



suggestions for pricing

The best way to price items is to ask yourself “what would I pay for this used item?” If you want to come home with a good size check instead of clothing, toys, and baby equipment, ask yourself what you would pay and price your stuff to sell.

clothing

As you are tagging or re-tagging things, please be sure to look at the item to see if an old stain reappeared or if it's got an all over stain from fading or just sitting around. No one likes clothes that look dingy or dirty. If it's got a stain, please don't put it out for sale.

Here is a guideline for clothing that you might find helpful when pricing your items. Remember not all clothes are created equal!

Consider the Brand

Popular selling brands are Gap, Gymboree, Limited Too, Children's Place, Janie & Jack, Hanna Andersson and other Boutique brands. You can put a higher price tag on these brands, especially if they are in great condition! People are usually willing to pay a little extra for these items, because they know what they sell for retail.

Consider the Age

The age of the clothing is also a factor to consider. The majority of clothing from 10 years ago will be considered outdated and not in style, this will drop your price a little. There are some exceptions to very popular name brands that are in excellent condition, like dresses, outfits or coats.

Consider the Condition

This is the most important consideration in pricing anything for a consignment/clothing sale...the condition! Even if you have a very popular last season, boutique brand outfit in a very popular girls size, if it has stains or tears, it is not going to be worth much. Customers will be willing to spend a little extra on something that is in excellent condition because they know it will last.

Price suggestions for children's clothing

These are some price suggestions. If you are uncertain about a price, just use your best judgment and ask yourself "What would I pay for this?" These are just suggestions, pricing is ultimately up to you.

Below are 3 different prices, the first is a low price, then an average and finally a high price. A no-name brand in ok condition would be at the low end and a popular name brand in excellent condition would be at the high end. Falling into the average slot would be a decent name brand (Carter's, Oshkosh) in good condition.



Dresses \$1.00 \$3.50 \$6.00

T-Shirts \$0.50 \$1.00 \$2.00

Dress Shirts \$1.00 \$2.50 \$4.00

Sweaters \$1.00 \$2.50 \$4.00

Jeans \$1.00 \$3.00 \$5.00

Pants \$0.50 \$2.00 \$3.00

Outfits \$1.00 \$4.50 \$8.00

Pajamas \$0.50 \$2.00 \$3.00

Swimsuits \$1.00 \$3.00 \$6.00

Socks \$.50 \$1.00 \$2.00 (consider selling multiple sets together)

Shoes \$1.00 \$2.50 \$5.00

Boots \$1.00 \$4.50 \$8.00

Light Jackets \$1.00 \$3.00 \$5.00

Winter Coats \$3.00 \$9.00 \$15.00

Snowsuits/Sets \$5.00 \$17.00 \$30.00

High end boutique brands usually sell at 1/3 the original retail price

equipment

Equipment usually prices at about 1/3 the original retail price. For example, high chairs typically move when priced \$25-35, bouncy seats \$15-20. Use the product condition as a guideline for how high or low to wiggle.

toys

Toys usually price at about 1/3 the original retail price as well. Use the product condition as a guideline for how high or low to wiggle.

****** Another great tip! Check out other online sources for used equipment and see what the trend is for resale... Craig's List, ebay, Facebook yardsale sites are all decent indicators.