



hen entering a new town or city in dangerous realms, most travelers make a beeline to one familiar destination: the tavern. Every sizeable town has inns and feast houses where reckless adventurers go to spend their loot on ale, listen for rumors of nearby dungeons, and generally bother the waitstaff.

Wiser adventurers however know that many juicy rumors can also be picked in the merchants' stalls, shops, and bazaars. While their companions carouse the night away, they make sure the party has enough iron rations. And while their compatriots get in barfights, they prefer to spend the night scouring the shops for rare magic items from across the seven seas. For these clever and thrifty adventurers, we present this fine Fantasy Shopping Table.

Created at the suggestion of a player in our own campaign, the Fantasy Shopping Table gives adventurers who like shopping as many plot hooks as adventurers who like binge-drinking in seedy establishments. The Fantasy Shopping Table provides complications and encounter ideas whenever the adventurers are looking for a certain item, or type of item, in a town or market. Inasmuch as possible, this table has been designed to be 'setting-agnostic' and useable in most Dungeons & Dragons worlds.

When to roll on the table, vs. when to simply handwave shopping and let the players acquire what they want, is up to the Dungeon Master. A good time to use it is when some party members decide to roll on the Carousing Table but carousing just does not feel right or fit the character of some adventurers.

The table can be used to simulate shopping either for common items (simple weapons, light armor, etc.) or rarer items (specialist tools, special pets or steeds, gems, books and scrolls, magic items, etc.). If an item is particularly common (wheat, timber, bricks, farming equipment, etc.) it can probably be acquired without complications, but if the player really wants a random shopping encounter, there's no good reason not to roll.



ROLLING ON THE FANTASY SHOPPING TABLE

At its core, a roll on the Fantasy Shopping Table is simply a d100 roll. However, there are several modifiers that can affect this roll:

- → (1) the legality of the market; the adventurer may shop among crooks or respectable merchants.
- → (2) the Charisma & Intelligence as well as the Background of the adventurer seeking to find a particular item.

MARKET LEGALITY

Before rolling on the table, an adventurer must choose whether they are shopping in the *Black Market* (using criminal contacts) or on the *Common Market* (using reputable shops and merchants).

The advantage of using the *Black Market* is that one may find rare goods which can't be found in the *Common Market*. The exact definition of "common" and "rare" item is up to the DM, and must be determined in advance based on what the adventurer is looking for. The DM may also rule that certain items are very rare and aren't available even on the *Black Market* (although the DM can let them roll anyway, and reward a particularly high roll with an otherwise unattainable item).

If an adventurer fails to find something in the *Common Market* on one day, they may try again on the next day in the *Black Market* or vice versa.

Depending on the campaign setting, the DM may rule that certain towns are so corrupt they don't have a *Common Market*. Likewise, the most strictly lawful communities may not have a *Black Market*.

In the course of asking whether the adventurers are shopping on the *Black Market* or the *Common Market*, the DM should also ask what specifically the adventurers are shopping for. Of course it's possible for adventurers to simply window-shop and look for something to catch their eye, but if the adventurers are looking for a particular item or type of item the DM can prepare appropriate encounters (and decide whether the item they seek is rare). An adventurer can try to shop on the *Black Market* regardless of their background and even if they don't have pre-existing criminal contacts, but it's risky.

CHARISMA & INTELLIGENCE

An adventurer's *Charisma* and *Intelligence* also play a role in how successful their shopping trip is.

Add or subtract an adventurer's combined *Charisma* and *Intelligence* modifiers to their Fantasy Shopping Table roll. For example, for CHA 15 (+2 modifier) and INT 8 (-1 modifier), the result would be to add +1 to the Fantasy Shopping Table roll.

Adventurers shopping in a group don't stack their modifiers, but may use the best *Charisma* and *Intelligence* in the group as a whole.

BACKGROUND

An adventurer's skills and upbringing affect how at home they are in a market. Adventurers shopping in a group can't stack their roll modifiers, but they can elect the adventurer with the most advantageous background to do their bidding. If an NPC from an advantageous background accompanies the adventurers, they may use the NPC's roll modifier. Some backgrounds like Nobles, Knights and Courtiers must pay inflated prices at the market. Their obvious wealth and noble bearing, while it affords them respect and status elsewhere, encourages merchants to tack on additional charges. Unfortunately, if an adventurer from one of these backgrounds is shopping in a group, the price multiplier applies to everyone who is shopping with them.

For example, if a party contains both a *Knight* and a *Criminal* and they are shopping together on the *Black Market*, then the party as a whole gets one roll with a +10 modifier and will have to pay a x1.25 price multiplier penalty.

Disguising yourself to appear to be of a different background may or may not have an affect at the DM's discretion and your Performance or Deception roll.

