BRICK & MORTAR



Introduction

In Brick & Mortar, you assume the role of an enterprising store owner seeking to expand your reach into a variety of markets. Over multiple rounds, you'll try to maximize profits, build equity, and undercut the competition—all while dealing with a market that can change at the whim of your opponents.

Components

1 game board

45 40 35 30 25 20

4 player boards

GAME PHASES GAME PHASES TEM PRICES TEM

4 bidding dials

4 screens



4 point tokens









4 turn tokens









phase token, month token, final-month token, investment token









4 player aids



65 stores



6 starting stores



84 market cards



\$1 (40), \$5 (18), \$10 (18), \$20 (18)



16 debt tokens



25 food crates (green cubes)



25 clothing crates (blue cubes)



20 electronics crates (gray cubes)



20 jewelry crates (yellow cubes)



15 art crates (pink cubes)



4 extra-resource tokens



Unlimited Resources

The cubes are not meant to be limited. If ever you need to add more to the market than are available, substitute an extra-resource token for 5 of them. Exchange it for cubes when items sell.



Setup

Place the game board 1 in the center of the table where all players can reach it.

Separate the resource cubes 2 into piles according to their color. Place the piles next to the board.

Place the month marker 3 on January and the phase marker 4 on the "Building" space of the Phase Board.

Place the investment and final-month markers 5 on the point track and calendar according to the player count:

2 players: 45 points, October 3 players: 45 points, October 4 players: 35 points, September

Arrange the money 6 and Debt Tokens 7 in piles next to the board.

Separate the Starting Stores 8 from the rest of the Store Cards. In a 2- or 3-player game, remove any Starting Stores with a player count that is greater than the number of players.

Shuffle the Market 9 and Store 10 decks, then place them near the game board.

Your First Game

If this is your first game, before shuffling, give each player the Starting Store, 3 Store Cards, and 5 Market Cards according to their position in the turn order. See "First Game" (p. 19)











Give each player the following:

Each player chooses a color. Place each

player's point token 110 on the "10" space of

Whoever most recently worked a retail shift

chooses the start player. Then, in clockwise order, place each player's turn marker 12 on

the game board in the section marked

• Player Board 13

the point track.

- Bidding Dial 14
- Screen 15

"Turn Order."

- \$15 16
- 5 Market Cards 17
- 4 Store Cards 18

Deal 4 face-up Store Cards 19 next to the Store deck. These will be public stores available during "Building Phase" (p. 9).

Then, flip over one more Store Card and set it on top of the deck 20.

Private Money

Your amount of money is private information. You can hide your money behind your screen (or flip it over) when you aren't using it.









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Play Summary

After setup, you will have a screen, a Bidding Dial, \$15, and a hand of Market and Store Cards. The game is played in rounds. Each round has 7 phases:

- **Building** Players may open a new store and/or close any number of stores.
- Advertisement All players simultaneously play 2 Market Cards, then draw back to 5 cards. These cards add to the available supply when stocking stores and dictate which items players can sell this round.
- Supply Gather the Supply Cards and add the depicted items to the market. Players stock their stores with items from the market, bidding for them if necessary.
- Sale Flip over the Demand Cards to determine the demand for each type of item. Players sell items from their stores, placing them onto these cards. If there is insufficient demand, players must bid to sell their items.
- **Inventory** Move all items down one shelf, discarding any that fall off the bottom shelf.
- ♦ Utilities Players pay their stores' utility costs.
- **Investment** Each player may buy up to 10 points or sell any number of points.

See "Gameplay" (p. 9) for details about each phase.

Store Cards

Before learning the phases of the game in detail, players must understand Store Cards.

Stores that Sell Items

Most stores can sell at least one type of item. The signs above the shelves specify the types of items a store can sell.

Each sign has a number and an icon. The number is the capacity of the store. The icon and color specify the type: food, clothing, electronics, jewelry, or art.

The **capacity** 1 is specific to each item type. A store cannot hold more than its capacity, regardless of whether all items are on one shelf or split between shelves.

Items are stored on **shelves** 2. Like capacity, shelves are specific to item types (as represented by their color). Unless otherwise noted, items are always placed on the top shelf when added to a store.

Stores have a **purchase cost** 3 and **utilities cost** 4 in the upper-right corner and a **point value** 5 in the lower-left corner.



The Mall Gallery can hold 3 jewelry and 2 art items.

