



# Consignor Welcome Kit - Spr 2024

Welcome to WNY's Largest Consignment Community!

Become a TOP SELLER with this Step-By-Step Guide.

## YOUR REGISTRATION INCLUDES:



- One FREE VIP Pass to Shop our PRESALE! (\$20 value)
- 1:1 Access to Jamie, our CONSIGNOR SUCCESS COACH to ask your questions
- Exclusive Access in our Facebook Group to learn from our top sellers!
- Sell a CARLOAD of items all at once

Our Average Consignor Check is

\$400

Our TOP SELLER Consignor Checks are over

\$1,000!

Don't waste your time on items that will be rejected! Your Time = \$\$\$ in Your Check!

BEFORE getting started, read this information kit. You will learn exactly what you can consign based on our shoppers past habits and what sells best! Focus your time on ACCEPTED ITEMS & BRANDS and "ON TREND" and in "GENTLY USED, EXCELLENT CONDITION."



CALL OR TEXT OUR CONSIGNOR SUCCESS COACH

Jamie @ 716-908-0056

## GET STARTED NOW! SCAN THESE QR CODES:

How To Consign Videos

Consignor FB Group

Supplies

Contact Us



# ACCEPTED ITEMS: GATHER ROOM BY ROOM

## CLOSETS

- **SPRING/SUMMER CLOTHING:** PREEMIE TO BIG KIDS SIZE 14/16 - short & long sleeves ok. (NO heavy winter or fall patterns, fabrics or design. NO snow gear. No costumes.)
- **SHOE/BOOTS:** CRIB TO ADULT SIZE 8 (NO winter/snow boots/used slippers)
- **WOMEN'S BRAND NAME HANDBAGS & CLUTCHES** (See Accepted Brands List.)
- **ACCESSORIES:** NEW only undergarments & socks/tights. (Ties, belts etc may be added to an outfit securely.)
- SPORTS APPAREL & CLEATS
- BACKPACKS & LUNCH BAGS
- DANCEWEAR & DANCE SHOES (NO COSTUMES)



## BEDROOM/NURSERY

- GLIDER/ROCKER
- BABY MONITOR & OWLETS
- SOOTHERS & MOBILES
- BEDDING & BLANKETS: CRIB & TODDLER ONLY! (NO HANDMADE)
- DIAPERING SUPPLIES & DIAPER BAGS
- CHANGING TABLE
- NURSING PILLOWS
- BASSINET/COSLEEPER
- KIDS' TABLE & CHAIRS
- TRAIN TABLE
- KIDS' DESK/ACTIVITY CENTER
- TODDLER BEDS (NO CRIBS)
- WALL HANGINGS: VINYL/WOOD ONLY



## BATHROOM

- INFANT & TODDLER TOWELS & WASHCLOTHS
- POTTY CHAIR
- BATH TOYS
- NEW ONLY BABY CARE & DIAPERS



## GARAGE/OUTDOOR

- CARSEATS & BOOSTERS (within 5 year expiration)
- ANYTHING WITH WHEELS! Scooters, bikes, trikes, wagons, Power Wheels
- OUTDOOR PLAY: picnic & water tables, sandboxes, slides, cozy coupe, swings, activity centers
- SEASONAL SPORTING EQUIPMENT (Golf sets, baseball, soccer, lacrosse, hockey, rollerblades etc)
- STROLLERS & BABY CARRIERS
- OUTDOOR PLAY



## KITCHEN

- HIGH CHAIR/BOOSTER SEATS
- FEEDING SUPPLIES
- DISHES/CUPS (NEW ONLY)
- BOTTLE WARMER/BABY FOODMAKER
- HEALTH & SAFETY ITEMS
- BIBS & BOTTLES (NEW ONLY)
- BREASTPUMP (NEW ONLY)



## LIVING ROOM

- INFANT SEATS, SWING, MAMAROO ETC
- KIDS' CHAIRS/ROCKING HORSE
- PACK N PLAY
- TOYS (no grab bags)
- VIDEO GAMING SYSTEMS
- BOOKS & PUZZLES
- GAMES & ARTS/CRAFTS (NEW ONLY!)
- TOY ORGANIZERS/STORAGE
- PRETEND PLAY KITCHENS/TOOLBENCH
- DOLLHOUSES/PLAYSETS



DONT SEE SOMETHING LISTED? ASK OUR CONSIGNOR COACH OR FB GROUP!

