



Chelmsford Mothers' Club KIDS TAG SALE

Spring 2018 Pricing Guidelines & Tagging Tips

Sellers are responsible for determining final pricing on their items; however, we have provided some suggested price ranges below. Please keep in mind that if your items are priced higher than other consignors' similar items, they may not sell as well. Items that are priced at the low end of the range are more likely to sell and you may find that keeping your prices low overall will actually result in more profit, since more of your items will sell.

Important notes:

- Each item must be priced in multiples of 50 cents, with a minimum price of \$1.00.
- If you are pricing a multi-piece outfit or a batch of items (such as several bibs, pairs of socks or a set of books), all pieces must be securely attached, tied, or bagged together and priced as one item.
- You may bundle small items together with rubber bands, tape, curling ribbon, or zip ties or group them in a sealed Ziploc plastic bag.

Clothing

| | |
|-------------------------|--------|
| Infant one-piece outfit | \$1-2 |
| Infant two-piece outfit | \$2-4 |
| Onesies (5 in bag) | \$1 |
| Jeans/casual pants | \$2-5 |
| Dress pants | \$3-5 |
| Leggings | \$1-2 |
| Shorts | \$1-3 |
| Dressy skirts | \$3-5 |
| Casual skirts | \$2-3 |
| Short sleeve shirts | \$1-3 |
| Long sleeve shirts | \$2-4 |
| T-shirts | \$1-2 |
| Dress shirts/sweaters | \$3-5 |
| Formal dresses | \$3-8 |
| Casual dresses | \$3-5 |
| 2 or 3-piece PJs | \$2-5 |
| Nightgowns | \$2-3 |
| Sleepers | \$1-2 |
| Robes | \$2-4 |
| Swimsuits | \$2-5 |
| Light jackets | \$3-5 |
| Winter coats | \$5-10 |
| Snow pants | \$3-5 |
| Snowsuits | \$5-10 |
| Costumes | \$2-5 |

Accessories

| | |
|------------------------|-------|
| Hats | \$1 |
| Gloves/mittens | \$1 |
| Belts | \$1 |
| Bibs (5 in bag) | \$1-2 |
| Socks (5 pairs in bag) | \$1 |

Shoes

| | |
|--------------|-------|
| Winter boots | \$3-5 |
| Sneakers | \$1-3 |
| Dress shoes | \$2-4 |
| Sandals | \$1-3 |
| Slippers | \$1 |

Nursery

| | |
|---------------------------|---------|
| Receiving blankets | \$1 |
| Blankets/afghans | \$2-4 |
| Crib sets | \$10-25 |
| Mobiles | \$5-8 |
| Large décor (lamps, etc.) | \$5-15 |
| Small décor | \$1-5 |
| Bed rails | \$5-15 |
| Sleeping bags | \$3-5 |
| Shopping cart cover | \$2-5 |

Bathing/Feeding/Diapering

| | |
|-------------------------|--------|
| Bath towels | \$1-2 |
| Tubs | \$2-3 |
| Bottles/cups (3 in bag) | \$1-2 |
| Nursing pillows | \$5-10 |
| Utensils (5 in bag) | \$1 |
| Feeding sets | \$1-2 |
| Diaper pails | \$2-5 |
| Wipe warmers | \$1-2 |
| Changing pads | \$1-2 |
| Potty seats | \$1-3 |

Baby Gear

| | |
|------------------------|------------------|
| Infant swings | 20-30% of retail |
| Exersaucers | \$10-15 |
| Bouncy seats | \$5-10 |
| Bassinets | \$15-25 |
| High chairs | 20-30% of retail |
| Pack & plays | 20-30% of retail |
| Infant slings/carriers | \$5-10 |
| Baby Bjorn carriers | \$10-20 |

Strollers 25-40% of retail

Furniture

| | |
|-----------------|---------|
| Changing tables | \$10-25 |
| Gliders | \$20-40 |

Movies, Music & Books

| | |
|------------------|-------|
| DVDs | \$2-3 |
| Music CDs | \$1-2 |
| Children's Books | \$1 |
| Parenting Books | \$1-2 |

