JUST BETWEEN FRIENDS PRICING GUIDE 2019
Suggestions for Pricing



We are so excited you are participating with us! Following are suggestions for how best to price your items.

- Please note that we only accept items that are in good condition that are free of stains, rips, holes and tears. We are an UPSCALE-resale event!
- All items should be priced 1/4 -1/3 of retail, with nothing priced over 1/2 of retail, even if it's brand new. Staying within this pricing "sweet spot" will help you sell the most items during the event!
- Items that are NEW or in GREAT shape can be priced around 30% of original retail price.
- A good question to ask yourself when pricing: "How much would I pay for this item at the sale?"
- We highly recommend you DO allow your items to reduce on discount days! Reducing can mean more money in your pocket, happier shoppers and less to bring back home!

Keep in mind this is only a reference to help—not an absolute "must" on pricing. It's really up to you!

Examples of Brand Categories

Discount/Basic	Chain/Brand Name	Department Store	Premium Store Brands	Designer
Athletics Works	Abercrombie	Abercrombie Kids	American Girl	Armani
Baby Martha	Aeropostale	Angelini	Bombay Kids	Baby Lulu
Basic Editions	Arizona	Baby Beluga	Coogi	Baby Nay
Blue's Clues	Brothers	Baby Nay	Crate & Barrel	Baby Phat
Bongo	BT Kids	BabyStyle	Land of Nod	Baby Boden/ Mini Boden
Cherokee	Burnside	Benetton	Lands' End Kids	Babywalk
Circo	Buster Brown	Columbia	Pottery Barn	Burberry
Crazy 8	Byer	Copper Key	Ralph Lauren	Cach Cach
Dockers	Carter's	Dior	Talbots	Coccoli
Faded Glory	Children's Place	Eddie Bauer		Crew Kids
French Toast	Classic Pooh	First Wave		Dimples
Garanimals	Classroom	Fresh Produce		DKNY
Genuine Kids	Disney	Gap	**Desirable Shoe Brands**	Flap Happy
George	Elderwear	Good Lad	Jack & Lily	Greggy Girl
Healthtex	Esprit	Green Dog	Jumping Jacks	Gucci
Jordache	Gap Outlet	Guess	Keen	Hanna Andersson
Kids Connection	H&M	Gymboree	Lelli Kelli	Hanna Banana
Koala Kids	Hawk	Hurley	Naturino	Jacadi Paris
Kohl's Union Baby	JC Penney	Hurley	Nike	Janie & Jack
Lee	Justice	Izod	Pediped	Juicy Couture
Lullaby Club	LEI	Lelli Kelli	Rileyroos	Kate Mack
No Boundaries	Levi	Limited Too	Robeez	KC Parker
Okie Dokie	Lisa Frank	Liz Claiborne	Sketchers	Laura Ashley
OP	Little Me	LL Bean	Sperry	Le Top
Route 66	Old Navy	Nautica	Toms	Oilily
Shaun White	Oshkosh B'gosh	Nike	UGG	Tea Collection
Small Wonders	Reebok	Nordstrom		
Sonoma	Sears	North Face		
Tykes from Carters	Timberland	Rare Edition		
Xhilaration	US Polo Assn	REI		
	Weebok	Rothschild		
	Wrangler	Talbots Kids		
	Young Hearts	Tommy Hilfiger		
	Young Land	Under Armor		

