

Pass It On Sales Pricing Guidelines

How to Determine Prices

Pricing can be tricky. You want your stuff to sell but you don't want to wonder later if you should have priced it differently (to make more money or get rid of more stuff).

Here are some things to keep in mind:

1. **Above all, PRICE TO SELL!** There's nothing more rewarding than cleaning out your closets AND making money at the same time!
2. **Let things go for HALF PRICE!** It's better to get 50% and clean out your closets than to get things back that you don't need. Don't forget, if you plan to donate your unsold items you must also be willing to sell them for half price. Cash in your pocket is better than a tax deduction you may or may not remember to take.
3. **A good rule-of-thumb is to price your items around 25% to 33% of retail.** This varies according to the brand of your items and the condition they are in. Pricing at seasonal consignment sales is somewhere between garage sale prices and resale consignment stores.

Here are some examples of the clothing prices we usually see at our sales:

KIDS CLOTHING

- \$1-5 for baby outfits, sleepers, rompers, dresses etc.
- \$1-10 for shoes, with baby shoes on the low end
- \$1-4 for play/casual shirts, shorts, etc. (remember no stains or holes!)
- \$2-7 for nicer shirts, shorts, pants
- \$3-8 for pajama sets or nightgowns
- \$4-8 for jeans or overalls, light jackets
- \$6-12 for nice 2-piece outfits, sweaters
- \$7-16 for nice dresses, suits, multiple-piece sets
- \$8-20 for heavy jackets, snow suits, fancy dresses

These are only examples for more common brands, such as Carters, Gymboree, Osh Kosh, Old Navy, GAP, etc. Boutique and European brands such as Hanna Anderson, Baby Lulu, Janie & Jack, Zutano, Oilily, etc. could be priced a little higher (based on their initial retail being higher).

MATERNITY & NURSING CLOTHING

- \$2-6 for casual shirts, shorts, nightshirts
- \$4-9 for nicer shirts, shorts, skirts
- \$5-12 for jeans, pants, dresses
- \$7-15 for work pants, blazers, sweaters
- \$10-15 for swimsuits, multiple-piece sets

Again, prices vary by brand name. In Due Time is on the lower end with Mimi Maternity on the higher end. Always sell sets together.

EQUIPMENT & OTHER

Pricing on equipment varies a bit more than clothes, mainly depending on the quality of the items and the condition they are in. There is a wide range of prices on the retail end based on quality and name brand. For equipment, you can use 25% to 50% as a guide. Some things sell a little higher (up to half of retail) if they are barely used and in high demand.

Here are some examples of the equipment and other prices we usually see at our sales:

- Stroller prices vary greatly based on style, features, and overall condition. Most strollers (excluding umbrella strollers) typically range between \$20-75, with double strollers \$40-100.
- Umbrella Strollers: \$3-10
- Bouncy Seats: \$8-30
- Walkers, Excersaucers, Jumperoos: \$10-40
- High Chairs: \$20-50
- Play Gyms & Mats: \$5-25
- Swings: \$10-50, less for travel swings, more for standing models, most for swivels
- Baby Bjorn, Slings, Wraps: \$10-30; Ergos: \$20-40; Hard Frame Carriers: \$30-50
- Play Yards, Bassinets, Co-sleepers: \$10-60
- Cribs: \$50-200 (wide range dependent on style, condition, original cost)
- Boppy & nursing pillows: \$5-15
- Hand Breast Pumps or single side Electric: \$5-40
- Electric Breast Pumps (dual pump like Medela Pump In Style that comes in backpack): \$50-150 (note: pumps we've sold for \$150 included many accessories and spare parts in a package deal)
- Gliders, Rockers: \$25-60
- VHS Videos: \$1-3; DVD's: \$4-8, Sets \$10-15

This is only a guide. Everyone is free to price items higher or lower than the average range. If you know the retail price you paid (or someone else paid if it was a gift), put that on your tag. People who have been shopping for similar items new will recognize a good deal when they see it!