

YB2C Live! Episode #30: BORO Resale Shop: Published Dec 11 2017
Unedited Full Transcript

Pamela: So, welcome to the YB2C Live! Podcast with your host Pamela Hilliard Owens and Keith Owens with Your Business Your Brand Creatively. And you can find us at YB2Csystem.com or YB2C Live! on Facebook. This is a show that helps freelancers, creative and solo professionals, entrepreneurs and very small businesses to brand, promote, and market their companies. Your Business Your Brand Creatively provides training, project management, copyrighting, social media marketing, and business consulting services to our clients locally and around the world.

We record each of our podcasts from our studios in the Green Garage Coworking Community located in midtown Detroit. So welcome to this week's our YB2C Live! Podcast. This is episode 30. And I want to welcome my business partner and co-host, my husband Keith Owens. Hi Keith.

Keith: Good morning.

Pamela: Before we introduce today's guest, I'm going to remind you that our podcast is brought to you by our company, Your Business Your Brand Creatively, which is abbreviated YB2C, where we work with entrepreneurs, freelancers and small business owners with their branding, marketing, and communications projects. We offer copyrighting, web design, social media marketing, business consulting, training, and productivity enhancement services. And, also, you want to check with us on Facebook at YB2C System and 'like' that page, as well as a separate YB2C Live! Facebook page. So you'll have access to all the information about the company and the podcast. So that's YB2C System and YB2C Live! on Facebook.

So, now, we are very honored to introduce our special guest this week: Miriam Pranschke.

Miriam: Hi.

Pamela: Good.

Miriam: [crosstalk 00:01:56]

Pamela: Owner of BORO Resale: a consignment resale clothing and accessories store located in downtown Detroit near the Eastern Market. Welcome, Miriam!

Miriam: Hi.

Pamela: Well, congratulations on your business and tell us a little bit about yourself and your store. Quite interesting.

Miriam: Yeah. So, I opened BORO in May of this year.

Pamela: Okay.

Miriam: So it's been opened for just a little over six months.

Pamela: Wow. Okay. Great.

Miriam: Yeah. So, I had the idea to do this since college, since 2010.

Pamela: Mm-hmm (affirmative)

Miriam: I was inspired by another business I was working for. She did a very similar type of business in Grand Rapids. So, I was working there during college. I enjoyed the experience of working a lot more than actually being in school. I liked school. I liked working a lot more.

Pamela: Mm-hmm (affirmative)

Miriam: And so I really learned a lot at that consignment store and then wanted to bring something more like that to the city of Detroit, back to where I was from.

Pamela: Okay.

Miriam: Yep, I grew up mostly in metro Detroit, Livonia, Canton, Garden City area.

Pamela: Mm-hmm (affirmative)

Miriam: And then went to Grand Rapids for college and then came back pretty much immediately after graduation to come back and live in the city, so ...

Pamela: Okay. Great.

Miriam: Yeah.

Pamela: Explain to us a little bit what a consignment shop is. [inaudible 00:03:14] What's a consignment shop?

Miriam: Yeah. Yeah. A consignment is a curated collection of used goods that are generally better quality and then better brands, too.

Pamela: Right.

Miriam: So, you're getting things that are a little bit more unique and better quality. They're going to last longer. They are used. But then, again, they should come to the consignment store in pretty good condition or excellent condition, so that you can resell them to still that consigner-good amount of money.

Pamela: Okay. Mm-hmm (affirmative)

Miriam: So, you earn 40% of the selling price if you bring in your goods to consign, which, at BORO, you can use at the store -- a store credit. You can take the 40% and use that as you want. Some people pay their cell phone bill with their [crosstalk 00:03:56]

Pamela: [crosstalk 00:03:56]

Miriam: And then I also have a little third way you can use your money, which is called Community Threads. So, I choose an organization or charity, and you can donate your earnings, or all, or some of your earnings to that charity. [crosstalk 00:04:12] Yes.

Pamela: Oh, wonderful. That's a good thing to know.

Miriam: We're doing Michigan Women's Foundation for the rest of this year. So, I've already sent them one check. I'll send them another one by the end of the year. And then next year, I'll choose a different charity or organization.