Stores with Modifiers

Most stores have modifiers that alter the basic rules of the game.

Modifiers are limited in two ways. First, they take effect only during the phase indicated by the icon above them. See "Phase Icons" (p. 24) for descriptions of all the phase icons. Second, the modifiers on a Store Card pertain only to that particular store.



During Sale, gain 2 points each time you sell 4 clothing items from the Clothing Exporter.

External Modifiers

When explicitly stated in bold text, a store's modifier can affect other stores. All modifiers are cumulative.



If you have the Farmers Market, after Sale, you earn 3 points if you sold 4 types of items. Those items need not have come from the Farmers Market.

Fulfillment Centers

Fulfillment Centers act like Demand Cards, but only the owner can sell items to them. Note that you cannot hold items on Fulfillment Centers; they have no shelves or capacity signs.

Demand Cards are covered under "Sale Phase" (p. 12).

Example: Modifiers



During Sale, Brianna bids to sell 5 clothing items for a price of \$6 each. She chooses to deliver 1 from the Designer Boutique, earning her \$12 per item, and 4 from the Clothing Exporter, earning her \$6 per item, for a total of \$36 and 2 points.

Before and After

Some modifiers take effect before or after a phase. These are indicated by arrows before or after the phase icon, as well as the position of the icon on the left or right of the sign.

See "Before & After Modifiers" (p. 18).

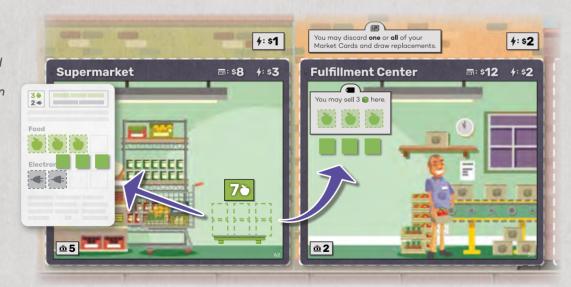
Example: External Modifiers



During Supply, Cameron bids to stock jewelry at \$9. He chooses to stock 3 to the Estate Seller at \$5 per item, and 3 to the Jewelry Collector at \$9 per item. Because he stocks at least 5 items of the same type (to any store), the Large Loading Dock lowers the cost of each item by \$3, for a total cost of \$24 ($3 \times 2 and $3 \times 6).

Example: Fulfillment Center

During Sale, Malik bids to sell 6 food at \$4. He chooses to deliver 3 to the Fulfillment Center and 3 to an open spot on a Demand Card, earning him a total of \$24.



Gameplay

The game is played over a series of rounds (months) during which players open (and/or close) stores, establish the market, stock their stores, sell items, pay utility costs, then invest in points.

Each round, repeat the following phases in order until you reach a game-end condition. See "Game End" (p. 17). Use the phase section of the main board to keep track of the current phase.

As described in "Store Cards" (p. 4), stores' modifiers take effect only during specified phases.

Before the 1st Round

Before the first round, you will draft your **starting** hand of store cards.

Each player chooses 1 Store Card from the 4 that they were dealt during setup, then passes the remaining cards clockwise. Repeat this process until all players have drafted 3 Store Cards. Discard the remaining cards face down.

If this is your first game, we recommend that you use one of the preset hands rather than drafting stores. See "First Game" (p. 19).

Building Phase

The first Building Phase (in January) is different than those in subsequent rounds.

First Building Phase

During the first Building Phase, you choose one of the available Starting Stores. These have blue backs and were set aside during setup. In turn order, players choose a Starting Store and place it on the leftmost slot of their building. Return any remaining Starting Stores to the box.

Fill each Starting Store to max capacity by adding as many of each type of resource as the store can hold. See "Store Cards" (p. 4) for details.

Remember, always add items to the top shelf.

After this, proceed to the Advertisement phase.

Normal Building Phase

During subsequent Building Phases, you may buy a store, then manage your building by opening and closing stores. Finally, you update the public stores.

Buy a Store

Each player may buy at most one store per month. In turn order, you must do one of the following:

Buy a Store from Your Hand

To buy a store from your hand, pay its cost to the bank. Do **not** draw a replacement.

Bid on a Public Store

The 4 face-up Store Cards are available for auction, but the on-deck Store Card is not available.

To bid on a public store, offer at least the store's cost. In turn order, each player **who has not yet bought a store or passed** must bid a higher amount or drop out of the auction. After dropping out, a player may no longer bid on this store.

