Training, and Logout. A dropdown menu for 'Reservations' is open, showing options: 'List Reservations (View, Edit)', 'View Financials', and 'View Payouts'. A success message states 'You have successfully logged in.' Below this, the 'All Reservations' section displays 'Page 1 of 25, showing 25 records out of 617 total, starting on record 1, ending on 25'. A pagination bar shows page 1 selected. The main table lists reservations with columns: BAB#, Paid, Created, First Name, Last Name, Rental Start Day, Rental End Day, and Actions. Two reservations are visible: one for Adrian Santos (BAB# 22574) and one for Caroline Nightingale (BAB# 22565).

BAB#	Paid	Created	First Name	Last Name	Rental Start Day	Rental End Day	Actions
22574	Yes	12/13/18 12:52 PM	Adrian	Santos	12/18/18 12:00 AM	12/26/18 12:00 AM	View Edit
22565	Yes	12/13/18 9:30 AM	Caroline	Nightingale	12/15/18 12:00 AM	12/20/18 12:00 AM	View Edit

You will see a list of your reservations. Select one to view by clicking 'View' on the far right. You will see the payment breakdown for the reservation in detail.

You can also view the breakdown for any added item charges, new charges, refunds, or reservation cancels. Under (Reservations, View Financials) you'll find this list giving you order-by-order financial information.



Settings ▾ Items ▾ Reservations ▾ Customers ▾ Reviews ▾ Support ▾ Training ▾ Logout

You have successfully logged in.

- List Reservations (View, Edit)
- View Financials
- View Payouts

All Reservations

Reservation Revenue

Page 1 of 4, showing 25 records out of 81 total, starting on record 1, ending on 25

< previous 1 2 3 4 next >

BAB#	Date	Item Total	Delivery Fee	Service Fee	Tax	Total	BQ Payout	QP Payout	Actions
17105	8/1/18 3:33 PM	85.00	20.00	6.83	8.39	120.22	22.46	93.97	View Edit
17041	7/31/18 10:44 AM	100.00	60.00	10.40	12.78	183.18	35.89	147.29	View Edit
16837	7/26/18 2:59 PM	40.00	20.00	3.90	4.79	68.69	14.13	54.56	View Edit
16722	7/24/18 4:41 PM	60.00	20.00	5.20	6.39	91.59	20.03	71.56	View Edit
16695	7/24/18 8:36 AM	120.00	20.00	9.10	11.18	160.28	37.72	122.56	View Edit
16612	7/22/18 6:55 AM	39.00	0.00	2.54	3.12	44.65	13.23	31.42	View Edit
16455	7/18/18 1:58 PM	50.00	20.00	4.55	5.59	80.14	17.08	63.06	View Edit
16443	7/18/18 12:01 PM	180.00	60.00	15.60	19.17	274.77	59.49	215.28	View Edit
16340	7/16/18 2:31 PM	140.00	20.00	10.40	12.78	183.18	43.62	139.56	View Edit

Once you have some orders, be sure to spend some time reviewing these financial reports.

6.2 Getting Paid

To receive funds for payments for your paid reservations, our payment processor makes transfers (deposits) of your available account balance into your bank account. This account balance consists of different types of transactions (e.g., payments, refunds, BabyQuip fees paid back to you, etc.). Once you start as a QP, your first transfer is made 7-10 days after your first successful payment is received. Subsequent transfers are then processed as a 2-day rolling period.

Canadian providers see more of a delay through Stripe which can be up to a 7 day payout schedule.

2-Day Rolling Period

Transfers of your available account balance are made daily and contain payments processed two business days prior (this is how long it takes for your pending account balance to become available on this schedule). For example, transfers received on a Tuesday are paid out by Thursday, and payments received on a Wednesday are paid out by Friday. If you have more than one order in a short amount of time, payments may be grouped together. If your available account balance is less than the minimum transfer amount, it remains


in the payment processor's account until your balance increases.

Negative Transfers

Each transfer reflects your available account balance at the time it was created. In some cases, you may have a negative account balance. For instance, if you receive \$100 in payments but refund \$200 of prior payments, your account balance would be -\$100.

Viewing Transfer Details

1. Log in to the QP Dashboard
2. Go to 'Reservations' drop-down and select 'View Payouts.' You will see a list of all transfers to your bank account.
3. Click 'View' to get the breakdown of your transfer to your bank account.



BabyQuip™

Formerly Bablierge

Quality Provider Administration Area

Nicole Kitzman, BabyQuip
Independent Quality Provider

Settings ▾

Items ▾

Reservations ▾

Customers ▾

Reviews ▾

Support ▾

Training ▾

Logout

Stripe Payouts

List Reservations (View, Edit)

View Financials

View Payouts

Amount	Date	Actions
\$102.84	Deposited On Aug 29, 2018 12:00 AM	View
\$218.85	Deposited On Aug 17, 2018 12:00 AM	View
\$140.62	Deposited On Aug 15, 2018 12:00 AM	View
\$184.57	Deposited On Aug 14, 2018 12:00 AM	View

Stripe Payouts Details

ID: po_1D3wrGEq5dQdPFbuvfnaczMK

Amount: \$102.84

Description: STRIPE PAYOUT

Date Deposited: Aug 29, 2018 12:00 AM

Summaries

	Count	Gross	Fees	Total
Charges	2	\$172.73	\$38.25	\$134.48
Adjustments	1	\$9.00	\$0.00	\$9.00
Refunds	1	(\$40.64)	\$0.00	(\$40.64)
Payout				\$102.84

Transactions

Type	Gross	Fee	Total	Description	Date
Payout	(\$102.84)	\$0.00	(\$102.84)	STRIPE PAYOUT	Aug 28, 2018 2:23 AM
Payment	\$132.09	\$29.25	\$102.84	View Charge - #BAB18164 Nicole Kitzman	Aug 26, 2018 7:10 PM
Adjustment	\$9.00	\$0.00	\$9.00	View Charge - #BAB17863 Nicole Kitzman	Aug 19, 2018 10:51 PM
Refund	(\$40.64)	\$0.00	(\$40.64)	REFUND FOR PAYMENT	Aug 19, 2018 10:51 PM
Payment	\$40.64	\$9.00	\$31.64	View Charge - #BAB17863 Nicole Kitzman	Aug 18, 2018 3:33 PM

6.3 Refunds & Cancellations

When a QP refunds part of an order or cancels an entire order that they were paid for, they should expect to have that money pulled from their bank account within a couple days unless they have an incoming order offsetting that difference. In that case, the amount of the refund or cancellation will be held from that upcoming payment. If Stripe's attempt to pull back the money fails, it will try again every 5 days or so.

6.4 Tips

Quality Providers keep 100% of any tips left on the platform. You may sometimes receive cash tips and you keep 100% of those too.

You will be notified by email when you receive a tip. You can view the amount in the QP Dashboard under "View Payouts." It will be listed as an "added tip," and may take a couple of days to show up.



7. BabyQuip Cleaning

Baby Gear, particularly car seats and strollers, are, quite honestly

- Germ magnets
- Unhealthy & Unsafe
- Only cleaned once per year on avg. (gross!)

“Children's car seats have twice as many dangerous germs as the average toilet”

Babies have weak immune systems and they touch their eyes and face constantly.

Clean gear extends the life of expensive baby gear; parents can reuse for multiple children and/or resell gear; peace of mind

7.1 What is BabyQuip Cleaning?

Mission Statement: BabyQuip Cleaning is a baby gear cleaning business offering exceptional quality cleaning services for baby gear including car seats, strollers, high chairs and much more.





Tagline: Clean is our thing.

