

Price



HELPING FAMILIES SAY *yes!*



Shopper-Focused Pricing

We recommend generally a 1/3 of retail price guideline. Ask yourself, "What price would make me buy this item without hesitation...and brag about my bargain to my friends?"

Retail Price	JBF Clothing Price	Pricing Non-Clothing Items	
less than \$10	\$2-3 Value Brands: Cherokee, Cat & Jack, Garanimals Bundle to meet \$3 minimum per tag/hanger	Toys Books Baby Gear Furniture Electronics Sporting Goods	 Price a little higher for: <ul style="list-style-type: none"> • new with tags • big kid sizes • hot toys • large baby gear
between \$10-\$20	\$3.50-6+ Standard Brands: Carter's, Gap, Children's Place, Nike	33% of retail	Price a little lower for: <ul style="list-style-type: none"> • Clothing NB-2T • maternity • bedding 
more than \$20	25-35% of retail Boutique Brands: Crewcuts, Mud Pie, Janie & Jack	Want to SELL Even MORE? Choose to REDUCE, which allows your items to sell at 50% off during discount sale days	



Bundle Items to Save Time

As you are thinking about prices, consider creating sets or bundles. Put an outfit together, or a set of same-size onesies. Bundle 6 pair of socks together, or several superhero figures. Shoppers love it, and you only have to create one JBF tag!



Website



Consignor Group



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