Once all other players have dropped out, the highest bidder **must** pay the bid price to the bank and take the public Store Card. If you place the winning bid but **cannot afford** the store, you must take Debt Tokens until you can. See "Debt Tokens" (p. 18) for more information.

Losing an auction you initiated does not count as buying a store. If the starting bidder was not the winner, the starting bidder can buy or bid on another store and the winning bidder cannot buy another store this round.

Finally, shift the remaining Store Cards and add the on-deck Store Card to the auction row. Flip over a new Store Card and place it on the deck.

Hand of Store Cards

You will not replace the Store Cards in your hand. If you have no Store Cards in your hand, you must bid on a public store or pass.

Pass

If you pass on an opportunity to buy a store, you may still close stores within your building.

Manage Your Building

After buying a store (or passing), you can manage your building by opening the store you bought and/ or closing any existing stores. You may close stores even if you did not buy a new store.

In most cases, other players can continue buying stores while you do this. However, if multiple players can earn points by opening or closing stores (such as by closing the Electronics Liquidator or Jewelry Liquidator), they must do so in order. Additionally, if other players want to wait to see which stores you close before buying their stores, they may do so.

Close Stores

To close a store, remove it from your player board and return it to the box; it will no longer be used this game. If there were items on the closed store, discard them to the general supply. Finally, slide any remaining stores to the left to fill any open slots. You are not required to close any stores. If you do, you may close any number of stores, but keep in mind that you need stores to make money.

Open a New Store

If you bought a new store this round, you may add it to your player board in the leftmost available slot. If you choose not to open it, return it to the box; it will no longer be used this game.

Taylor has stores in the first 3 slots of her player board. She bought a Fulfillment Center and wants to open it. She also wants to close her Jewelry Liquidator to earn points for discarding her items.



She closes the Jewelry Liquidator, earning 6 points when she discards the 3 jewelry items (due to its modifier).



She then slides the Clothing Wholesaler to the left and adds her new Fulfillment Center in the third slot.

Update Store Cards

After all players finish managing their buildings, discard the oldest public Store Card and shift the remaining ones over. Flip over a new on-deck store. If nobody bought a public store this month, instead, discard the entire row (4 stores) and replace it, adding a face-up card to the top of the Store deck.

Advertisement Phase

During the Advertisement Phase, you **must** play 2 Market Cards. All players simultaneously place their chosen cards behind their screens.

Market Cards may be played **face up** as Supply Cards or **face down** as Demand Cards. Supply Cards will add items to the market during the Supply Phase (p. 11). Demand Cards will allow players to sell items during the Sale Phase (p. 12). Players are free to play 2 cards of the same type or 1 of each.

Once all players are ready, gather the cards into 2 piles (Supply and Demand). It no longer matters who played which cards, but keep the Demand Cards face down. For convenience, the main board has an area for setting aside the Demand Cards until the Sale Phase.

Finally, each player draws back to 5 Market Cards. If the deck is empty, shuffle the discard pile and continue to draw.

Building Bonuses

The third and fourth slots on the player boards provide bonuses when occupied.

Third-slot Bonus

If you have a store in the third slot, you may discard 1 or all of your Market Cards to draw replacements during the Advertisement Phase. You may do this either before or after playing your Market Cards, but you may do so only once per round.

Fourth-slot Bonus

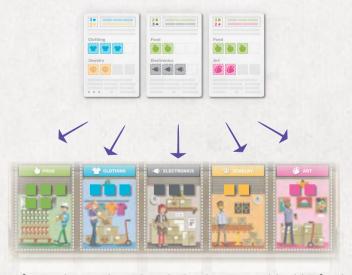
If you have a store in the fourth slot, you may play 1 additional Market Card (supply or demand) during the Advertisement Phase.

Supply Phase

During the Supply Phase, you supply the market and then stock your stores with items from the market.

Supply the Market

Leaving the Demand Cards face down, take all the played Supply Cards and add the depicted items to the matching loading dock on the main board. Each image on a card represents one crate (cube) of that item type. Discard all of the played Supply Cards.



After gathering these Supply Cards, you would add 5 food, 3 clothing, 3 electronics, 2 jewelry, and 2 art items to the market.

Stock Your Stores

Stores are stocked one item type at a time, beginning with food and continuing in order across the main board: food, clothing, electronics, jewelry, then art. All players finish stocking each type before moving to the next. (All players stock food, then all players stock clothing, etc.)