Background	Roll Modifier	PRICE Multipier
Noble	+10 Common Market -10 Black Market	x1.5
GUILD ARTISAN	+5 Common Market	None
GUILD MERCHANT	+5 Common Market	None
FACTION AGENT	+5 Common Market	None
COURTIER / KNIGHT	+5 Common Market -5 Black Market	X1.25
CRIMINAL	+10 Black Market -5 Common Market	None
URCHIN	+5 Black Market -5 Common Market	None
SAILOR	+10 if at a port city	None
PIRATE	+5 if at a port city & Black Market	None
Outlander	-5 everywhere	X1.25
ALL OTHERS	-10 Black Market	None

How long does shopping take?

The exact amount of time it takes to shop (and thus roll on the Fantasy Shopping Table) is up to the DM. The assumption is that shopping takes a full day, but the DM may rule that looking for a particularly rare item may take a week or more.



Roll	Description	Page
15 OR LESS	Complications: roll 1d6 to determine the nature of the unexpected complications.	5
16	Merchant's curse: you offend the local merchant gods, roll 1d10 to determine how you were cursed.	6
17-18	Defective merchandise: roll Wisdom (Perception) to detect the flaw or curse.	6
19-20	Stolen goods: the original owner is on the lookout for their stolen item. Roll 1d8 to determine the owner.	6
21-24	Loanshark: the items is 1d3+1 times more expensive than you expect. You may take a loan with very steep interest to buy it.	7
25-26	Corrupt merchant: roll Wisdom (Insight) to avoid being sold shoddy merchandise.	7
27-28	Hard mugging: roll Charisma (Intimidation) to see if you end up in a hard encounter before or after the purchase.	7
29-30	Unpleasant business: you get the item but have a bad shopping experience: roll 1d10 for details.	7
31-32	Medium mugging: roll Charisma (Intimidation) to see if you end up in a medium encounter before or after the purchase.	7
33-36	Pickpocket: you get the item but you get pickpocketed if you are not paying attention. Roll 1d20 to determine what the thief takes.	7
37-38	Ugly merchandise: you get the item you desire but it is unsightly or unpleasant.	7
39-40	Easy mugging: roll Charisma (Intimidation) to see if you end up in an easy encounter before or after the purchase.	7
41-44	Distraction: make a Wisdom saving throw or spend the day distracted by what the town has to offer.	8
45-46	Bad weather: the weather is unseasonably bad. If you are unlucky, the merchant you seek has gone home early.	8
47-48	Closed today: you are out of luck. The shop you seek is closed by the time you get to it.	8
49-50	Impulse purchase: make a Wisdom saving throw, otherwise you end up with a pricey unnecessary purchase!	8
51-52	Not available here: the merchants in town do not carry such an item. Roll 1d20 to find the nearest location that has it.	9
53-55	Prejudiced merchant: roll 1d10 to figure out why the merchant does not like you.	9
56	Superstitious merchant: they saw a bad omen & won't sell to you. Make a Wisdom (Religion) check or cast a spell to change their mind.	9

Roll	Description	Page
57-58	Your money is no good here: literally! Roll 1d6 to figure out what alternate payment methods are accepted at this shop.	10
59-61	Sociable merchant: you must socialize with the merchant. You gain a friendly contact and get the item you desire but you might party hard.	10
62-65	Merchant problems: roll 1d20 to figure out what personal problem the merchants is having. Get a 50% discount if you can help.	10
66-67	Lovely merchandise: you get the item you seek and it is unusally well-made or pleasant.	10
68	Holy days: it is an auspicious day for travelers. You may buy rare items from temples or priests for this one day.	10
69-70	Unusual merchant: roll 1d12 to determine the peculiar background of the merchant.	10
71	Merchant family: roll 1d8 to discover an interesting tidbit about the merchant's family.	11
72	Merchant employees: roll 1d12 to discover an interesting tidbit about the merchant's staff.	12
73-74	Friendly merchant: you gain a friendly contact and a 25% discount.	12
75-76	Resemblance: you remind the merchant of someone they like. Gain a friendly contact and a 50% discount.	12
77	Street fair: normal business hours are interrupted by a fair. Roll 1d6 to determine what fair and gain +10 on your next shopping roll if you participate.	12
78	Slogan: the merchant prides themselves on a particular quality. Roll 1d8 to determine what.	12
79	Unusual shop: roll 1d10 to determine why.	12
80	Unusual defenses: roll 1d20 to discover them.	13
81	Merchant's pets: roll 1d10 to identify it.	13
82	Artistic merchant: roll 1d6 to determine their talent.	14
83	Gambling merchant: roll 1d10 to figure out what challenge the merchant proposes	14
84-85	Quality merchandise: items have additional benefits determined by the DM.	14
86-90	Lucky find: the merchant has access to a special item today.	14
Over 91	Lucky shopper: you get your items and a special bonus!	14

RESULT DETAILS

Unless otherwise specified, an adventurer who rolls on the Shopping Table is always able to find what they're looking for...but there may be complications! In a few cases, the adventurer might not be able to find what they seek, where indicated by the text.

If the total roll is 15 or less, or 91 or more, the results differ whether the adventurer is shopping on the *Black Market* or the *Common Market*.

15 OR LESS: COMPLICATIONS

On a roll of 15 or less, complications arise. Roll an additional 1d6 to determine the nature of the complications depending on whether the you are shopping on the *Black* or the *Common Market*.