CHILDREN/INFANT

	Basic/Discount	Chain/Brand	Premium	Designer
Bottoms				
Dress Pants/Slacks	$4-6	$5-9	$10-17	$12+
Jeans	$4-6	$5-9	$9-15	$12+
Capri's	$2-3	$2-5	$4-8	$9+
Overalls/Skirtalls	$3-5	$5-7	$8-10	$10+
Skirts/Skorts	$3-5	$5-7	$8-10	$10+
Shorts	$2-3	$3-5	$7-9	$9+
Knit Pants	$2-4	$3-6	$7-11	$10+
Sweatpants/Work-out Pants	$2-4	$4-6	$6-9	$8+
Casual/ Khaki pants	$3-4	$5-8	$10-14	$12+
Dresses				
Dresses	$3-6	$6-8	$8-15	$15+
Jumpers	$4-6	$5-8	$6-12	$12+
Sundresses	$2-5	$5-8	$6-10	$10+
Holiday Dresses & Gowns	$4-8	$6-14	$12-18	$18+
Tops				
Logo Sweatshirts	$3.00	$4.00	$6	
Logo T-shirts	$1.00	$2.00	$4-6	$8+
Sweaters/Cardigans	$3-5	$4-8	$6-12	$12+
Sweatshirts	$2-4	$4-6	$6-8	$8+
Polo/Rugby	$2-4	$3-6	$5-8	$9+
Dress Shirts	$2-4	$4-6	$6-8	$8+
Outerwear				
Dress Coat	$8-12	$10-14	$12-25	$15+
Winter Coat	$5-8	$7-10	$10-20	$20+
Athletic /Hoodie	$4-6	$6-8	$8-10	$12+
Windbreaker	$4-6	$6-8	$8-10	$12+
Winter Jacket	$4-7	$6-12	$9-15	$15
Snow pants	$4	$6	$8	$10+
Snowsuits	$6-10	$8-15	$14-25	$25+
Polar Fleece	$3-5	$4-8	$8-15	$15+
Outerwear				
Raincoats (lined add $3)	$3-5	$4-7	$6-14	$15+
Denim Jackets	$3-6	$5-8	$8-15	$15+
Vests: Lined or quilted	$3-5	$4-8	$7-15	$15+
Pajama's				
Sleepers (great in lot)	$2-4	$4-6	$5-8	$8+
2- or 3-Piece PJ Sets	$2-4	$4-6	$5-8	$8+
Nightgowns	$2-3	$3-4	$4-6	$6+
Bathrobes	$4-5	$5-7	$7-10	$10+
Misc. Infant Clothing				
Baby Gowns/Layettes	$2-3	$4-5	$5-6	$6+
Onesies	$1-3	$3-4	$5-6	$6-8
Diapers - *Diapers are great items to sell in lots.*				
Diapers - Fitted (reusable)	$2-3	$4-6	$6-10	$10+
Diapers - Cloth	$2.00	$3.00		
Diapers - Wool	$2.00	$3	$4-6	$8+
Accessories - *Most accessories are great items to do in lots!*				
Belts	$1-3	$2-4	$4-6	$6+
Gloves/Mittens	$1.00	$1.50-$2.00	$2-3	$4+
Hats/Caps	$1.00	$2	$2-5	$5+
Hair Accessories (in lots)	$1.00	$2-4	$3-6	$5+
Hair Bow	$1.00	$2.00	$3-5	$5+
Backpack	$3-5	$4-6	$5-10	$8+
Costumes				
Complete Costumes w/acc.	$4-6	$5-8	$8-15	$15+
Costume Only	$2-3	$3-6	$5-10	$10+

Swimwear	Basic/Discount	Chain/Brand	Premium	Designer
Swim Suits	$1-3	$3-5	$4-8	$8+
Swim Trunks/Board Shorts	$1-3	$3-5	$4-8	$8+
Swim Suit Cover-ups	$2-3	$4-6	$6-10	$10+
Sunglasses	$1	$2	$3	$4+
Water shoes	$1-3	$3-5	$5-8	$8+
Rash Shirts	$3-4	$4-7	$6-10	$10+

MATERNITY				
Maternity Bottoms				
Capri	$4-6	$6-9	$9-15	$15+
Khaki	$5-8	$8-12	$12-15	$15+
Skirts	$4-6	$6-9	$9-15	$15+
Shorts	$3-5	$5-8	$8-12	$12+
Leggings	$3-5	$4-8	$8-12	$12+
Jeans	$5-8	$7-12	$12-18	$18+
Knit	$4-6	$6-9	$9-12	$12+
Active/workout clothing	$5-8	$6-14	$10-15	$16+
Maternity Tops				
Long Sleeve - Knit	$3-5	$5-7	$7-10	$10+
Long Sleeve - Dress	$4-6	$6-8	$8-12	$12+
Short Sleeve - Knit	$3-5	$5-7	$6-10	$10+
Short Sleeve - Dress	$4-6	$6-8	$8-12	$12+
Sweaters/Cardigans	$5-7	$7-10	$10-15	$15+
Tank Tops	$3-4	$4-6	$6-8	$8+
T-Shirts	$3-5	$5-7	$6-9	$9+
Sweatshirt	$4-6	$6-8	$8-12	$12+
Active/workout clothing	$4-8	$6-14	$10-15	$16+
Maternity Dresses				
Short Sleeve (& sundresses)	$5-10	$10-15	$15-20	$20+
Long Sleeve	$6-12	$12-16	$16-25	$25+
Maternity Suits				
Pant Suit	$10-14	$14-18	$18-25	$25+
Skirt Suit	$10-14	$14-18	$18-25	$25+
Maternity Outerwear				
Winter Jacket	$12-$15	$15-20	$20-40	$40+
Athletic/Hoodie	$6-12	$12-16	$16-25	$25
Maternity Sleepwear				
2 Piece PJ Set	$5-8	$8-10	$10-14	$14+
Nightgown	$4-5	$5-7	$7-10	$10+
Robe	$5-7	$6-8	$8-15	$15+
Misc. Maternity				
Swimwear	$6-8	$8-10	$10-15	$15+
Nursing/Maternity Bra	$3-5	$4-6	$5-8	$8+
Belly Belts	$4-6	$6-8	$8-10	$10+
Children's Shoes				
Dress Shoes	$3-5	$5-9	$8-12	$12+
Tennis Shoes	$3-4	$4-5	$6-12	$12+
Boots - Snow	$3-4	$4-6	$6-10	$10+
Boots - Hiking	$4-5	$5-7	$8-12	$12+
Boots - Dress or Cowboy	$4-6	$6-10	$10-15	$15+
Sandals	$2-4	$4-6	$6-10	$10+
Oxfords/Clogs/Loafers	$3-5	$5-8	$8-12	$12+
Jellies/Crocs/Flip Flops	$1	$2-3	$3-5	$5+
Baby/Infant Shoes	$1-2	$2-4	$4-6	$6+

