

Consignment Sale Pricing Reference Guide

Consignors' Golden Rule: Don't sell what you wouldn't buy!

Level 1: Wal-Mart, Kohl's, Sears

Level 2: Target, The Children's Place, Old Navy

Level 3: OshKosh, Carter's, Macy's, Dillard's, Justice, Gymboree, Gap, Nike, Adidas, Under Armor

Level 4: Ralph Lauren, Abercrombie, Nordstrom, Crew Cuts, Hanna Andersson, Mini-Boden, Boutique shops

Item:	Level 1	Level 2	Level 3	Level 4
Bottoms				
Jeans	2.00-5.00	3.00-5.00	3.00-8.00	4.00-9.00
Dress Pants/Slacks	3.00-6.00	4.00-7.00	4.00-8.00	5.00-10.00
Casual/Khaki	2.00-5.00	3.00-5.00	3.00-8.00	4.00-9.00
Skirts/Skorts	2.00-4.00	2.00-5.00	3.00-6.00	4.00-7.00
Shorts	2.00-3.00	2.00-3.00	3.00-5.00	3.00-6.00
Sweatpants	2.00-3.00	2.00-3.00	2.00-5.00	3.00-6.00
Leggings	1.00-3.00	2.00-3.00	3.00-4.00	3.00-5.00
Dresses				
Jumpers	2.00-4.00	2.00-5.00	3.00-6.00	4.00-9.00
Dresses	3.00-5.00	3.00-6.00	4.00-7.00	4.00-10.00
Sun dresses	2.00-4.00	3.00-5.00	3.00-6.00	4.00-9.00
Holiday dresses	3.00-6.00	5.00-9.00	6.00-10.00	6.00-15.00
Tops				
Sweaters	2.00-5.00	3.00-6.00	4.00-10.00	5.00-10.00
Sweatshirts	2.00-3.00	2.00-4.00	4.00-5.00	4.00-7.00
Turtlenecks	2.00-3.00	2.00-4.00	2.00-5.00	3.00-6.00
Long sleeved	2.00-3.00	2.00-4.00	2.00-5.00	3.00-6.00
Short sleeved/ tank top	2.00-3.00	2.00-4.00	3.00-5.00	4.00-6.00
Basic tee - plain or logo	2.00-3.00	2.00-4.00	3.00-5.00	3.00-6.00
Dress shirt	2.00-4.00	3.00-5.00	4.00-6.00	5.00-7.00

Outfits/Sets				
2 pc matching outfit	3.00-4.00	4.00-6.00	6.00-10.00	7.00-15.00
3 pc matching outfit	3.00-5.00	5.00-6.00	6.00-12.00	7.00-15.00
4 pc matching outfit	4.00-5.00	5.00-7.00	7.00-115.00	8.00-20.00
Outerwear				
Winter coat/jacket	3.00-7.00	4.00-7.00	4.00-15.00	8.00-20+
Snow pants	3.00-5.00	3.00-5.00	4.00-10.00	5.00-15+
Snow suit	5.00-7.00	5.00-8.00	6.00-12.00	6.00-15+
Windbreaker	2.00-4.00	3.00-5.00	3.00-7.00	4.00-8.00
Denim jacket	3.00-5.00	3.00-5.00	4.00-7.00	5.00-9.00
Raincoat	3.00-5.00	3.00-5.00	4.00-7.00	5.00-9.00
Polar fleece	3.00-5.00	4.00-6.00	4.00-7.00	5.00-9.00
Vests	3.00-5.00	3.00-5.00	4.00-7.00	5.00-9.00
Athletic/Track suits	4.00-6.00	4.00-6.00	5.00-10.00	5.00-12.00
Spring/Fall jacket	2.00-5.00	3.00-6.00	4.00-8.00	5.00-10.00
Pajamas				
Sleeper	2.00-3.00	3.00-4.00	3.00-5.00	4.00-6.00
2 or 3 pc set	2.00-3.00	3.00-4.00	3.00-5.00	4.00-7.00
Nightgown	2.00-3.00	3.00-4.00	3.00-5.00	4.00-6.00
Bathrobe	2.00-3.00	3.00-4.00	3.00-5.00	5.00-6.00
Swimwear				
Swim suit	2.00-3.00	3.00-4.00	3.00-5.00	4.00-6.00
Swim trunk	2.00-3.00	3.00-4.00	3.00-5.00	4.00-6.00
Cover-up	3.00-4.00	4.00-6.00	5.00-7.00	6.00-7.00
Shoes				
Boots - winter/hiking	2.00-3.00	2.00-4.00	3.00-9.00	3.00-12.00
Tennis shoes	2.00-3.00	2.00-4.00	2.00-5.00	3.00-8.00
Dress shoes	2.00-3.00	2.00-4.00	3.00-8.00	3.00-10+
Sandals	2.00-3.00	2.00-4.00	3.00-7.00	3.00-8.00
Water shoes	2.00-3.00	2.00-4.00	3.00-5.00	4.00-7.00
Soccer cleats	3.00-5.00	4.00-7.00	5.00-8.00	6.00-10+
Tennis shoes	2.00-3.00	2.00-4.00	2.00-5.00	3.00-8.00