Pamela: [inaudible 00:04:25]

Miriam: Yeah.

Pamela: Also, I notice that you offer vintage clothing.

Miriam: Yeah, yeah. A little bit of vintage. So, I curate the selection again and I bring in a lot of modern or contemporary brands ...

Pamela: Okay.

Miriam: ...like up and coming designers; those are the most interesting to me. Well-known, high-end designers, Gucci, Prada, things like that are fun. I've got a mix of functional mall [crosstalk 00:04:50] brands, too, like J. Crew, Banana Republic, Vince, BCBG and then a little bit of vintage, too. So, true era vintage, some pieces from the 50s or 60s or 70s, so. Yeah.

Pamela: Okay. Great. Now, where did the name BORO come from?

Miriam: BORO is a term I learned about while my husband and I were living in Lisbon, Portugal.

Pamela: Wow. Okay.

Miriam: One of the museums there -- a design museum, and there was an exhibit, it was in a very dimly lit room, we were like, "what is this?" And there was all these hanging robes and tattered garments that were like, "this is interesting." So BORO, we came to find, is a term from Japan that describes the process of taking scraps of fabric -- any rags left over -- and you use those scraps to make a new garment.

Pamela: Wow. Okay.

Miriam: Yeah. People in the farming class, the peasant class, would have to do this at certain times, because they didn't have a lot of money.

Pamela: Okay.

Right.

Miriam: So they would be very resourceful and take whatever they had to make something new and use that for generations. They would pass the robes often down through the generations.

Pamela: Wow. So some of those robes that we see in Japan, some of those are made from recycled, pretty much [crosstalk 00:06:03]

Miriam: Basically, they were using, yeah. Yep. Yep, so that's BORO. Yeah.

Pamela: Oh, okay. [crosstalk 00:06:07]

Keith: Is there very much competition [inaudible 00:06:12] downtown or in metro Detroit or the other shops that doing the same sort of thing? Or are you the only one in town? Or how's that?

Pamela: Definitely in metro Detroit, there's a ton of consignment options.

Keith: Mm-hmm (affirmative)

Miriam: Canton has a lot. Northville. Birmingham. Bloomfield Hills. Couple in Ferndale and Pleasant Ridge. In the city of Detroit, I believe Rift Valley Avenue. [crosstalk 00:06:30]

Pamela: Right. We've been there.

Miriam: They do consignment, I believe.

Pamela: Okay.

Miriam: Yeah. But in terms of true consignment in this city, I believe it's only them and then BORO. So there isn't too many other true consignment stores. A lot of other stores do resale. They do vintage.

Pamela: Right.

Miriam: They go out. The owners find things they want to sell and bring them back to the store. So they curate that mix, too. Consignment is different because the community -- anyone -- can bring their clothes to me. I'll go through them; decide what I think will sell; and then you earn 40%.

Pamela: Oh, okay.

Miriam: In mean, to this point, most people I've been able to take at least one thing, if not multiple things. [crosstalk 00:07:05]

Pamela: Right.

Okay, great.

Miriam: Yeah.

Pamela: So, tell us a little bit about how you find the space and why you chose that space near Eastern Market.

Miriam: Yeah. So my husband, Breck, and I started living in this building were BORO is, the Atlas Building ...

Pamela: Oh, yes. Okay.

Miriam: ... a few years, two and a half years ago. And the landlord knew I was interested in having a retail space, some point in the future. So, he was showing me a couple of buildings that his company owns, which included up to the Atlas Building. So he showed me this particular location where we are and then a couple in the market. But I chose Gratiot, this Gratiot location because ...

Pamela: Right.

Miriam: ... I liked Gratiot. I think it's a really interesting block.

Pamela: Yes, it is.

Miriam: The back end of Gratiot is known as Service Street, this little block where we are, the 1400 block. So Service Street has always had a lot of art going on.

Pamela: Right.

Miriam: Lots [inaudible 00:07:59] on the cobblestone street behind us. So I really loved the community that was here and I wanted to be a part of it if I could. So I worked out that we were able to clean up the space a little bit and get this going, so.

