



## Pricing Guide

This pricing guide is to help assist you in pricing your items. The goal is to not over or under price your items.....you want your items to sell and to sell at **full price!!** If you are unsure of the retail value, going online is a great resource to help determine the approximate retail value. Remember, this is only a reference.... you are NOT required to price your items according to this guide. A great consignment "rule of thumb" is 1/4 - 1/3 of what you paid (depending on brand name and condition of the item) and 40 - 50%, if new, with tags.

**A great rule to remember.....Don't sell what you wouldn't buy!**

Department Stores: JC Penney's, Belk, Macy's, Kohl's, Target...

Chain Stores: Old Navy, Crazy 8, The Children's Place...

Upscale & Boutique: Gymboree, Mini Boden, Gap, Justice, Abercrombie, Aéropostale, Pottery Barn, Company Store Kids...

**\*Keep in mind:**     **Infant should be priced lower range of each scale**  
                               **Toddler mid-range of each scale**  
                               **Big Kids/Teens higher range of each scale**

	DEPARTMENT	CHAIN	UPSCALE/
BOTTOMS ~	STORES	STORES	BOUTIQUE
Jeans	3.00-5.00	4.00-7.00	5.00-9.00
Dress Pants/Slacks	4.00-6.00	4.00-7.00	5.00-9.00
Casual/Khaki	3.00-5.00	4.00-8.00	5.00-9.00
Skirts/Skorts	2.00-5.00	3.00-6.00	4.00-7.00
Shorts	2.00-4.00	3.00-6.00	4.00-8.00
Sweatpants	2.00-3.00	3.00-5.00	4.00-8.00
Leggings	2.00-3.00	3.00-4.00	3.00-5.00
TOPS ~			
Sweaters	3.00-6.00	4.00-8.00	5.00-10.00
Sweatshirts	2.00-4.00	4.00-5.00	4.00-9.00
Turtlenecks	2.00-3.00	2.00-4.00	3.00-6.00
Long Sleeve	2.00-4.00	2.00-5.00	3.00-8.00
Short Sleeve/Sleeveless	2.00-4.00	3.00-5.00	4.00-8.00
Basic T-shirt w/or w/o logo	2.00-3.00	3.00-5.00	3.00-7.00
Dress Shirt	3.00-5.00	4.00-6.00	5.00-8.00

<b>OUTFITS/SETS ~</b>	<b>LEVEL 2</b>	<b>LEVEL 3</b>	<b>LEVEL 4</b>
2 piece	5.50-8.00	5.50-10.00	7.00-12.50
3 piece	6.50-11.50	7.50-12.50	12.50-18+
4 piece	9.00-14.50	9.50-15.50	16.00-24+
<b>DRESSES ~</b>			
Jumpers	2.00-5.00	4.00-6.00	5.00-9.00
Dresses	3.00-6.00	4.00-8.00	5.00-10.00
Sundresses	3.00-5.00	3.00-6.00	4.00-10.00
Holiday Dresses	5.00-9.00	6.00-10.00	7.00-15.00
<b>OUTERWEAR ~</b>			
Winter coat/jacket	4.00-7.00	5.00-14.00	7.00-20+
Snow pants	3.00-5.00	4.00-10.00	5.00-15+
Snowsuit	5.00-8.00	6.00-11.00	7.00-15+
Windbreaker	3.00-5.00	4.00-7.00	5.00-9.00
Denim Jackets	3.00-5.00	4.00-7.00	5.00-9.00
Raincoats	3.00-5.00	4.00-7.00	5.00-10.00
Polar Fleece	4.00-6.00	4.00-7.00	5.00-10.00
Vests-Lined or quilted	3.00-5.00	4.00-7.00	6.00-10.00
Athletic/Track suits	4.00-6.00	5.00-10.00	5.00-12.00
Spring Coat/Light Weight	3.00-6.00	4.00-8.00	6.00-12.00
<b>PAJAMAS ~</b>			
Footed/Non Footed Sleeper	2.00-4.00	3.00-5.00	4.00-6.00
2 or 3 pc PJ sets	3.00-4.00	3.00-5.00	4.00-7.00
Night Gown	2.00-4.00	3.00-5.00	4.00-6.00
Bathrobe	3.00-4.00	3.00-5.00	5.00-7.00
<b>SWIMWEAR ~</b>			
Swimsuits	3.00-4.00	3.00-5.00	4.00-8.00
Swim trunks	3.00-4.00	3.00-5.00	4.00-7.00
Cover-ups	4.00-6.00	5.00-7.00	6.00-7.00
Swim shirts			
<b>SHOES ~</b>			
Boots-winter	2.00-4.00	3.00-8.00	4.00-12.00
Boots-hiking	2.00-4.00	3.00-8.00	4.00-12.00
Tennis shoes	2.00-4.00	3.00-5.00	4.00-8.00
Dress shoes	2.00-4.00	3.00-6.00	4.00-8.00
Sandals	2.00-4.00	3.00-6.00	4.00-8.00
Water shoes	2.00-4.00	3.00-5.00	4.00-6.00
Soccer cleats	4.00-6.00	5.00-7.00	6.00-9.00