To stock an item, pay its cost to the bank and move it from the market to the top shelf of one of your stores. The cost of the items and the order in which you do this depend on whether there is come petition for the items' type.

No Competition

There is **no competition** for a type when:

- there are more items in the market than all players' total available capacity or
- only one player can stock that type of item.

In either case, players may stock as many items as they wish at the minimum price. The minimum price appears above the items' loading dock on the main board, on the screens, and on the player-aid cards.

Competition for Supply

There is competition for supply when there are not enough items of a type to accommodate everyone's capacity. In this case, players must bid to purchase the items in the market.

All players bid simultaneously and secretly by selecting a per-item price on the right side of their Bidding Dials, then placing the dials face down in front of them. The minimum bid price appears above the items' loading dock on the main board.

The quantity dial is not used during the Supply Phase.

Once all players have bid, flip over the dials. The player with the highest bid may then purchase

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as many items as they want (until their stores are full) at their bid price. Afterwards, the player with the second-highest bid proceeds, etc. In case of a tie, players stock items in reverse turn order as indicated on the main board. Continue stocking items one player at a time until either there are no items left or all players have had an opportunity to stock items.

Stocking is Optional

You are never required to stock any of your stores, regardless of what you bid. You can choose to buy 0 items at your bid price.

Any items that are not purchased remain in the market for the next round.

With the exception of some stores (such as the Food Bank), you get only one opportunity to stock an item type each round. Thus, if you were a high bidder, you may not go back and purchase remaining items after your opponents are done.

Sale Phase

During the Sale Phase, you determine demand and sell your items to the Demand Cards.

Determine Demand

Flip over all of the played Demand Cards and arrange them where all players can see them.

Each image on a card represents demand for one crate (cube) of that item type. Together, the Demand Cards represent the total demand for each type of item this round.

Example Supply Phase

No Competition

Kiara has a Food
Distributor with 3 food
items on it. Luis has an
Exporter with 0 food items.
The market contains 6
food items. Because Kiara
can stock only 1 more
food item and Luis can
stock only 4, there is no
competition for food. They
can each buy as many as
they want for the minimum
price of \$1.

Luis has 2 clothing items in his store. Because he is the only one with capacity for clothing, there is no competition for clothing. He can buy the sole item at the minimum price of \$2.

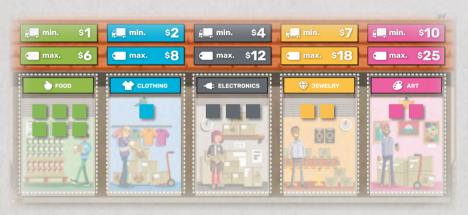
Competition

Kiara has an Estate Seller with 2 jewelry items. Luis has a Jewelry Liquidator with 1 jewelry item. Because Kiara can stock 1 additional jewelry item and Luis can stock 2, there is competition for jewelry.

Kiara bids \$9 and Luis bids the minimum of \$7.

As the high bidder, Kiara can buy up to 1 jewelry item at \$5 (her \$9 bid minus \$4 since she is stocking the Estate Seller). Luis can buy the remaining item at \$7.









If these 3 Demand Cards are played, there is demand for 5 food, 4 clothing, 2 jewelry, and 2 art this round.

Sell Items

Items are sold one type at a time, beginning with food and continuing in order across the main board: food, clothing, electronics, jewelry, then art. All players finish selling each type before moving to the next. (All players sell food, then all players sell clothing, etc.)

To sell an item, move it from one of your stores to an available box on one of the Demand Cards, then take its value from the bank. The value of items depends on whether there is competition for the items' type.

No Competition

There is **no competition** for a type when:

- there are more boxes on the Sale Cards than items in all players' stores or
- · only one player can sell that type of item.

In either case, players may sell as many items as they wish at the maximum price. The maximum price appears above the items' loading dock on the main board, on the screens, and on the player-aid cards.

Competition for Demand

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There is competition for demand when more than one player can sell an item of a particular type and there are not enough boxes on the Demand Cards for everyone to sell all of their items (ignoring any Fulfillment Centers). In this case, players must bid to sell their items.

All players bid simultaneously and secretly. On your Bidding Dials, select the quantity you wish to sell with the left dial and the per-item price with the right dial. Place your dial face down in front of you.

The minimum quantity is 0, and the maximum quantity is the total number of boxes on the Sale Cards plus those on your Fulfillment Center (if you have one). The minimum bid price is \$0, and the maximum bid price appears above the items' loading dock on the main board.

