

# SALT LAKE MOTHERS OF TWINS (SLMOT) SUPER SALE PRICING GUIDELINES

Please keep in mind that these are guidelines only. *You* are still in control when it comes to pricing your items. And because you are not only a consignor, but in most cases a shopper, you must ask yourself, "Would I pay this price for this item in this condition?"

The more common and easily purchased the item is the less the percentage of retail it will sell for. High dollar items such as strollers, large outdoor climbing toys, ride-in cars, etc. will sell well at 50% or more of their current retail because the savings on a \$60 item at half price is much more substantial than it is on a \$6 item.

The condition and to some extent, new cost, should gauge how you price your items. Generally, toys and large baby items hold their value better than clothing. Keep in mind that people will be looking for bargains, so the less expensive an item, the more likely it will sell. Any toys (particularly for non-infants), late-model baby items (strollers, high chairs, bassinets), and name brand clothing sell well, as long as they are reasonably priced and in good condition.

Think about the following as well when you are pricing:

- It is reasonable to price items in good to excellent condition at 30% to 50% of retail sale price. The better the condition, the more popular or unique the item, the higher the percentage.
- Do not overprice.
- Carefully consider the age and condition of an item when pricing.
- You may want to price name brand items in excellent condition at approximately 1/4 of the original retail price.
- Whenever possible, match items and sell as an outfit.
- Consider bagging low value items together and pricing them at \$1 or more.
- Pricing and packaging have a lot to do with how well your items will sell.
- For some of the larger, more expensive items you may want to spend a few minutes researching; browse retailers to see what people are paying for similar items new, or browse local consignment shops and eBay to determine what people are willing to pay second hand.

Here are some suggested price ranges (of course, you are free to price items as you wish):

- Shirts \$0.50 - \$3
- Shoes \$1 - \$5
- Socks/tights \$0.25 - \$1.50/pair
- Pajamas/Sleepers \$0.50 - \$3
- Pants \$1 - \$6
- Playsuits/overalls \$3 - \$5
- Dresses \$3 - \$10
- Jackets/coats \$2 - \$15
- Sweaters \$2 - \$5
- Videos: \$1 - \$5
- Wooden puzzles \$0.50 - \$2
- Books \$0.25 - \$2
- Maternity clothing \$2 - \$15
- Furniture & equipment in good condition, may price 1/3-1/2 retail
- Premie clothing may be priced higher
- Brands such as Gymboree, Old Navy, and Disney may be priced higher