Pamela: Yeah, that's what I wanted to talk to you about, because what did it look like when you first came before you got started? A lot of our listeners, they're looking for a space, they find a space. Then, they've got to fix the space up before they can even open. So give me a little bit about that story.

Miriam: Yep. Yeah.

Yeah, we had a lot of help, obviously. We needed a lot of people to help with the different technical aspects of the space. But it was residential, actually, before it was commercial.

Pamela: Okay.

Miriam: So, when it was originally used, in the 1920s or 30s or so, it was furniture factory and showroom.

Pamela: Okay.

Miriam: And then the 60s, it became loft living.

Pamela: Wow. Okay.

Miriam: So, even this first floor on this building was residential, even though, technically, at some point, it should be commercial. But it became commercial back in the early 2000s.

Pamela: Okay.

Miriam: So, we finally got more of these to be public facing businesses, which is really nice.

Pamela: Right.

Miriam: So, anywho, there was [inaudible 00:09:06] structures in here that were made it residential. There's a little bit of a kitchenette-type thing. A loft was in here. So, we had to deconstruct some items. Had to paint everything. Had to scrape up all the paint on the floors. So, we put a lot of work into it to make it look as it does now while leaving some really nice features like crown molding that's [crosstalk 00:09:31] the building.

Pamela: Right.

Miriam: And the floors are original, too. We just had to scrape up all the paint that was on them to show those again.

Pamela: Right.

Miriam: And then we added custom-built fixtures and shelving units, which our friend in Ferndale welded for us. So, my husband and I designed the shelving units and, then, he made them for us. So, they're custom to the space and, yeah.

Pamela: Now, that's exciting.

Keith: Who are your clients, mostly? Is a wide mix of people? Is it young? Old? [crosstalk 00:09:59]

Miriam: Yeah. Yeah. Oh yeah. I was not exactly sure what to expect. In other place I've worked, I was going to base it off of that. I was probably going to get people in their 20s to 40s, people who like to shop a little bit. But I've had all the range. I've had people in high school shopping here. I just had a 93-year-old woman shop here. I think it was Monday. So, it is quite the range. And that makes me really happy.

Keith: What are some of the things ... you mentioned vintage, I was interested in how that sells. And what are some of the particular kinds of items that really are popular, that people seem to like the most in the consignment store?

Miriam: That's also been a mix. I get in some really funky, one-off vintage items. I had this red furry, short coat. No label. It looked like an Elmo coat, like the Sesame Street character. And that sold right away. So, that kind of this sells. But, also like a lot of people do appreciate those Indy designers, I'll call them.

Pamela: Right.

Miriam: So, not Gucci or Prada, but they like these smaller brands that are up and coming. So, if I get those types of brands in, those are interesting to people. And, through my social media, I like to share those stories.

Pamela: Okay.

Miriam: That's the big part of this whole thing for me is the share those brand stories that we don't know.

Pamela: Right.

Miriam: But also to hear the stories of the consigners, like if they have a particular experience with the item that they're consigning. I like to share that story, too. So, anywho, on most of the tags, I write a little bit on the back of the tag to say where it came from, a little bit of the story.

Pamela: Okay.

Miriam: But, yeah. In general, it's a mix of things that have been selling. Some designer. But the thing is, I also carry those functional mall brands ...

Pamela: Right.

Miriam: ... so that's kind of nice for people who work in this city, because they can get those things that they might have to go out to the mall for, they can get it here. And they're in good condition, so.

Pamela: Right, right. Right. So, when I think of vintage fashion, I really like the 1940s, especially for women. And men, too. But those structured suits -- if I have to have a business suit -- I just think that was just the sharpest [crosstalk 00:12:09]

Miriam: And that's definitely coming back; suiting is coming back in a big way, so ...

Pamela: Right, right.

Miriam: We're [crosstalk 00:12:16] a little bit of a different style with that. They're mixing it up with more modern looks. But, yeah, that suiting, the very structured, boxy is definitely coming back right now, so, yeah.

