

Pricing

How much should I price my things? I have been asked this question many times. The answer is not as black and white as one might think. There are many factors that have to be considered when pricing your children's things. Some consignors are more concerned with cleaning out the clutter in their home than making money while others rely more heavily on the money earned for life's necessities. It is fine to price your items lower to increase the likelihood they will sell. On the other hand, there is nothing wrong with pricing your items on the higher end of the scale to ensure a nice check after the sale. Whatever your pricing strategy do not forget to consider the time and energy you spend to prepare your items to make sure the money you receive will be worth the effort you have put in.

With that said, here are some pricing ideas. Generally, you can price an item 1/3 – 1/4 of the original selling price. You should consider age, condition and popularity. Off-brand clothing (Walmart, Target etc.) and sizes under 2T should be priced on the lower end of the range due to high supply and low demand. Toys like Little Tikes outdoor playhouses and kitchens may be priced higher because there is a higher demand for these types of toys.

The price suggestions below are based on what I have seen at local second-hand stores including We Kids Flemington, We Kids Whitehouse and Kid to Kid in Clinton . My suggestions are a bit lower than the resale shops but with the Kidzsignments commission you stand to make just as much if not more. Plus pricing slightly under the competition offers an additional incentive to shoppers in making their decisions.

Clothing

	Baby (0-18 mos)	Girls	Boys	Juniors	
Shirts	\$2 - \$4	\$3- \$6	\$3- \$6	\$4 - \$8	

Outfits	\$3 - \$6	\$4 - \$8	\$4 - \$8	\$5 - \$8	
Pants	\$2 - \$4	\$4 - \$8	\$4 - \$8	\$4 - \$10	
Dresses	\$3- \$6	\$4 - \$15		\$5- \$10	
Skirts	\$2 - \$4	\$3- \$6		\$4 - \$8	
Holiday	\$3- \$10	\$4 - \$20	\$4 - \$12	\$4 - \$20	
Swim	\$3 - \$5	\$3 - \$6	\$3 - \$5	\$3- \$6	
Coats	\$4 - \$12	\$5 - \$20	\$5 - \$15	\$8- \$20	
Costumes	\$4 - \$10	\$4 - \$10	\$4 - \$10	\$4 - \$10	
Pajamas	\$3 - \$5	\$3 - \$5	\$3 - \$5	\$3 - \$5	
Shoes	\$3 - \$8	\$3 - \$8	\$3 - \$8	\$3-\$9	
Socks	\$2 - \$3	\$2 - \$3	\$2 - \$3	\$2 - \$3	
Tights	\$2- \$4	\$2- \$4			
Dancewear		\$3 - \$8		\$3 - \$8	

Keep in mind that there are brands that will sell higher than others. For example, a Circo brand shirt from Target will sell for the lower end of the scale whereas a dress from TOMMY Hilfiger will sell for the high end of the scale or more. Also consider, size (sizes up to and including 2T should be priced lower due to a higher supply than demand), style (classic styles in jeans, overalls, jumpers are usually more desirable) and condition (new clothing with tags attached will sell at or above the higher end of the scale).

What brands can and should be priced higher? Here is a list of the brands that are generally considered higher end. Each of these brand names is also s a link to the brand's performance on ebay. Remember to consider the age and condition of the item. For example, Gymboree is a popular brand name. However, if it is from a 1999 collection, it may be less valuable today to those who seek out the Gymboree brand name at a consignment sale.