# UNACCEPTED ITEMS & BRANDS

We bring in 1000's of shoppers each sale looking for GREAT DEALS on CURRENT, EXCELLENT CONDITION items! Bring us your BEST items only.

## CLOTHING

- Must be CURRENT fashions within 5 years old. No vintage or outdated items.
- Must be FRESHLY LAUNDERED and smelling fresh. (Musty or smoke smell items will be rejected.)
- Items sold together as OUTFIT or SET need to be SAME size and pair well.
- BUNDLE similar items. Pair 2-3 character tees or cotton shorts together on one hanger.
- All items must be in excellent, gently used condition or new. Items with stains, holes, damage will be rejected.
- **HOW TO HANG:** Use the PROPER sized plastic or wire hanger. All hangers need to form a "???" when hanging garment on them. Garments must face in same correct direction.

## UNACCEPTED ITEMS

ALL RECALLED ITEMS. CHECK UPDATED RECALL LISTS @ [WWW.WEMAKEITSAFER.ORG](http://WWW.WEMAKEITSAFER.ORG)

- ACCESSORIES: belts, kids' purses, kids' jewelry/beauty/nail
- BATHTUBS
- BEDDING/ BLANKET (TWIN TO KING)
- BUMBO SEAT without fastener
- CD/ DVDS
- CRIB BUMPERS
- FAST FOOD OR GRAB BAG TOYS
- MATERNITY CLOTHING
- PARTY SUPPLIES
- ROOM DECOR: lamps, rugs, curtains, frames, breakables, piggy banks, etc
- STUFFED ANIMALS except Licensed Character such as Disney, Sesame Street, Build a Bear, Paw Patrol

WE DO NOT ACCEPT ANY "EXTRA" ITEM LAYING AROUND YOUR HOUSE! OUR ACCEPTED LIST IS SPECIFIC TO ITEMS THAT WE KNOW SELLS WELL!

## UNACCEPTED BRANDS

THESE BRANDS MAY BE SOLD IF NEW WITH TAG OR A SPECIALTY OUTFIT STYLE.

- Circo
- FREE or TOURIST tshirts
- Faded Glory
- Garanimals
- Gerber Basics
- Hanes
- McKids
- Okie Dokie
- Route 66
- Simply Basics
- Wonderkids/Wondernation
- Fast Fashion by Shein & Temu

## NEW ONLY ITEMS

THESE ITEMS MAY BE SOLD IF BRAND NEW IN PACKAGE ONLY.

- Arts & Crafts
- Boxed Puzzles
- Bibs/Feeding/Utensils
- Bottles (plastic)
- Breastpumps or access
- Games
- Humidifiers
- Nursing Supplies
- Slippers
- Socks/Tights
- Undergarments
- Vaporizers
- Video Games



DON'T WASTE YOUR TIME! BRING ONLY YOUR BEST ACCEPTED ITEMS.