How:

- ▶ BabyQuip QPs deep clean and sanitize baby gear for busy parents who don't have time or resources to do it themselves.
- ▶ The BabyQuip Cleaning platform provides everything a Quality Provider needs to build a business cleaning baby gear for local parents.
- ▶ QPs follow the 3 P's when cleaning baby gear: *Products* (always natural, non-toxic, baby-safe and parent-approved), following a thorough *Process* (cleaning top to bottom, 360 degrees and in each nook and cranny) and *Proficiency* (maintain a deep understanding of baby gear and baby gear cleaning).
- ▶ QPs follow the 5 Step Cleaning process including vacuuming, cleaning, steaming (no steaming car seats though!), drying and safe reassembly.

Choose Your Package

We offer baby gear cleaning services and packages at different levels based on how dirty your baby gear is. **The Works** package is the most popular!!

30 minutes The Basic	45 minutes Lotta Love	60 minutes The Works	90 minutes BabyQuip Clean
			
\$19.99	\$39.99	\$59.99	\$79.99
<ul style="list-style-type: none"> ✓ Vacuum ✓ Wipe Down Hard Surfaces 	<ul style="list-style-type: none"> ✓ Vacuum ✓ Wipe Down Hard Surfaces ✓ Clean & Sanitize ✓ Light Stain Treatment (1-3 Spots) 	<ul style="list-style-type: none"> ✓ Vacuum ✓ Wipe Down Hard Surfaces ✓ Clean & Sanitize ✓ Moderate Stain Treatment (Several Spots, Includes Sunscreen Removal) 	<ul style="list-style-type: none"> ✓ Vacuum ✓ Wipe Down Hard Surfaces ✓ Clean & Sanitize ✓ Heavy Stain Treatment (Significant, All-Over Staining) ✓ Vomit, or Potty Accident Treatment
Book Now	Book Now	Book Now	Book Now

* Additional charge for double stroller and stroller accessories

7.2 Must Know info for QPs about Cleaning.

- **ALWAYS read the item manual** before you begin a cleaning.
 - Car seats and strollers are made of many different materials by many different manufacturers. Most manufacturers are ok with cleaning with a mild detergent, but sometimes there are other guidelines. It's important to understand that some materials, cleaning methods, and chemicals don't mix, and can actually cause damage to the seat. The manual should also have instructions on how/if to take off the fabric and how to put it back on once clean. Some manufacturers will allow machine washing (it will depend on the fabric and whether the fabric can withstand machine washing without removing the fire retardants, etc from the fabric) but most will not. Manuals can be found on the manufacturer website. If you are not able to find the manual online, you can also call the manufacturer for advice. DO NOT use information on third party sites or YouTube for how-to-clean information.
- **Extreme care must always be taken when cleaning car seats. It is possible to render a car seat unusable by damaging the harnesses, buckles and fabrics!!!**
 - **Only mild soap and warm water** can be used to clean a car seat.
 - **Never use Steam** on a car seat.

- **Do not clean Mold from a car seat** - it's not possible to safely remove mold from a car seat.
- **Never use any of these items on a car seat:** We **NEVER** use: Bleach (even color safe ones), Lysol, Peroxide, OxiClean, Alcohol*, Stain removers, Vinegar, Steam*, Disinfectant wipes, Oil based products, Essential oils, or Enzyme cleaners (*unless otherwise approved by the manufacturer).
- **Do not clean expired (car seats) or recalled** baby gear. The customer acknowledges when placing the order that the items are not expired or recalled; however, please do a double check yourself.
- **Do not over scrub or submerge harnesses, straps or buckles** in water. This can cause damage to the straps/harnesses and cause them to not work properly to protect the child. If straps, harnesses, or buckles are too dirty to get clean with mild soap and water (never soaking or scrubbing the straps), these pieces can usually be replaced fairly inexpensively by the manufacturer. Please recommend the customers replace the part with the manufacturer.
- **NEVER place a car seat harness in the washing machine.** The reason lies in the tensile strength of the webbing. Car accidents hurt people because, among other things, the short amount of time between traveling at whatever speed you may be traveling, and coming to a full stop. Restraints serve the purpose of slightly elongating that period of time (Called 'ride-down time'). The webbing (material out of which the straps are made), specifically, will stretch, in a crash, reducing the amount of force transmitted to the body of the child. Spinning those harness straps around in the washing machine will prematurely pull all the stretch out of the harness and take away that increased ride down protection they provide the child.
- Always **put the car seat back together correctly**. Putting a car seat back together incorrectly can result in the dangerous possibility that the car seat won't perform properly in a crash. If you do need to take the seat apart for cleaning per the manufacturer's instructions, make sure to take pictures or videos of the seat before you take it apart. This is especially important at any area where the straps pass through and the upholstery is secured to the seat. Take pictures of the whole seat as well from above, below, and the front and back. This will give you a reference point of how you're doing as you put the seat back together.
- **Never put car seat or stroller fabric in the dryer.** You should use a fan or sun to dry the fabric. Do not use heat guns or blow dryers.
- We **do not install** car seats.

7.3. Why Cleaning Car Seats is So Strict

Car seats are designed to keep a child safely restrained in a moving vehicle or in the event of a car accident. There are three main reasons that car seat cleaning is so strict.

1. Straps & Tensile Strength:

Car seat straps/harnesses allow for just enough movement during an accident to slow the child's movements down, not restrict any movement at all. They are

made with the perfect amount of tensile strength that allows for a specific amount of stretch or 'give' in the event of a car accident. If the straps get overly saturated or soaked during cleaning they can stretch too much and not go back to the original size. Damage can be done visibly or invisibly to the fibers. If this happens, the straps can become too rigid and not allow for enough movement/stretch during a crash or can stretch too much—both are unsafe.

2. Car Seat Covers & Flame Retardants:

Some manufacturers use materials for car seat covers that are naturally flame retardant (like merino wool), in which there is no added retardant that can be damaged. Some manufacturers, however, add chemicals to the fabric after the fact. Harsh cleaners can remove or damage the retardant.

Because most manufacturers don't specifically disclose whether their fabrics are naturally flame retardant or have chemicals added, and because fabrics vary so widely even from the same manufacturer, we must assume that using anything other than mild detergent could compromise the seat.

3. Buckles:

Crotch buckles and chest clips cannot come in contact with soaps or detergents—even the 'natural' and 'car seat safe' ones we use to clean car seats. Residue can remain which can lubricate the buckle and could cause it to slip or come unlatched during a car accident. We take care to cover and protect the buckle while cleaning the surrounding straps.

Please reference these two important docs for cleaning car seats:

1. [Car Seat Car Seat Cleaning Reference Guide by Brand](#) &
2. [BQ Approved Car Seat Products & Cleaning Tools](#)

7.4 The 3 P's

Quality Providers follow [the 3 P's of BabyQuip Cleaning](#)

1. **Products:** We use the safest, most effective cleaning products and tools.
2. **Process:** We follow a thorough top to bottom and 360 degree cleaning process. Always clean top to bottom, 360 degrees (don't forget the bottom and backs) and if it moves, move it. If any piece of a car seat or stroller, high chair, etc can move...that means dirt can get in it and you need to move it to clean it. Get in all

the nooks and crannies

- 3. Proficiency:** You have significant training and understanding of both baby gear and how to clean baby gear. You have the confidence in the process and products to high quality baby gear cleaning all the time.

7.5 The 5 Step Cleaning Process

Before you begin, take a “before” picture. This helps you (and helps the customer remember) know if any pieces were missing or there are any tears or damage to the item. It’s also very important you understand exactly how an item is supposed to be re-assembled. If you will be removing the fabric from an item, take pictures from all directions to remember how the buckles, straps, etc were placed. Take an “after” photo when finished! These will be great photos for social media and marketing your business too.

