

# WeeUsables Pricing Tips

as of July 2016

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

## Brand Levels

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

\*\* Carters falls between Low & Medium

**Medium/Mid brands-** Gymboree, Baby Gap, OshKosh, some Carters, Motherhood

\*\* Lands End falls between Med & High

**High/Boutique Brands-** Hanna Andersson, Mud Pie, Tea, Zutano, Laura Ashley, Oilily

## Keep in mind....

1. Shoppers are looking for a DEAL.
2. Eliminate emotion/memories when pricing your items.
3. Ask yourself or a friend what you/they would pay.
4. New with tag items should be priced higher than the same item used, or new without tags.
5. Start about 30% of the retail price, then adjust depending on the brand, condition, demand etc.

Kids Clothing				
	Item	Basic	Medium	High
<b>TOPS</b>	T-shirts w/ logo/pic	1.00-3.00	2.50-5.00	3.00-7+
	Short Sleeve shirts	1.00-3.00	3.00-5.00	3.00-8+
	Long Sleeve shirts	1.50-3.00	3.00-5.00	4.00-7+
	Dress shirts	2.00-5.00	3.00-6.00	5.00-10+
	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+
<b>BOTTOMS</b>	Shorts	1.00-3.00	3.00-5.50	3.50-8+
	Skirts/skort	2.00-4.00	3.50-6.00	4.00-8+
	Leggings	2.00-3.50	3.00- 6.50	4.00-8+
	Sweatpants	2.00-4.00	3.00-5.00	3.50-7+
	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+
	Dress pants	3.00-5.50	3.50-7.50	6.00-10+
<b>DRESSES</b>	Jumpers	3.50-5.00	4.00-6.50	5.00-12+
	Sundresses	3.50-5.00	4.00-6.50	5.00-12+
	Dresses	4.00-6.00	5.00-7.00	6.00-12+
	Holiday	5.00-8.00	6.00-10.00	7.50-15+
<b>PJs</b>	Sleepers	2.00-4.00	3.50-6.00	5.00-8+
	Nightgowns	2.00-4.00	3.00-5.00	5.00-8+
	2 PC Sets	2.50-5.00	4.00-6.00	5.00-12+
	Bathrobes	3.00-5.00	4.00-6.00	5.00-12+
<b>OUTERWEAR</b>	Windbreaker/Spring	2.50-5.00	3.50-6.00	4.00-8+
	Rainjacket	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 Fleece	3.00-5.00	4.00-6.00	5.00-12+

	Vest	3.50-5.50	4.50-6.00	5.00-12+
	Bib Overalls	4.00-6.00	5.00-7.00	6.00-20+
	Winter Coats	4.50-8.00	6.00-12.00	10-20+

<b>SWIM</b>	Trunks	2.00-3.00	3.00-5.00	4.00-8+
	Suits	2.00-3.00	3.00-5.00	4.00-8+
	2 PC Sets	3.50-6.00	4.50-8.00	6.00-10+

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

<b>Kids Accessories</b>			
<b>Item</b>	<b>Basic</b>	<b>Medium</b>	<b>High</b>
Socks- 3 or more	1.50-2.50	2.50-3.50	3.50-5+
Tights	1.00+	2.00+	3.00+
Belt	1.00-2.00	1.50-3.00	2.00-4+
Purse	1.00-2.00	2.00-4.00	3.00-6+
Gloves/mittens	1.00-3.00	2.00-4.00	3.00-6+
Scarf	1.00-2.00	2.00-3.00	3.00+
Sunglasses/googles	1.00-2.00	3.00-4.00	4.00+
Hats	1.00-2.50	2.00-3.50	3.00-5+

<b>Maternity Clothing</b>			
<b>Item</b>	<b>Basic</b>	<b>Medium</b>	<b>High</b>
Tanks/shirts	2.50-6.00	4.00-7.00	5.00-15+
Nightgowns	5.00-7.00	6.00-8.00	7.00-9.00
Swimsuits	6.00-9.00	9.00-12.00	12.00-15+
Nursing Bras	4.00-6.00	5.00-7.00	6.00-12+
Shorts/Skirts	4.00-6.00	5.00-8.00	6.00-15+
Pants/Capris	5.00-7.00	6.00-8.00	7.00-15+
Jeans	5.00-7.00	6.00-8.00	8.00-20+
Dresses	7.00-9.00	9.00-11.00	10.00-30+
Suits/2 PC Sets	9.00-11.00	10.00-12.00	12.00-40+