# Bella KIDS Category Limits

NEW

\$3 MIN PRICEPOINT

NEW

Category	DIY	EXPRESS CONCIERGE	FULL CONCIERGE	RESTOCK
CLOTHING Preemie to 14/16	<b>100*</b> <ul style="list-style-type: none"> <li>• 50 per gender</li> <li>• Bundle like items to sell more.</li> </ul>	<b>50</b> Bundle like items to sell more.	<b>50</b> Bundle like items to sell more.	<b>10</b> <ul style="list-style-type: none"> <li>• PJ's</li> <li>• Swimwear</li> <li>• Outerwear</li> </ul>
SHOES	<b>10</b>	<b>10</b>	<b>10</b>	<b>10</b>
EXTRAS	<b>10</b> <ul style="list-style-type: none"> <li>• New only socks, undergarments</li> <li>• Summer hats</li> </ul>	<b>10</b> <ul style="list-style-type: none"> <li>• New only socks, undergarments</li> <li>• Summer hats</li> </ul>	<b>10</b> <ul style="list-style-type: none"> <li>• New only socks, undergarments</li> <li>• Summer hats</li> </ul>	⊘
TOYS/GEAR	<b>No limit</b>	<b>No limit</b>	<b>No limit</b>	<b>No limit</b>
BOOKS	<b>10</b>	<b>10</b>	<b>10</b>	⊘
BOXED PUZZLES GAMES ARTS/CRAFT	<b>No limit</b> <ul style="list-style-type: none"> <li>• NEW ONLY!</li> </ul>	<b>No limit</b> <ul style="list-style-type: none"> <li>• NEW ONLY!</li> </ul>	<b>No limit</b> <ul style="list-style-type: none"> <li>• NEW ONLY!</li> </ul>	<b>No limit</b> <ul style="list-style-type: none"> <li>• NEW ONLY!</li> </ul>
<b>Total Item Limit</b>	<b>200</b>	<b>100</b>	<b>100</b>	<b>50</b>

\*HAVE ONLY 1 GENDER TO SELL? EMAIL US TO UPDATE YOUR ACCOUNT LIMIT.

## CONSIGNOR DEADLINES:

**DROPOFFS** = ACCESS TO SELECT YOUR APPT OPENS ON 3/1!

**ITEM ENTRY** = MONDAY 4/8 @ NOON!

**VIP PRESALE** = THURS 4/11! GET EARLIEST ACCESS BY ADDING VIP HELPER SHIFTS!

SUNDAY  
PICKUP IS  
NOT  
REQUIRED!

## SAY YES TO DISCOUNT & DONATE!

OUR HAPPIEST CONSIGNORS SAY YES TO RECEIVE EXTRA PERKS!

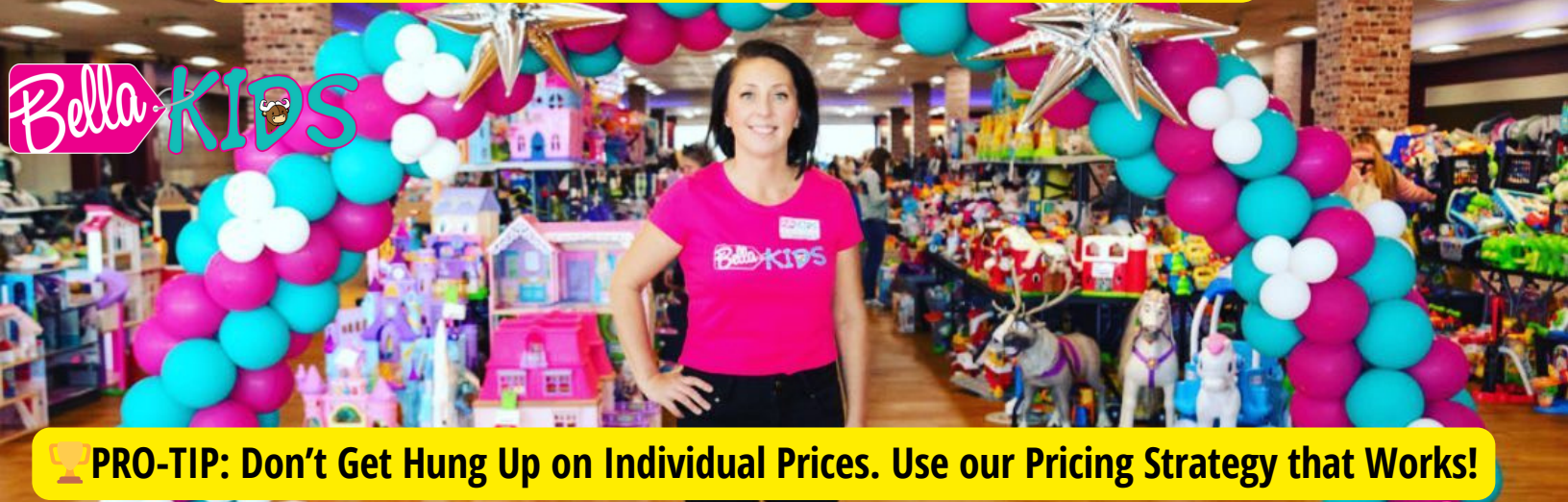
- SHOP OUR EARLIEST CONSIGNOR VIP PRESALE TIME
- YOUR ITEMS GET AN EXTRA HOUR TO SELL @ OUR 75% OFF SALE!
- RECEIVE A TAX DONATION RECEIPT FROM HARVEST HOUSE
- NO PICKUP HASSLE!