Pamela: Right.

And men had some very fashionable things in the 40s, too, their suits and things like that. That's my opinion. It think they were very fashionable back then.

Miriam: Yeah. Sure. Yeah. Yeah. Sure.

Keith: How was the business climate downtown? There have been some recently [crosstalk 00:12:42] concerns about how much it costs downtown or what the atmosphere is. Others are really thrilled about it. Particularly smaller businesses, mostly. How has it been for you as a smaller business downtown?

Miriam: It's been good where I am. The particular building we're in really wants to keep this building accessible.

Keith: Right.

Miriam: So, it isn't like some of the other buildings going downtown.

Keith: Right.

Miriam: Eastern Market is nice, because it is a mix of old businesses ...

Pamela: Right.

Miriam: ... that have been around for 70 years.

Keith: Right.

Pamela: Yes. Yes.

Miriam: And then new businesses. So, that's really nice. It's not all new businesses.

Pamela: Right.

Miriam: It's a mix of old and news. And Eastern Market has such a history in this city ...

Pamela: Right.

Miriam: ... a lot of the building owners, they stay true to that.

Pamela: Right.

Miriam: They really want to keep a diversity here. I'm not experiencing, I don't think too many people on the block are experiencing that crazy of rent.

Keith: Right.

Miriam: Some are, but I'm not, so that's good.

Keith: Okay.

Pamela: Did you have to go through anything with the city to get licenses or regulations, things like that? A lot of people ask about that.

Miriam: Yeah, yeah. For sure. Pertaining to resale, there's definitely licenses you have to get.

Pamela: Okay.

Miriam: Yep. So, it's a little different than retail. So, yeah. Had to go through those processes as well, so. Yeah.

Pamela: And, of course, me being the social media maven that I am, tell us a little bit about how you do your social media.

Miriam: Sure. I do a lot of Instagram.

Pamela: I was going to say Instagram, right.

Miriam: I do a ton of Instagram. Little bit of Facebook. I'm now revamping my Twitter.

Pamela: Okay.

Miriam: I don't do Twitter. But my husband loves Twitter. "We have to get on it," he says. But yeah, I do a ton through Instagram. That's how a lot of people find out about the store. Because I haven't done too many traditional ways of advertising.

Pamela: Okay, okay. Okay.

Miriam: It's a lot of word-or-mouth and, then, Instagram. Yeah. People are finding it on the "Things to Explore" little section of your Instagram Page.

Pamela: Right. Yes.

Miriam: My pictures will show up.

Pamela: What is your Instagram handle? What is your Instagram handle?

Miriam: It's @BOROresale.

Pamela: Okay. Okay, great.

Miriam: Yeah.

Pamela: Especially, and I find that, when you have something that, products like you have, you can take a picture of each piece that comes in and tell a story, and all that. So, that's very well-suited for Instagram.

Miriam: Yeah. Exactly. It's been fun.

Pamela: Wait, wait. So, what has been your greatest challenge before opening or since opening? One big one or a couple of small challenges.

Miriam: I think my biggest challenge has just been convincing myself that I know what I'm doing.

Pamela: Right.

Miriam: It's really hard, honestly, because I'm constantly comparing what I'm doing to others, which, I think is, sometimes, a good thing. Because, I'm constantly trying to be the best I can.

Pamela: Right.

Mm-hmm (affirmative)

Miriam: But it is something I have to keep in check. I was just talking with a friend about this. It gets me down, sometimes. But I have to realize that I have done this for a long time. I know what I'm doing.

Pamela: Right.

Miriam: I put research into this. And I trust it.

Pamela: Okay.

Miriam: So, I know it's going well. I just have to convince myself that it is. I know it is.

Pamela: Right.

Miriam: So, I just have to [inaudible 00:15:55] myself. So that's obviously been one of the bigger struggles is my mental believing it.

Pamela: Right.

Miriam: And knowing that's good. So, that's been really the biggest one. Because people are receptive to this type of business. It's a little new of a concept ...

Pamela: Right.

Miriam: ... to people that are living in the city. So, that's been really cool to explain to people. So, I have no problem with that. Yeah, honestly, it's been making sure I can keep up.