BLACK MARKET COMPLICATIONS ROLL

(1) POLICE RAID

The local authorities raid the black market and arrest everyone! Roll 1d6 again to see if the raid happens before or after you buy the item. If the result is odd the raid happens before and the sale is interrupted; if the result is even, the raid happened afterwards and you get to keep the item (unless the guards catch you).

You may surrender or attempt to flee, but the city guards bring overwhelming numbers. You may try one of the following options:

- → Fight the guards (a **deadly** encounter)
- ⇒ Surrender or get caught & go to jail for 2d10 days
- ⇒ Sneak out with a Stealth roll (DC 15 + 1D10)
- \rightarrow Talk your way out with Performance or Deception (DC 20)
- ⇒ Bribe the guards with 1d10 x 100 gp and Persuasion (DC 15 or as determined by the DM)

(2) Monster Attack

The sale is disrupted by a monster attack! Roll 1d6 to determine why the monster is attacking, then roll 1d10 for the monster's CR (reroll if it's higher than the highest-level PC). Choose an appropriate monster within those boundaries.

Roll	REASON FOR ATTACK
1	Bad part of town
2	Monster was sent by merchant's enemies

3	Attracted or summoned by the merchandise
4	Angered by the merchandise
5	Merchant's guard or mutated creation gone rogue
6	Merchant is secretly a monster

(3) Illegal Item

You buy the item successfully but it's illegal to own such an item in this land. In addition to other potential complications, a powerful enemy (perhaps the very merchant who sold it to you) attempts to blackmail you.

(4) DEADLY MUGGING

You are mugged by a powerful & prepared band of criminals. Roll 1d6 again to see if the criminals attack before or after the item is bought. An odd roll means that the mugging happens before and the sale is interrupted; if even, the raid happened afterwards and you get to keep the item (unless the muggers take it).

If you or anyone in your party makes a Charisma (Intimidation) roll of DC 25, the criminals are scared off. Otherwise, the DM creates a **deadly** encounter.

(5) SINFUL ITEM

You successfully buy the item but the local priests believe the item is sinful and should be forbidden. If they discover you possess it they make your life miserable while in the city, causing a penalty of -10 on future carousing and shopping rolls, and a x2 multiplier on all prices.

(6) Betrayed by the Merchant

The merchant is in collusion with criminals. Roll a Wisdom (Insight) DC 15+1d10 to see if you detect the merchant's ill intentions. Otherwise, you are surprised on the first round when you are attacked. The DM rolls 1d6 to determine the severity of the encounter:

Roll	ENCOUNTER DIFFICULTY
1-2	Medium
3-4	Hard
5-6	Deadly encounter

COMMON MARKET COMPLICATIONS ROLL

(1) BIDDING WAR

You are able to find even a rare item, but supplies are

limited. A third party bids on it, doubling its price. The third party will keep trying to outbid you, ultimately going up to 3-10 (1d8+2) times the original price. If you end up outbidding the third party and acquiring the item, they may become a lasting rival.

(2) CULTURAL FAUX PAS

You somehow offend the customs of the local merchants' guild. All prices on the general class of items you seek (food, armor, magic items, etc.), including this item, are x2 until you make amends.

(3) HARD BARGAIN

A merchant offers to sell you the item you seek, even a rare item, but only after you do something for them. Roll another 1d6 to determine the merchant's request:

Roll	Request
1	Work for them for 2d6 weeks
2	Marry their son or daughter
3	Attend the birth of their firstborn in 2d6 days
4	Adopt their infant child and take them along
5	Convert to their religion
6	Have a romantic encounter with them

(4) SALES PITCH

You are tricked into a long-winded sales pitch lasting hours. If you endure it long enough to get the item you want, you must roll a Wisdom saving throw (DC 12) or gain 1 Exhaustion level.

(5) FOOD POISONING

You get the item but also eat or drink something bad, among all the many samples of food and drink thrust upon you by zealous merchants hawking their wares. Roll a Constitution saving throw (DC 12) or become poisoned until you take a long rest.

(6) Wrong Market

Scratch that about finding the item. You waste the whole day shopping and searching, only to discover that the item is only available on the *Black Market*.

16: MERCHANTS' CURSE

You offend the God of Merchants (Waukeen in the Forgotten Realms; Mouqol in Greyhawk; Kol Korran in Eberron; or as the DM decides) and become cursed.

The exact effects of the curse are up to the DM, or roll 1d10 to determine them from the table below. The curse can be cured by *Greater Restoration*.

