Pricing Guide

We recommend pricing at 1/3 of retail!

Use shopper-focused pricing - Ask yourself, "What price would make me buy this item without hesitation...and brag about my bargain to my friends?"

Examples	Bargain Brands	Mall Brands	Boutique Brands
PJs	$2-3	$3-4	$5+
T-shirts	$1-2	$2-3	$4+
Jeans	$2-3.50	$3-5.50	$6+
Dresses	$2.50-4.50	$3.50-6	$6-8+
Sneakers	$3-6	$4-7	$8+

Bargain brands = Cat & Jack, Garanimals, Cherokee, etc (retail $4-10)
Mall brands = Carter's, Children's Place, Department store brands (retail $6-15)
Boutique brands = LuluLemon, Mudpie, Janie & Jack, Hollister, Under Armour

↑ Price **HIGHER** for:
new with tags, big kids/juniors sizes

↓ Price **LOWER** for:
baby sizes under 12 mo, maternity

Pricing TIPS:

✓ Create sets or bundles. Put outfits together if they were purchased together, or a set of same-size onesies. Bundle 6 pair of socks together, or several superhero figures. Shoppers love it, and you only have to create one JBF tag!

✓ Price non-clothing items (toys, books, games) at 1/3 of retail price!

JUST BETWEEN FRIENDS
HELPING FAMILIES SAY *yes!*