Austin & Ashley	Alexis	American Girl
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<u>Baby GAP / Gap Kids</u>	<u>Babymini / Catimini</u>	<u>Baby Par Catimini</u>
<u>Baby Dior</u>	<u>Baby Gassy Gooma</u>	<u>Baby Lulu</u>
<u>Baby Phat</u>	<u>Bailey Boys</u>	<u>Bazar</u>
<u>Cakewalk</u>	<u>Carriage Boutique</u>	<u>Chicken Noodle</u>
<u>Children's Place</u>	<u>Chocolate Soup</u>	<u>Clayeux</u>
<u>Cockadoodles</u>	<u>Cornelloki (April Cornell)</u>	<u>Cow & Lizard</u>
<u>Cozy Toes</u>	<u>Daisy Kingdom</u>	<u>Disney Store</u>
<u>Florence Eiseman</u>	<u>Flapdoodles</u>	<u>Fresh Produce</u>
<u>FUBU</u>	<u>Good Lad suits</u>	<u>Gymboree</u>
<u>Hanna Andersson</u>	<u>Hartstrings</u>	<u>House of Hatten</u>
<u>Imp Originals</u>	<u>Jacadi</u>	<u>Kelly's Kids</u>
<u>Kitestrings</u>	<u>Lands' End</u>	<u>Laura Ashley</u>
<u>Limited Too</u>	<u>Lilly Pulitzer</u>	<u>Mary Kate and Ashley</u>
<u>Mousefeathers</u>	<u>Mis Tee V-Us</u>	<u>Miniman</u>
<u>Mulberribush</u>	<u>Mother Maid</u>	<u>My TWINN</u>
<u>Oilily</u>	<u>Peppertoes</u>	<u>Petit Bateau</u>
<u>Plum Pudding</u>	<u>Polly Flinders</u>	<u>Ralph Lauren</u>
<u>Rothschild</u>	<u>Sara's Prints (PJs)</u>	<u>Silly Goose</u>
<u>SPUDZ</u>	<u>Samara</u>	<u>Story Book</u>
<u>Sweet Potatoes</u>	<u>Tommy Hilfiger</u>	<u>Tumbleweed</u>
<u>Wee Clancy</u>	<u>Wes & Willy</u>	<u>VIVE LE FETE</u>
<u>Zoodles</u>	<u>Zutano</u>	<u>Marsha</u>
<u>Marese</u>	<u>JM Originals</u>	<u>Heirlooms</u>
<u>Fefe</u>	<u>Elefanten</u>	<u>Blooz</u>

There are some online resources you can use.

§ Online consignment stores and secondhand sellers

- o www.cheapclothes.com

- o <http://www.serendipity-kids.com/index.html>
- o <http://www.wornbutnotforgotten.com/store/Default.asp>
- o <http://a.webring.com/hub?ring=childresale> - large listing of online children's consignment stores.
- o www.ebay.com is a great way to track what specific brands are selling for. You can check completed listings by first doing a search by brand or even specific item. Select "completed listings " from the menu on the left and then "show items". It will list recent closed auctions.
- o <http://maternitytreasures.com> - For maternity wear

Toys

- § Use the same list of local and online consignment stores as above for what comparable items are selling for.
- § Find current retail prices online
 - o www.toyrus.com, www.walmart.com, www.kbkids.com or www.target.com
 - o www.littlestikes.com or www.fisherprice.com
 - o www.ebay.com
 - o <http://www.way2bid.com//L.html> - you can track auction prices by brand

Toys	Outdoor	Video/DVD	Infant Gear	Furniture
Infant \$2 - \$4	Playhouses \$25-100	Popular \$3-\$5	Single Stroller \$10-\$50	Crib \$50-\$200
Dolls \$2-\$4	Climbers \$25-\$100	Disney \$4-\$6	Double Stroller \$25-\$100	Changing Table \$15-\$100
Toddler \$2- \$6	Slides \$8-\$15	Movies \$3-\$5	Jogger \$75-\$150	Dresser \$25-\$100
Pre-School \$3-\$7	Sandbox \$15-\$20	DVDs add \$1-\$2	Exersaucer \$10-\$30	Toddler Bed \$25-\$75
Big Kid \$4 - \$10	Ride-ons \$5-\$50	Sets \$4-\$8	Swings \$15-\$40	Glider \$15-\$30
Puzzles \$2-\$6	Tricycles \$5-\$25	Books	Infant Seat \$8 - \$30	Nursery
Games \$4-\$9	Bikes \$5-\$25	Infant \$2-\$5	Bassinet \$10-\$40	Bedding \$5-\$25
Little People \$2-\$15	Scooters \$4-\$12	Toddler \$2 - \$5	Port-a-crib \$15-\$35	Mobiles \$5-\$10
Electronic \$5-\$20	Picnic Table \$10-\$20	Pre-School \$3-\$5	High Chairs \$15-\$50	Décor \$5-\$20
Chairs \$3-\$6	Sports Gear	Readers \$3-\$6	Carriers \$10-\$30	Hamper \$4-\$8
Kitchens \$10-\$30	Football \$5 - \$15	Teen \$4-\$6	Monitors \$5-\$8	
Vanity \$8-\$25	Hockey \$8 - \$10	Parenting \$4-\$8	Gate \$5-\$30	
Toy Box \$15-\$25	Baseball \$4- \$10	Video Games	Play Yard \$10-\$30	
	Cleats \$5 - \$10	Games \$6-\$15		
		Game systems \$10-\$50		