Roll	Curse Effects
1	All precious metal you touch turns to lead
2	All dogs howl at you; all cats hiss at you
3	You attract snakes and scorpions
4	You lose your ability to do simple math
5	You always blurt out exactly what you are thinking, giving you disadvantage on Charisma and Deception.
6	All gems and jewelry, including magic rings, within 30 feet of you loudly mock you and gossip about you in high-pitched voices, talking about your stinginess or whatever quality offended the God of Merchants.
7	Whenever you acquire money you must donate it at a shrine of the God of Merchants the next time you are in a town or city that has one.
8	You see worthless bric-a-brac as incredibly valuable and beautiful items you must possess. You have disadvantage on Wisdom (Insight) and Intelligence rolls involving appraising or shopping.
9	You partially transform into an animal which people think of as foolish: your ears become donkey's ears, you grow a horse's tail, your head becomes that of a goat's, et cetera. The exact animal depends on what is culturally appropriate for the setting.
10	A small raincloud follows you everywhere

17-19: Defective Merchandise

The item is cursed or ruined in some subtle way. Roll Wisdom (Perception) DC 15+1d10 to detect the flaw before you buy. Otherwise:

- ⇒ if it's food or drink: it's poisoned or infected
- ⇒ if it's a magic item: it is cursed, sought by a cult or possessed by an evil intelligence
- → if it's a weapon, armor, tool, or raw materials: it has a hidden flaw which manifests in 1d10 days, rendering it useless.

20: STOLEN GOODS

Unbeknownst to the adventurer, the item is stolen, and the original owner will try to reacquire it by legal or extralegal means. The DM may choose the identify of the original owner or roll 1d8 to determine it:

Roll	ORIGINAL OWNER
1	A local criminal
2	A local lord

3	A wealthy merchant
4	An adventurer
5	Priests of a local temple
6	A powerful wizard
7	A dragon, fiend, fey, or other monster
8	An undead creature; the item was graverobbed

21-24: Loanshark

You find the item, but its cost is x2 to x4 its expected cost (roll 1d3+1 to determine). A loanshark, perhaps the merchant themselves, offers to advance you the extra money to buy the item if you need it. However, their interest rates are very steep, and they have connections to the authorities (or the criminal underworld depending on the market).

25-26: Corrupt Merchant

A merchant knowingly attempts to sell you a forgery, defective, or shoddy merchandise. If magical, the item is dweomered to appear high quality unless an identify spell is cast.

Roll Wisdom (Insight) DC 15+1d10 to sense the merchant's ill intentions; if this fails, you may roll an appropriate Intelligence check depending on the type of item (Nature, Arcana, History, etc.) of DC 15+1d10 to detect the falsehood or poor craftmanship.

27-28: HARD MUGGING

You are mugged by experienced criminals. Roll to see if they attack before or after you find and buy the item you seek (odd=before, even=after). If you or someone accompanying you makes a Charisma (Intimidation) roll DC 20, the criminals avoid you. Otherwise, the DM creates a **hard** encounter for your level.

29-30: Unpleasant Business

You get the item you seek but it is not a pleasant shopping experience. Roll 1d10:

Roll	Curse Severity
1	Dirty, rundown, or bad-smelling shop
2	Ugly or garishly decorated shop
3	Ugly merchant

4	Merchant is rude to customers
5	The other customers are rude
6	Merchant is abusive to their staff
7	Annoying music or loud noises
8	Merchant has evil or offensive beliefs
9	Slow service
10	Merchant has poor hearing and keeps bringing out items you do not want

31-32: Medium Mugging

You are mugged by criminals. Roll to see if they attack before or after you find and buy the item you seek (odd=before, even=after). If you or someone who is accompanying you makes a Charisma (Intimidation) roll DC 18, the criminals avoid you. Otherwise, the DM creates a **medium** encounter for your level.

33-36: PICKPOCKET

You get the item you are looking for but you also get pickpocketed! Make a Wisdom (Perception) roll DC 10+1d12 to spot the thief before they can rob you. Otherwise, roll 1d20:

Roll	You Lose	
1	The item you just acquired	
2-5	A magical item of the DM's choice	
6-10	A piece of jewelry, a gem, or other non-magical item	
11-15	Your largest single value of coins	
16-20	1d100 of your most common coin type	

37-38: UGLY MERCHANDISE

The item you buy is functional but aesthetically unpleasant. For example, if it is a weapon or armor, it has an old-fashioned or ugly design or is terribly marred and scratched; if it is a food item, it is edible but stinky, etc.

39-40: Easy Mugging

You are mugged by lowlife hoodlums. Roll to see if they attack before or after you find and buy the item you seek (odd=before, even=after). If you or someone accompanying you makes a Charisma (Intimidation) roll DC 15, the criminals avoid you. Otherwise, the DM creates a **easy** encounter for your level.

BEING MUGGED!

Some encounters involve the adventurers being waylaid by bandits, muggers or other crooks. If criminals defeat you in combat, they typically don't kill you, but either kidnap you for ransom (if you seem rich) or rob you of all your treasure and items, leaving you to wake up 1d10 hours later with 1d3 levels of Exhaustion. However, muggers may be less merciful if their targets kill some of their number while resisting being robbed...

Thieves might also be cultists of a god of robbers, such as Mask, God of Thieves, or Brandobaris, Mask's halfling counterpart (in Forgotten Realms); Olidamarra, God of Revelry (in Greyhawk); Hiddukel, God of Lies and Greed (in the Dragonlance setting); the Traveler (in Eberron); Dionysus or Hermes (in the Greek pantheon); or Loki (in the Norse pantheon).

