

306 Backstreet Kitchen and Bath

Dealer Sales Packet

Explore a proposed design-led showroom model for kitchen, bath, closet, and other-space projects.

West Jefferson, North Carolina
October 2026

For prospective owner operators

This packet introduces the business concept, the customer experience, the proposed operating structure, and the next conversations for people interested in a future 306 Backstreet location.

Program status: Dealer development concept. Fees, territories, training commitments, and offering documents have not been finalized. This packet invites an exploratory conversation; it is not a binding dealer agreement or a finalized offer.

A showroom built around the whole project

306 Backstreet brings design, cabinetry, selections, and project coordination into one showroom experience. The model is intended for owners who want to build lasting relationships with homeowners, builders, and Realtors in their own market.

Cabinetry for different budgets and visions

The merchandising concept spans economical cabinetry through luxury custom-built options. Vendor partners are selected for distinctive styles, color choices, and price points, so the conversation can start with the customer’s home and priorities. Vendor access and commercial terms for future locations remain to be confirmed.

Spaces beyond the kitchen

The proposed product scope includes kitchen cabinetry, bathroom vanities, closets, laundry rooms, garages, home offices, entertainment spaces, and conference rooms. Related selections may include countertops, hardware, shower surfaces, and appliance coordination, depending on the location’s capabilities and supplier arrangements.

Four service and product areas

Area	Customer value
Cabinetry and millwork	A coordinated layout, style, and storage plan.
Related products	Selections brought together around the cabinetry.
Installation and coordination	Delivery, installation, field verification, and communication within the agreed scope.
Design only services	A separately defined professional design deliverable.

The concept began with the West Jefferson showroom plan. Expansion depends on validating the operating model and completing dealer development.

A clear customer journey

The sales process makes the first conversation approachable, then establishes a defined commitment before detailed design and procurement.

1 Discovery

A complimentary consultation establishes the customer’s goals, budget, style, timing, decision makers, and available plans or photographs.

2 Preliminary direction

An early concept or budget discussion helps determine fit before a detailed construction-ready package is developed.

3 Design engagement

A written design agreement defines the retainer, scope, revisions, deliverables, and any cabinetry purchase credit. The source plan proposes a non-refundable retainer credited to a qualifying purchase; final policies require confirmation.

4 Proposal and selections

The team presents layouts, elevations, renderings, finish choices, scope, and pricing together so the customer can make an informed decision.

5 Ordering and delivery

Approved specifications, customer payments, field verification, purchase orders, and vendor acknowledgments are coordinated before installation.

6 Completion and referrals

A final review and punch list close the project. With customer permission, photography, reviews, and referrals support future relationships.

Local relationships and the business center

A place for builders to bring clients

The proposed business center gives builders and other professionals a comfortable place to meet clients and review plans. The concept includes conference seating, a TV, Wi-Fi, printing, large-format plan printing, coffee, and nearby product samples. Local space, equipment, staffing, and service pricing would determine the final offering.

The purpose is to create useful, recurring reasons to visit the showroom. A plan review can lead naturally to a conversation about cabinetry and room selections; no lead volume or conversion outcome is promised.

A balanced local marketing plan

The source model combines search advertising, local SEO, builder outreach, Realtor relationships, showroom events, project photography, customer reviews, email follow-up, and referrals. Each lead enters a CRM with a clear owner and next step.

What the owner would do locally

Develop trade relationships, participate in community networking, host relevant events, monitor advertising, follow up with prospects, and maintain a reliable customer experience. A dealer brand would not replace the owner’s responsibility to build local trust.

Measure the process

Track lead sources, qualified consultations, design engagements, proposals, closing rates, project timing, order accuracy, installation completion, customer feedback, and referrals. Use the results to identify problems and improve daily execution.

The proposed five person operating team

The updated investor package uses five employees as its opening staffing model. A future location would need to validate workload, labor availability, owner involvement, and installation requirements before adopting this structure.

