



Pricing Guide

Price clothing
at **20 to 25%**
of retail prices.



Price toys, gear,
and other items
at **30%** of retail
prices.

Consider the Brand

Bargain Brands
Resell at \$1-3
George,
Garanimals, Circo,
Faded Glory

Everyday Brands
Resell at \$2-6
Disney, H&M,
Jumping Beans,
Old Navy,
OshKosh,
Children's Place

Premium Brands
Resell at \$6-10
Gap, Gymboree,
Ralph Lauren

Boutique Brands
Resell at 25%-35%
of retail
Matilda Jane,
Janie & Jack,
Persnickety

Charge more for:

- New with Tags
- Excellent Condition
- Clothing Sets
- Dressy Items
- Items in Original Packaging
- Large Items
- Hot Toys

Charge less for:

- Play Clothes/t-shirts
- Infant Items
- Maternity Clothing
- Acceptable but Worn/Faded Items
- Toys Missing Accessories

Check Toy/Gear Pricing at Amazon.com, Target.com, or Walmart.com. If possible, print and attach the online pricing page (ie the Amazon page for the item) for anything priced over \$25.