<b>MATERNITY ~</b>			
Tops (Short Sleeved)	3.00-5.00	4.00-6.00	5.00-9.00
Tops (Long Sleeved)	3.00-6.00	4.50-6.50	6.50-8.50
Pants/J Jeans	5.00-7.00	6.00-9.00	8.00-12.00
Dresses	6.00-8.50	7.00-9.00	8.50-15.00
Skirts	6.00-8.00	7.00-9.00	8.00-12.00
Shorts	5.00-7.50	6.00-8.00	7.00-10.00

<b>DIAPERING/POTTY TRAINING ~</b>	<b>GENERIC BRAND</b>	<b>BRAND NAME</b>
Diaper Genie		4.00-7.00
Diaper Genie Refill-unopened		3.00-4.00
Diaper Champ		6.00-9.00
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
Potty Chair	2.00-5.00	3.00-6.00
Potty Seat	2.00-4.00	4.00-6.00
Step Stools	2.00-5.00	4.00-7.00
<b>FEEDING/NURSING ~</b>	<b>GENTLY USED</b>	<b>NEW/LIKE NEW</b>
Single Breast Pump	10.00-20.00	
Double Breast Pump	25.00-50.00	75.00-150.00
Nursing Pillow/Boppy	4.00-5.00	5.00-10.00
Nursing Stool	5.00-15.00	
<b>INFANT/TODDLER EQUIPMENT ~</b>	<b>GENTLY USED</b>	<b>NEW/LIKE NEW</b>
Baby Swing	15.00-24.00	24.00-49.00
Bouncy Seat	5.00-8.50	9.00-28.00
High Chair	10.00-20.00	22.00-69.00
Exersaucer	15.00-19.00	20.00-32.00
Pack N' Play/Port-A-Crib	20.00-29.00	25.00-40.00
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	15.00-24.00	25.00-49.00
Double Stroller	25.00-45.00	40.00-79.00
Travel System	40.00-60.00	75.00-125.00
Baby Bjorn/Snugli/Sling	10.00-20.00	20.00-45.00
Bassinet	20.00-35.00	35.00-59.00
Bumbo/Bebepod	15.00-20.00	22.00-28.00
Bed Rail	5.00-7.50	6.00-8.50
<b>BABY/KIDS FURNITURE ~</b>	<b>BRAND</b>	<b>BOUTIQUE</b>
Crib	35.00-59.00	60.00-150.00
Changing Table	20.00-59.00	60.00-100.00
Dresser	25.00-75.00	80.00-150.00
Armoire	45.00-100.00	80.00-150+
Glider w/ ottoman	30.00-75.00	75.00-150.00
Toddler Bed	10.00-25.00	25.00-50.00
Twin Bed	39.00-69.00	70.00-99.00