<b>Infant Items</b>				
		<b>Basic</b>	<b>Medium</b>	<b>High</b>
<b>CLOTHING</b>	Booties	1.00-3.00	2.00-3.50	4.00-6.00+
	Gowns/Sleepers	2.00-3.50	3.00-5.00	4.00-6.00+
	Onesies- 3 or more	2.00-4.00	3.00-5.00	4.00-6.00+
	Rompers	2.50-4.00	3.00-4.50	3.50-5.50+
<b>BATHING</b>	Wash Cloths- in sets	2.00-4.00		
	Bath Towels/Hooded	2.00-4.00		
	Tubs	8.00-15.00		
	Seats	4.00-5+		
	Bath Toys	3.00-4+		
<b>FEEDING</b>	Bibs- better in multiples	1.00-5+		
	Bottles- Multiples	1.00-5+		

	New Bottle Liners	1.00-4+		
	Sippy Cups	1.00-2+		
	Utensils	1.00-3+		
	New Pump Storage Bags	2.00-5+		
	Feeding Set- plate & utensils	2.00-5+		
	Nursing Pillow/Boppy w/ cover	8.00-15.00		
<b>DIAPERING/POTTY</b>	Diaper Genie	5.00-10.00		
	Diaper Genie Refills	3.00-4.00		
	Wipe Warmers	6.00-10.00		
	Changing Pads	4.00-8.00		
	Changing Pad Cover	2.00-4.00		
	Potty Chair	3.00-8.00		
	Potty Seat	2.00-4.00		
	Step Stools	4.00-10+		
<b>BEDDING</b>	Receiving Blanket	1.00-4+		
	Stroller Blanket	2.00-5+		
	Sheets	1.00-3+		
	Bed Rails	5.00-8+		

Infant Gear	
Item	Range
Pack-n-Play basic	20.00-50.00
Pack-n-Play w/ lots of accessories	60.00-100.00
Bassinet	15.00-40+
Changing Table	20.00-100+
Umbrella Stroller	5.00-10+
Single Stroller	15.00-40+
Double Stroller	40-80+
Sit or Stand	20.00-40+
Jogging Stroller	40.00-75+
Double Jogging Stroller	60.00-125+
Infant Carrier Stroller- Travel System	50.00- 100+
High Chair	10.00-60+
Swing/Jumperoo	15.00-40+
Portable Swing	8.00-20+
Exersaucer	8.00-30+
Indoor Playmat	5.00-15+
Bouncy Seat	5.00-15.00+
Infant Car Seat & Base	25.00-40+
Base Only	5.00-15+
Baby Bjorn/Snuggli/Sling	5.00-15+
Bumbo w/ strap	10.00-25+
Dresser	25.00-100+
Glider w/ ottoman	25.00-100+

Kid Gear	
Play kitchen/tool bench	15-50+
Kid Table	5-15 plus \$5 per chair
Sand/Water Table	10-25+
Outdoor Play Gym/Climber	25-150+
Slide	5-25

Playhouse	25-150+
Toddler Ride On- Self prop	5-20+
Battery Ride On Car	30-75+
Todder Basketball Hoop	5-20+
Tricycle	5-25+
Bike	5-35+
Scooter	5-15+

Other	
Lunchbox	2.00-6+
Backpack	4.00-8+
Books	1.00-6+
CD	1.50-5.00
DVD	3.00-10+
Puzzles (Jigsaw, floor & wood)	2.00-8+
Games (Memory, board & battery)	2.00-10+
Wii, Xbox, Playstation	100-200+
PSP	50-80+
Individual games	5-15+
Organizer w/ plastic bins	15-25+
Lego	5-40+
Playmobile	10-20+
Balls (soccer, basketball etc.)	1-5+