

Shannon Wilburn



President and Co-Founder of Just Between Friends – the nation’s leading children’s and maternity consignment sales event .

Just Between Friends began in 1997 in a living room in Tulsa, Oklahoma with a small consignment event. Gross sales were about \$2000. Today there are 109 franchises in 21 states with gross sales over \$16 million in 2010.

The Just Between Friends’ story has two distinct angles:

1. Business angle



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Recession Proof Business Model: Just Between Friends, we have proven ourselves to be a truly recession- proof business. We have experienced 35-percent plus growth each year since 2008. This is part of a national trend. The National Association of Resale and Thrift Shops(NARTS) reports that their members have seen growth of 30 percent or more since the recession hit in 2008.

- **Average America Vs The Retail Machine:** people can relate to it – it is all about saving money on kids’ stuff – as well as “recycling through reselling.”
- **Home-Grown Success Story:** We began in a living room in Tulsa Oklahoma in 1997, went national in 2004 and today we have 109 franchisees in 21 states and our goal is to be in all 50 states in 5 years.
- **Women Business Leaders:** I can be a great resource for business stories that deal with women in business, taking your idea national, how to balance being a mom, wife and CEO of a national company.
- **Working on a National Scale from Home:** I have helped nearly 150 women start a business and thrive in it since I took my company national 7 years ago.

2. Feature Angle



Huge savings means big help to families.



Participants can shop, sell, or both!



Huge Events attract thousands!

Save Money/Earn Money: At JBF we help families across the country save money and earn money on everything they need to raise their children. They can save between 50 and 90 percent off retail prices– and also recoup some of their investment by reselling as a consignor at one of our 109 events.

- **JBF is really a “win-win”** – we hear that term thrown around a lot, but it is the case with JBF. To give you an idea, we helped about 40,000 families (our consignors) earn a combined total of more than 10 million dollars in extra cash in 2010.
- **Creative Cash:** In 2011, we expect to help more than 50,000 families earn extra money as consignors. These families were able to use that money to pay bills, pay off debt, do something special for their children, etc.
- **Helping Middle America Make Ends Meet:** We helped more than 300,000 families save big money on everything they need for their families (a 15 percent increase from 2009). Shoppers save 50 to 90 percent on new and gently used items for their children. This is a HUGE help to families trying to live on a budget.
- **Upside of a Down Economy:** Families need this. In homes where there are job loss scenarios, this is a means of survival. Families can sell and earn, shop and save.
- **JBF Convenience:** Busy parents can get everything they need for the 6-months ahead in one weekend of shopping – all under one roof – organized, it is clean – and it is fun! From namebrand to boutique, it’s all here!
- **JBF Gives Back:** Charities are hurting in today’s economy too. JBF Sales give to more than 150 charities across the country, helping by cash and item donations. That’s part of the JBF mission – to always give back to your local community.

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