Toys/Games/Puzzles/Crafts

| | |
|---|------------------|
| Small toys* | 10-20% of retail |
| Large toys** | 20-30% of retail |
| Puzzles | \$1-\$3 |
| Board games | \$1-3 |
| Toy boxes | \$10-20 |
| Wii/Xbox/Playstation & Wii/Xbox games | 10-20% of retail |
| Handheld electronics & Games (DS, Leapster) | 10-20% of retail |
| Craft items | \$1-\$3 |

Sports items

| | |
|----------------------|---------|
| Balls/balls/gloves | \$1-3 |
| Roller blades/skates | \$5 |
| Soccer nets | \$5 |
| Helmets | \$3-5 |
| Bicycles/tricycles | \$10-25 |
| Plastic sleds | \$1-3 |
| Wood sleds | \$5-15 |

Outdoor toys

| | |
|------------------------------|------------------|
| Swings | \$5 |
| Cozy coupes | \$5-10 |
| Little Tikes play structures | 25-40% of retail |

*Small toys = small trucks, bag of 10 Hot Wheel cars, dolls, action figures, pull toys

**Large toys = dollhouse, doll crib, large Little People or Playmobil set, play kitchen, easel

TAGGING TIPS

Clothes

- **Check your clothing for stains, holes, tears, and excessive wear.** Don't assume they are fine. Hold them up to natural light and look for any imperfections. If you find a stain, see stain removal tips below. **Please note that we will remove any clothes that are not in good condition from the sale floor and either donate them or return them to you.**
 - Mix equal parts of laundry detergent, dishwasher soap, and all-color fabric bleach. Run stained clothes through a soak cycle in washer, using soap mix. If possible, pause cycle and let soak for 24 hours. Run clothes through regular wash cycle.
 - Dip a wet toothbrush into baking soda and then a drop or two of vinegar and scrub stains.
 - Try hairspray or rubbing alcohol for ink stains.
- **Be sure to attach matched outfits with safety pins.**
- **To hang pants, use a pants hanger or pin each end of the waistband to the TOP angled rung of a wire hanger, on either side of the hook.** Do not pin pants to the bottom rung of a hanger since they will slide down and bunch at one end.
- **Tag your items in a good spot – make it easy for customers to quickly see your price tag.** If you are using a tagging gun, the best place to put the tag is in the cuff of the right sleeve (the sleeve on the right when the item is on a hanger and facing you). The right sleeve is easily seen by customers when they are browsing the hanging items. If this isn't possible (for instance, if the shirt doesn't have sleeves), place the tag through the armpit where the seams come together. You can also use a safety pin to attach the tag to the right shoulder. On pants, put the tag on a seam at the waistband. Try to avoid putting pins or tagging guns through the main part of the clothing, since they will leave holes. **Always try to use a seam, if possible.**



Suggested Tag Placement
(Note: Choose ONE tag location. Only one tag per garment.)

Shoes

- **Shoes must be clean and in excellent condition.** Wash shoes! Use spot cleaners or Magic Eraser to get the scuffs off. Overly worn shoes are taken off the sale floor and will not be sold.
- **Attach shoes securely** – Connect pairs with a zip tie, ribbon, string, yarn, etc, through lace holes or other existing holes (don't forget to put the price tag on the zip tie as well). Zip ties hold the best, and can often be found at the dollar store. Tagging barbs do not hold shoes together well.
- **Do not put shoes in Ziploc bags or boxes.** Shoeboxes will be discarded due to lack of space. Customers do not like shoes in bags because they are hard to see.
- **Do not tape price tags to the bottom of footwear** as they often fall off.
- Tie shoelaces neatly, buckle the buckles, and clean out the Velcro to make shoes look nice.

Baby Equipment (Seats, High Chairs, Play Yards, etc.)

- **All items should be clean and free of any dirt or debris.**
- **You MUST check the recall list at www.cpsc.gov before selling any baby equipment.** It is critical that you make sure your items are safe for a child to use. It is ILLEGAL for us to sell a recalled item. We do not accept recalled items, even if the problematic part has been fixed or replaced per the CPSC site.
- **Before selling a multi-part item, be sure to assemble it at home and check for missing parts.** If pieces are missing but not necessary, this should be noted on the tag. **If we receive a complaint from a customer that one of your items was missing critical pieces, you will be required to refund the customer's purchase price. If there are complaints about several of your items, you may not be permitted to sell at future Kids Tag Sales. Our reputation depends on the quality of the items we sell. If you wouldn't buy it, DON'T SELL IT.**
- **If the item has small accessories or parts, be sure to attach them securely to the main part.** Use zip ties (can be found at dollar stores) or curling ribbon, or put the small items in a Ziploc bag and tape it to the main part with strong packaging tape.