BABY/NEWBORN GEAR & EQUIPMENT		Basic	Premium
Bathing Essentials			
Bath Tub		$2-5	$4-8
Bath Tub Shower Attachment		$2-4	$3-5
Hooded Towel(s)		$2-3	$4+
Kid's Step Stool or Tub Organizer		$2-4	$4+

Diapering/Toilet Training		Basic	Premium
Changing Pad Cover		$1-3	$3-5
Changing Pad		$2-4	$4-6
Changing Table Caddy		$1-2	$2-4
Diaper Depot		$4-6	$7-10
Diaper Genie		$5-8	$8-10
Diaper Pail		$2-4	$5-8
Diaper Wipe Warmer		$5-9	$10-12
Diaper Wipe Caddy		$1-2	$2-4
Diaper Stacker		$3-4	$5-8
Potty Chair		$4-8	$7-10
Potty Seat		$2-3	$3-4
Soft Diaper Wipe Warmer		$3-5	

Feeding/Nursing Essentials (many of these can be done in lots!)			
Bottles -lot		$1-3	$2-5
Single Breast Pump		$10-20	$15-35+
Double Breast Pump		$20-45	$50-150+
Nursing Pillow/Boppy		$3-8	$5-20
Sippy Cups - lot		$1-2	$2-5
Kids Plates - lot		$1-3	$3-5
Nursing Cover		$4-10	$10+

Baby Essentials/Safety Needs			
Locks/Latches		$1-2	
Baby Monitors		$5-12	$12-20+
Crib Mobile		$5-10	$10+
Humidifier		$8-12	$12+
Spoons/Syringes/Aspirator/etc.		$1-3	
Grooming - Nail Clipper/Brush & Comb		$1-3	
Safety Gate - Plastic/Metal		$10-20	
Safety Gate - Stairwell		$15+	
Safety Gate - Wooden		$3-10	
Shopping Cart Seat Pad & Harness		$3-8	$6+
Toddler Harness/Leash		$1-4	$5+
High Chair/ shopping cart cover		$5-10	$10+

Bedding/Blankets			
Car seat Cover		$5-10	$10+
Comforter - Twin/Full/Queen (NOT SET)		$5-15	$15+
Co-Sleeper Sheet(s)			$2-5
Crib Set (3-5 pc)		$15-20	$20+
Crib Set (5-7 pc)		$20-30	$30+
Fitted Bassinet Sheet(s)		$2-3	
Fitted Crib Sheet(s)		$2-3	
Head Protector		$2-5	$5+
Infant Positional Pillows		$2-5	$5+
Comforter Sets - Twin/Full		$10-25	$25+
Napping All-in-One Bag		$3-5	$4-6
Sleeping Bag		$4-8	$5-12
Nap Mat		$2-5	$5-17
Pack 'N Play Sheet(s)		$2-5	
Receiving Blanket/Baby Blanket		$2-6	$6+
Toddler Bedding Set (3-4 pc)		$5-10	$8-15+

