

# The Mother Load Sale

## Albuquerque's Premier Children's Consignment Event Pricing Guidelines

We want you to make as much money as possible, so here are some helpful pointers on pricing. Keep in mind that these are only suggestions, and each seller makes the final decision on prices for her items.

Although this is a quality consignment sale, not a garage sale, the majority of items being sold are still used, and therefore shoppers expect to find bargains. Pricing should recognize this. Remember that money in your pocket is better than a lot of unsold items that must be donated or stuffed back in the closet, so PRICE TO SELL and seriously consider participating in the 50% off sale. Ask yourself, "What would I pay for this item?"

Items that are like new should generally be priced starting at 50% off retail price. The exception is clothes, which generally start at 75% off retail.

Within those general guidelines, keep in mind that:

- Both pricing and packaging help sell an item. It will be well worth your time to make sure all items are clean, include all parts, are nicely boxed/bagged or otherwise packaged and appropriately priced. Be sure to indicate very clearly on the tag if the item is a popular/desirable brand name and/or if it is new.
- For larger, more expensive items, do a little research on eBay and the local craigslist to see what similar items are selling for
- Small, lower priced items (onesies, socks, bibs, etc.) should be packaged and priced together
- For all items, the better the condition, the newer and more popular or unique the item, the higher you can price
- Higher-end brand clothing can be priced higher and placed in the Boutique section. Some of the more desirable brands of children's clothing include: Baby Gap/Gap, Gymboree, Ralph Lauren, Talbot's Kids, Lilly Pulitzer, Silly Goose, L.L Bean, Anavini, Feltman Bros., Baby Lulu, Mulberri Bush, Kelly's Kids, House of Hatten, Baby Place, Sir John, Laura Ashley, Hanna Anderson, Hilfiger, Baby Nautica, Baby Janie & Jack, Petit Ami, Rosalina, Land's End, Hand Smocked outfits
- Clothing that still has the tags can be priced higher.
- Name brand items can be priced higher than "no-name" items.
- A toy that is currently popular, has the original packaging, is a brand name (i.e., Fisher Price, Little Tikes, Baby Einstein) and/or is in like new or excellent condition can be priced higher
- Shoes should be priced low (often \$2 or less) unless they are new or in like-new condition
- High-dollar items such as strollers, swings, highchairs, large outdoor climbing toys, ride-in cars, etc. often sell well at 50% off retail because the savings on a \$50 or \$100 item at half off is a lot more than on a \$6 item. If in excellent condition, these items also hold their value well.

## Non-Boutique Clothing

**\*\*High-end brand clothing for the Boutique section will be priced higher\*\***

<u>Category</u>	<u>Items:</u>	<u>Infants/Toddlers</u>	<u>Kids 5 Yrs &amp; Up</u>
Pants			
	Jeans	\$3 - \$6	\$5 - \$11
	Pants	\$3 - \$6	\$5 - \$9
	Dress Slacks	\$4 - \$7	\$6 - \$11
	Leggings	\$2 - \$5	\$4 - \$7
	Sweatpants	\$3 - \$6	\$4 - \$7

	Overalls	\$4 - \$7	\$6 - \$11
	Skirts	\$3 - \$6	\$4 - \$10
	Shorts	\$2 - \$5	\$4 - \$8
<b>Tops</b>			
	Long or Short Sleeve Shirt	\$2 - \$6	\$3 - \$7
	Turtlenecks	\$2 - \$6	\$3 - \$6
	Sweatshirts	\$3 - \$5	\$4 - \$6
	Sweaters	\$4 - \$7	\$5 - \$10
<b>Dresses</b>			
	Dresses	\$5 - \$10	\$5 - \$10
	Jumpers	\$4 - \$7	\$5-\$11
	Sundresses	\$3 - \$6	\$4 - \$8
<b>Coats</b>			
	Dress Coat	\$8 - \$13	\$12 - \$26
	Winter Jacket	\$8 - \$12	\$8 - \$16
	Rain Coat	\$5 - \$9	\$8 - \$13
	Denim Jacket	\$5 - \$9	\$7 - \$11
	Fleece Jacket/Pullover	\$4 - \$8	\$6 - \$13
	Wind Breaker	\$4 - \$7	\$7 - \$9
	Snow Pants	\$5 - \$7	\$7 - \$9
	Snow Suits	\$9 - \$19	\$12 - \$29
	Fleece Pram Suit	\$4 - \$9	N/A
	Vests (outerwear)	\$4 - \$9	\$7 - \$10
<b>Misc.</b>			
	Onsies	\$.50 - \$.75	
	Hats	\$1 - \$4	\$2 - \$5
	Gloves	\$2 - \$4	\$2 - \$5
	Swimsuits	\$3 - \$6	\$3 - \$7
<b>Shoes</b>			
	Dress Shoes	\$2 - \$5	\$4 - \$7
	Sneakers	\$1 - \$4	\$4 - \$7
	Oxfords/Clogs/Loafers	\$3 - \$5	\$4 - \$8
	Hiking Boots	\$2 - \$5	\$5 - \$9
	Snow Boots	\$3 - \$6	\$4 - \$9
	Rain Boots	\$3 - \$5	\$4 - \$7
	Sandals	\$2 - \$4	\$3 - \$6
	Pool Shoes	\$2 - \$4	\$4 - \$6
	Baby Booties	\$2 - \$5	N/A
	Slippers	\$2 - \$4	\$3 - \$6