Book Shelf-3 shelves	10.00-18.00	20.00-40.00
Book Shelf-4+ shelves	20.00-35.00	39.00-50.00
<b>CRIB/KIDS BEDDING</b>	<b>BRAND</b>	<b>BOUTIQUE</b>
Crib Sets 3-5 pc.	15.00-24.00	30.00-75.00
Crib Sets 5+ pc.	24.00-35.00	35.00-99.00
Receiving Blankets (sets)	3.00-6.00	6.00-9.00
Lamps	5.00-12.00	12.00-19.00
Kids Bedding Sets	15.00-25.00	29.00-79.00
Sleeping Bags	5.00-10.00	7.50-18.00
<b>TOYS ~</b>	<b>GENERIC BRAND</b>	<b>BRAND NAME</b>
Puzzles	1.00-3.00	2.00-6.00
Rattles	1.00-2.00	2.00-4.00
Pull Toys	2.00-5.00	5.00-8.50
Infant Toys (Electronic)	2.50-5.50	5.50-8.50
Toddler Playsets	3.00-5.00	5.50-8.50
Toddler Toys (Electronic)	3.50-6.50	6.50-8.50
Dolls	2.50-6.00	6.00-8.00
Action Figures	1.50-5.00	5.00-8.50
Playhouses	5.00-10.00	10.00-25.00
Riding Toys	6.50-10.00	10.00-25.00
Bicycles	12.00-22.00	22.00-48.00
Kitchen Sets	15.00-24.00	25.00-79.00
Legos	4.00-6.00	6.50-15.00
<b>BOOKS ~</b>	<b>GENTLY USED</b>	<b>NEW/LIKE NEW</b>
Board Books	1.00-2.50	2.50-3.50
Cloth Books	1.50-3.00	3.50-4.50
Hardcover Books	1.00-2.50	2.50-4.50
Softcover Books	1.00-2.00	2.00-3.50
Chapter Books	1.00-2.00	1.50-3.00
Sets ~ i.e. Junie B., Magic Tree House, etc.	3.00-6.00	6.00-10.00
<b>MOVIES ~</b>		
VHS ~ Disney, Baby Einstein, etc.	1.00-1.50	1.50-2.00
VHS ~ All Other	1.00	1.50
VHS Sets	2.50-4.00	3.00-5.00
DVD ~ Disney, Baby Einstein, etc.	2.50-4.00	3.50-5.00
DVD ~ All Other	2.00-4.00	3.50-5.00
DVD Sets	3.00-8.00	4.00-10.00

**\*\*Higher Demand Toys** - these items can be marked up slightly. If in excellent condition, 1/3-1/2 of retail: Any Little Tykes, Legos, Playhouses, Kitchens, Tool Benches, etc. \*\*

**Here are some tips and guidelines we hope you will find useful:**

- ❖ Tip #1 - Look over your items and ask, "Would I purchase this item for my child?", if the answer is no, then please do not bring it.
- ❖ Tip #2 - Price your items as if you were the buyer and not the seller. Ask yourself, "How much would I pay for this?"
- ❖ Tip #2 - Package similar items together for quicker sale. For example, match a top with a bottom, similar theme/age books, pairs of socks, onesies, blankets or smaller toys, etc.
- ❖ Tip #3 - Price those items you prefer not to take home lower to ensure they sell.

**We want you to make the most for your items, at full price, with as few half-price/unsold items, as possible. You are certainly welcome to price your items, at your discretion, but here are a few things to keep in mind when pricing:**

- ❖ **PRESENTATION MATTERS!!!** Look over your items carefully; they **MUST** be free of stains, rips, odors, missing buttons, etc., and no more than 5 years old or they **WILL NOT** be accepted. Your items will also sell better if you take the time to button all buttons, zip zippers and iron if wrinkled, etc.

**REMEMBER ~ YOUR GOAL IS TO SELL YOUR ITEMS AT FULL PRICE!!!**

- ❖ Clothing is best priced at 1/4 to 1/3 of the retail price. You must keep in mind the brand and condition of your items and price accordingly.
- ❖ When pricing, consider the amount you'd be willing to take for the item. You will maximize your sales if your full price items are reasonable and fairly priced. On average, 70% of shoppers, shop during regular sale times.
- ❖ You always have the option of not discounting your items. **DO NOT** price your items based on selling them 1/2 price! Doubling your 1/2 price amount overprices the items and they **WILL NOT** sell at full price. You'll make more money pricing your items reasonably (sticking to the 1/4 (gently used) to 1/3 (excellent condition "rule of thumb"). If you do not want the item to be marked down to 50%, then do not select the discounted option for that item. Example: Don't price an item for \$3, knowing it is "over-priced", and hoping to sell it for \$1.50 on half price day.
- ❖ If shoppers are getting great deals on quality items, they'll tell their friends, family, neighbors and co-workers which benefits everyone!! They are our **BEST** advertising!!! Keep in mind that the success of Back on the Rack and **YOUR** sales depend on great quality merchandise and great unbeatable prices!!!!
- ❖ Clothing that is priced at \$1.00 does well if paired with a similar item. For example, instead of pricing single items (ex. Onesies) at \$1.00 each, combine 3 in a Ziploc and sell for \$3.00 - \$4.00.

**\*\*\*PRICE IT TO SELL!!!\*\*\***