

# STEP #4 Price



## We recommend pricing at 1/3 of retail!

**Shopper-focused pricing** - Ask yourself, "What price would make me buy this item without hesitation...and brag about my bargain to my friends?"

<u>Examples:</u>	Bargain Brands	Mall Brands	Boutique Brands
<b>PJs</b>	\$2-3	\$3-4	\$5+
<b>T-shirts</b>	\$1-2	\$2-3	\$4+
<b>Jeans</b>	\$2-3.50	\$3-5.50	\$6+
<b>Dresses</b>	\$2.50-4.50	\$3.50-6	\$6-8+
<b>Sneakers</b>	\$3-6	\$4-7	\$8+

**Bargain brands** = Cat & Jack, Garanimals, Cherokee, etc (retail \$4-10)

**Mall brands** = Carter's, Children's Place, Department store brands (retail \$6-15)

**Boutique brands** = Crewcuts, Mudpie, Janie & Jack



Price **HIGHER** for:  
new with tags, big kids/juniors sizes



Price **LOWER** for:  
baby sizes under 12 mo, maternity

### Pricing TIPS:

- ✓ Create sets or bundles. Put outfits together if they were purchased 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!
- ✓ Price nonclothing items (toys, books, games) at 1/3 of retail price!

### Pricing VIDEO!

Still unsure about pricing?? Watch our pricing how-to video [HERE](#).

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