## Entertainment

<u>Category</u>	<u>Items:</u>	<u>Suggested Prices</u>
Books		
	Hard Cover Books	\$1 - \$5
	Soft Cover Books	\$1 - \$2
	Books with Toys	\$2 - \$6
	Books with Sounds	\$3 - \$4
	Reference Books	\$2 - \$6
	Cloth and Pop-Up Books	\$4 - \$6
	Busy Books	\$5 - \$6
Puzzles		
	Small/Medium Cardboard Puzzle	\$.50 - \$.75
	Large/Premium Cardboard Puzzle	\$1 - \$3
	Floor Puzzle	\$3 - \$5
	Wooden Puzzle	\$4 - \$8
	Foam Puzzle	\$3 - \$5
Videos		
	Full Length Movie/VHS	\$3 - \$5
	Full Length Movie/DVD	\$7 - \$10
	Kid Shows/VHS (Barney, Dora, Sesame Street, etc)	\$1 - \$2
	Kid Shows/DVD	\$5 - \$6

## Equipment and Accessories

<u>Category</u>	<u>Items:</u>	<u>Suggested Prices</u>
Baby Equipment		
	High Chairs	\$15 - \$60+
	Wind-up Baby Swings	\$15 - \$25
	Battery-operated Baby Swings	\$20 - \$45
	Play/Activity Mat	\$4 - \$15
	Exersaucer	\$15 - \$45
	Cribs	\$40 - \$300
	Portable Cribs	\$15 - \$90
	Changing Tables	\$20 - \$60
	Umbrella Stroller	\$5 - \$12
	Full Size Single Stroller	\$12 - \$60
	Full Size Double Stroller	\$50 - \$90
	Stroller Travel Systems	\$60 - \$100
	Car Seats	\$15 - \$50

	Infant Front Pack Carriers/Slings	\$8 - \$35
	Backpack Carrier	\$12 - \$60
Baby Accessories		-
	Nursing Pillow	\$5 - \$15
	Tub Seat	\$3 - \$4
	Diaper Pail	\$5 - \$15
	Potty Seat	\$2 - \$3
	Potty Chair	\$4 - \$8
	Kid Step Stool	\$2 - \$5
	Booster Seat	\$3 - \$15
	Bed Rails	\$5 - \$12
Linens		
	New Crib Sheets	\$3 - \$4
	Crib Bumper, Skirt or Blanket	\$4 - \$6
	3 Piece Crib Set (comforter, bumper, sheet)	\$15 and up
	4 Piece Crib Set (comforter, bumper, sheet, skirt)	\$20 and up
	5-7 Piece Crib Set (comforter, bumper, sheet, skirt, diaper stacker, mobile, etc)	\$30 and up
	Diaper Stacker	\$3 - \$4
	Toddler Comforter	\$5 - \$10
	Twin Comforter	\$7 - \$12
Safety Items		
	Humidifier	\$8 - \$12
	Vaporizer	\$3 - \$6
	Car Sunshade	\$2 - \$3
	Night Light	\$1 - \$3
	Baby Monitor	\$8 - \$25
	Baby Video Monitor	\$40 - \$80