

WeeUsables Pricing Guide

as of Fall 2020

Use the info below as a reference while pricing items for the upcoming WeeUsables event. Please note, these are suggestions based on our selling history and many factors can affect your individual sales & the percentage you keep.

Pricing tips:

1. Shoppers are looking for a deal.
2. Ask friends what they would pay for the item.
3. New with tag items should be priced higher than the same item used or new without tags.
4. Be careful not to let emotion guide your item pricing. Instead...
5. Start at about 30% of the retail price, then adjust depending on the brand, condition, demand etc.

INFANT CLOTHING				
	ITEM	BASIC	MEDIUM	HIGH
	Booties/Baby Mittens	1.00-3.00	2.00-3.50	4.00-6.00+
	Gowns/Footed Sleepers	2.00-3.50	3.00-5.00	4.00-6.00+
	Onesies - sold best 3 or more	2.00-4.00	3.00-5.00	4.00-6.00+
	Rompers - short and long	2.50-4.00	3.00-4.50	3.50-5.50+
	Sleep & Play Daywear	2.50-3.00	3.00-4.00	3.50-5.00+

Brand Levels (infant/children's clothes)

Low/Basic Brands- Faded Glory, Circo, Genuine Kids, Garanimals, Gerber, Wonderkids, some Carters

** between Low & Medium: Carters, Genuine Kids, OshKosh, H&M, Old Navy

Medium/Mid brands- Gymboree, Baby Gap, OshKosh, some Carters, Justice, Shein, Primark, Disney, PS Aeropostale

** between Med & High: Lands End

High/Boutique Brands- Hannah Anderson, Mud Pie, Tea, Zutano, Laura Ashley, Oilily, Under Armour, Nike, Matilda Jane, Boden/Mini Boden, Janie and Jack, Lilly Pulitzer, North Face, American Girl, Vera Bradley, CrewCuts

CHILDREN'S CLOTHING				
	ITEM	BASIC	MEDIUM	HIGH
TOPS	Long and 3/4 sleeve shirts	1.50-3.00	3.00-5.00	4.00-7+
	Short sleeve shirts/Tanks	1.00-3.00	3.00-5.00	3.00-8+
	T-shirts w/logo or graphic	1.00-3.00	2.50-5.00	3.00-7+
	Sweatshirts/Hoodies	2.50-4.00	3.50-6.50	4.00-7+
	Sweaters	3.00-6.00	4.00-10.00	7.00-15+
	Dress shirts	2.00-5.00	3.00-6.00	5.00-10+

BOTTOMS	Jeans	2.00-6.00	3.00-7.00	6.00-10+
	Casual/Khakis	3.00-5.50	3.50-7.50	6.00-10+
	Leggings	2.00-3.50	3.00- 6.50	4.00-8+
	Sweatpants	2.00-4.00	3.00-5.00	3.50-7+
	Shorts/Capris	1.00-3.00	3.00-5.50	3.50-8+
	Skirts/Skorts	2.00-4.00	3.50-6.00	4.00-8+
	Dress pants	3.00-5.50	3.50-7.50	6.00-10+

SETS/OUTFITS	2 pieces	3.00-4.50	4.00-5.50	5.00-7+
	3 or more pieces	4.00-5.00	5.00-6.50	6.00-10+

DRESSES	Everyday	4.00-6.00	5.00-7.00	6.00-12+
	Holiday	5.00-8.00	6.00-10.00	7.50-15+
	Jumpers	3.50-5.00	4.00-6.50	5.00-12+
	Sundresses	3.50-5.00	4.00-6.50	5.00-12+

PJs	Bathrobes	3.00-5.00	4.00-6.00	5.00-12+
	2 and 3 pc sets	2.50-5.00	4.00-6.00	5.00-12+
	Sleepers	2.00-4.00	3.50-6.00	5.00-8+
	Nightgowns	2.00-4.00	3.00-5.00	5.00-8+

OUTERWEAR	Rain Jackets/Windbreakers	3.00-5.00	4.00-6.00	5.00-12+
	Denim Jacket	3.00-5.00	4.00-6.00	5.00-12+
	Polar/Micro Fleece	3.00-5.00	4.00-6.00	5.00-12+
	Vest	3.50-5.50	4.50-6.00	5.00-12+
	Winter Coats	4.50-8.00	6.00-12.00	10.00-20+
	Snow Bibs	4.00-6.00	5.00-7.00	6.00-20+