Pamela: Right.

Miriam: And telling myself that this is good and to keep going.

Pamela: And that's quite interesting because you said earlier that when you were in college, you went to college because you're supposed to go to college. But you really thought of yourself more as getting out there in the workforce and eventually opening up your own business, even while you were finishing up your degree.

Miriam: Yeah.

Pamela: So, that's quite interesting, because I guess, especially for us entrepreneurs, sometimes it is a big mental battle.

Miriam: Mm-hmm (affirmative). Yeah.

Pamela: It is a big mental battle, even more than all the other things that usually go along with it.

Miriam: When you actually do the thing. You can think about things all you want.

Pamela: Exactly. Exactly.

Miriam: When you actually make that jump and you're public, it's quite different, so. Yeah.

Pamela: Exactly, exactly. And what's been one or two of your great success stories?

Miriam: Oh, well. This is on a technical end. All of the little steps, so far, I've, pretty much, done myself.

Pamela: Right.

Okay.

Miriam: Like I'm learning how to process my own payroll with the help of an online software, but I'm still rating all the paperwork and the nitty-gritty of all that.

Pamela: Right.

Miriam: When I trademarked my logo, my store name ...

Pamela: Right.

Miriam: Went through a huge legal process. And it took a lot of careful reading, and all of that. So, honestly I feel proud that I have taken those tasks on.

Pamela: Okay.

Miriam: I feel like I've learn quite a lot to do that nitty-gritty stuff that, otherwise might be hired out.

Pamela: Right.

Miriam: So that is one of my greater successes, I'd say is like, really, just getting into the paperwork, trying to understand how all that stuff works, and doing it, getting it done.

Pamela: And that's something that I talk to my clients about also.

Miriam: Yeah.

Pamela: Because there's going to be things that you're going to have to learn.

Miriam: Yes.

Pamela: And you're going to have to teach them to yourself or you're going to have to farm them out. But even if you put them out for someone else to do, you need to know enough ...

Miriam: Yes.

Pamela: ... so person who's doing, you know what they are doing.

Miriam: Yes.

Pamela: So, I really applaud you for taking the time to do all that research, because, as you know, if you don't follow those rules and regulations, it's going to catch up with you.

Miriam: Sure. Yeah, yeah, yeah. Definitely. I think another one -- now that I'm just thinking a little bit more - is kind of what you asked earlier -- was what type of people have you been getting in.

Pamela: Right.

Miriam: I've have many people comment on this even when they're shopping. They're like, "Wow. I'm surprised by the diversity of people that are coming into your shop."

Pamela: Right.

Miriam: I mean, some of the items I have here are priced quite high because of what they originally cost.

Pamela: Right.

Miriam: A lot of it is accessible.

Pamela: Mm-hmm (affirmative)

Miriam: So, I'm able to attract different types of demographics, different types of economic levels. Which is cool to me.

Pamela: Right.

Miriam: And, therefore, I get to meet all different kinds of people. The diversity of people coming in is quite interesting, and really good. So, I've been quite happy about that. Something I was asked by another interviews was, "What's your average price point?" And my system will tell me right away, it's anywhere from, even if though I have five items that were priced like 200, 300, 400 ...

Pamela: Right.

Miriam: My average price point per unit has been consistently \$25 to \$30 ...

Pamela: Wow. Okay.

Miriam: Which is pretty, over all, affordable, especially for the quality of things you're getting.

Pamela: Exactly, exactly, exactly.

Miriam: [inaudible 00:19:40] definitely priced lower than that, too. It just depends on the item, so.

Pamela: Okay. And now, you mentioned payroll. You have employees?

Miriam: I have one.

Pamela: Okay. Great. Hey, that's great.

Miriam: Yeah.

Pamela: My next question is: what do you do when it's time to take some time off just for yourself or you and your husband?

Miriam: Well, I ...

Pamela: ... I know it's difficult when you have a retail operation.

Miriam: Yeah, yeah. Retail is a beast, because, sometimes you have time to just ... I do a lot of office work while I'm here in the shop.

