



## Shopper-Focused Pricing

We recommend 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	Want to SELL Even MORE?
less than <b>\$10</b>	<b>\$2-3</b> <b>Value Brands:</b> Cherokee, Cat & Jack, Garanimals Bundle to meet \$2 minimum per tag/hanger	Choose to <b>REDUCE</b> , which allows your items to sell at 50% off during discount sale days
between <b>\$10-\$20</b>	<b>\$3.50-6+</b> <b>Standard Brands:</b> Carter's, Gap, Children's Place, Nike	<b>The Power of \$0.50</b>  <b>Add \$0.50 to the price of your items. It adds up - if you sell 100 items, that's an extra \$50 in sales!</b>
more than <b>\$20</b>	<b>25-35%</b> <b>of retail</b>  <b>Boutique Brands:</b> Crewcuts, Mud Pie, Janie & Jack	



## 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!