

## **Sample Pricing Methods RRECPTA Kids Kloset**

So much depends upon brand, size and condition. How much do you just want the stuff OUT OF YOUR HOUSE? Or do you plan on doing the sale again anyway, so you may choose to put a higher price on something because you're fully willing to take it home and try again next spring?

If you have time, visit another resale and browse around at the tables that have the sizes you want to sell and get a feel for the prices. Then head over to the people who have sizes you actually need now and buy a little. Yes, there are some differences sale to sale.....but most of it has to do with brand. This is definitely the best way to decide how to price your items – for both method and amount.

A super cute 6 month onesie may be \$0.50.....or three white undershirt-type onesies for the same price. Gymboree is going to demand a premium. Darling 4T pants from Dillards may be \$1.....while similar Gymboree pants may be \$3 or \$5. Also, swimsuits sell much faster and for more money in the spring than in the fall. Yes, you can get rid of a winter coat in the spring (or sandals in the fall), but you'll probably shave off some of your profit. Out of season clothes that don't sell very fast also take up precious room on your table.

Prices definitely go up as sizes get bigger, for two reasons:

1. You need a lot more clothes when they're tiny b/c they're constantly changing clothes...so people aren't as willing to pay a lot.
2. There's a glut of the tiny clothes b/c everyone has tons to sell, so there's a lot of selection.....keeping prices lower.

### **Below are a few typical pricing methods:**

1. Price everything individually. This gives you a lot of flexibility.....but it takes a lot of time. Little stickers and little tags on a string are available at Target and OfficeMax.
2. Price by type of clothing. \$1 for tops, \$2 for pants. This works best when most of your clothes are the same size. Much tougher to do when you have 6m and 3T pants.
3. Price by size. Perhaps \$0.50/piece for NB-2T, \$1.00 for 3T & 4T, \$1.50 for 5T+. Important note: if you want sets to stay together, but you consider them each a piece (i.e., \$2 for a 2 piece 3T set), safety pin them together and go w/ option 4 below.
4. Combo of 1 and 2 OR 3. Individually price your "nicer" stuff.....maybe put these on a hanging rack. Then use the price by size OR type of clothing method for everything on the table.
- 5a. Sell by box. Fill a box with a variety of the same size and season clothes and put a price on it. A general list of what's in the box may help (5 long-sleeved shirts, 6 jeans, etc). The buyer takes the entire box. It's your call on whether or not to negotiate. \$25 for a banker size box? Again depends upon brand and size – and how much is in the box. Prep at home is easy and set-up at the sale itself is just a matter of stacking the boxes. Can't get any easier than that. And the boxes definitely sell. It's a potluck and doesn't work for buyers who want to pick and choose. But if a buyer is looking for play clothes and jammies and doesn't really care so much about brand and pristine condition, it's awesome.
- 5b. A similar method would be letting a buyer fill a grocery store bag and sell it for \$X.

**Note that all of the prices shown above are random samples.**