The following opponents from the Monster Manual and Volo's Guide to Monsters (Volo's Guide entries denoted with *) may be appropriate for muggers, from low-CR lowlifes to the leaders of powerful bands of organized criminals. Humanoid monsters such as goblins, hobgoblins, orcs, ogres, drow, darklings, xvarts, lizardfolk and shadar-kai may also be appropriate bandits, either as urban dwellers in your setting or reskinned as human opponents with unusual powers.

- \rightarrow Bandit (CR 1/8)
- → Cultist (CR 1/8)
- → Scout (CR 1/2)
- \rightarrow Thug (CR 1/2)
- → Apprentice Wizard (CR 1/4)*
- ⇒ Spy (CR 1)
- → Bandit Captain (CR 2)
- ⇒ Berserker (CR 2)
- → Cult Fanatic (CR 2)
- → Veteran (CR 3)
- → Martial Arts Adept (CR 3)
- → Swashbuckler (CR 3)*
- → Illusionist (CR 3)*
- → Warlock of the Archfey (CR 4)*
- ⇒ Enchanter (CR 5)*
- → Gladiator (CR 5)
- → Master Thief (CR 5)*
- ⇒ Warlock of the Fiend (CR 7) *
- → Assassin (CR 8)
- → Champion (CR 9)
- → Necromancer (CR 9)*

41-44: DISTRACTION

You are distracted by something enticing to you: the smell of ale from a tavern, a pleasant garden, a library, or a shrine to your deity. Make a Wisdom saving throw (DC 10) or you spend the day exploring it instead of shopping. If you succeed, reroll on this table.

45-46: BAD WEATHER

Bad weather (rain, snow, oppressive heat) interferes with the normal business hours of the local market. Make a Luck roll of 1d20; on a 1-10, the merchant you seek goes home and can't be contacted.

47-48: CLOSED TODAY

The shop is closed today; or, if you're in an unfamiliar city, you receive confusing directions and wander all day without finding the shop you seek.

49-50: Impulse Purchase

You are distracted by another item which wasn't what you were looking for. Make a Wisdom saving throw (DC 10) or you end up buying the other item instead, and paying (2d6) times what you would have spent on the original item you wanted. If you like, roll 1d12 to see why you bought it:

Roll	Reason	
1	The color is just perfect	
2	It is so beautifully crafted	
3	You used to own one like it when you were younger	
4	You have always wanted one since you were younger	
5	This is better than the other thing	
6	You somehow mistook it for the other thing	
7	The merchant was very convincing	
8	The merchant was so pathetic and you wanted to help	
9	It would be a perfect gift for someone special	
10	It was such a good deal you could not pass it up	
11	An omen indicated that you should buy it	
12	Someone you respect (a famous adventurer, etc.) owns one just like it	

You may or may not regret your impulse purchase later. If you succeed on the save, reroll your Fantasy Shopping Table roll and continue shopping.



51-52: NOT AVAILABLE HERE

The local merchants don't have your item, but they do know in what city or town it can be found, even if it is a rare item. Roll 1d20 for approximate distance:

- ⇒ (1-5) any town the DM picks anywhere on the map
- → (6-10) about 2 weeks' travel away
- ⇒ (11-15) about 1 week's travel away
- \Rightarrow (16-20) the next town over

53-55: Prejudiced Merchant

The merchant dislikes you for some reason. Roll 1d10 for the reason:

Roll	Reason
1	They don't like your character's class
2	They don't like your character's background
3	They don't like your character's gender
4	They don't like your character's race

5	They don't like your character's religion or lack thereof	
6	They don't like your character's hygiene or fashion	
7	They sense and dislike your lowest ability score	
8	They sense and dislike your highest ability score	
9	You remind them of someone they hate	
10	When you enter the shop, due to your clumsiness or sheer bad luck, the merchant's entire window display falls over or is otherwise destroyed	

Make a Charisma (Persuasion) roll DC 20, or the price on the item you seek is at x2. If you roll a natural 1, the merchant outright refuses to sell to you, and may spread bad rumors about you.

56: Superstitious Merchant

The merchant is superstitious and sees a bad omen (a bird, a snake, a strange cloud, etc.) indicating they shouldn't sell to you today. You may make a Wisdom (Religion) DC 18 roll or cast a spell like Augury to convince them to sell to you.

57-58: Your Money is No Good

The merchant has the item but won't accept your coin. If you want to buy the item from them, you must trade in goods or services. Roll 1d6 to see the type of payment they prefer:

Roll	PAYMENT METHOD	
1	Spellcasting services; the merchant needs magical healing or other similar spells cast	
2	Manual labor	
3	Rare goods such as artisanal or magical items	
4	Common goods such as raw materials or grains	
5	Gems, jewelry, or precious ore	
6	Anything other than coin	

59-62: Sociable Merchant

The merchant considers business deals to be formal celebrations, and insists you spend the day and night with them and their family or business partners in drinking and festivities. Roll on the CAROUSING TABLE.

