

## **Guidelines for High Volume Consignors**

**Who is a High Volume Consignor?** Any Consignor who is bringing more than 500 items is considered a High Volume Consignor (HVC). Thank you for joining us—we appreciate your participation in our Sale Event! One of our goals is for our Sale Event to be profitable for both of us! To ensure our sale continues to grow and operate efficiently, we are implementing new guidelines for HVCs effective immediately.

**Why are there new guidelines?** The answer is two-fold. In reviewing data from our prior sales, I have major concerns with the high number of unsold merchandise from HVCs. For example, in reviewing our Spring, 2017 sale data, we found that collectively, HVCs brought over 13,000 items but sold under 1,800 items. This is a sell-through rate of less than 15%. By comparison, the average Consignor has a sell through rate of approximately 40% with many having a sell through rate of 50-68%!

The sheer large number of items dropped off by HVCs results in overly packed clothing racks and table space, which makes it difficult for our Shoppers to have the fabulous shopping experience we strive for. How many consignors are you? How much rack space do you require?

- 1,000-1,999 items = 3 to 6.5 Consignors = 30' to 65' of rack
- 2,000-2,999 items = 6.5 to 10 Consignors = 65' to 100' of rack
- 3,000-3,999 items = 10 to 13 Consignors = 100' to 130' of rack • 4,000-4,999 items = 13 to 17 Consignors = 130' to 170' of rack
- 5,000-5,999 items = 17 to 20 Consignors = 170' to 200' of rack
- 6,000-6,999 items = 20 to 23 Consignors = 200' to 230' of rack

The 85% unsold items brought by HVCs is negatively affecting our sale. It is of utter importance to us that at the conclusion of our sale, all unsold items are sorted quickly with utmost accuracy to ensure items are returned to the correct Consignor. The sheer volume of unsold merchandise belonging to HVCs makes post-sale sort extremely challenging and difficult. We have a responsibility to ALL Consignors to complete our sort efficiently, accurately, and timely.

Additionally, during our previous sales, we have received an increasing number of concerns from Shoppers regarding overpriced merchandise. While we are addressing this concern with all Consignors (and in some cases with individual Consignors), we have repeatedly found that items brought to us by HVCs garner the majority of the Shoppers' unfavorable comments.

**What is changing for HVCs?** The following guidelines have been implemented for HVCs effective immediately:

- Consignors may bring a maximum of 1,500 items. This 1,500 item limit will remain in place until your sell through rate of 40% is achieved. At that time, the limit will be increased in increments of 500 items.

- Have more than one Consignor account? Please be aware that the \$13 Consignor fee will be deducted from EACH account. Additionally, the extra percentage you earn for helping at the sale will be applied to ONE Consignor account. If you wish to increase your percentage for an additional Consignor account, simply sign up and help to earn the additional percentage. As always, you are welcome to have your friends, spouse, adult children, or parents volunteer with you or in your place.
- For Drop Off, HVCs MUST schedule an appointment by emailing [SherrySheridan@jbfsale.com](mailto:SherrySheridan@jbfsale.com) or texting (303) 489-2066.
- For Drop Off, all items MUST be placed on the sales floor no later than one hour after the end of our designated Drop Off time. If you are concerned about your ability to complete Drop Off by this time, please bring help with you. If you are unable to complete placing your items on the sales floor by this time, you may return at the following Drop Off time or you may take the remaining items with you.
- For Pick Up, all items MUST be verified BEFORE you begin sorting or packing your items.
- For Pick Up, you MUST vacate the building no later than one hour after the end of our designated Pick Up time. If you are concerned about your ability to complete Pick Up by this time, please bring help with you. If you are unable to vacate the building by this time, you may not be eligible to participate in our next sale.
- HVCs are no longer required to help during Breakdown shifts so please do not assume you have been scheduled for Breakdown. You are welcome to help during Set-Up, Breakdown, and/or during the sale to increase your earnings. If you sign up for a Breakdown shift, you may not pack or sort your items until you receive confirmation from Sherry or the Breakdown Lead that all Breakdown activities have been completed. If you begin sorting or packing your own items before this confirmation has been given, you may not be eligible to participate in our next sale.

### **Suggestions for increasing your sales:**

- Whether or not your items sell relies heavily on the price! When pricing your items, ask yourself, how much would I pay and be so excited I would tell my friends? A good rule of thumb is to price your items at 1/4 to 1/3 of retail price. If your item is in immaculate condition, price closer to 1/3 retail. Item is well-loved but still saleable? Price 75-90% of the retail price.
- We encourage you to price your items WITHOUT a star. Participating in our 50% off sale greatly increases your sales! Some Shoppers wait until the final day to shop in an effort to stretch their family's spending dollars. Be sure to select "Reduce" when tagging your items.
- If your items have been through a couple of sale cycles, we encourage you to either donate your items or at a minimum, reduce the price. Items that have been through numerous sales tend to get wrinkled, soiled, or damaged.
- Price your items based on realistic retail prices. For example, your Carters item may have a retail price of \$18 on the tag, but most Shoppers know they can purchase the item for less than this at Walmart or with coupons at big box retailers.
- Price your items based on retail prices, not sentimental value. Your child looked adorable wearing this outfit at Christmas, but keep in mind you are pricing an item that is no longer new.

If you have any questions, please let me know! Thank you for participating at JBF Greeley and we look forward to a successful sale!

Sherry Sheridan  
Just Between Friends Greeley  
[SherrySheridan@jbfale.com](mailto:SherrySheridan@jbfale.com)