Once all players have bid, flip over the dials. The player with the lowest bid **must** sell their selected quantity at their bid price, followed by the player with the second-lowest bid, etc. **In case of a tie**, players sell items in **reverse turn order**. Continue selling items one player at a time until either all Demand Cards are full or all players have sold their selected quantities of items.

If a player is unable to sell their selected quantity (because the Demand Cards are full), there is a Surplus. Surplus items must be discarded.

When the Sale Phase is complete, return all cubes from Demand Cards and Fulfillment Centers to the supply piles. Discard the Demand Cards.

Dial Prices

The order in which you stock or sell items is determined by the price on your dial—not the final value resulting from your stores' modifiers.

Example Sale Phase

No Competition

Maria has a Designer Boutique with 3 clothing. Jayden has an Exporter with 3 food and 2 clothing. There is demand for 2 food.

Because Jayden is the only player who can sell food, he can sell 2 at the maximum price of \$6 each.

Jayden and Maria can both sell clothing, but because the demand (5) is not less than their combined total (5), they can sell all their items at the maximum price. Jayden sells 2 at \$8 each and Maria sells 3 at \$14 each (her \$8 bid plus \$6 since she is selling them from the Designer Boutique).



Competition for Demand

Instead, let's say Jayden has 4 clothing items. The clothing demand (5) is now less than their combined total (7), so they must bid to sell clothing.

Jayden bids to sell 4 clothing at \$3. Maria bids to sell 2 at the max price of \$8.

- 1 Jayden moves 4 clothing items to the Demand Cards and gains \$12 from the bank. He gets 1 point because he sold at least 3 items from the Exporter.
- 2 Because there is only 1 clothing demand box remaining, Maria moves 1 clothing to the Demand Card and gains \$14 from the bank (her \$8 bid plus \$6 since she is selling from the Designer Boutique).
- 3 She must then discard 1 clothing since she selected a quantity of 2.

■ Inventory Phase

During the Inventory Phase, you age your items. All players do this simultaneously.

Move all items down one shelf. Any items that fall off the bottom shelf expire and must be discarded. Some stores have effects that take place when items expire. For example, items that would expire from the Pawn Shop can instead be returned to the market in exchange for points. If multiple players have stores with such effects, resolve them **in turn order**.

Utilities Phase

During the Utilities Phase, you **must** pay your utility bill. All players do so simultaneously.

Determine your utility bill by adding the utility cost of each store (in the top-right corner) to the utility cost of your occupied building spaces. Pay this total to the bank.

Players who cannot afford their utilities must take Debt Tokens (p. 18). These provide \$2 at the cost of losing 1 point at the end of the game. Debt tokens do not affect turn order.

≜ Investment Phase

During the Investment Phase, you may buy or sell points.

Investment takes place in turn order. Each player has **one opportunity** to buy or sell points—even if turn order changes throughout the course of this phase.

Buy Points

You may buy up to 10 points during each Investment Phase. Points become more expensive the more you buy at once, so it's generally a good idea to buy smaller quantities more often. The cost of points is printed on the main board.

To buy points, pay the bank for the number of points you'd like, then move your point token forward along the track.

Sell Points

You may choose to sell points. This is useful if you're short on cash or if you're trying to manipulate the turn order for a future play. All points are worth \$3 when sold, no matter the quantity. You may sell as many points as you have; there is no other limit.



Jordan has a Starting Store with a utility cost of \$0, a Duty Free with a utility cost of \$3, and a Designer Boutique with a utility cost of \$2. She has stores in the \$0, \$1, and \$2 slots. Therefore, her total utility bill is \$8.

To sell points, move your point token back along the track and take \$3 from the bank for each point.

• • •

Each time you **pass** another player on the point track, change positions with them on the turn-order track. Do not adjust the turn order if you land on the **same space** as another player—only if you pass them. For details, see "Turn Order" (p. 17).

Month End

If someone reached a game-end trigger, the game ends. Otherwise, move the Month Marker to the next month and move the phase marker back to "Buildina."

Game End

Two conditions trigger the end of the game:

- A player reaches the white investment token on the point track.
- You finish the month containing the white finalmonth token.

Investment Token

The moment a player reaches the investment marker on the point track, remove the marker from the board. This is now the last round—even if the player who reached the marker sells their points or otherwise loses them.

