

SUPER KIDS RESALE PRICING GUIDELINES

How Do I Price My Items?

This is a very common question and a hard one to answer! First, ask yourself what amount YOU would pay for the item. If you are not willing to pay \$4 for it, then chances are that another mom won't either. Price it no more than what you would be willing to pay.

While there are no hard-and-fast rules to pricing your items and it can be somewhat tricky, here are some guidelines we typically recommend:

GENERAL RULE: As a general rule, price your items at 1/4 - 1/3 of the original retail price. Generally, the prices at the sale are higher than a garage sale, but lower than a consignment store (and we ignore the prices at Goodwill since they are ridiculous). If an item is "like new" or "new with tags" or high end brand, you can price it higher. Some baby equipment and "in-demand" items can sometimes go for up to 50%, like bike trailers, Ergo carriers, Bumbo Seats, play kitchens etc. If an item has been well loved and not name-brand, it should be priced on the lower end. If you are not sure of the original price, look online for the price of something similar.

PRICE COMPETITIVELY: If you don't want to take home a lot at the end of the sale, price your items to sell! Remember everyone has lots of clothes to sell...so in order to sell clothes and make money, you must price competitively. Since there is an abundance of infant clothing, and new parents get so much gifted clothing, that unless it's priced right, they don't typically don't need it. It's more of a "want". We suggest these items should be priced generally lower (\$1-4) and included in the ½ price sale. Now, that doesn't mean you should give it away either. You want to get something for your work.

HALF PRICE OPTION: If you don't want to get something back, include it in the ½ price sale on Sunday. It might be better to get 50% for something than to take it home again. Just click the "Click to Discount" box when entering your items. The system will print a red (or black) star on your tag, which will show the customers it is ½ price on Sunday. Another pricing tactic is to price an item a little high and if you don't get someone to pay full price, you have a good chance of it selling on Sunday for ½ price. If you are donating any unsold items, you should include them in the ½ price sale. It is better to get something for it than nothing at all.

BIG SELLERS: Toys, books, DVD and other play items are big sellers. Most consignors typically get caught up in getting all of their clothes tagged and forget other very profitable items! While everything that is fairly priced sells well at the sale, the percentage of toys and large items brought to the sale and are sold is high. So don't forget to clean out those toy boxes and playrooms!

We want you to sell your items and make money!

Prices should be in \$1 or \$.50 increments. (i.e. \$1.00, \$1.50, etc.) There is a minimum price of \$1.

CLOTHING

- Onsie, rompers, sleepers, baby outfits etc: \$1-5
- Casual shirts, pants and shorts: \$1-4
- Nicer shirts and shorts: \$3-6
- Jeans, khakis, nicer pants: \$4-8
- Nice dresses: \$6-10
- Halloween costumes and dancewear: \$5-10
- Heavy jackets and snowsuits: \$6-15
- Multiple piece outfits and sweaters: \$5-15
- Swimsuits or pajamas: \$2-6
- Formal/holiday wear: \$6-15
- Infant and Toddler Shoes: \$3-8
- Shoes for Big Kids: \$5-10
- Boots (Snow or Cowboy): \$5-20

BABY EQUIPMENT

There are more variables in pricing equipment, like the age, condition, quality and fabric print. As a general rule, price your items at 25%-50% of retail.

- High Chairs: \$10-40
- Play-yards and Bassinets: \$10-60
- Umbrella Strollers: \$3-12
- Single Strollers: \$15-60; Double Strollers: \$40-100; Jogging Strollers: \$15-100
- Changing Tables: \$15-75
- Exersaucers/Walkers: \$7-40
- Bouncy Seats: \$7-30
- Travel Swings: \$10-30; Standing Swings: \$20-70
- Jumpers: \$30-70
- Boppy Pillows: \$4-15
- Play Mats and Activity Centers: \$5-20
- Baby Carriers, Slings and Wraps: \$10-30; Ergos: \$20-40
- Cribs (2011 or newer): \$75-200
- Gliders/Rockers: \$25-75
- Manual Breast Pumps: \$5-20
- Electric Breast Pumps (dual pump like Medela Pump): \$50-125
- Car Seats: \$10-50