Baby Equipment			
Baby Bjorn/Snuggli/Sling/ Moby		$5-10	$8-20+
Baby Swing - Battery/Plug In		$15-50	$50+
Bassinet		$10-25	$25-40+
Booster Seat/High Chair Seat		$3-8	$8+
Bouncy Seat		$5-10	$10-20
Bumbo			$14-20
Bumbo w/Accessories			$25
Co-Sleeper			$50-150+
Exersaucer		$15-50	
Gyms/Playmats		$5-10	$10-20
High Chair		$10-25	$25+
Infant Car Seat w/Base		$10-25	$20-75
Jogging Stroller/Double		$40-60	$60-110+

Baby Equipment Continued		Basic	Premium
Jumparoo		$6-15	$15-25+
Pack 'N Play/Playpen		$10-45	$50-100+
Stroller/Double (Sit or Stand)		$30-50	$50-125+
Stroller/Full Size Single		$12-45	$45-100+
Stroller/Travel System (includes base/car seat)		$60-80	$80-150+
Stroller/Umbrella		$3-10	$10+
Take Along Swing		$8-15	$15-25

Furniture			
Crib		$50-100	$100-250+
Changing Table		$25-75	$75-150
Dresser		$50-100	$100-250
Glider w/Ottoman		$25-50	$50-100
Glider (no Ottoman)		$15-40	$40-80
Book Shelves		$10-40	$20-60

Books — great to sell in "lots"			
Board Book(s)		$1-4	
Cloth Book(s)		$2-4	
Hardcover Book(s)		$1-5	
Soft Cover Book(s)		$1-3	
Chapter Book(s)		$2	
Set of Book(s) - Series		$3-6	
Parenting/Maternity Book(s)		$3-6	
Home Schooling Curriculum/Educational		$3++	
Books with Sound		$2-5	
Book/CD Sets		$3-6	

Movies/Music (Rated G-PG13 ONLY)			
DVDs and Blu-ray Discs		$3-8+	
DVD Sets (3 or more)		$6-12+	
CDs		$1-5	
Computer Games		$2-8	

Puzzles			
Wooden Puzzle		$2-8	
Floor Puzzle		$2.50-6	

Toys			
Dolls		$2-6	$6++
Doll Accessories (in a bag)		$2-4	$5++
Stuffed Animal		$1-5	$5-10
Kitchen Dishes/Food		$1-4	$4-6
Barbie		$2-4	$5+
Doll Clothes		$1-3	$4+
Barbie Clothes		$1-3	
Barbie House		$5-15	
Doll House Sets		$5-20	$20+
Cars		$1-15	
Trucks		$3-20	
Action Figures		$2-7	
Legos/K'nex		$5-40	
Lincoln Logs		$10-20	
Play Mobiles		$15-20	
Stuffed Animal - Electronic		$5-15	
Blocks		$2-10	

Toddler Toys			
Piano		$3-6	
Shape Sorter		$3-5	
Pull Toys		$3-6	

Games (Please make sure all pieces are with games & are working!!!!)			
Memory Games		$2	
Youth Games		$3-5	
Motorized Games		$6-10	
Family Games (G-PG13 Rating ONLY)		$8-15	
Card Games		$1-2	

Large Toys		Basic	Premium
Tricycle		$10-20	
Bicycle		$15+	
Activity Table		$20-50+	
Electronic Ride on Toys		$15-100+	
Cozy Coupe		$5-20	
Toy Box		$5-40	
Play Kitchen		$10-100+	
Wagon		$10-40	
Picnic Table		$5-20	
Slide		$10-20	
Playhouse		$50-120+	
Swing Set		$45-150++	
Sandbox		$12-18	
Furniture (table/chairs, etc. - plastic or wood)		$5-30++	
Anyway Chair/Soft Furniture		$5-35+	
Bike Carrier		$5-15	
Bike Trailer		$30-100	

Sporting Goods			
Skate Board/Roller Skates		$6-35	
Helmet/Padding		$4-15	
Balls		$1-5	
Basket Ball/T-Ball Sets		$10-20	

Electronics - MUST BE IN WORKING ORDER & WITH BATTERIES! NO EXECPTIONS!			
Navi / Vtech Children's Tablets		$10-30	
Toddler/Child Readers		$5-25	
Wii Game System		$100-180	
X-Box Game System		$100-200	
Play Station		$150-200	
Nintendo DS		$50-$75	
PSP		$60-80	
Individual Games (EC-T Rating ONLY!)		$5-15	

Thank you for being a part of our Just Between Friends event!
We appreciate you and look forward to your making the most money possible at the sales event.
If you need help tagging, please check out our website for tagging videos and helpful "how to" info.

www.jbfsale.com
http://www.jbfsale.com/howToVideos.jsp