Wash your hands with soap and water!

Follow these 5 Steps every time:

- 1. Vacuum:** Use a wet/dry vacuum to remove every last crumb from car seat and stroller fabric and get down to the base to find those hidden Cheerios. Vacuum from top to bottom, inside all moving parts, open hidden seams, covers, and straps. Use a small amount of steam to loosen any ground in particles. Too much steam will make it difficult to vacuum dry particles. Attempt to reach every spot, some areas will be unreachable.
- 2. Clean:** It’s important to always use a mild detergent which will easily and safely clean the fabric using surfactants to remove dirt and grease. We recommend a clean rinsing, dye-free, scent-free soap or mild detergent, such as Dr Bronner’s castile soap.

Use water, a mild detergent and a clean towel or microfiber rag. Special care must be given to not damaging the fabric or putting too much pressure on the webbing of the straps and harnesses.

The mixture of water to detergent should be 1 cup of water to 1 TBSP of mild detergent. You can put this into a spray bottle and spray the mixture onto the fabric. You can also mix a bucket of water with a corresponding amount of mild detergent.

Use a microfiber rag to rub every section of fabric, stained or not, with the water and the mild detergent to ensure no watermarks or spots form as it dries. With a dry microfiber towel, wipe away excess water and soap.

***Do not soak car seat straps as it can impact the effectiveness of the straps and harnesses. If the car seat harnesses are too soiled, the customer needs to*

*have them replaced by the manufacturer. Some car seats have irreplaceable harness systems***

Follow the same process and spray/wipe down all the hard surfaces of the car seat/stroller with the mixture of mild detergent and water.

[DO NOT DO THIS ON CAR SEATS] How to spot treat/fabric cleaning - put a small amount of Grandma's spot remover (or similar) on the fabric and allow it to sit for a few minutes. Use a stiff bristle brush (or clean toothbrush) to scrub these soiled areas that require extra attention. With a dry microfiber towel, wipe away excess spot remover. If cleaning a body fluid stain (vomit, urine, stool), remove excess solids, and spray the remaining stains with an eco-friendly enzyme cleaner, and let sit for 5-10 minutes while working on other parts of the gear. Soak up the enzyme cleaner with a dry, clean microfiber cloth and repeat if there is a lingering smell.

3. **[DO NOT DO THIS ON CAR SEATS] Sanitize:** Hit every spot with a steamer to sanitize the item. Steam cleaners need to get water to at least 212 degrees Fahrenheit to kill germs and bacteria. Beware that steam/moisture on metal parts of gear can cause rusting or corrosion. Use steam sparingly and dry immediately.
4. **Dry:** Soak up any excess water and moisture with microfiber cloth. Let the fabric air dry. You can set the item in the sun, outdoors, or in front of a fan. Never use blow dryers or heat guns. Do not put anything in a dryer. Make sure to let the metal and buckles completely dry before reassembly to prevent rust and damage.
5. **Safe Reassembly:** Put all the pieces back together just right. Buckle the buckles. Pay attention to the crotch buckle slot and headrest positioning. Restore seat or stroller as close to original as possible.

7.6 The BabyQuip Cleaning Kit and Business Kit

This is what you'll need in your **BabyQuip Cleaning Kit:**

customer to thank them for their order and to confirm date/time, please let each customer know that you will do your absolute best to remove stains and to clean and sanitize their gear. While all stains and smells may not be removed completely, gear will be significantly cleaner and hygienic than when you started. Set their expectations before starting to clean.

Setting proper expectations should protect you from the need to do a free re-clean. BabyQuip and QPs are not paid for re-cleans. A re-clean is a free cleaning you provide to a customer that is unhappy with the result of their cleaning. If a customer is unhappy with the cleaning, they have 48 hours to reach out to you or BQ customer support, to request a free re-clean. A second house call or pick-up fee is not included in the re-clean. Setting proper expectations from the beginning should greatly minimize the need for any re-cleans.

Here's some other tips and tricks on how you can set expectations with your customers. They will know what's possible and will be thrilled with your service!

- Take before and after pictures of every item you clean. This shows the difference the cleaning made & also shows any damage or missing pieces from when you received it.
- Tell the customer you will try your hardest to get all the stains out while not damaging the fabric! Set expectations that you might not be able to get 100% of dirt and stains out while not damaging the fabric. This is VERY important.
- If they ordered a "Basic" or "Lotta Love" package and that 20 - 30 minute cleaning is not enough to achieve the results the customer wanted, call the customer and suggest they upgrade to another package to meet their expectations.

7.8 Quality Provider Cleaning Financials

- Average Order is ~\$100.
- Revenue Share: QPs keep 67% of cleaning, 80% of delivery and 100% of tips (minus payment processing fees).
- Hourly rate is usually equal to \$25-\$60+.
- No admin fee to join for existing QPs.
- No significant storage needs or expensive equipment to buy.

	Example #1 1 item, drop off	Example #2 1 item, house call	Example #3 2 items, house call	Example #4 2 items, drop off
Cleaning Fee	\$40	\$60	\$100	\$120
Delivery Fee \$40 for House Calls	0	\$40	\$40	0
Tip (assuming 15%)	\$6	\$9	\$15	\$18
Customer Total Cost	\$46	\$109	\$155	\$138
QP Keeps 67% of Cleaning	\$27	\$40	\$67	\$80
QP Keeps 80% of Delivery	\$0	\$32	\$32	\$0
QP Keeps 100% of Tip	\$6	\$9	\$15	\$18
QP Total Payout	\$33	\$81	\$114	\$98
Est Time (in hours) incl. drive time	0.5	2	2.5	2
QP Estimated Hourly Pay	\$66	\$41	\$46	\$49

7.9 House Calls, Drop Offs, Events, etc.

You will provide Cleaning Services in a variety of locations, either in your home, in your customer's home, at an event or a neutral third location, possibly a BabyQuip Cleaning location or storage area.

- **Customer Drop off/Pick up:** Customers will drop off your gear at your location and return to pick up, at agreed upon times.
- **Quality Cleaner Pick up and Delivery** - You pick it up and return it within 48 hours (delivery fee applies)
- **House Calls:** You go to the customer's location - You'll make house calls and will clean strollers, car seats, other baby gear at the customers site. \$40 house call fee applies within the designated service area.
 - House call customers must supply power and water as needed.
- **Events** - pop ups, local venues, etc

Tips for a Successful house call:

1. Contact the customer the day before the scheduled cleaning to review the needs for a house call:
2. Access to water and electricity, covered work space, 6x6ft area to clean
3. You may need an extension cord for your items. Bring your steamer, vacuum, cleaning products, microfiber cloths, and a table.
4. Wear a BabyQuip Cleaning shirt and/or apron.
5. Bring business cards to leave with your customer for referral business.
6. Wear a mask and gloves (COVID)
7. Confirm parking and building access.
8. Upon arrival, confirm the items and package for cleaning. Advise on upgrades or add ons. If the customer wants to add more items to the cleaning, add those to the reservation. Give the customer a loose estimate of the time it will take you to clean.
9. Take before photos.
10. Clean items in the designated area. Try to keep the area as neat and tidy as

- possible.
11. Set items out in a space to dry, sun is best.
 12. Take after photos.
 13. Notify the customer that you are finished and have them look over the final results.
 14. Inform the customer that they will get an email shortly asking for a review and allowing them to adjust gratuity if needed.
 15. Pack up and return the cleaning area to the way it was before you arrived.