Pamela: Right.

Miriam: Like right now. I'm doing this. This is fine but, sometimes you have to be on, like when a whole rash of people comes in.

Pamela: Right.

Miriam: So, retail is hard in that way, because you have to be able to be on whenever someone is in your store, which, it's fun, in a way.

Pamela: Right.

Miriam: So I've learned over the years how to deal with that. But, for downtime, I am trying the exercise a little bit more.

Pamela: Right.

Miriam: I used to be a lot more avid of a runner, so I'm trying to get back into that.

Pamela: Okay.

Miriam: But also, I just like to chill with my husband. We like to sit upstairs and chat about our day and stull like that. So, that really helps me just decompress.

Pamela: Mm-hmm (affirmative)

Miriam: Whenever I can see friends, that make me really happy, so. But now that I have an employee, I am able to get out a little bit more. I was here 60-plus hours a week for months.

Pamela: Always. Oh, yeah. Oh, yeah.

Miriam: I was able to hire someone, so.

Pamela: Oh, that's great. And do you find that it's sometimes hard, even when you close the door and you're done for the day? And you go upstairs and you're supposed chilling with your husband, do you find it hard to just turn it off in your brain or?

Miriam: Honestly, that has not been too much of an issue.

Pamela: Okay.

Miriam: I have enough time that I get everything done that I need to down here.

Pamela: Okay.

Miriam: So, it's really been more like I'm down here so much that I need to get out sometimes and not see the inside of BORO, even though it's lovely. So, really, that's been the hardest part. When I'm not here, I'm really able to separate my time.

Pamela: Right.
That's excellent. That's excellent.

Miriam: Yeah.

Pamela: Because that something that I run into because I have my office here at the Green Garage ...

Miriam: Yep.

Pamela: ... but, I also have a home office. We have a really big house in [inaudible 00:21:52]

Miriam: Okay.[inaudible 00:21:53]

Pamela: And so, I have two offices and I find sometime that I go in there in I'll just ... I have two computers. I have a computer here. Computer in there. I open up that computer, it's all over.

Miriam: Yeah, yeah, yeah. Yeah, and ...

Pamela: And, so that's one of my challenges is to just be able to step away, turn it off, and that kind of thing, so I applaud you, I applaud you for that.

Miriam: Yeah.
Yeah. Mm-hmm (affirmative)
Thanks.

Pamela: So, any tips for entrepreneurs like yourself who "I really want to open up business." What would be your tips for that?

Miriam: I'd say, talk about it.

Pamela: Right.

Miriam: I don't know. I think sometimes we feel, maybe, a little bit protective of our ideas widget. You should know that there are people out there that might have more initiative and just take it and go and do it.

Pamela: Right.

Right.

Miriam: Or it's the right time for them, so they might. But, really, I would recommend talking about what you've got going on to your peers first, like your close people.

Pamela: Right.

Miriam: Once you start really talking about your business and your idea, it really helps ... it helped me talk about with people I'm not as close with. And I like that. So, it's good to just talk about it. You can really fine-tune aspects of the business.

Pamela: Right.

Mm-hmm (affirmative)

Right.

Miriam: Once you start making it a verbal, out-loud thing. So, that's one tip I definitely ... I don't know if I got that as much from people I've worked with in the past, but my most recent experience, before I opened this, was at Run Detroit, the little guy [crosstalk 00:23:27]

Pamela: Oh, right around the corner, yes. Mm-hmm (affirmative)

Miriam: Yeah, exactly. And I learned a lot from those two business owners, Justin and Alia. And I think that Justin in particular, he's very open with his business and he talks about it quite a lot.

Pamela: Right.

Miriam: And you get a lot of help through that. So, that's one tip, for sure. Yeah. To talk about it.

Pamela: You mentioned that, before you opened up your own store, you worked in a consignment shop before.

Miriam: Yes.

Pamela: That's sort of like apprenticeship or something like that.

Miriam: Yeah. It felt like that.

Pamela: Did you find that helpful?

Miriam: I learned so much from -- here name is Steph -- and she owns, it's call Urban Exchange in Grand Rapids.