# PRICE YOUR ITEMS TO SELL!

ALL ITEMS MUST BE CURRENT, EXCELLENT CONDITION & LESS THAN 5 YEARS OLD.

PRICING STRATEGY: Price MOST items @ 20-35% of retail value

ex. \$100 Retail Price = \$20-\$35 Bella Price



PRICE @  
30-35%  
OF RETAIL

## ENTER THESE Top Selling Items FIRST!

PRICE @  
25-30%  
OF RETAIL

**BABY GEAR** |

**LARGE TOYS** |

**FAVE BRAND TOYS**

(SNOO, STEP 2, LITTLE TIKES, RADIO FLYER, BABY JOGGER, MAMAROO, UPPABABY)

(MELISSA & DOUG, LEGO, FISHER PRICE, DISNEY, IMAGINEXT, LEAPFROG, VTECH)

### CLOTHING PRICING & PREP

- BUNDLE COMPLETE OUTFITS /SETS
- CHOOSE YES TO DISCOUNT
- PRESENTATION & SMELLING FRESH MATTERS!

### PRICE IT RIGHT!

- \$3 MINIMUM PRICEPOINT
- DON'T GET HUNG UP ON INDIVIDUAL PRICES FOR EACH ITEM

*(Button up, snap snaps, freshly launder, wrinkle-free!)*

### CLOTHING & SHOE BRANDS INCLUDE BUT ARE NOT LIMITED TO:

**EVERYDAY - 20%**

*of retail market price*

CAT & JACK  
CARTERS  
CHEROKEE  
CHILDRENS PLACE  
CHILD OF MINE

**\$3-4**  
*ave price*

DISNEY BABY  
HONEST BABY  
JUST ONE YOU  
OLD NAVY  
OSH KOSH

**NAMEBRAND - 25%**

*of retail market price*

ADIDAS  
GAP  
JANIE & JACK  
LITTLE ME  
NIKE

**\$5-6**  
*ave price*

PRIMARY  
POLO  
STRIDE RITE  
TUCKER & TATE  
UNDER ARMOUR

**PREMIUM - 30%**

*of retail market price*

CREW CUTS  
HANNA ANDERSON  
KATE QUINN  
LILLY PULITZER  
LITTLE SLEEPIES

**\$8+**  
*ave price*

MINI BODEN  
NORTH FACE  
PATAGONIA  
POSH PEANUT  
TEA

# TOP 5 WAYS TO INCREASE YOUR PROFIT CHECK!

## 1. MARK ITEMS "YES" TO DISCOUNT & DONATE

Saying YES to DISCOUNT increases the likelihood your items will sell! If items remain on Sunday, they probably were overpriced to begin with! PLUS you'll get earliest access to our Presale AND a tax donation receipt. And your items will have an EXTRA hour to sell during our 75% off sale. BONUS: Say goodbye to the hassle of pickup!!!

### OUR HAPPIEST CONSIGNORS



Say YES to  
DISCOUNT AND DONATE!