7.10 Links to Cleaning QP Dashboard Training Videos

Click below for a video tutorial on how to:

- [Set up your profile](#)
- [View your appointments](#)
- [Transfer an appointment](#)
- [Cancel an appointment](#)
- [Edit the date and time of an appointment](#)
- [Change the details of an appointment](#)
- [Add a promo code to an appointment](#)
- [Add or remove item\(s\) from an appointment](#)
- [Add a miscellaneous charge or refund](#)
- [Mark an order complete](#)
- [Allow same day/next day appointments](#)
- [Set/edit delivery and pick up settings](#)
- [Set up PayPal](#)
- [Withdraw earnings from PayPal](#)
- [Create an event & add a co-host](#)
- [Set a vacation](#)
- [Set/edit rental gear settings](#)
- [Find a review link for a reservation](#)

8. Small Business Information

Each QP is responsible to understand the city/state, provincial and federal laws when operating a business and it is recommended you work with a lawyer and/or accountant to determine the best course of action to operate your business.

8.1 Sales Tax

BabyQuip automatically charges customers the appropriate sales tax for reservations. The tax rates will automatically apply to each reservation based on where the rental takes place. Reservations will also have the appropriate taxes based on rentals items, consumables, delivery, and service fees.

For most states, BabyQuip will remit the taxes to you via your Stripe payouts and you will remit those taxes to the appropriate authority.

In some states, based on sales volume (commonly known as Nexus) or other requirements, BabyQuip will be remitting the taxes. **Those states are currently Florida, California, New Mexico and Washington.** As BabyQuip continues to hit sales thresholds or other applicable requirements in additional states, BabyQuip will become responsible for remitting those state, county, city taxes as well. We will notify you if this happens in your state so that you know you no longer need to do it.

If you want to read more about **marketplace facilitator laws**, you can find some great info [here](#).

PRO TIP: Are you offering consumable items (diapers, arrival snack packs, etc.) on your site? Keep in mind that taxes WILL NOT be added to consumable items your customers are purchasing as part of their reservation. You are responsible for collecting and remitting those appropriate taxes. (You may have already paid the sales tax on a consumable item you purchased for a customer! Or if you haven't, considered including the sales tax amount in your pricing).

Canada: BabyQuip does not provide a T4 or related document for all earnings.

The QP Dashboard allows you to see a report of all your financial transactions. Under the "Reservations" tab, click on "View Financials." Please consult your tax expert for more information.

8.2 1099 and Income Taxes

Quality Providers are responsible for tracking your revenue and expenses (including vehicle mileage) and paying the appropriate income tax.

QPs keep track of this information in a variety of ways, some keep a handwritten ledger, some use QuickBooks or similar software, and some have a separate bank account for BabyQuip expenses/revenue to make it easier to track. Be sure to find a system that works for you!

US ONLY - Similar to many platform businesses, and the change in US Tax Laws in 2022, BabyQuip will issue a 1099k form if your total platform revenue exceeds \$600 in a single given year

Similar to many platform businesses, BabyQuip will only issue a 1099K if your total platform revenue in any given year is at, or over, \$20,000 AND if you complete over 200 BabyQuip processes payments for you and does not pay you. More info can be found [82here](#).

9. Marketing

9.1 Marketing Your Business: Overview

While we do marketing for the brand as a whole and will drive online traffic to your website, we recommend that you also do your own marketing in your local community and on social media sites. All of these can be potential customers:

- Traveling families
- Local families
- Grandparents or other family members hosting young children
- Local hotels
- Vacation rental hosts seeking gear on behalf of guests
- Relocating executives
- Families adopting babies who stay a week or two before returning home
- Foster families
- Large events seeking to accommodate families with babies and young children
- “Try before you buy” parents (especially with high-end gear)

As a BabyQuip Quality Provider, you represent our brand. We expect you will follow not only our [trademark guidelines](#) but also the rules and policies of each marketing platform (including but not limited to Google Business Listings, Twitter, Facebook, Adwords, etc). Violating either BabyQuip or other platforms policies can result in removal from the BabyQuip platform. Please don't hesitate to ask if you have any questions! We are here to help!

9.2 Creating & Optimizing Your Business Listings & Social Profiles

Your Google My Business page, your Facebook page, Your LinkedIn page, etc...these are all your pages and by creating them and optimizing them, you will improve your presence on Google, other search engines and across the web. If you are posting and sharing regularly and interacting with your page and social profiles, search engines, Google specifically, will show you more often because you look like a good, strong business..one that is sharing and engaging with your customers.

You should never feel short of content to share. BabyQuip posts regularly on our social profiles and our blog, and you can always use that content to share on your pages too. We suggest adding a “social media management” hour onto your calendar each week and using that time to update your social profiles and business listings so you remember to post and share.

9.2.1 Google My Business

This is the **most important** way to list your business online, and it's also **FREE!** Be sure to begin this process as soon as you can, as they will send a

confirmation code to your location via USPS (it will take a few days).

Once you have your listing created, it is so important to update your page weekly, with new pictures, comments and blog posts from BabyQuip or your own, etc in order to stay relevant in Google searches. Always respond to reviews too. Go to <https://www.google.com/business/> to get started

- Your display name should follow this format: BabyQuip Baby Gear Rentals (and Cleaning), First Name, Last Name
- List your BabyQuip business under “rental services” and “baby goods store”
- Fill out the business listing information thoroughly, not skipping any info requested.
- Add products to your page
- Add photos to your page



9.2.2 Facebook

Refer to the document [Social Media Webinar | Facebook](#)

9.2.3 Instagram Guidelines

Username: babyquip_FirstNameLastName

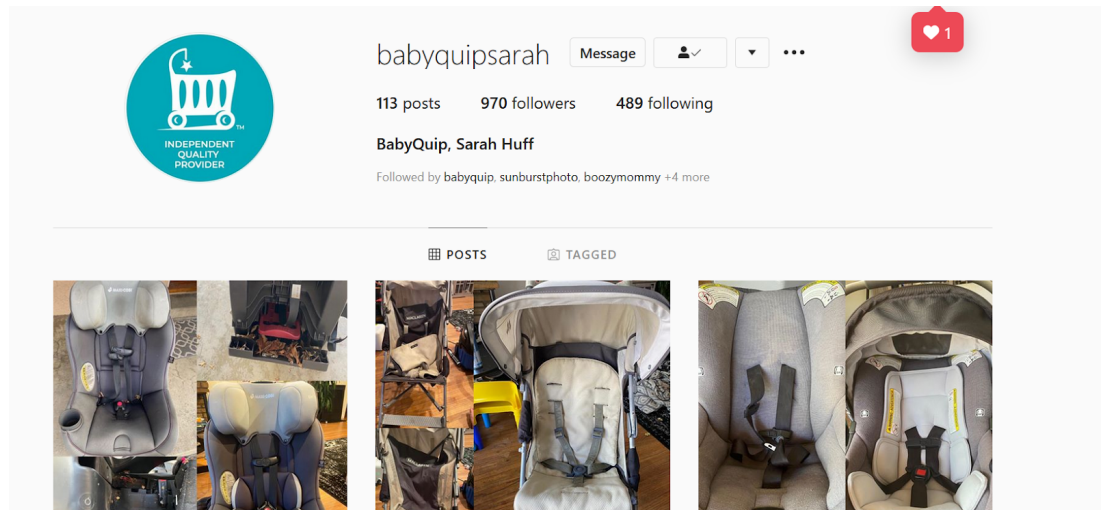
Example: babyquip_janedoe

Display name: BabyQuip FirstName LastName

Example: BabyQuip Jane Doe

Bio: (this is the text following the Display Name on your profile): You are free to describe your business in any way as long as you follow Trademark Guidelines.