Nursery

- **Label items clearly** if there's any question what it's used for. Items not in their original packaging don't sell well if the buyer can't determine what it is or how it's used.
- **Bedding, blankets and towels must be in like-new condition.** Items that show wear (pilling, fading, etc.) don't sell. Sets should be labeled and packaged together. Please note that we will remove and donate any items not in good condition.

Toys & Games

- **You **MUST** check the recall list at www.cpsc.gov before selling any toys.** We cannot stress enough, the importance of making sure your items are safe for a child to play with. It is ILLEGAL for us to sell a recalled item. We do not accept recalled items, even if the problematic part has been fixed or replaced per the CPSC.
- **Clean, wash or wipe down toys thoroughly.** A Mr. Clean Magic Eraser will remove most marks, and WD-40 will remove crayon marks.
- **Check puzzles, games and anything with accessories to ensure that they are complete.** Assemble the toys at home and check for missing parts. If a part is missing but isn't essential, be sure to note the missing item on the tag so the customer is informed. **Please note: if we receive a complaint from a customer that one of your items was missing critical pieces, you will be required to refund the customer's purchase price. If there are complaints about several of your items, you may not be permitted to sell at future Kids Tag Sales. Our reputation depends on the quality of the items we sell. If you wouldn't buy it, DON'T SELL IT.**
- **Package accessories into a clear plastic bag** and tape the bag shut to prevent anyone from opening and scattering pieces. Securely tape the accessory bag to the main part of the toy and write on the tag "includes 1 (or more) accessory bags".
- **Be careful of your high value but small items,** such as video games, Vtech games, LeapFrog cartridges, etc. Tape game boxes closed. If you use a plastic bag, seal it shut. Consider taping the bags of games onto a larger piece of cardboard or something else to make the item look physically larger and harder to hide.
- **Prepare your items so they stay together and are safe and sellable.** There are often children at the sale and they're not always well supervised. Keep this in mind when preparing your things.
- **Peg puzzles can be covered with plastic wrap to keep all the pieces in place.** Check jigsaw puzzles to be sure all the pieces are for the right puzzle. Mark on the tag that the puzzle is complete.

Books & Movies

- **Books may be sold as individual items or as sets.** Remember, the minimum price for any item is \$1.00. If you are selling multiple books for one price, use string or curling ribbon to bundle them together securely so they cannot be separated.
- **Tape movie or game boxes and cases shut so cartridges or DVDs don't get stolen.** Check the item before sealing the case to make sure all the pieces are there and the correct item is in the case.

Tips to Help Your Items Sell Better:

- Clothes that are clean, pressed, and smell fresh, with buttons and zippers closed, look newer and generally sell better. Closing buttons and zippers will help items to hang properly on hangers.
- If at all possible, include batteries in toys and equipment that require them. Dollar stores sell batteries very cheaply.
- Make sure your baby furniture, equipment and toys are as clean as possible. Don't forget the legs of furniture and underneath. Customers don't want to see cobwebs or baby food bits on a toy or highchair. All fabric should be wiped clean. Febreze helps to make things smell fresh.
- Include the owner's manual. If you don't have it anymore, download and print it from www.manualsonline.com.
- Selling something like a train set or play yard or something else that cannot be completely set up? **Take a picture of it at home** and attach the picture to your item to give the shopper a feel for the true size and design.
- If you are asking a large amount for your item, consider **printing the retail price** from Amazon or the resale price from Ebay to help justify your price tag. You can also add text to your description including the regular retail amount (i.e. retails for \$150) to help the shopper see what a deal they are going to get.
- We tend to have a lot of adorable and barely-used infant clothing. Price your infant clothing (18 months and under) very reasonably if you want it to sell.
- If your item is a higher end brand or has special features, note these on the price tag.
- **Attach accessories** to your items to bump up the value. If you have matching socks or headband, attach them to your outfit rather than selling them separately.