

**Here are some tips and guidelines we hope you will find useful:**

- ❖ Tip #1 - Look over your items and ask, "Would I purchase this item for my child?", if the answer is no, then please do not bring it.
- ❖ Tip #2 - Price your items as if you were the buyer and not the seller. Ask yourself, "How much would I pay for this?"
- ❖ Tip #3 - Package similar items together for quicker sale. For example, match a top with a bottom, similar theme/age books, pairs of socks, onesies, blankets or smaller toys, etc.
- ❖ Tip #4 - Price those items you prefer not to take home lower to ensure they sell.

**We want you to make the most for your items, at full price, with as few half-price/unsold items, as possible. You are certainly welcome to price your items, at your discretion, but here are a few things to keep in mind when pricing:**

- ❖ **PRESENTATION MATTERS!!!** Look over your items carefully; they **MUST** be free of stains, rips, odors, missing buttons, etc., and no more than 5 years old or they **WILL NOT** be accepted. Your items will also sell better if you take the time to button all buttons, zip zippers and iron if wrinkled, etc.

**REMEMBER ~ YOUR GOAL IS TO SELL YOUR ITEMS AT FULL PRICE!!!**

- ❖ Clothing is best priced at 1/4 to 1/3 of the retail price. You must keep in mind the brand and condition of your items and price accordingly.
- ❖ When pricing, consider the amount you'd be willing to take for the item. You will maximize your sales if your full price items are reasonable and fairly priced. On average, 70% of shoppers, shop during regular sale times.
- ❖ You always have the option of not discounting your items. **DO NOT** price your items based on selling them 1/2 price! Doubling your 1/2 price amount overprices the items and they **WILL NOT** sell at full price. You'll make more money pricing your items reasonably (sticking to the 1/4 (gently used) to 1/3 (excellent condition "rule of thumb"). If you do not want the item to be marked down to 50%, then do not select the discounted option for that item. Example: Don't price an item for \$3, knowing it is "over-priced", and hoping to sell it for \$1.50 on half price day.
- ❖ If shoppers are getting great deals on quality items, they'll tell their friends, family, neighbors and co-workers which benefits everyone!! They are our **BEST** advertising!!! Keep in mind that the success of Back on the Rack and **YOUR** sales depend on great quality merchandise and great unbeatable prices!!!!
- ❖ Clothing that is priced at \$1.00 does well if paired with a similar item. For example, instead of pricing single items (ex. Onesies) at \$1.00 each, combine 3 in a Ziploc and sell for \$3.00 - \$4.00.

**\*\*\*PRICE IT TO SELL!!!\*\*\***