In most games, this will happen around July, but it is possible for players to rush the ending or draw it out.

Final-Month Token

When you finish the month with the final-month marker, the game is over. This is an unlikely scenario.

Final Scoring

After playing out the final month, take the value of your point token and add any points from your stores. Then, subtract the indicated points for each empty slot on your player board. Finally, subtract the points for your Debt Tokens.

Turn order does not change during final scoring.

In the case of a tie, the player who is further ahead in turn order (closer to 1) wins.

Turn Order

Turn order can be a valuable resource. Turn order changes whenever a player passes another (in either the positive or negative direction) on the point track. If you gain more points than someone, you move ahead of them in turn order. If you drop behind someone in points, you move behind them in turn order. This happens immediately no matter how you gain or lose points. Tying in points does not affect the turn order.

Ties & Ambiguous Turn Order

Whenever 2 or more players could earn points at the same time (or take actions that would cause them to do so), they earn the points (or take the actions) in turn order.

Whenever 2 or more players get stuck waiting for the other to decide before taking simultaneous actions (e.g., multiple players with Warehouses or Freezers waiting to see whether or not the other is going to transfer items before transferring their own), the player further ahead in turn order must decide first.

During the Supply Phase, if 2 or more players bid the same price when stocking items, the player furthest

behind in turn order stocks items first. During the Sale Phase, if 2 or more players bid the same price when selling items, the player furthest behind in turn order sells items first.

Debt Tokens

When making a purchase, you may take Debt Tokens to cover some (or all) of the cost. Debt provides money in \$2 increments at the cost of 1 point at the end of the game. If there is \$1 left over when taking tokens, gain the remainder in money. The tokens come in 3 denominations for convenience; you may exchange them as needed.

During Supply, you may only pay the cost of 1 item using Debt Tokens. Once you take debt during a round, you cannot pay to stock any more items.

Note that you may still stock items that would cost \$0 due to stores like the Food Bank, Consignment Store, and the Loading Dock.

In most cases, Debt Tokens are optional. However, you may be forced to take them if you cannot pay your utility bill.

Debt Tokens cannot be used to buy points.

You cannot pay back debt.

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Before & After Modifiers

Some stores have modifiers that take effect before or after a particular phase. These are indicated by arrows either before or after the phase icon, as well as the position of the phase icon on the sign. A few stores have modifiers that take effect before or after *part* of a phase. These are indicated by colored phase icons with item symbols.



The Farmers Market has a modifier that takes effect after Sale Phase.



The Art Studio has a modifier that takes effect after all players are finished stocking art.

First Game

For your first game, do not deal random Store and Morket Cards. Instead, use the preset hands and Starting Stores in the chart below.

Preset Hands

The preset hands are designed to introduce various types of modifiers and combos and to provide easy counters to opponents' strategies.

First, identify your symbol in the list below based on your turn position and the player count. Next, find the five Market Cards with this symbol printed in the bottom-left corner. Then, find the Store Cards that correlate with your symbol using the table below. These make up your hand. Finally, open the specified Starting Store as your first store, filling it to capacity with items from the general supply.

Strategy Tips

Carefully choose which Market Cards to play, and how to play them. New players often make the mistake of oversupplying the market, which leads to very small profit margins and a lot of debt.

Be mindful of monopolies, which lead to large profits.

Pay attention to turn order and tie-breakers when stocking and selling. Try to use tie-breakers to your advantage.

Don't get too attached to your stores. Skilled opponents will often be able to shut down your attempts at strong combos.

When buying points, remember that you will also need to pay for a store, items to stock your stores, and utilities.

2 Players

Player 1: ●
Player 2: ▲

3 Players

Player 1:

Player 2:

Player 3:

▲

4 Players

Player 1: ★
Player 2: ◆
Player 3: ●

Player 4: A

Symbol	Hand	Starting Store
*	Flea Market Fulfillment Center (Hybrid) Jewelry Crafter	Mio's Corner Store
+	Clothing Importer Electronics Distributor Thrift Store	Kimberly's Market
•	Estate Seller Food Distributor Large Canning Factory	Herron's Market
A	Art Purveyor Consignment Store Food Bank	Newt's Clothing

Store Reference



Advertisement Agency - You get to see the collective supply before adding a Supply Card. Similarly, you get to see the collective demand before adding a Demand Card.



Antique Store - You still earn money in addition to the points if you sell items from the bottom shelf.