Profile picture (circular photo on the left of your profile): You can use one of the circular IQP or Cleaning logos in the asset drive, or a picture of you.



What's the difference between your Instagram Username and your Instagram Name?

Your Instagram Username allows people to easily search for your profile or tag you in a post using the @ symbol before your name (character limit 30).

Your Instagram Name is a personal identifier (sometimes a business name or real name) displayed as the title of your profile page, which appears under your Instagram Username when someone searches for you (character limit 30).

Note: due to space limitations, your business name on Instagram may be slightly different than on other directories.

There are two BabyQuip corporate Instagram accounts and many local Quality Provider branded accounts:

- [BabyQuip](#)
- [BabyQuip Cleaning](#)

BabyQuip's corporate account may repost content from individual QP accounts. Quality Provider accounts are required to link to the QP's personal BabyQuip landing page.

Instagram Tips & Tricks:

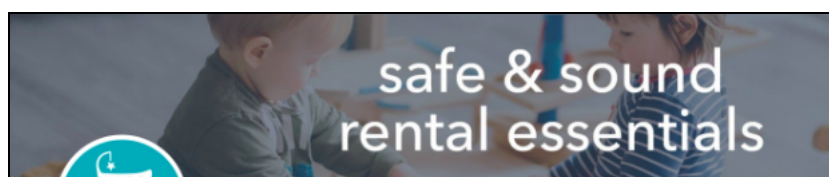
- Use third party reposting app to repost corporate posts (Repost is a good option)
- Follow accounts back if appropriate.
- Use all 30 hashtags. Sounds like a lot but it's the best way to get discovered. You can also copy and paste them to each post so you only have to do it once. Choose hashtags that have post uses between 50,000 and 500,000. You'll see the number pop up when you search for hashtags.
- Make stories and highlights (highlights are stories that are saved to a profile and won't be removed after 24 hours)
- You can now upload videos up to 60 seconds—anything longer will need to be IGTV. Take advantage of this! Video watching has increased over 40% on IG in the last six months. You can make some really cool (and free) posts with Adobe Spark.

9.2.4 Twitter Guidelines

Twitter is effective locally and regionally by building brand awareness among the media, travel industry, and customers. BabyQuip believes that developing local and regional Twitter connections, rather than just corporate connections, will be most valuable for BabyQuip and Quality Providers. To that end, BabyQuip corporate will manage the corporate Twitter account (@BabyQuipCorp) and oversee all regional Twitter hubs (Example: @BabyQuip_SF).

The regional Twitter account will link to the regional BabyQuip webpage, i.e. @BabyQuip_SF will link to www.babyquip.com/sanfrancisco.

- Please follow the Corporate @BabyQuip account.
- Corporate may like, reply, or retweet QP's IQP branded posts at their discretion.
- QPs are encouraged to like, reply or retweet posts from any BabyQuip branded accounts. Trademark guidelines apply.
- QPs are also encouraged to suggest content and opportunities for the regional account
- Quality Provider's IQP branded account will link to the QP's personal BabyQuip webpage.



Naming your page

No one can own a city name (“@BabyQuipPhiladelphia”), any combination of city name (“@PhiladelphiaBabyQuip”), or a combination of the BabyQuip name and a local nickname (“@BabyQuipPhilly”).

QPs must name their IQP branded Twitter accounts based on the guidelines below:

1. **Username:** @BabyQuipFIRSTNAMELASTINITIAL
Example: @BabyQuipJaneD or @BabyQuipJD

You may use your first name, or first name last initial, two initials, or an abbreviated first name after BabyQuip. Usernames are unique. If someone has your same name and has already created a Twitter account, you will need to add or remove an initial or letter for a unique username.

2. **Display Name:** BabyQuip Baby Gear Rentals (and Cleaning) FirstName LastName
■ Example: BabyQuip Baby Gear Rentals, Jane Doe
3. **Twitter Bio:** You may use any of the examples below or write your own description, as long as it follows Trademark Guidelines:
 - As a BabyQuip Independent Quality Provider, I deliver and set up clean, safe and insured baby equipment to airports, hotels, vacation rentals and private residences.
 - I offer everything from individual baby items to complete baby gear packages. Find out more by visiting my profile page.
 - Whether you are traveling with little ones or having grandchildren come to visit, I provide safe and sound rental essentials to make everywhere feel like home.
4. **Profile Photo** (small circle on the left of your profile): You must use one of the IQP logos in the assets drive.
5. **Cover Photo** (large background image): You are free to use the larger image in the asset drive or any photo of your own as long as you follow Trademark Guidelines.

Twitter Tips & Tricks:

- Use relevant hashtags
- Create polls
- Post gifs and videos
- Follow back if appropriate

- Set up a free bit.ly account to make customized short links, and also see some [click date metrics](#). As we know, every character counts.
- Search the hashtag #TMOM and #familytravel see what pops up! On Tuesdays be sure to use #TravelTuesday in a post, or share content from another Partner or follower with the hashtag.

*What's the difference between your **Twitter Handle** and your **Display Name**?*

- Your Twitter Handle appears in your profile URL and is unique to you. It's used for logging in, [replies](#), and [Direct Messages](#) (character limit 15).
- Your Display Name is a personal identifier (sometimes a business name or real name) displayed in your profile page and used to identify you to friends, especially if your username is something other than your business name (character limit 50)

Your Personal Twitter Page

Please follow these guidelines for non-BabyQuip Quality Provider Twitter accounts such as @yourname:

- QP's personal account is separate from BabyQuip regional/corporate/IQP branded accounts.
- If any aspect of the profile description or posts mention BabyQuip association then [Trademark Guidelines](#) apply.
- Profile image and cover photo should be unaffiliated with BabyQuip branding.

9.2.5 Nextdoor Guidelines

This is a free neighborhood social network that only people who can prove they live in that neighborhood can join. Be sure to let your neighbors know that you are operating in your locale. You might start with placing an ad that you are looking for "high end baby equipment." Nextdoor has very specific community standards so don't overdo it.

With Nextdoor's business feature, users can create a personal account on the website and then "claim" their business page. To do this, first create your own personal Nextdoor page.

When subsequently creating your business page please follow the [BabyQuip Trademark Guidelines](#). When you've done that follow [this link](#) to claim your business.

Once Nextdoor business is fully developed there may be more features, but for now BabyQuip Quality Providers will be able to recommend their own businesses and each other's to other community members through

the site, as well as increase community awareness of BabyQuip. Nextdoor's [Community Guidelines](#) provide very specific ways in which an individual may recommend their business on Nextdoor, please become familiar with those as you use Nextdoor.

Your Nextdoor **username** and your Nextdoor **display name** are one and the same. When you create your display name, it will in turn change your username.

1. **Nextdoor Name:** BabyQuip Baby Gear Rentals (and Cleaning), First Name Last Name
Example: BabyQuip Baby Gear Rentals, Jane Doe
2. **Profile Picture** (square photo in the middle of your profile): You can use one of the IQP logos in the [assets file](#).
3. **Link:** You must link directly to your BabyQuip Quality Provider web page.

9.2.6 Pinterest Guidelines

Since Pinterest is very popular with millennial moms, QPs are encouraged to create their own Pinterest account. Click here to view the [corporate Pinterest page](#).

Username/Display Name: BabyQuip Baby Gear Rentals (and Cleaning), FirstName LastName
Example: BabyQuip Baby Gear Rentals, Sarah Smith

Profile Picture (small photo on the right of your profile): You can use one of the IQP logos in the assets file.

