

Pricing Guide

JUST BETWEEN FRIENDS



Shopper-Focused Pricing

Ask yourself, "What price would make me buy this item without hesitation...and brag about my bargain to my friends?" We want you to have the **highest sell thru rate!** If you have questions about pricing, reach out to our consignors on our Community FB Group!

Retail Price	JBF Clothing Price	Pricing Non-Clothing Items	
less than \$10	\$1-2 Value Brands: Cherokee, Circo, Cat & Jack, Garanimals	Toys Books Baby Gear Furniture Electronics Strollers + Joggers Sporting Goods	 <p>Price a little higher for:</p> <ul style="list-style-type: none"> • new with tags • hot selling • like-new • large toys
less than \$20	\$3-6 Standard Brands: Carter's, Old Navy, Children's Place, Nike	60-80% off retail	<p>Price a little lower for:</p> <ul style="list-style-type: none"> • infant clothing • play clothes • good condition • maternity
more than \$20	65-75% off retail Boutique Brands: Janie & Jack, Mud Pie, Matilda Jane	Want to SELL Even MORE? Choose to REDUCE, which allows your items to sell at 50% off during discount sale days	



Bundle Items to Save Time

As you are thinking about prices, consider creating sets or bundles. Put an outfit 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!