The next morning, you can buy any item—even a rare one—from them and the merchant becomes a friendly contact. In addition, you must make a Constitution saving throw (DC 15) or you wake up the next day with 1 Exhaustion level.

63-65: MERCHANT PROBLEMS

The merchant has personal problems. Roll 1d20 to determine the nature of those problems:

Roll	PROBLEM
1	Suffers from a disease or unhealed injury
2	Suffers from a curse
3	Aging or otherwise no longer able to run the shop properly due to weakness, poor vision, or absent-mindedness
4	Owes money to criminals
5	Being driven out of business by a wealthier or more unscrupulous rival
6	Being driven out of business by criminals
7	Being driven out of business by priests disapproving of their behavior, their merchandise, or their clientele
8	Being driven out of business by a powerful wizard

9	Disliked due to racial, religious, or other type of prejudice
10	Monsters stealing or eating their merchandise
11	Has expensive tastes or addictions
12	A noble, guild, or other powerful customer has made the shop their favorite and monopolizes the merchant's time with unreasonable special requests
13	In love with another merchant or someone who is out of their reach
14	Their tastes are old-fashioned and their shop only carries merchandise that is of an older style
15	They are actually an apprentice, holding the shop for the real merchant (their employer, parent, or mentor) who has gone missing
16	Their merchandise is mysteriously disappearing
17	A monster has moved into the shop
18	A neighboring building is causing trouble for their business (a boisterous tavern attracting drunks and hooligans, a wizard's guild causing weird spell effects, an abandoned house infested with giant cats, etc.)
19	The shop is collapsing (perhaps into caverns beneath the floor)
20	The merchant has been paid with counterfeit money, fool's gold or some other worthless item, which the adventurers instantly recognize.

The merchant may seek your help or merely inspire your pity. If you can help them they will sell you the item you seek for a 50% discount.

66-67: LOVELY MERCHANDISE

The item you buy is unexpectedly very aesthetically pleasing. For example, a particularly beautiful and well-crafted weapon, a tantalizing-smelling wine, etc.

68: HOLY DAYS

Today is a sacred day for the God of Travellers and Merchants, or otherwise has auspicious omens. For this one day, the merchants are extra friendly and you can even buy a rare item you are seeking from a priest or a temple.

69-70: Unusual Merchant

The merchant has a unique background that everyone in town knows. Roll 1d12:

Roll	Background	
1	Member of an unusual race (for example, the only lizardfolk in town)	
2	Worshipper of a strange or a foreign god	

3	Immigrant from a faraway city
4	They have the same rare background as one of the adventurers
5	They previously had a different business but had to change it for some strange reasons
6	They rose up from absolute poverty
7	They were originally a wealthy noble but were reduced to a mere merchant due to some unfortunate event
8	They were a famous adventurer in their youth
9	They acquired the seed money for their shop in some amazing way. Roll 1d6: (1) found a buried treasure (2) received a gift from a passing wizard or saint (3) money fell out of the sky (4) they inherited it from a distant and fabulously wealthy relative (5) they swindled it out of someone in a questionable yet legal manner (6) the shop itself has a spirit and chose them
10	They changed their race or gender
11	Their shop appeared as if by magic one day and no one knows more than that
12	They seem to know nothing about their job, no one knows how they could possibly stay in business

71:	MERCHANT'S	FAMILY
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There's something interesting about the merchant's family situation. Roll 1d8:

Roll	FAMILY SITUATION	
1	The merchant's love life is the talk of the town	
2	The merchant has been married an unusually high number of times (either one at a time in sequence or if local culture permits, simultaneously)	
3	They are related to one of the adventurers by marriage	
4	Their son, daughter, or partner is causing trouble for the business due to their (roll 1d6): (1) laziness (2) spendthriftness (3) gullibility or incompetence (4) bad temper (5) addiction problems (6) disagreements about how to run the business	
5	They are a single parent or have an adopted child	
6	The merchant's spouse is an important (roll 1d8): (1) noble (2) priest (3) wizard (4) adventurer (5) folk hero (6) criminal (7) artisan (8) soldier or member of the city guard	
7	Their son or daughter shows promise at the class or profession of one of the adventurers (for example, they are showing some innate sorcerous abilities, etc.)	
8	Their spouse is romantically interested in one of the adventurers	



72: MERCHANT'S EMPLOYEES

There's something interesting or unusual about the merchant's employees. Roll 1d12:

Roll	Staff
1	Golems or magical constructs
2	Slaves or unwilling/coerced
3	Adventurers recognize one of them
4	Foreigners, unusual humanoids, or monsters
5	All look identical
6	Are physically ill-suited for the job, i.e. bulky thugs working in a fine porcelainware shop or scrawny weaklings working in a blacksmith's workshop
7	They are all wearing the same uniform
8	Are all related to the merchant
9	Are corrupt and secretly robbing the merchant
10	Are using the shop for nefarious purposes after hours
11	Excessively cheerful
12	Surly and unhelpful

73-74: Friendly Merchant

The merchant is fond of you, either because of your personality or because you share a cultural, racial, or background connection. You can buy any item for 25% of the normal asking price. In addition, the merchant becomes a friendly contact.