About You: You must add a link that goes directly to your BabyQuip Quality Provider web page.

What's the difference between your Pinterest Username and your Pinterest Name?

- Your Pinterest Username (character limit: 30) is used to create your profile's web address. For example, BabyQuip has the username "babyquipcorp," so it can be found at pinterest.com/babyquipcorp. Pinterest does not allow any usage of spaces, symbols or punctuation.

- Your Pinterest Name (character limit: use best judgement) is what appears at the top of your profile. Pinterest requires a first name, but not a last name.

Pinterest Tips & Tricks:

- Make long pins if possible
- Use as many relevant hashtags as you can that will fit in the character limit
- Repost [BabyQuip's pins](#)
- Find content on the [BabyQuip blog](#) and pin to your page
- Follow accounts back if they follow you (and if appropriate!)
- Create boards specific to the industry - travel, family, places to visit, babies, products/gear, etc.

9.3. Marketing With Social Media

BabyQuip's social media strategy is a combination of corporate accounts and Independent Quality Provider accounts.

BabyQuip manages the following corporate accounts:

- Corporate [Facebook](#) (for rentals)
- Corporate [Facebook](#) (for cleaning)
- Corporate [Instagram](#) (for rentals)
- Corporate [Instagram](#) (for cleaning)
- Corporate [Twitter](#)
- Corporate [Pinterest](#)
- Corporate [YouTube](#)

BabyQuip recommends Quality Providers create the following "Independent Quality Provider" branded social media accounts (List is in order of importance. If you can only do one or two, please start with Facebook and Instagram.):

- Facebook
- Instagram
- Pinterest

Tips, tricks & rules for social media:

- Announce your new side gig to your friends and family through any social media channels you already use such as Facebook, Instagram, Twitter, Pinterest and LinkedIn and **ask them to follow you.**
- Find and connect with other Quality Providers—be their friends, follow them, like their posts, share, repost and comment on their posts.

- Remember that Trademark Guidelines apply to all social media in which you use the BabyQuip Independent Quality Provider branding and to all outbound marketing you engage in.
- Make sure you use the naming guidelines provided below. You **cannot** name your social media account to suggest you own, an entire region, city, or other locality in any social media.
 - Example: BabyQuip Los Angeles **(THIS IS NOT ALLOWED)**
 - Example: BabyQuip Southwest **(THIS IS NOT ALLOWED)**
- Be positive and friendly as you share, like and comment in social media.

Post Ideas: Along with sharing or reposting corporate content (from our corporate social pages or the [BabyQuip blog](#)) you can create your own content. Here are some ideas:

- Ask engaging questions or start a discussion
- Poll your followers
- Ask for opinions
- Ask customers to leave reviews
- Choose a topic (travel/baby/side gig/gear) to discuss
- Give customer shout outs and/or thank yous
- City Guides or Best Of's - highlight your city and why it's awesome to visit (check the [blog](#) to see if we've already written about your area!)
- Promote specific items you offer/rent and delivery areas
- Offer a discount (with an expiration)
- Use images, gifs and/or videos to mix up content
- Respond when people comment on posts—this is very important to drive engagement
- Keep posts relevant to travel, babies, kids, gear, side gigs, etc.
- Share useful posts from other sites (travel, BabyQuip, parenting blogs)

9.3.1 General Social Media Usage Rules

- Use "Independent Quality Provider" language when discussing yourself and your affiliation with BabyQuip. You can also use "Ind Quality Provider" and "IQP."
- Your personal posts must demonstrate separation between your business and the corporation (you are posting as an IQP, not as the company).
- You cannot own, or name your social media account to suggest you own, an entire region, city, or other locality in any social media.
- Follow all [trademark guidelines](#).
- Be positive and friendly as you share, like and comment in social

media.

9.3.2 Social Media Usage Tips

- Grow Your Follower Base:
 - Invite friends to like and follow your page
 - Ask friends and family to invite their friends to like and follow your page
 - Publish post asking people to like and follow.
- Ask Questions or Start a Discussion:
 - Post engaging questions
 - Poll your followers
 - Ask for opinions
 - Ask customers to leave reviews
 - Choose topic (travel/baby/side gig/gear) to discuss.
- Start a Campaign
 - Use a hashtag - common or unique consistently
 - Give customer shout outs and/or thank yous
 - City Guides or Best Of's - highlight your city and why it's awesome to visit
 - Promote Yourself - what you offer/rent and delivery areas.
- Offer a discount (with an expiration)
- Use images, gifs and/or videos to mix up content
- Respond when people comment on posts
- Keep posts relevant to travel, babies, kids, gear, side gigs, etc.
- Share useful posts from other sites (travel, BabyQuip, parenting blogs).

CORPORATE SHARING:

- There are currently two corporate Facebook pages and there are numerous Quality Provider pages.
 - [BabyQuip Facebook](#)
 - [BabyQuip Cleaning Facebook](#)
- Corporate may share some QP profile posts on the corporate page at its discretion.
- QPs can, and should, like, comment and share posts from the corporate BabyQuip page to their individual Quality Provider pages.

Videos to Help You Set Up a Facebook Page:

- [Screen share walkthrough](#) (Nov 2018)
- [Full Webinar recording](#) (Nov 2018)

- Webinar (Nov 2018) notes

9.4. More Marketing Strategies

Craigslist

Place a free add regularly in categories such as Rentals, Vacation Rentals, Baby Gear For Sale area and more. Be sure to update regularly.

Other Website Listings

We have identified a list of the best websites to initially add you to and they tend to be high ranking listing sites.

BabyQuip owns baby gear directories Baby-Equipment-Rental.com and Rent-Baby-Equipment.com, both of which index high on Google and will place your business in these directories.

Our QPs have identified other places where it is beneficial to have a listing or make a personal connection. Please add your information to these as you are able! Try to keep your Business Name and information as consistent as possible across all listings.

- Get listed on Yellow Pages Yp.com
- familyvacationcritic.com/blog/ check out the "Blogs We Like" section on the right hand corner, mid page :) Those blogs look like a wealth of shareable content!
- Buddy Up - Mommy Travel Blogs
- Lonely Planet Business Index
- Local Marketing and Advertising
- Convention and Visitors Bureau
- Local vacation rental management companies
- Hotel concierges
- High-end baby clothing/toy boutiques
- Furniture rental stores
- Consider Joining your Chamber of Commerce
- Consider Joining BNI and other Networking Groups
- Newspaper ad or special publication ad
- Facebook Ads
- Remember- All [BabyQuip trademark and communications guidelines](#) apply to all outbound marketing you engage in.

9.5 Public Relations

Reaching out to the media and responding to media inquiries helps grow your business. All QPs wishing to contact any member of the media for any reason should follow the directions detailed in the [Trademark Guideline section](#). Press coverage in local newspapers, radio or TV

programs, as well as mentions in local blogs, mommy groups and Facebook communities drive orders! Small, local newspapers are often looking to profile local businesses. They should be your first outreach target. Senior communities often have their own publications that reach your potential grandparent customers. There are many ways you can approach press, but begin by thinking about which reporters to reach out to. Your story, and the BabyQuip story, could easily be featured in several different sections of a newspaper, or appeal to reporters and producers with different beats. Here are a few ideas:

- Parenting/Family
- Travel
- Seniors/Grandparents
- Business
- Entrepreneurs
- Millennials

Build Relationships with Reporters

- Reporters are notoriously busy. Most prefer a brief email. Sometimes you can phone-in a pitch, but be prepared to deliver it in 30 seconds and expect to be rejected, a lot. This happens all the time.
- Never pitch more than one reporter at the same press outlet at the same time. If a reporter does not get back to you in a week, then it's fine to try someone else.
- Never send email after email to the same reporter. Pitch once, wait a week and then pitch one more time (shorter this time). If you don't hear back, move on.
- Try not to send generic pitches. Read some stories (or watch programs) a reporter has done in the past and comment on them in the pitch. "I read your piece about local Airbnb Superhosts and thought you might be interested in another local collaborative economy business renting baby gear to visiting families."
- Invite the reporter to lunch. If he has time, he may say yes. Use the lunch to get to know the reporter. What are his beats? Does he need sources you might be able to give him? Try to learn about and connect with him personally. Does he have kids? Is he a user of the collaborative economy?
- Be a valuable source. Let reporters know you have insight about families traveling to your area, or how local grandparents are entertaining their visiting grandchildren.
- Trends are always helpful. The one piece of gear you rent the most might be interesting, or what grandparents are most likely to rent. Sell your own expertise.