In the end, ask yourself this question:

“What would I expect to pay for this item?” Price it no more than you would be willing to pay.

Presentation

Ask anyone who has seen me set up at a garage sale or Mom-to-Mom sale and they may remember my motto: “Preparation is everything!” This is one of the big factors in why a person will pay \$5 for a pair of boy’s pants at our sale versus \$1 or less at a garage sale. It is simple, they will pay more for the convenience not having to dig through boxes of miscellaneous things to find what they like. There are a few things you can do when preparing your things to help increase the likelihood they will sell and for a good price.

Clothing

- § Press wrinkles, iron collars, cuffs and don’t forget about those appliqués & ribbons.
- § Zip, button and snap everything to present a neat appearance.
- § Put together matching outfits. The obvious thought here is to sell outfits the way you received them. You can also pair together clothing you purchased separately. If the colors/styles match, you may be more likely to sell the set because the buyer does not have to worry about finding something to match. It is fine to mix and match brands. Make that clear on the price tag if, for example your top is Gymboree and bottom Old Navy.

§ A good pricing strategy for smaller sizes (2T and under) is to price low. If you do not feel that one item will bring the minimum price of \$2 then pair it with something else. For example, match two blanket sleepers together and price as one unit. Be sure to attach the hangers (via rubber band, pins or other clasp) and note on the price tag that the price is for both outfits.

§ Pair similar items together and create a package for the shopper. Here are some ideas:

- o Hang 2-3 blanket sleepers together and price as a set.
- o Bag 3-6 clean onsies or t-shirts and price as a package.
- o Attach matching accessories (even if they did not come with the outfit originally) like socks, tights, belts, hair bows etc. This will increase the value of the outfit and allow you to price a little higher.
- o Selling sets of pajamas is a great take on this packaging technique.

§ Use the price tag to note a higher end brand or special feature (glow in the dark, adjustable waistband, reversible etc.). Also, note size fluctuations, for example if the shirt is marked as a 4, but wears more like a 3 note that on the price tag (enter actual price and add comment to description - i.e. runs small).

Remember you must use numerical sizes like 3T, 4, 5 etc. If you have an item and it is sized S, M or L adjust that to a number

based on what size your child was when he/she was wearing that item.

Shoes

Shoes will need to be in new to next-to-new condition to sell. Shoppers are very picky when it comes to footwear. Only bring your best.

- § Shoes will need to be attached. You will do better if you use a safety pin or other type of clasp versus tying shoe laces together (no shoe boxes please, they make it too difficult to effectively display them).
- § Tie the laces neatly, buckle the buckles and clean out the Velcro to make the shoes look nice.
- § Smaller shoes may be placed in Ziploc style bags with the price tags taped to the bag. Larger shoes can be attached to one another and the price tag pinned around a buckle or through a lace.

Toys

- § Clean, wash or wipe down every toy you bring. That alone, can make the difference between accepting and rejecting at check in.
 - o The Mr. Clean Magic Eraser is a GREAT tool for cleaning plastic toys.

- o WD40 will remove crayon marks with ease.
- § All toys that require batteries must have working ones loaded inside. A good bet is to buy the batteries at the dollar store. The one in Flemington (near Farmer's Market) sells 4AA or 2C or 1D for \$1 a package.
- § Check puzzles, games and anything with accessories to guarantee they are complete.
- § Package accessories into a clear plastic bag and **TAPE** the bag shut to prevent anyone (especially small children) from opening and scattering pieces. Mark the accessory bag with your consignor number in the event it is separated from the larger toys.
- § Mark you consignor on the body of all of your toys using masking tape. This will help us to identify the owner of tags that inevitably become separated.