75-76: Resemblance

The merchant is fond of you because you remind them of someone they know. You can buy any item for 50% of the normal asking price. Roll 1d6 to determine who you remind them of:

Roll	Adventurer resembles
1	A parent or parental figure
2	A sibling
3	A beloved distant relative
4	Their child
5	A friend
6	An ex-lover

77: STREET FAIR

A street fair or religious festival interferes with the

regular market business hours (roll 1d10 for type). If you participate, make a Persuasion or Performance roll (DC 15). If you succeed, you gain +10 on the next day's shopping or carousing roll (your choice).

Roll	Occasion
1	Seasonal fair such as planting or harvest
2	Religious celebration
3	Celebration of a local lord's birthday, marriage, pregnancy or childbirth
4	Celebration of a local hero's birthday, marriage, pregnancy or childbirth
5	Spontaneous celebration of a good omen
6	Spontaneous celebration to avert effects of an evil omen
7	Celebration or commemoration of a military victory
8	Traveling merchants, religious pilgrims, or circus performers
9	Funeral of an important person
10	Sports match, joust, or a gladiatorial combat

78: SLOGAN

The merchant prides themselves on an aspect of their business and cannot stop talking about it (regardless of whether it's true). Roll 1d8:

Roll	Slogan
1	Speedy service
2	High quality merchandise
3	Lowest prices
4	Exclusive clientele ("We only serve the best")
5	Great customer service
6	Full refund if you are not fully satisfied
7	Best selection in town
8	Gently used, just like new

79: Unusual Shop

The merchant's shop is weird or notable in some way. Roll 1d10 to determine how:

Roll	SHOP ATTRIBUTE
1	Mobile shop on the back of a horse, camel, elephant, or monster
2	Door-to-door business

3	Surprisingly elaborate building
4	Surprisingly rundown shack
5	Underground catacomb or dungeon
6	Treehouse or otherwise built into a living plant
7	Mysterious trans-dimentional location, perhaps a Leomund's Tiny Hut or demiplane
8	On a boat or other floating vessel
9	On the temple steps among moneychangers
10	Within a wizard's guild, library, or academy

80: Unusual Defenses

The shop has unusual guards or traps, which you may catch a glimpse of. Roll 1d20 one to four times based on the merchant's resources:

Roll	DEFENSE TYPE
1	Mechanical deathtraps: spiked pit, tripwires, slicing blades, arrow traps, and the like
2	Poison gas or contact poison which the adventurers may be able to notice
3	Doors or safes unlocked by keys
4	Doors or safes unlocked by a combination or a puzzle
5	Arcane protection such as wards or symbols which polymorph, teleport, or mindblast thieves
6	Divine protection such as idols of protective household gods, diseases, or curses which strike thieves
7	Mechanical energy traps such as fire traps from a firepit or hidden forge, jugs or acid, explosions, etc.
8	Magical energy traps such as spells that cause fire, electricity, cold, etc.
9	Doors or safes unlocked by magic passwords or divination magic ("open sesame", ancestral line detection, etc.)
10	Merchandise or furniture comes to life and attacks
11	Invisible guards that the adventures may see or detect as something moving suspiciously
12	Merchant is able to remotely view the shop through a magic crystal ball or similar power
13	The shop initially seems to have no guards, but guards await to enter the shop through secret passages or teleport gates
14	Loud alarm and/or flashing lights which alert the neighbors or nearby guards
15	Tamed or barely tamed monsters
16	The items on display are illusions or dweomered items of no value; the true items are hidden or invisible
17	Thieves are trapped in a pit, web, cage, or chains
18	Spatial distortions make the interior of the shop larger and more complicated than it seems

19	Living statues or constructs
20	Layout of the shop changes after hours or when security is alerted through mechanical moving walls or magical alterations.

81: MERCHANT'S PETS

The merchant has one or more unusual pets:

	Roll	PETS
1		Canines (dogs, wolves, jackals, etc.)
2		Cats
3		Lizards or reptiles
4		Amphibians (frogs, newts, etc.)
5		Fish (presumably in a fishbowl)
6		Birds
7		Livestock (cattle, sheep, pigs, goats, etc.)
8		Rats or mice
9		Snakes
10		A special pet; roll 1d12 and use the Special Pets Table

If you rolled a 10 on your first roll, roll another d12 to determine the type of special pet:

Roll	SPECIAL PETS TABLE
1	Crustaceans (crabs, lobsters, etc.)
2	Monkeys or apes
3	Bats
4	Insects, spiders, or arachnids
5	Monsters
6	Undead version of an ordinary beast (roll again on the first Pets table)
7	Sacred or celestial version of an ordinary beast (roll again on the first Pets table)
8	Fiendish or wizardly familiar version of an ordinary beast (roll again on the first Pets table)
9	Giant version of an ordinary beast (roll again on the first Pets table)
10	Multiple-headed version of an ordinary beast (roll again on the first Pets table)
11	Chimerical combinations of ordinary beasts (roll again 1d4 times on initial table for animal combinations)
12	Beast-human combination (roll again on the first table)

