WORKSHEET

Find your eCommerce Solution

This Farmer Worksheet contains a comprehensive list of specific questions based on the 1,000s of Farms we have engaged with and support today. We encourage your Farm to look for the best solution that fits your business needs. At the bottom of this Worksheet, we've assembled a list of the most common solutions that Farmers consider when looking for an eCommerce solution.

Record your own options here!

	Option 1: Barn2Door®	Option 2:	Option 3:
COSTS TO FARM			
Price. Is there a Subscription Fee?	**Yes.** Farmers can pay $84-$199 /mo (paid annually in advance); or $99-$249 /mo (paid monthly). See the **Pricing Page!**		
Set-Up. Is there a set-up fee?	**Yes.** There is a one-time set-up fee of $399 - $599		
Merchant Fees. What are the credit card fees?	Credit card fees are 2.9% + $0.30 per transaction		

Pass-Thru. Can I pass thru my credit card fees?	**Yes.** We offer Farms the ability to give buyers the "option" to cover card fees.		
Term. Do you offer monthly or annual term subscriptions?	**Yes.** Farms can choose monthly (pay-as-you-go) or annual terms (pay upfront to save up to 20%)		
Cancellation. Can I cancel anytime?	**Yes.** Farmers can cancel at anytime.		
Tipping. Can buyers tip your Farm to cover credit card processing fees?	**Yes.** Buyers can add a tip to any order to cover processing fees.		

FARMER FIRST

Mark-ups. Do you mark-up my Farm products?	**No.** We do not mark-up any Farm products.		
Take Rate. Do you take a percentage (%) of sales?	**No.** We do not take any percentage of Farm sales.		
Buyer Fees. Do you charge buyers any fees?	**No.** We do not charge any fees to buyers.		
Branding. Are emails branded from my farm?	**Yes.** Your domain can be used for emails - unrelated to your merchant account.		

Customers. Who "owns" the customer?	**Farms** own the customers. We just power the experience and host all the data (downloadable).
Data. Who "owns" the transaction data?	**Farms** own the data. We just power the experience and host all the data.

FARMER DIGITAL PRESENCE

Website. Do you build me a custom branded website?	**Yes.** We build Farm websites, but it is not required. Many Farms use their exsisting website.
Mobile. Do you build me a custom branded app?	**No.** We build a mobile responsive website experience. 79% of Americans have used smartphones to purchase products online this year.
Social. Do you integrate a shop to my social handles?	**Yes.** We integrate to your social handles.
Newsletters. Do you integrate with my Mailchimp audience?	**Yes.** We integrate to your Mailchimp account.
Email. Do you integrate a shop in my Email?	**Yes.** We integrate a shop to your email.
Store. Is the store on my Farm-brand domain?	**No.** We manage your shop on a subdomain, assuming security and privacy obligations. We take the risk and insure on your behalf.

FARM ORDER MANAGEMENT

Price Sheets. Do you support retail & wholesale price sheets?

Yes. We support three pricing sheets - retail, wholesale, and a custom group.

Unlimited Volume. Do you permit me to sell unlimited volume online, or do I need to pay more?

Yes. There is no cap, no limit and no costs based on Farm gross volume.

Guest Checkout. Do you enable buyers to purchase as a guest?

Yes. Your buyers can purchase as a guest (versus losing ⅔ of buyers who will not create an account).

Order Cut-Offs. Do you enforce order cut-offs?

Yes. You can tailor order cut-offs by schedule and by product.

Pick & Pack. Do you automate pick & pack lists?

Yes. Pick & Pack Lists are auto generated and available with the click of a button

Receipts. Do you send branded receipts?

Yes. Receipts are Farm branded and deliverd from your domain address.

Invoices. Do you generate branded invoices?

Yes. Invoices are Farm branded and are delivered from your domain address.

Reminders. Do you send automated reminders?

Yes. Farm branded order reminders are automatically sent to buyers 24hrs before fulfillments (with time, location, and map link).

FARM PRODUCTS

Variable. Do you support variable weighted items?	**Yes.** Farms can charge based on weight.
Bulk-Rates. Do you support bulk discounts?	**Yes.** Farms can offer bulk rate or volume discounts.
Units. Do you support custom units?	**Yes.** Farms can create customize the units for sale (e.g. a bunch).
Categories. Do you support custom categories?	**Yes.** Farms can create custom product categories (e.g. types of garlic).

PAYMENTS FOR YOUR FARM

Money. Do you accept multiple forms of payment?	**Yes.** Farms can accept credit, debit, ACH, cash or check on delivery.
POS. Do you offer a Point-of-Sale system?	**Yes.** Barn2Door POS enables Farmers to offer seamless online and in-person sales.
Timing. Do I receive monies direct deposit to my bank account?	**Yes.** Monies are directly deposited typically in 24-48 hrs to your bank account.