Books/Videos

- § Books sell well when they are sold as sets. Consider putting 3-4 Dr. Seuss or Little Bear books together in a bag and pricing accordingly.
- § Attaching the tag to the inside cover of the book will protect the front from damage from tape and allow the shopper to view the title.

§ All videos/dvds must be in packaging. If you have VHS tapes missing a case check out the .99 Paradise store in Flemington. They sell plastic cases. Print a copy of the characters and attach to the front with the video's name. You should adjust the price down to compensate for the missing packaging.

Infant Equipment/Furniture

§ Crib Safety information and requirements can be found at <http://www.narts.org/safety/guide.htm>

§ Both equipment and furniture are very popular items and do well at consignment sales if they are presented well.

§ It goes without saying that they should be wiped down clean and free of any dirt or debris.

§ If it requires batteries, make sure it has some. A 3-speed swing with no batteries will never sell because the shopper has no way of knowing if it even works.

§ Including a mattress with your crib/toddler bed and pricing accordingly can be a great idea. It makes the purchase easy for the shopper since they don't have to deal with shopping for one.

§ If your item is a higher end brand or has special features, note these on the card.

§ Did you pay \$500 for the Bellini crib that you are letting go for \$250? Let the shopper know that you paid \$500 for that piece

(note that on the price tag). Better yet, if you can find a brochure or picture from a website stating the price, attach it to the piece.

- § Attaching the original instruction booklet and/or warranty information can be helpful too.
- § If you have the original box, bring it to display behind the item (mark your consignor number on the box so we know where it goes). Items left in the box will be less likely to sell if a person cannot see and touch. The one exception to this rule is if something has never been opened, then it should be left in its original packaging.
- § You will be asked to assemble anything that requires set-up. Examples include, cribs, bassinets, port-a-cribs, changing tables, swings, slides etc. Leave the hardware loose so we can easily disassemble for the buyer.

“Bag It”

If you are unsure what to do with a lot of your little things, consider putting together a bag. Here are some ideas

- § **Bags of like items** – fill a Ziploc with many of the same thing
 - o Outlet plugs

- o Open packs of diapers (must be neatly placed in Ziploc bag)
- o Rattles
- o Socks
- o Hats
- o Bottles
- o Receiving blankets
- o Little People Accessories

§ **Themed bags**

- o Safety items (a few outlet plugs, a few cabinet locks, etc)
- o Small games/puzzles/books
- o Action toys from a favorite character
- o Bath toys, wash clothes
- o Products (unused lotions, baby oil, powder etc)
- o Video collection from same artist/character
- o Learn to read books
- o Dress up clothing
- o Dance/Karate/Soccer wear

§ By Manufacturer

- o Sassy Infant Toys
- o Fisher Price Toys
- o Safety First items

**Make items visible in the bag and tape bags closed to prevent people from being able to open.

Helpful Links

Here are some additional sources of information you can use while preparing your things.

- **Recall Information**

- § <http://www.cpsc.gov>

- § <http://www.recalls.gov>

- § <http://www.dannyfoundation.org/index.shtml> - crib recalls

- **Sizing Help & Conversions**

- § <http://www.fibergypsy.com/common/children.shtml> - converts measurements to sizes

- § <http://www.kidsnshoes.com/kidsnfeet.htm> - shoe sizing. Includes Euro converters

§ <http://www.kidstockmontana.com/sizing.html> - includes measurement (height/weight) equated to size. Aster chart for shoes sizing plus sock and tight sizing help.

- **Stain Removal Help/Tips**

§ <http://www.fabriclink.com/caresymbols.html> - let's you make sense of the symbols on an items care tag. Also includes how to care for different fabrics and stain removal help <http://www.fabriclink.com/fabriccare.html>

§ <http://www.extension.iastate.edu/textiles/stain.html>