Role	Responsibilities
Designer	Discovery, measurements, layouts, elevations, renderings, selections, and specification review.
Business Development	Builder and Realtor partnerships, local outreach, lead qualification, CRM follow-up, consultations, proposals, and closing.
Two installers	Site readiness, cabinet installation, quality control, and punch-list completion within the approved scope.
Ordering and Logistics Administrator	Purchase orders, acknowledgments, vendor follow-up, deliveries, receiving, damage and shortage claims, replacement parts, installer scheduling, customer updates, and project records.

Owner involvement

The proposed model suits an engaged owner operator who leads the team, manages the customer experience, builds relationships, and monitors project and cash-flow discipline. Whether the owner fills one of the listed roles has not been determined.

An option for operators without a designer

Operators without an in-house designer may use the proposed corporate design service. Corporate can design clients' spaces from operator-provided dimensions, scope documents, photographs, and appliance or fixture specifications. The operator remains responsible for accurate field information, local verification, client communication, and final approvals. Designs are charged per design; rates, included revisions, and turnaround times are to be established. Staffing and payroll would need to be adjusted for this option.

Support proposed for future locations

The investor plan identifies systems to document before dealer expansion. The following is a proposed development scope, not a promise that these services are currently available or included in a fee.

Proposed support area	What needs to be defined
Showroom and brand standards	Display planning, signage, merchandising, samples, and the business-center format.
Design and sales training	Consultation process, software workflow, retainers, proposals, selections, and customer communication.
Corporate design service	For operators without a designer: client space design from provided dimensions and scope documents, charged per design.
Website services	Website design, development, and hosting; scope and ongoing service terms to be defined.
Purchasing and logistics	Order checks, acknowledgments, receiving, claims, delivery scheduling, and project records.
Marketing tools	Website framework, local campaigns, event materials, relationship development, and CRM follow-up.
Opening assistance	Site review, vendor onboarding, staffing, launch planning, and readiness checks.
Ongoing support	Training updates, operating reviews, vendor communications, and standards for quality and service.

Corporate design and website services

Design capacity without an in house designer

The proposed corporate service allows an operator to manage local relationships while corporate develops the client's space design. Submit a complete design brief with field dimensions, room photographs, scope documents, intended product line, finish direction, appliance and fixture specifications, budget, and required deliverables.

Corporate reviews the submission for missing information, confirms the design scope and per-design charge, and prepares the agreed plans, elevations, renderings, or selections documentation. The operator presents the work to the client, gathers feedback, and coordinates the agreed revisions.

Before ordering, the operator verifies site conditions and dimensions, confirms product fit and specifications, and obtains written client approval. Corporate design does not replace field verification or any locally required professional or permit documents.

Cost per design: Quoted by scope and complexity. A rate card, revision allowances, payment terms, and turnaround standards have not yet been finalized. The customer's design retainer and the operator's corporate design charge are separate items; any purchase credit must be stated in the customer agreement.

Website design development and hosting

Proposed corporate website services include designing and developing location pages, hosting, inquiry capture, and connecting website inquiries to the location's lead process. Local contact details, service areas, approved content, and calls to action would follow the 306 Backstreet brand standards. Service scope, hosting charges, maintenance responsibilities, and included updates remain to be defined.

Who may fit the concept

Potential candidates include experienced kitchen and bath professionals, cabinet dealers, remodeling operators, and business owners with strong sales, team leadership, and customer-service skills. Candidates should be prepared for hands-on local development and detailed project execution. Final eligibility and financial qualifications remain to be established.

The marketing and lead management system

The proposed 306 Backstreet system connects local marketing with one CRM and a defined design workflow. The aim is to give each inquiry an accountable owner, a clear next step, and a record that carries forward into design, proposals, and ordering.

Generate and capture

Search advertising, local SEO, the hosted website, builder and Realtor outreach, showroom events, business-center meetings, and customer referrals feed the same lead intake process. Capture contact details, project location, room type, lead source, scope, budget direction, timing, and any plans or photos. Obtain appropriate consent for follow-up communications.

Assign and qualify

Business Development owns the relationship and next action. Review the service area, scope, budget fit, timing, and decision makers; arrange discovery or refer the inquiry to the appropriate person. Leads that are not ready remain in an organized follow-up queue with a next-contact date.