SWIM	Cover-ups	3.00-4.00	4.00-5.00	6.00-8+
	2-pc sets	3.50-6.00	4.50-8.00	6.00-10+
	Suits	2.00-3.00	3.00-5.00	4.00-8+
	Trunks	2.00-3.00	3.00-5.00	4.00-8+

SHOES	Sneakers	3.00-5.00	4.50-7.00	6.00-10+
	Boots	4.00-6.00	5.00-8.00	7.50-12+
	Dress shoes	3.00-5.00	4.50-7.00	6.00-10+
	Crocs	1.50-3.00	2.00-4.50	3.00-7+
	Flip flops	1.00-2.50	2.00-4.00	3.00-5+
	Sandals	2.00-4.00	3.00-5.50	3.50-8+

ACCESSORIES	Tights	1.00-3.00	2.00-4.00	3.00-5+
	Socks - sold best in lots	1.00-3.00	2.00-4.00	3.00-5+
	Hats/Scarves	1.00-3.00	2.00-4.00	3.00-5+
	Mittens/Gloves	1.00-3.00	2.00-4.00	3.00-5+

Brand Levels (Juniors clothes)

Low/Basic Brands- Mossimo, Universal Thread, Faded Glory, Canyon River Blues, Rue 21, Route 66, Xhilaration

Medium/Mid brands- Adidas, Old Navy, Gap, Arizona, Aeropostale, Charlotte Russe, H&M, Maurices

High/Boutique Brands- American Eagle, Pink, Under Armour, Columbia, North Face, Abercrombie and Fitch, Hollister, Lucky, Garage

JUNIORS CLOTHING				
	ITEM	BASIC	MEDIUM	HIGH
	Dresses	4.00-5.00	5.00-6.00	6.00-10+
	Jeans	4.00-5.00	5.00-7.00	6.00-10+
	Long sleeve shirts	2.50-4.00	3.00-5.00	4.00-6+
	Pants/Capris	4.00-5.00	5.00-7.00	6.00-8+
	Short sleeve shirts	2.50-4.00	3.00-5.00	4.00-6+
	Shorts/Skirts	3.50-4.00	4.00-5.50	5.00-6+
	Sweatshirts	3.00-5.00	4.50-6.00	5.00-7+

Brand Levels (Maternity clothes)

Low/Basic Brands- Faded Glory, Sonoma, No Boundaries, A New Approach, St. John, Old Navy,

Medium/Mid brands- Gap, Casual Corner, Express, GH Bass and Co, Jones New York, Motherhood, Lands End

High/Boutique Brands- Banana Republic, Ann Taylor Loft, Hunter, Lilly Pulitzer, Talbots, Tory Burch, Coach, Vineyard Vines, Vera Bradley, A Pea In The Pod

MATERNITY CLOTHING				
	ITEM	BASIC	MEDIUM	HIGH
	Dresses	7.00-9.00	9.00-11.00	10.00-30+
	Jeans	5.00-7.00	6.00-8.00	8.00-20+
	Nightgowns	5.00-7.00	6.00-8.00	7.00-9.00+
	Nursing Bras	4.00-6.00	5.00-7.00	6.00-12+
	Pants/Capris	5.00-7.00	6.00-8.00	7.00-15+
	Shorts/Skirts	4.00-6.00	5.00-8.00	6.00-15+
	Suits/2-pc sets	9.00-11.00	10.00-12.00	12.00-40+
	Swimsuits	6.00-9.00	9.00-12.00	12.00-15+
	Tanks/shirts	2.50-6.00	4.00-7.00	5.00-15+

BRAND LEVELS (Diaper Bags):

Low End Brands- Fisher price, Evenflo, etc

Mid Brands- Skip hop, Carters, Eddie Bauer, etc.