Good pitches align your goals with the reporter's goals. A reporter wants to write a story that gets a lot of clicks. They like to break a story--be the first one to report on it. They appreciate it if you help

them develop stories that really interest their audience. Tips and advice, or an unusual approach to something might be of interest. "New" is a good buzz word too.

Timing Pitches

All press have lead times. Blogs and online publications, as well as print newspapers, can have very short lead times, often turning out a story in a day or two. Magazines have very long lead times, sometimes as much as six months in advance. If your magazine pitch is about summer vacation travel for families, December isn't too soon to pitch it. Magazines often publish their editorial calendar a year in advance. You can often find this by a google search "MAGAZINE NAME editorial calendar." Look for an editorial theme that aligns with your pitch. This increases the likelihood they will be interested.

Brainstorm some ideas around calendar events that align with your pitch. These might be:

- Spring break
- Summer Vacation
- Thanksgiving family travel
- Christmas family travel
- What's new in travel in (YEAR)
- Travel, family, parenting conventions in your area
- Grandparents Day
- Senior conventions/events in your area

Deadlines: Remember that reporters often have very tight deadlines. If a reporter contacts you, get back to her immediately. If she asks you to provide her with information you don't have, be sure to ask her what her deadline is. If BabyQuip public relations contacts you with a press lead, you are more likely to be included in the piece if you respond as soon as possible.

Press Releases

On occasion, BabyQuip may issue a press release on the wire service for national distribution. In the event the company issues a press release, it will be posted on Mastermind for all Quality Providers to review. If your name is included in the press release, BabyQuip will reach out to you for your approval. It's a good opportunity - so we hope you'll say yes!

QPs are unlikely to benefit from issuing press releases in their local markets, as press releases don't drive press coverage like they once did. However, from time to time there may be a local market

opportunity for a Quality Provider to issue a press release. This is the policy regarding Quality Provider press releases:

- All press releases must be approved by BabyQuip.
- Press releases may not be distributed on any wire service or through any online distribution service without written or email approval from BabyQuip.
- Trademark Guidelines apply to all press releases.
- Press releases cannot be mass emailed to recipients.
- All press releases must have the BabyQuip Corporate press contact information below:

nicole@babyquip.com

Here are some press templates you can use to pitch local reporters (click to view):

- [Summer Vacay Pitch Template](#)
- [Local Business Pitch Template](#)
- Winter Holiday Email Pitch Templates:
 - [Pitch to Senior/Grandparents Reporter](#)
 - [Pitch to Travel Reporter](#)
 - [Pitch to Parenting/Family Reporter](#)
 - [Pitch to Business or Gig-Economy Reporter](#)
- [Spring Break/Summer Pitch Template](#)

Blog Writing Opportunities

To further your avenues of advertising yourselves, all QPs have the option to write a blog for Rent-Baby-Equipment.com.

Topics must be centered around: babies or small children, general travel, travel destinations (US & Canada only), baby/kid products, city guides (parks, restaurants, local attractions, museums, etc) or side gigs. You can and should link to your BabyQuip webpage.

Follow this link to find the details: [Write For Us](#) on Rent Baby Equipment

Join, Connect, Table, Speak

There are many places you can introduce yourself and make connections. Your local chamber of commerce is a good place to start. Some QPs have reached out to real estate companies with success, others have contacted local foster care services so if a baby is placed in a home without baby gear, BabyQuip can step in and temporarily meet the family's gear needs. Bring business cards everywhere you go! Look for speaking opportunities as well. Show up at events that tend to attract your customers wearing a BabyQuip t-shirt and hand out business cards. Most importantly, say hello to potential customers and hand them a

business card!

9.6 Paid Advertising

You may elect to run a classified ad in a local paper. Remember that smaller newspapers may negotiate classified ad rates, so try asking for a discount - it never hurts. We're working on some classified ad copy (coming soon). For now, please just remember to use the correct trademark guidelines and shoot us a copy of the ad before it runs.

Display advertising can be expensive, but we've seen it be very effective when done well. You'll want to find a publication that really reaches your target audience. In your local market, that may be grandparents, moms, or families. Is there a local paper in an upscale retirement community near you? Or an event for seniors that includes a newsletter where you can run an ad? Ask for a "rate card," which is essentially a price list indicating the cost of running an ad based on the ad's size, whether or not it is in color vs. black and white, and the number of times you will run the ad.

NOTE: You can often negotiate a cheaper price, so ask for a discount. It helps to explain if you are just starting your business and you're not sure whether or not this publication will work for you.

Coming very soon will be some display ads (in marketing assets) you can have customized with your name and contact information. Newspapers want your business and may offer to customize your display ad at no cost. We need to see a copy of the ad before it is published. Please be sure to adhere to all the trademark guidelines.

Paid Advertising to Consider:

- Newspaper ad or special publication ad
- Facebook Ads
- Remember- All BabyQuip trademark and communications guidelines apply to all outbound marketing you engage in.

9.7 Marketing Assets

This Google Drive folder contains all the BabyQuip logos, Independent Quality Provider logos, social media provided images and approved marketing images and materials (formatted for Vistaprint).



We require you use only the files we've developed which adhere to our brand message. By using the same branded messages, we put forth an even brand experience for our customers.

9.8 Marketing Materials/Vistaprint

We have created a Vistaprint Pro Shop with lots of BabyQuip branded items and customizable marketing materials. You need to [register](#) and then shop here:

<https://babyquip.go.customprintcenter.com/>

If you don't already have an account, you will be required to register to access the shop.

Once you click on an editable item that you would like to order, you will be prompted to fill in your personal information. Please make sure everything is 100% correct before ordering!

All approved marketing materials can be found in the Printable [Marketing/Vistaprint Materials Printable Marketing/Vistaprint Materials](#) located in the main QP Resources Google Drive location.

All files are formatted for Vistaprint, however, you can go wherever you want to print. Please understand that another print shop may not have the same formatting (or dimensions) as Vistaprint.

We've included two formats for each design option. One is filled in with generic information so you can see where it should go, how it should look and how it should be formatted when you customize with your own personal information. The other file has the personalization space blank so you can fill in your details.

As for editing PDFs, there are a few good free online editors that QPs can use (aside from Adobe Acrobat, of course). You can add and adjust the text and then save it again as a PDF before uploading to the print shop.

Free PDF Editors:

<https://www.pdfFiller.com>

<https://smallpdf.com>

You **MUST** use one of the BabyQuip fonts (Montserrat or Boston) and colors when adding your information. If you only have access to edit directly on Vistaprint you **MUST** use Swiss 721. This will keep our brand cohesive across the board.

Please feel free to use the logo variations (also located in the QP Resources

folder) to add to shirts, mugs, pens, mouse pads, and anything else you would like to brand with BabyQuip!