Connect marketing to design

Qualified consultations move into the 306 Backstreet design workflow: discovery, preliminary direction, written design engagement, detailed design, selections, proposal, approval, ordering, installation, and completion. The design engagement activates either the local designer or the per-design corporate service. Client records, dimensions, scope, and decisions travel with the project so the customer does not have to restart the conversation.

Learn from every source

Track inquiries, qualified consultations, design engagements, proposals, won projects, and completed projects by source. Review follow-up status and where prospects stall. After completion, request reviews, referrals, and permission to share project photography; connect those outcomes back to the original lead source. No lead volume or conversion result is guaranteed.

From inquiry to completed project

Stage	Owner and next action
New inquiry	Business Development records the source, assigns follow-up, and acknowledges the request.
Qualified discovery	Business Development confirms project fit and books the consultation.
Preliminary direction	Local or corporate design input supports the scope and budget conversation.
Design engagement	Operator obtains the written agreement and retainer; confirms local or corporate design assignment.
Design in progress	Designer develops the agreed deliverables from verified dimensions and scope. Corporate work is charged per design.
Selections and proposal	Business Development presents the design and proposal, records feedback, and coordinates revisions.
Approved for ordering	Operator confirms field verification, specifications, signed approvals, and required payments.
Procurement and installation	Ordering and Logistics coordinates orders and deliveries; installers execute the approved scope.
Completed project	Operator closes the punch list; Business Development requests reviews and referrals.
Not ready or lost	Business Development records the reason and maintains appropriate follow-up.

Proposed operating cadence: review unassigned inquiries and overdue follow-ups daily, review the sales and design pipeline weekly, and compare marketing sources and process bottlenecks monthly. Final CRM configuration, service standards, and reporting responsibilities remain to be documented.

Investment planning and terms to confirm

The updated five-person source budget provides an internal planning reference for the proposed flagship: $357,500 in one-time opening costs, $277,250 for six months of modeled operating expenses, and a $50,000 order and timing reserve, totaling $684,750.

This is not a dealer investment quote or an approved initial investment range. It was prepared for the flagship concept and includes assumptions that must be replaced with location-specific bids. It excludes unfinalized dealer fees, royalties, brand-fund contributions, and any additional dealer-specific requirements. It does not establish how much capital a future dealer will need.

What a location budget must cover

Lease and deposits; showroom construction; kitchen, bath, and closet displays; conference-room equipment; furniture; design and business software; samples; tools; delivery or field vehicles; insurance and professional costs; launch marketing; working capital; order timing; and contingency.

Term	Current status
Initial dealer fee and ongoing fees	Not finalized.
Territory and market availability	Not finalized; no exclusivity commitment.
Training and support obligations	Proposed; final scope and responsibilities not established.
Supplier requirements and purchasing terms	To be confirmed for future dealer locations.
Agreement term renewal and transfer	Not finalized.
Dealer investment disclosures	To be developed with the offering documents.

No sales, profit, return, or break-even projections are presented in this packet. The source investor materials contain planning projections; those are not dealer financial performance claims.

Start an exploratory conversation

If the concept matches your experience and interests, share a brief introduction so we can discuss your market, operating background, and goals for ownership.

Tell us about your plans

Your name and contact information
City and state of interest
Kitchen, bath, design, sales, or construction experience
Whether you would operate the location full time
Your proposed timing and funding approach
Any existing showroom, team, or business you would bring

A proposed path forward

Begin with an introductory discussion. Review the market and candidate fit. Confirm the program's readiness and what information is available. If dealer development proceeds, review the applicable disclosure documents and agreements before making a commitment. No application deposit or payment is requested through this packet.

Contact 306 Backstreet

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About this packet

Adapted from the October 4, 2026 five-person investor business plan, investor presentation, and startup budget. Proposed features and support remain subject to development. Dealer availability and terms have not been established.

For buyer guidance, consult independent professional advisers.
Review final dealer terms and supporting disclosures before making a commitment.