High End Brands- Petunia PickleBottom, Freshly Picked, Vera Bradley

INFANT/CHILD ITEMS		
BATHING	Bath Towels/Hooded	2.00-4+
	Bath Toys	3.00-4+
	Seats	4.00-5+
	Tubs	8.00-15+
	Wash Cloth sets	2.00-4+

FEEDING	Bibs - sold best in multiples	1.00-5+
	Boppy Cover	5.00-8+
	Bottles - multiples	1.00-5+
	Feeding Set - plate & utensils	2.00-5+
	New Bottle Liners	1.00-4+
	New Pump Storage Bags	2.00-5+
	Nursing Pillow w/Cover	8.00-15+
	Sippy Cups	1.00-2+
	Utensils	1.00-3+

DIAPERING/POTTY	Changing Pad Cover	2.00-4+
	Changing Pads	4.00-8+
	Diaper Bags	5.00-85+
	Diaper Genie Refills	3.00-4+
	Diaper Genie/Champ	5.00-10+
	Potty Chair	3.00-8+
	Potty Seat	2.00-4+
	Step Stools	4.00-10+
	Wipe Warmers	6.00+
	Cloth Diapers - sold in sets	10.00-20+

	Disposable Diapers	2.50-6+
	Training Pants/Pullups	4.00-8+

BEDDING	Bed Rails	5.00-8+
Blankets sell best in sets	Receiving Blanket - cotton	1.00-4+
	Receiving Blanket - muslin	3.00-6+
	Sheets	1.00-3+
	Stroller Blanket	2.00-5+

Popular Brands: Fisher Price, Bright Starts, Evenflo, Graco, Maclaren, SkipHop, Joovy, Chicco, 4Moms

INFANT GEAR	
Baby Bjorn/Snuggli/Sling	5.00-15+
Base Only	5.00-15+
Bassinet	15.00-40+
Bouncy Seat	5.00-15+
Bumbo w/ strap	10.00-25+
Changing Table	20.00-100+
Double Jogging Stroller	60.00-125+
Double Stroller	40.00-90+
Dresser	25.00-100+
Ergo/Tula Carriers	65.00-90+
Exersaucer	8.00-30+
Glider w/ ottoman	25.00-100+
High Chair	10.00-60+
Indoor Activity Mat	5.00-15+
Infant Car Seat & Base	25.00-40+
Infant Carrier Stroller- Travel System	50.00- 100+
Jogging Stroller	40.00-75+
Moby Wrap	15.00-25+
Pack-n-Play basic	20.00-50+
Pack-n-Play w/ lots of accessories	60.00-100+
Portable Swing	8.00-20+
Shopping Cart Cover	8.00-12+
Single Stroller	15.00-40+
Sit or Stand	20.00-40+
Swing/Jumperoo	15.00-40+
Umbrella Stroller	5.00-10+

Popular Brands: Fisher Price, Little Tikes, Step 2, John Deere, Radio Flyer

CHILD GEAR	
Battery Ride On Car	30.00-75+
Bike	5.00-35+
Kid Table	5.00-15+ plus \$5 per chair
Outdoor Play Gym/Climber	25.00-150+
Play kitchen/tool bench	15.00-50+
Playhouse	25.00-150+
Sand/Water Table	10.00-25+
Scooter	5.00-15+
Slide	5.00-25+

Todder Basketball Hoop	5.00-20+
Toddler Ride On- Self prop	5.00-20+
Tricycle	5.00-25+

Popular Brands: Skip-hop, Pottery Barn, Lands End

OTHER ITEMS	
Backpacks	4.00-8+
Balls (soccer, basketball, etc.)	1.00-5+
Books	1.00-6+
CD	1.00-5+
DVD (higher for sets vs individual)	2.00-8+
Games (memory, board & battery)	2.00-10+
Individual games	5.00-15+
Lego	5.00-40+
Lunchboxes	2.00-6+
Organizer w/plastic bins	15.00-25+
Playmobile	10.00-20+
PSP	50.00-80+
Puzzles (jigsaw, floor & wood)	1.00-8+
Wii, Xbox, Playstation	100.00-200+

USED FOR ONLINE SALE ONLY

WOMEN'S CLOTHING				
	ITEM	BASIC	MEDIUM	HIGH
	Dresses	5.00-6.00	6.00-8.00	7.00-10+
	Jeans	5.00-6.00	6.00-8.00	7.00-10+
	Long sleeve shirts	3.00-4.00	4.00-6.00	5.00-7+
	Pants/Capris	4.00-5.00	5.00-7.00	6.00-8+
	Short sleeve shirts	3.00-4.00	4.00-6.00	5.00-7+
	Shorts/Skirts	3.50-4.00	5.00-6.00	6.00-8+
	Sweatshirts	4.00-5.00	5.00-7.00	6.00-10+