Deposits. Can I take a deposit in advance?	**Yes.** Farms can accept deposits up to 12 months in advance.		
Credits. Can I sell credits that draw-down?	**Yes.** Credits can be sold that draw-down to orders.		
Subscriptions. Can I sell subscriptions to products?	**Yes.** Farms can sell all products as subscriptions. Paid in advance, or pay-as-you-go for the duration of the subscription.		
Refunds. Can I refund in whole or in part?	**Yes.** Farms can in whole or in part - without leaving Barn2Door.		

FARM FULFILLMENT

On-Farm. Do you support on-farm pickup?	**Yes.** Farms can configure on-farm pickup.		
Meet-Ups. Do you support meet-ups?	**Yes.** Farms can configure unlimited meet-ups or drop locations ("grab-and-go").		
Delivery. Do you support door-to-door delivery?	**Yes.** Farms can configure unlimited delivery zones (specific to zip codes).		
Shipping. Do you automate shipping with carriers?	**Yes.** Farms can ship their products via 3rd party carriers (FedEx, UPS, USPS).		

TBA. Do you support a "to-be-arranged" option?	**Yes.** Farms can offer TBA options for fulfillments.		
Zones. Do you support delivery/shipping zones?	**Yes.** Farms can limit delivery by zip codes, and shipping zones by state (e.g. 2 day).		
Subscriptions. Do you support Late Enrollment after a Subscription has started?	**Yes.** Customers can join a subscription during any time in the subscription period.		

FARMER SUPPORT

DIY. Do you offer resources so I can do it myself?	**Yes.** Farms can sign-up and start immediately.All Farms can access our Learn Center with videos and knowledge base articles.		
Onboarding. Do you offer 1:1 onboarding assistance?	**Yes.** Farms can attend an Onboarding Workshop or are assigned a 1:1 Onboardign Manager to assist with initial set-up depending on Plan.		
Designers. Do you offer custom design services?	**Yes.** Farms can choose plans inclusive of design, services, and support.		
Account Manager. Do you offer 1:1 account management?	**Yes.** Farms can choose plans inclusive of ongoing 1:1 Account Manager support.		
Buyer & Farmer Support. Do you offer live support?	**Yes.** Farms can choose plans inclusive of Live Chat Support M-F 8a-5p. Support access can also occur through email and contact form.		

INTEGRATIONS

Costs. Are all the application integrations offered for your solution free?

Yes. We do not charge for using our integrations. However, the service you integrate with (e.g. QuickBooks) may charge a fee for their services.

Merchant. Do you integrate with a merchant processor?

Yes. We integrate with Stripe, serving as the merchant of record.

Accounting. Do you integrate with an accounting solution?

Yes. We integrate with QuickBooks via bank feeds with daily batch deposits.

Taxes. Do you integrate with a tax service?

Yes. We integrate with Avalara for state and local tax.

Email. Do you integrate to a newsletter service?

Yes. We integrate with Mailchimp.

Whitelabel. Do you integrate with a whitelabel service?

Yes. We integrate with SendGrid to whitelabel your email domains.

Shipping. Do you integrate with 3rd party carriers?

Yes. We integrate with Shippo to automate shipping calculations, tracking and labels.

Routing. Do you integrate with a routing service?

Yes. We integrate with Routific for delivery route optimizations.

POINT OF SALE (POS)

Single Account. Do I need multiple accounts to have a Farm eCommerce & POS?	**No.** Farmers can manage all monies in one merchant account, regardless where transactions occur.
Inventory Sync. Do I have to manually update both online & POS inventories?	**No.** When Farmers enable Real-Time Inventory Sync, you'll know exactly what's available or low in stock.
Pricing. Can I sell off any Price List – Retail, Wholesale, or Private?	**Yes.** No matter where your buyers access your Farm, you can choose which pricing they receive.
Variable Weights. Can I sell a weighted item through POS?	**Yes.** Simply toggle the item to charge by weight before adding the item to the cart. Units are managed independently.
POS Device. Do you charge extra to have POS?	**No.** Farmers must pay for their POS device(s) along their regular Barn2Door Subscription. There is no extra cost to use POS.

Other solutions Barn2Door is compared to:

Consumer eCommerce. BigCommerce, Shopify, Square, Squarespace
CSA Solutions: CSAware, Farmigo, Harvie, Small Farm Central
Farm eCommerce: FoodForAll, GrazeCart, MeatSuite, Open Food Network
Food Marketplaces: Amazon Fresh, Fresh Direct, Good Eggs, Local Food Marketplace, Peapod

Barn2Door.

Barn2Door provides an all-in-one solution to grow and manage your Farm business. If you're curious to learn why successful Farms run on Barn2Door, **watch this 5-minute video.**