82: ARTISTIC MERCHANT

The merchant has an artistic skill which they use for self-expression or to sell their wares. Roll 1d6:

Roll	Skill
1	Painting
2	Coloring, dyeing or weaving cloth
3	Decorating mosaic or tile
4	Rhyme, song, or oratory
5	Carving
6	Cooking or baking

83: Gambling Merchant

The merchant loves gambling and tests of skill, they offer to sell you the item at a discount if you beat them at their favorite game (roll 1d10):

Roll	CHALLENGE
1	A boardgame: chess, senet, ur, or mancala
2	Dice gambling
3	Card gambling
4	Animal fighting
5	Gladiatorial fighting; merchant is a fighter or a fighter's patron
6	Riddles
7	Tests of precision like darts, juggling, or archery
8	Tests of strength like arm wrestling
9	Tests of endurance
10	Tests of pain or fear
11	Tests of magical ability (merchant is a spellcaster)
12	Underworld cup soccer (rules available soon on our DM's Guild store)

84-85: Quality Merchandise

The items are of unexpectedly high quality, a fact the merchant either proudly tells you, or which you discover when you buy them. Food is tasty and nourishing, horses are faster, armor is unusually handsome and durable, etc. The DM determines the exact benefits. Magic items have an additional power.

86-90: Lucky Find

You're in luck: the merchant has access to a special item, one not normally available even by the standards of rare goods. If you're shopping on the *Common Market*, you find a rare item; roll again, ignoring a result of 56 or lower. If you're shopping on the Black Market, you find a very rare item; roll again, ignoring a result of 56 or lower.

91+: Lucky Shopper

You're able to find the item you seek, plus you get an additional added benefit. Roll 1d6:

ON THE BLACK MARKET

(1) Friends in Low Places

The local criminal gang sells you the item, and they like you. You gain a friendly criminal contact, and while in town you can make an Intimidate check with advantage as a bonus action (once per encounter) by saying the criminals' names. In return, the gang may ask you to help with a small matter or two.

(2) Partnership Offer

The criminal you purchase the item from wants to go into business with you. They offer to make you partowner or a manager of an established local criminal enterprise. Roll 1d8 for the type of enterperise:

Roll	ENTERPRISE TYPE
1	Gambling den
2	Fighting arena
3	Opium or other drug den
4	Speakeasy/Tavern
5	Illegal brothel
6	Smuggling operation
7	Spies or blackmailers ring
8	Other, more horrible, criminal enterprise

(3) WITNESS TO A CRIME

While negotiating the sale, you witness a brutal crime perpetrated by the criminals you're buying from. In a friendly attempt to buy your silence, they offer you the item for a 50% discount off the normal asking price. Alternately, you may investigate the crime, leading to further adventures.



(4) SECRET TREASURES

While buying the item, you glimpse the seller's secret lair, which is a dungeon-like area full of the promise of danger and treasure.

(5) Special Find

You're in luck: the merchant has access to a **very rare** item, one not normally available even by the standards of rare goods. If you weren't looking for this particular item, the merchant offers you a good price to try to tempt you to buy it, in addition to what you were originally seeking.

(6) Fast Delivery

The item has to be brought from a certain distance, and the expert courier or 'driver' who delivers the item takes a fancy to you. They are not necessarily allied with the merchant who sold you the item, but may become a friendly criminal ally.

ON THE COMMON MARKET

You're able to find the item you seek (even a rare item), plus you get an additional added benefit. Roll 1d6:

(1) Noble Item

The item you purchased has a noble pedigree in this town, and everyone who sees you with it recognizes it and treats you with respect. (Gain advantage on all Persuasion rolls in town for 1 week, +10 on future carousing and shopping rolls).

(2) Friends & Family Discount

You gain a friendly contact with the head of one of the merchant guilds (i.e. food, weapons, armor, magic items, etc.). You can buy this type of item for 50% of the normal asking price in this town in perpetuity (or until you abuse this privilege so egregiously that the merchants rethink their fondness for you).

(3) A LITTLE EXTRA

In addition to selling you the item, the merchant offers you a favor. Roll 1d10:

Roll	FAVOR
1	A meeting with a local lord or lady
2	Safe passage with a merchant caravan to a civilized town or city
3	Advice about a dangerous place
4	Warning against a person to avoid
5	Their son or daughter's hand in marriage
6	A secret technique to use the item they sold you
7	Lodging for free at their house whenever you are in town
8	Special, rare, or experimental item as a gift
9	Blessing from the God of Merchants
10	The location of the merchant's source where even better products can be found and bought from the original creator

(4) SUPPORT CONTRACT

Along with the item comes a trusted servant who is an expert on the item's care and maintenance, and offers useful (though possibly long-winded) advice.

(5) Friends in High Places

The merchant is from the old noble families of the area, and knows everybody and everything in town. You gain a friendly noble contact.

(6) SPECIAL FIND

You're in luck: the merchant has access to a **very rare** item, one not normally available even by the standards of rare goods.

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