Pamela: Okay.

Miriam: [inaudible 00:24:01] a really great consignment store, so she had a lot to teach me as well. Yeah.

Keith: [crosstalk 00:24:07]

Miriam: Yeah. Go head.

Keith: Since we're going back and forth, you talked about the diversity of clientele that you had that a lot of people have noticed, did you set out initial to try to appeal to a broad number of people, or did it just kind of happen?

Miriam: I did. I did.

Keith: Okay.

Miriam: I was just banking on who I knew would probably come in, based on other experiences. But I wanted the price range to be pretty flexible.

Keith: Mm-hmm (affirmative)

Miriam: Some things are, I don't know, \$9.

Pamela: Right.

Miriam: Some things are probably not \$9. So, really it's that price point that helps with that diversity. So. Yep.

Pamela: You have men and women's clothing both, right? I'm pretty sure.

Miriam: I do.

Pamela: Okay. Right. Okay.

Miriam: Yep. I do.

Pamela: And then one last question: what's it like -- because they used to do this before until maybe 20, 30 years -- what's it like living above the store?

Miriam: Oh, good. Yeah. I mean a lot of people are like, "Oh, is that hard?" I'm like. "No."

Pamela: Mm-hmm (affirmative)

Miriam: The separation is enough. If it were maybe just like our space right above the store, that might be hard. But it's a pretty large apartment building.

Pamela: Okay.

Miriam: There's lots of people coming in and out. It's really nice living above the store. I mean, it's convenient more than anything.

Pamela: I'm sure it's convenient. Right.

Miriam: It's really not a burden at all.

Pamela: Okay.

Miriam: I love it.

Pamela: Like I said, in the olden days, when you go up and down Woodward, I remember I saw it today as I was come in ...

Miriam: Yeah.

Pamela: ... right on the corner on the corner of Woodward and West end East Grand Boulevard, are they revamping all of that and their store is right there around that corner. And then I looks like they're redesigning and rebuilding beautiful apartments just above it. So, and that's the way it used to always be done above the store.

Miriam: I know. I love that. I think that's great.

Pamela: Mm-hmm (affirmative)

Miriam: So. I like living near where my business is. So.

Pamela: Right, right, right.

Well, that you again so, so much and tell us how we can get hold of you. And all this is going to be in the show notes, as well as on the podcast. So let our listeners know how they can get ahold of you. [crosstalk 00:26:03]

Miriam: Yep, so you can visit the storefront here. I'm at 1440 Gratiot Ave.

Pamela: Okay.

Miriam: So, right by Trinesov, the café.

Pamela: [inaudible 00:26:10]

Miriam: And Peoples' Records and simplified, another business. And Gather, a new restaurant. And by Antidum. So we're right in the market, technically, still, but out of the main market area.

Pamela: Right

Mm-hmm (affirmative)

Miriam: You can call me on 313-888-9648.

Pamela: Okay.

Miriam: And, again, my social media. I'm on Facebook and Instagram at @BOROresale.

Pamela: Okay.

Miriam: And Twitter, technically, at @BOROresale. But those are the main ways to reach me. Yeah, I'm brick and mortar. I don't do any online sales at this point.

Pamela: Okay

Miriam: I do have an online shop. You can buy something, if you want to. I send an invoice, but, right now, I'm just brick and mortar, so.

Pamela: No, that's great, that's great.

Miriam: Yeah.

Pamela: Oh, what are your hours? That was my question.

Miriam: Yeah. I am 10AM to 8PM, Monday through Saturday.

Pamela: Oh wow. Okay. Okay, great. That's wonderful.

Miriam: Yes.

Pamela: Well, thank you again for being such a wonderful guest on our podcast.

Miriam: Thank you.

Pamela: I really enjoyed it. And, like I said, we will publish it next Wednesday, so you can put it on your blog and on your website, and all that kind of thing. And again, thank you so much again.

Miriam: Okay. Thanks, guys. I appreciate it.

Pamela: Okay. Bye-bye, now.

Keith: Bye.

Miriam: Bye.

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