Art Liquidator - You do not receive points when discarding items for other reasons, such as during Inventory Phase.



Art Peddler - If you bid to sell 1 or more items but end up discarding all of them as surplus, do not close the Art Peddler. When bidding on this store, ignore the discount; apply the discount after determining the winning bid. The price cannot drop below \$0.



Art Purveyor - During Sale, the maximum quantity you can bid is limited by the number of empty jewelry spaces and the number of art spaces on the Demand Cards (plus any fulfillment centers as usual).



Art Studio - Supply art to the market or earn points after all players finish stocking art.



Bakery - If selling for -\$2 would bring an item's value below \$0, collect \$0 for that item.



Bank - While you have the Bank, you may not buy more than 5 points in a single purchase. Thus, you are still limited to 10 points during Investment Phase.



Bazaar - Gain the points after Sale Phase (after all players have finished selling art). You earn points for selling multiple types of items even if you didn't sell any of them from the Bazaar.



Clothing Distributor - If you sell 5 items, you can earn points (rather than money) for 0, 1, or 2 items.



Clothing Importer - You must stock all 5 items during the same Supply Phase to earn points.



Consignment Store - You must choose to stock items immediately after supply of that type. In other words, you cannot take free jewelry after supply of art. You must take them after supply of jewelry.



Designer Knockoffs - If you are the first to sell clothing but another player will sell after you based on the bidding, you still sell for +\$3.



Electronics Distributor - If you sell 4 items, you can earn points (rather than money) for 0, 1, or 2 items.



Electronics Importer - You must stock all 5 items during the same Supply Phase to earn points.



Electronics Liquidator - You do not receive points when discarding items for other reasons, such as during Inventory Phase.



Electronics Peddler - If you bid to sell 1 or more items but end up discarding all of them as surplus, do not close the Electronics Peddler. When bidding on this store, ignore the discount; apply the discount after determining the winning bid. The price cannot drop below \$0.



Electronics Surplus - If the market contains no electronics, you can still sell electronics from your other stores.



Exporter - Earn the points when you sell the items. For instance, if you sell 3 food items, immediately gain 1 point, adjusting turn order if necessary.



Factory Thirds - If this modifier would bring an item's cost below \$0, stock that item for \$0.



Farmers Market - Gain the points after Sale Phase (after all players have finished selling art). You earn points for selling multiple types of items even if you didn't sell any of them from the Farmers Market.



Flea Market - Gain the points after Sale Phase (after all players have finished selling art). You earn points for selling multiple types of items even if you didn't sell any of them from the Flea Market.



Food Bank - You may still bid to stock this store during Supply if you'd like to stock food before your opponents. In this case, pay for the items as usual.



Food Distributor - If you sell 4 items, you can earn points (rather than money) for 0, 1, or 2 items.



Freezer - You may bid whatever you'd like when selling food. Items from the Freezer earn you points instead of money. Items from other stores still earn you money as usual.

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Fulfillment Center - You deliver items to a Fulfillment Center as though it were a Demand Card. Thus, you still need to bid if there is competition for demand. If there is room on the Demand Cards, you can choose to sell there instead of your Fulfillment Center in order to block your opponents.



Fulfillment Center (Hybrid) - You deliver items to a Fulfillment Center as though it were a Demand Card. Thus, you still need to bid if there is competition for demand. If you have an available (and valid) space on a Fulfillment Center, you cannot discard an item as surplus.



Jewelry Collector - You need to pay the utilities cost even if you have to close the Jewelry Collector.



Jewelry Crafter - Supply jewelry to the market or earn points after all players finish stocking jewelry.



Jewelry Liquidator - You do not receive points when discarding items for other reasons, such as during Inventory Phase.



Jewelry Peddler - If you bid to sell 1 or more items but end up discarding all of them as surplus, do not close the Jewelry Peddler. When bidding on this store, ignore the discount; apply the discount after determining the winning bid. The price cannot drop below \$0.



Knockoff Electronics - If you are the first to sell electronics but another player will sell after you based on the bidding, you still sell for +\$4.



Large Canning Factory - Items that you supply come from the general supply—not the market.



Large Loading Dock - The Large Loading Dock's modifier stacks with other stores' Supply Phase discounts. If this results in a negative cost, stock the items for \$0 each.



Large Textile Mill - Items that you supply come from the general supply—not the market.