9.9 Trademark Guidelines

Every Quality Provider is expected to follow these trademark guidelines:

Key Principles/Assumptions

- BabyQuip must protect its corporate brand name and trademark.
- All communications will reflect the BabyQuip values. In particular, we cannot tolerate the use of discourteous, deceptive, misleading, unethical, or immoral methods or conduct in the promotion of our services.
- BabyQuip does not hold a political opinion, nor an opinion on hot-button social issues. Please make sure your BabyQuip QP branded social media accounts do not express your personal beliefs.
- Quality Providers are independent consultants, not employees.
- BabyQuip is both a national and local business.

Trademarks and Copyrights

- Our name (“BabyQuip”) and other names that we use for our products or services are our proprietary trade names, trademarks and service marks (collectively “marks”). You may use these marks only as we have expressly authorized. We cannot allow the use of our marks, designs, or symbols, or any derivatives of such marks, by you or any other person in any unauthorized manner.
- QP links from BQ trademarked social and digital media must land on a QP website on BabyQuip, the regional hub, or to the BabyQuip.com corporate website.
- Any ad in which the trademarked BabyQuip name, or its associated trademarks or logo variations is used, must be approved.
- Any use of the BabyQuip logo on any non BabyQuip website must be approved.
- Any use of content from the BabyQuip website(s) such as, but not limited to, FAQs, “How it Works”, “Reviews” must be approved.
- Over time, approved advertisements, logos, etc. will be made available to you in the [QP Resources folder](#).
- If you’d like approval for an ad that you’ve created, please let us know! If approved they may be made available to other Quality Providers.
- We reserve the right to rescind approval for any sales tools, promotional materials, advertisements, or other literature, and you waive all claims for damages or remuneration arising from or relating to such rescission.

9.10 Gift Cards

Customers can not currently purchase BabyQuip gift cards on the website. If you or a customer would like to buy a BabyQuip gift card, please email QPsupport@babyquip.com.

Gift Codes are for US only.

9.11 Promo Codes

Promo codes offer discounts to customers at checkout.

Promo codes are created by the corporate team for the purpose of driving new and repeat business at scale. You will see promo codes shared in customer emails, in social media, and given to corporate partners. We will also share promo codes with Quality Providers so you can share with customers.

The majority of promo codes will be split liability (78% QP and 22% BQ), which is consistent with the take rate. For example, if the discount is \$10, the QP's take will be reduced by \$7.80 and corporate by \$2.20.

A split means that the QP take rate of 78% is applied after the discount. BabyQuip splits the discount per the normal partner take rate. For example, if there is a \$100 order with a \$10 discount, the customer pays \$90 and the QP payout is $.78 * \$90 = \70.2 .

This would be opposed to BabyQuip assuming the discount, which would mean the take rate is applied before the discount. In the same example the customer still pays \$90, and the QP payout $.78 * \$100 = \78 .

Initially, we've created two 10% codes that you can share with your customers. Both are promo codes where the discount is split between the QP & BQ.

- **10OFFMILITARY** (provides a 10% discount to military customers)
- **GOODDEAL10** (a general 10% off, you can use as you choose)

Remember that these codes work for every QP so please be somewhat conservative with where you share these codes. There is no way for QPs to opt out of accepting promo codes. We will create promo codes when they apply to hundreds of orders and not for one-off scenarios. You still have the ability to create custom packages and listings for your individual customers when you want to offer something special.

10. Referral Programs

10.1 Quality Provider Referral Program

As BabyQuip grows its national brand, we will need more and more Quality Providers for both Rentals and Cleaning across the country. As an existing QP, you are in a great position to help grow our number of QPs and we want to reward you for this!

These programs will likely change over time. You will be informed when new referral programs are offered.

In many markets, QPs who refer a new QP will earn a \$100 spot bonus! Each month we will run other promotions with larger referral bonuses for areas where we are having a hard time finding a QP and we really need your help. Pay attention to Mastermind and announcements for other ways to earn referral bonuses.

10.2 How to Recruit and Refer

- **Facebook groups:** We know Facebook groups are a great way to recruit. We interview applicants every day from all different types of groups on Facebook. You can use your custom link and post your experience with BabyQuip in the group and offer members to sign up.
- **Customers:** Instead of a customer coming to you and if you feel comfortable, you can always start the conversation with a customer directly! It doesn't have to be pushy or salesy. Just genuine and friendly!
- **Social media:** Post on your personal pages that we are looking for people in certain markets to join the platform. List the markets, and share your link! Ask your friends/family to share your post.
- **Flyers/Community Boards:** For example, if you get requests for areas that you cannot service, go online and see if you can find digital community boards or places you can send some flyers to. Or drop some off the next time you're there!
- **Friends and Family:** If you can't stop thinking about how great a certain friend or family member would be as a QP, then reach out to them! It's a compliment. It's not pushy or salesy. Just genuinely express how you think they would be great at this. Remember - there's NO pressure at all for them to join.

11. [Affiliate Programs](#)

12. Appendices

12.1 Glossary & Quick Links

BabAdmin:	Also known as the QP Dashboard , itis our back office. It's where QPs (Quality Providers) manage their business. You add and edit your products and prices, view and edit reservations and where you see payment and bank transfer information. Bookmark this as you will use it often
BabyQuip School	The training materials you completed before becoming a QP and found in Northpass (or previously known as Schoolkeep)
BabyQuip Trademark and Communication Guidelines:	Click: 11.6 Trademark Guidelines
Consumables Surcharge	Consumable, or items for purchase, have an automated 20% surcharge added in the cart. QPs keep 50% of the surcharge and BQ keeps the other 50%.
Customer	Individuals served by a provider
Customer Terms	<p>Updated July 2022</p> <p>Updated October 2021</p> <p>Updated June 2021</p> <p>Updated June 2020 (minor changes):</p> <p>https://docs.google.com/document/d/1G0rHX8QaiijBGwhfbYPCmNzB8dSIWDtrlnxrotOSjeU/edit?usp=sharing</p> <p>Updated May 2020:</p> <p>https://docs.google.com/document/d/1G0rHX8QaiijBGwhfbYPCmNzB8dSIWDtrlnxrotOSjeU/edit?usp=sharing</p> <p>OLD:</p> <p>https://docs.google.com/document/d/1B5d6WRnTLvJBLAcWuKVCT0gsK4w4YzPRrtgyiUoIT54/edit#heading=h.gjdgxs</p>
DOM	Dream on Me. This is a popular wooden folding crib brand and the

	most common ones used by QPs.
Full Size Wooden Folding (or Portable) Crib	This is the type of crib we rent. Full size means it's the same size (width and depth) as a regular crib. Folding or Portable means it folds in half lengthwise. The dimensions of a full size folding (or portable) crib is 54L x 31W inches. We use a full size crib mattress with is 5 - 6" inches thick - not a thin 1-3" mattress that may come with some of these folding or portable cribs.
Northpass:	Otherwise referred to as BabyQuip School. Northpass Is our Learning Management System. It's a third party we use to make training materials and quizzes available for onboarding. Northpass is not part of BabyQuip.
QP:	Abbreviation for Quality Provider
QP Terms of Service:	Updated July 2022 Updated Sept 2021 July 2020 Old Quality Provider Terms of Service - August 15, 2018
Payment model:	The payment model is how BabyQuip pays its Quality Providers.
Reservation	When a customer places on order
Schoolkeep:	Northpass used to be called Schoolkeep. They rebranded.
Stripe:	Stripe is our payment processing tool.
TP:	TP or Trusted Partner is what QPs or Quality Providers used to be called.