

One of the things we do in the "off season" is carefully (and sometimes painfully) analyze a mound of data. We look for ways to become more efficient, and look for the factors that allow one consignor to sell 99% of their items (and we are talking two truck loads!), while another sells 41%. What it comes down to in part, is smart pricing. Here are some tips that come directly from pouring over all the data & experience: **PRICING & PRESENTATION ARE EVERYTHING!**

JLN has built a reputation for BOTH quality and quantity of name brand bargains. It's that very reputation that brings **THOUSANDS** of consignors / customers through the Just Like New Event! It means that as a consignor, you really need to price your items competitively. While we in NO way, are saying you should "give" your items away, what we ARE saying, is that the difference between pumping up your consignor check, or reloading your items at pick-up, is often just a few dollars. Price as a shopper, not a seller! It's hard to do especially as mom's that are emotionally attached to that outfit, or little Johnny's first bike. Ask yourself "What would I pay for this?" **Also, when you have an item you're going to donate: PLEASE discount it!!!! Wouldn't half have been better than nothing to receive as the seller?**

Please check out our [tagging page](#) on the website. Here are some highlights, and some other goodies.

Besides the basic "take 25%-30% of the original cost and work from there. While these numbers are NOT always hard and fast, here are some ideas:

CLOTHING:

In general, clothing is the most competitive arena, with over 40,000 items. You MUST price accordingly.

- **Birth- 12mo:** This is one of the hardest sizes to sell, (due to pure volume) For the most part this size should range around \$2 to \$6 per piece/ outfit. If your items don't seem to reach that value point, we recommend that you bundle a few items together as one.
- **18mo-3T:** This size is a little bit easier to sell, but not much. This size clothes should be priced for \$3-\$6 per piece.
- **4T-10:** This is the easiest size clothes to sell (Especially boys items in great condition). Size 3T outfit (that's top AND bottom) should be about \$6-\$8 If you're selling just one item (top OR bottom) then just half the price of a complete outfit.
- **12-16 and Junior:** Starting with this size the kids are starting to be picky about what their wear: it's a little harder to sell this size (but not as hard as the infant sizes). This size should be priced at about \$6-\$10 per piece.

With all of the above, a good rule of thumb is to add \$2-3 to the price if it's new with tags, has an accessory that matches (Headband, socks, etc.), or if it's name brand.

MATERNITY: This category requires ultra-competitive pricing. Again we have a lot of it in comparison to the folks looking for it.

- Tee shirt \$2-3
- Casual Top \$3-5
- Dress Top \$5
- Jeans \$5-8
- Jean Shorts \$2-5

- Shorts \$2-4
- Pants \$2-4
- Dress pants \$3-8
- Dress \$5-8
- Suit \$10-\$15
- Swim Suit \$5-10

MISC ITEMS:

Crib (No Drop Side) \$25-\$150

Mattress \$20-\$100

Pack 'N Play \$15-60

Bassinet \$15-50

Rocking Chair \$25-75 (Add \$10-15 for gliding ottoman)

Changing Table \$15-50

Toddler Bed (Plain) \$10-30

Toddler Bed (Character or Themed) \$30-75 (more for Lil Tykes)

Lil Tykes Beds \$60-95

Umbrella Strollers \$5-15

Single Strollers \$5-40

Car Seat \$18-80

Travel Set (Stroller + Infant Carrier) \$30-80

Double Stroller \$20-80

Sit N' Stand Stroller \$15-30

Jogging Stroller \$20-95

Double Jogging Stroller \$30-150

High Chair \$12-50

Infant Swing \$10-40

Exersaucer \$10-45

Indoor Baby Play-gym \$8-15

Bouncy Seat \$5-25

Toy Box \$5-30

Kitchen/Vanity/Tool Bench \$12-30

Easel \$5-20
Kid's Table \$10-45 (with 2 chairs)
Chair \$5-15
Outdoor Play-gym \$20-150
Slide \$5-25
Playhouse \$20-\$175
Toddler Ride-on \$3-6
Cozy Coup \$15-25
Toddler Ride-on (With adult handle) \$5-15
Power-Wheels \$30-75
Plastic Basketball Hoop \$5-15
Tricycle \$5-25
Bicycle (With training wheels) \$5-25
Bicycle (Big Kid) \$10-30
Bicycle (Adult or stunt bike) \$25-75

(This list in part thanks to CF@CM)

- When you tag your items please do it in accordance with the website. Consistent tag/hanger placement on clothing is important for a number of reasons.
- You **MUST** check **ALL** Items for possible recall
- There is a fine line between taping bags shut with tag inside vs. creating Fort Knox
- Each item must have **ONE JLN** tag on it. Tag should be one sided. In other words, **ONLY** have print on **one** side.

If you have a large item you are not real sure about, shoot us an email at least two weeks prior to the show, with a picture, and we'll be happy to help guide you.

Thanks everyone for working together to put together such an incredible event. Still a few spots open for our volunteer teams if you are interested.

If you have registered and don't intend to participate in the event, would you please take a moment and un-register.

Happy tagging!

TEAM JLN