Pawn Shop - If selling for -\$5 would bring an item's value below \$0, collect \$0 for that item. You can only return the items when they fall off the bottom shelf; you cannot choose to return them if they are still on your shelves.



Private Catering - The 2 free food items come from the general supply, not the market. If you do not have capacity for both items, take as many as you can.



Resale Shop - Pay your opponents \$4 per electronics item, \$7 per jewelry item, and \$10 per art item. If multiple opponents discard surplus items, you can choose whose items to buy.



Small Canning Factory - Items that you supply come from the general supply—not the market.



Small Loading Dock - The Small Loading Dock's modifier stacks with other stores' Supply Phase discounts. If this results in a negative cost, stock the items for \$0 each.



Small Textile Mill - Items that you supply come from the general supply—not the market.



Thrift Store - Items that you transfer after Sale will then immediately drop down a shelf during Inventory.



Warehouse - You may bid whatever you'd like when selling clothing, electronics, and jewelry. Items from the Warehouse earn you points instead of money. Items from other stores still earn you money as usual.



Credits

Game Design: Nicholas J. McCollum

Illustration: Tristam Rossin

Graphic Design: Nicholas J. McCollum, Natalie Ryder

Playtesters

Daniel Bornman, Ryan Carey, Reagan Furbish, Carter Herron, Erik Herron, Tyler Mayes, Natalie Ryder, Sean Smith, Chris Wilkinson, Parker Winship, Joanna Woo

Countless GenCon attendees, KingdomCon attendees, and friends at SoCal game stores and UnPub events

Special Thanks

Daniel Bornman, Nathan Brewer, Erik Herron, Bryan Jones, Andrew Lowen, Tyler Mayes, Sean Murphy, Michael Regan, Brian Robinson, Miranda Robinson, Natalie Ryder, Sean Smith, Parker Winship, Joanna Woo, The Board Game Design Lab Community

Box Art

The characters around the box perimeter are based on the following playtesters and Kickstarter "Neighbor" backers:

Mark Coulstring, Kevin Lee, Jerome Meyers (and dogs), Matt Moore, Tim Politano, Natalie Ryder, Tara Smithberger, Kent Stein, Charlie Vergara, Chris Wilkinson, Joanna Woo

Starting Stores

The starting stores are named after the following Kickstarter "Entrepreneur" backers:

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Andrew Amerman - Andrew's Deli Kristen Coleman - Kristen's Fashions Emilio Cuartero - Mio's Corner Store Noah Dunn - Newt's Clothing Erik Herron - Herron's Market Kimberly Orr - Kimberly's Market

Kickstarter promos:

Dinah Miller - Designs by Dinah Charlie Vergara - Charlie V. Photography

Phase Icons

- **During Building -** From the time players perform store actions until all players are done opening and closing stores.
- **Before Advertisement -** Before anyone plays or discards Market Cards.
- **During Advertisement -** Before, during, and after playing Market Cards.
- **Before Supply -** Before adding items to the market.
- **During Supply -** From the moment you add items to the market until players are done stocking all five types of items.
- Before Supply of Food After supplying items to the market, but before players stock their stores with food.
- After Supply of Food After players stock their stores with food but before players stock their stores with clothing.
- **After Supply of Jewelry -** After players stock their stores with jewelry but before players stock their stores with art.
- After Supply of Art After players stock their stores with art but before any "After Supply" modifiers.
- After Supply of Any Type Immediately after players stock their stores with any type of item, before stocking the next type of item.
- **During Sale -** From the moment you flip over the Demand Cards until you discard them at the end of the phase.

- Before Sale of Food After flipping over the Demand Cards but before players sell any food items.
- **During Sale of Art -** During the portion of the Sale Phase in which players sell art items.
- After Sale of Any Type Immediately after players finish selling any type of item, before selling the next type of item.
- After Sale After you discard the Demand Cards at the end of the Sale Phase.
- **During Inventory -** While players move their items down a shelf.
- After Utilities After all players pay their utility bills.
- **During Investment -** While players are buying or selling points.

Glossary

Close a Store - Return a store to the box, discarding any items on its shelves to the general supply.

Expire - To fall off the bottom shelf during Inventory. Items that expire are discarded to the general supply.

Market - The central area of the board containing items available for stocking stores.

Stock - Add items from the market to a store.

Supply - Add items from the *general supply* to the market or a store.

Surplus - During Sale, any items that must be discarded due to quantity bids that exceed the available demand

Transfer - Move items from one store to the top shelf of another store.