



**“How do I price my items?”**  
**Pricing Suggestions**  
**(Price to sell!)**

How do I price my items? This is a commonly asked question. Pricing depends on many factors: name brand, condition, mom’s desire to just “clean out the closet”, how much you paid for the item, how much one hopes to get in return. There are many variables & these charts are just SUGGESTIONS. Unless you want to take it home, remember to PRICE TO SELL!

**Generally speaking, price your item ½ - 1/3 of the original retail.** Great condition, Tier 3 brand? Go up from half. Tier one brand? Go down from half. (Obviously, Circo brand from Target would be less than an item from Heartstrings, Gymboree, etc.) **In addition, consider the size.** Sizes up to and including 2T should be priced lower due to a higher supply than demand. Keep prices in \$.50 increments, putting clothing in outfits when possible. Toys, especially larger outside items, are in high demand and can generally bring a better price. A great idea is to print from an online source the original retail of the item, list any applicable features, etc., and attach it to the item. Some great resources: [www.toysrus.com](http://www.toysrus.com); [www.walmart.com](http://www.walmart.com); or [www.target.com](http://www.target.com). NWT (New with tag) items can typically be priced at 50- 60% off of the original retail

In the end, ask yourself, “What would I expect to pay for this item?” **Price it no more than you would be willing to pay.** If you plan on donating your items, **consider marking “discount”** when you tag so they would be marked with a Red Dot and be sold at ½ price the last day of the sale. LOTS of items move on Red Dot Day!

**Use the following “tiers” as guidelines to help you price your clothing items:**

- |             |                                    |   |
|-------------|------------------------------------|---|
| Tier One:   | Discount Stores                    | (WalMart, Target, Kmart, Meijer)              |
| Tier Two:   | Discount Department Stores         | (JCPenny, Kohl’s, Sears & Old Navy, Osh Kosh) |
| Tier Three: | Better Department/Specialty Store  | (Macy’s, Gap, Lands’ End, LLBean, Gymboree)   |
| Tier Four:  | Boutique & Upscale Specialty Store | (Janie & Jack, Hannah Andersson)              |

**Kids Clothing:**

<b>Shirts</b> \$3-\$8	<b>Pants</b> \$3-\$15	<b>Skirts/Skort</b> \$4-\$8	<b>Dresses</b> \$5-\$15
<b>Jumpers</b> \$3-\$10	<b>Sundress</b> \$3-\$7	<b>Swimsuits</b> \$2-\$5	<b>Coats</b> \$5-\$30
<b>Overalls</b> \$3-\$10	<b>Sweatpants</b> \$1-\$4	<b>Jackets</b> \$3-\$10	<b>Shorts</b> \$2-\$10
<b>Dancewear</b> \$3-\$8	<b>Pajamas</b> \$2-\$8	<b>Socks</b> \$2 (10 pk)	<b>Holiday/Formal Wear</b> \$7-\$25

**Maternity Clothing:**

<b>Knit Tops</b> \$2-\$6	<b>Sweaters</b> \$4-\$6	<b>Cotton Tops</b> \$2-\$7	<b>Nursing Tops</b> \$2-\$6
<b>Pants</b> \$3-\$7	<b>Skirts</b> \$2-5	<b>Shorts</b> \$2-\$5	<b>Nursing Bras</b> \$1-\$4
<b>Jumpers</b> \$3-\$8	<b>Jeans</b> \$4-\$10	<b>Swimsuits</b> \$3-\$5	<b>Nursing Gown</b> \$2-\$5
<b>Dresses</b> \$4-\$10	<b>Pajamas</b> \$2-\$5	<b>Sets</b> \$5-\$20	

**Baby Equipment**

<b>High Chair</b> \$7-\$40	<b>Port a Crib</b> \$10-\$25	<b>Exersaucer</b> \$7-\$30	<b>Swings</b> \$7-\$30
<b>Diaper Pail</b> \$2-\$8	<b>Walkers</b> \$5-\$15	<b>Bouncy Seat</b> \$7-\$15	<b>Activity Centers</b> \$7-\$25
<b>Umbrella Stroller</b> \$3-\$20	<b>Single Stroller</b> \$8-\$100	<b>Double Stroller</b> \$25-\$120	<b>Jogging Stroller</b> \$15-\$120
<b>Mobile</b> \$3-\$20	<b>Cribs</b> \$20-\$350	<b>Dresser</b> \$20-\$300	<b>Changing Table</b> \$15-\$75
<b>Bassinet</b> \$10-\$40	<b>Bedding Set</b> \$10-\$75	<b>Boppy Pillow</b> \$3-\$10	<b>Pack n Play</b> \$15-\$50