



Super Hearts

kids consignment

consignor pricing guide

Important things to keep in mind:

- Always price by what YOU would pay for the item! Don't price for what you WANT to earn. Price for what you WOULD pay.
- Generally, size 12m and under have a lower re-sale value due to there being so much in those sizes and people generally receive these sizes as shower gifts. Price these sizes a little lower. Consider \$1-3.
- Fading, pilling and general wear reduces the value of an item. Items with holes, stains, rips, missing buttons and snaps, etc. should not be sold and will be removed from racks if found.
- Fall/winter items usually carry a slightly higher re-sale value than spring/summer items. (Example: short sleeve shirt - \$2-\$3, long sleeve shirt - \$3-\$4)
- Always place an actual size number on the right-hand corner of your price tag. Not S, M, or L, etc.
- Try combining smaller, lower price items together and then pricing. (Example: bibs, burp cloths, onesies, grab bags of small toys, hairbow, socks, etc.)
- Let your items go half-price! You have already spent the time to organize and tag it, why take it back home or let it be donated?
- DO NOT price white-tag (donate) items Full Price!
- Have new with tag items? Consider pricing these items at 40% to 60% of the original tag. Shoppers are looking for deals, not to pay retail prices.
- Ultimately, pricing is up to you, the consignor. This pricing guide is a suggestion. You are not required to price your items using this guide.

- For more details on how to tag, visit www.superheartconsignment.com and click on Super Consigning 101 in the menu.

Item	Bargain/Basic Brands	Mid-Range Brands	Top-Tier/ Boutique Brands
Clothing:			
Onesies (combine at least 3)	\$1-2	\$2-3	\$3-5+
Tops	\$1-3	\$2-4	\$3-7+
Sweaters	\$2-4	\$3-6	\$5-10+
Shorts	\$1-3	\$2-4	\$3-7+
Jeans	\$2-4	\$3-6	\$5-10+
Pants/Skirts	\$2-4	\$3-6	\$5-10+
Outfits (2 or more pieces)	\$2 - 4	\$3 - 7	\$6 – 15+
Dresses	\$2-4	\$3 - 7	\$6 – 15+
Dress pants	\$2-4	\$3-6	\$5 – 12+
Jumpers/Romper	\$2-4	\$3-6	\$5-12+
Pajamas	\$1-3	\$2-4	\$5-10
Light-weight jackets	\$3-5	\$4-7	\$6 – 12+
Heavy coats	\$4 – 7	\$5 – 10	\$8 – 20+
Swimsuits/trunks/ coverups	\$2-4	\$3-6	\$6 – 12+
Shoes:	\$1-4	\$2-7	\$5 - 15

*When pricing shoes, consider the brand, the type of shoe and how worn the shoe is. Shoes should be clean, free of loose sand and dirt and not overly worn. If it is not something YOU would buy, please do not put it in the sale.

All other items: You can use the ¼ or 1/3 rule, which means that you can price at a ¼ or 1/3 of the retail price. This works well for toys, baby equipment items, etc. Again, only price at a price that YOU are willing to pay. Shoppers are looking for deals, and everyone has a different budget. You want your pricing to appeal to as many people as possible while using a price that is comfortable for you.