

## Points to Consider

There are a number of issues and factors you will have to consider when contemplating opening or operating a retail Christmas tree lot. This list will help you address future issues and provide you with the information you will need to make decisions during your planning phase, well before you need to know the answers to these questions.

- Do you have the time to commit to a 7 days a week project for 6 weeks?
- What are the risks? Can you afford to break even or lose money?
- Do you have the correct temperament to run a retail business that works with the public? Will your staff?
- How much help will you need?
- Is there enough of a market?
- How many trees will you sell?
- Which kind of trees sell best?
- What sizes are the most popular?
- What are the selling points for various trees?
- What do tree grades mean?
- When do most people buy Christmas trees?
- Which days of the week are busiest?
- How are the trees going to be displayed?
- What are your tree stand options?
- What is the markup on Christmas trees?
- How much should you charge?
- When do you need to order your Christmas trees?
- What about freight?
- How many trees do you have to order?
- Where should your Christmas tree lot be located?
- What makes a good tree lot site?
- When should the tree lot open for the season?
- What hours should the lot be open?
- How much rent should you pay for a Christmas tree lot?
- What kind of special handling do the trees require? What about storage?
- What about tents? When are they a good idea?
- Where will you get electrical power and water?
- Toilets and trash service?

- It is essential that you accept credit and debit cards. How will you do that?
- How will you protect your customers and yourself from credit card fraud?
- What about collecting sales tax?
- What are the licensing and insurance requirements?
- How much will it really cost? What will your capital requirements be?

Consider all those issues and address all of the questions and add a few of your own for the best answer to the question that's at the center of it all.

“Is running a retail Christmas tree lot worth it?”

**Lots of things that need to be done right...Buy the Book!**