Pricing Guidelines for Other Items

	Lesser Brand	Higher Quality Brand
Diaper Wipe Warmer	5.00-10.00	
Contour Changing Pad	4.00-6.00	5.00-8.00
Changing Pad Cover	2.00-3.00	3.00-4.00
Step Stools	2.00-5.00	4.00-7.00
Nursing Stool	5.00-15.00	
Baby Swing	15.00-25.00	25.00-50.00
Bouncy Seat	5.00-10.00	10.00-30.00
High Chair	10.00-20.00	25.00-75.00
Car Seat Base Only	5.00-10.00	10.00-15.00
Umbrella Stroller	5.00-10.00	10.00-15.00
Single Child Stroller	15.00-25.00	25.00-50.00
Double Stroller	25.00-50.00	40.00-85.00
Travel System	40.00-60.00	75.00-125.00
Baby Bjorn/Snuggli/Sling	10.00-25.00	25.00-50.00
Changing table	20.00-65.00	65.00-100.00
Dresser	25.00-75.00	80.00-150.00
Glider w/ottoman	30.00-75.00	75.00-150.00
Bookshelf - 3 shelves	10.00-20.00	25.00-50.00
Bookshelf - 4+ shelves	20.00-40.00	40.00-60.00
Hanging wall shelf	5.00-15.00	10.00-20.00

As a consignor, you choose how to price your items. This guide was created for the purpose of providing a starting point and a reference. Not all items you sell will be on this list. You are NOT required to price your items according to this list. A great consignment rule of thumb is 25-40% of what you paid for the item, depending on brand name and condition of item.

Ebay is also a helpful resource determining how much to price a used item. You can also visit manufacturers' websites to determine approximate retail value if you are unsure what you originally paid.

- Price your items as if you were the buyer and not the seller. Ask yourself, "How much would I pay for this?"
- Package similar items together for quicker sale. For example, match a top with a bottom, similar theme/age books, pairs of socks, blankets or smaller toys, etc.
- Price low those items you prefer not to take home with you.
- We want you to put money in your pocket and not have you take your items back home! You are certainly welcome to price your items as you see best, but here are a few things to keep in mind when considering your pricing:
- Clothing is best priced at 1/4 to 1/3 of the retail price. Keep in mind the brand/label of your clothing and price accordingly.
- When selecting your price for the item, think of the very least you would consider taking for it and that should be your price. If you can't take half that amount, then do not select the half price option for that item. Do not let the half price issue affect your regular selling price because it simply makes the regular selling price too high.
- Consider this a great opportunity to clean out closets and kids' rooms. Do not let your time and energy go to waste by not selling everything you put in the sale. Price every item to sell!
- If someone comes to the sale and gets lots of bargains, they are probably going to tell their friends. The success of this sale depends on a good turnout of shoppers. If, year in and year out, we give shoppers the bargains that they want, then the sale will grow each year!
- Presentation Matters! Run the iron quickly over each piece, take the little extra time to button all buttons, zip zippers, etc.
- Clothing that is priced at \$1.00 does well if paired with similar type. For example, instead of pricing 3 separate onesies at \$1.00 each, combine the 3 onesies as 1 item and sell for a price of \$3.00.