## 2. ENTER OUR TOP SELLERS FIRST

Always start with top sellers & your pain points at home: TOYS, STROLLERS, BIKES/TRIKES, RIDE-ON TOYS. Then work on best-selling WARMER weather clothing.

## 3. DON'T GET HUNG UP ON INDIVIDUAL PRICES.

Our TOP Sellers with the biggest checks would tell you NOT to waste too much time on individual pricing. Use our successful pricing strategy that has a proven track records of sales for the last 13 years! (25% of retail price paid.)

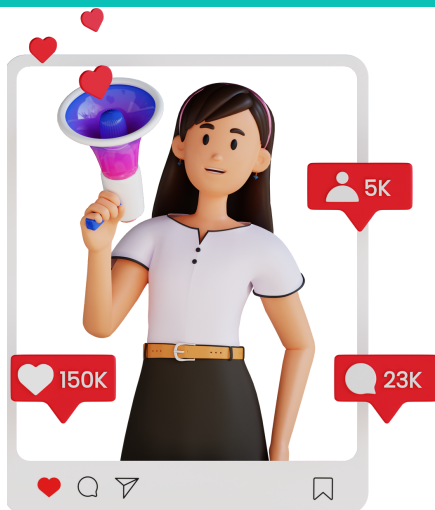
## 4. ADD A VIP HELPER SHIFT FOR AN EXTRA 5%

Join us during setup, dropoff, sale week, or breakdown! Each shift adds an additional 5% to maximize your profits to 70% profits, join other fun moms and dads, and learn more about our sale!

## 5. PRESENTATION MATTERS

Take the time to make Your Items look and smell irresistible to our shoppers!

# THE MORE YOU TELL, THE MORE YOU \$ELL!



1. GET SOCIAL WITH US! Post your participation across social media platforms & FB Marketplace!

2. TEXT YOUR FRIENDS to shop the sale weekend!

3. SHARE OUR FLYER around town at preschool & dance class etc

 [www.facebook.com/WNYBellaKids](https://www.facebook.com/WNYBellaKids)



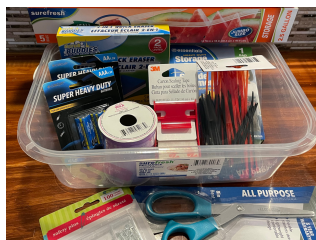
 @wnybellakids

# How To Consign Videos



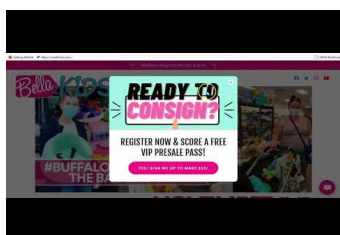
CLICK LINKS BELOW TO WATCH OUR HELPFUL YOUTUBE 2-MIN VIDEOS

## CONSIGNOR 101: Getting Started



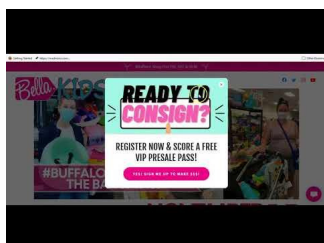
### CONSIGNOR SUPPLIES

- Make a \$10 Dollar Tree kit
- White cardstock
- Hangers



### HOW TO ENTER ITEMS

- Log into your consignor acct
- Use drop down menus
- Be sure to select CORRECT category & size for each item



### HOW TO PRINT TAGS

- White CARDSTOCK only!
- System prints 8 tags per sheet
- USE PC - DRAFT mode



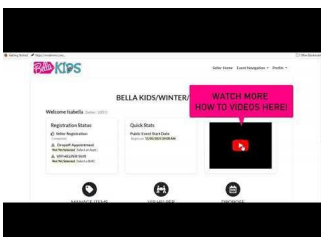
### ANATOMY OF A TAG

- Explains sections of a tag including discount, donate and sort code
- Prevent missing tag tips



### BABY GEAR PREP

- Gently Used, Excellent Quality items are only accepted.
- Attach pieces securely together
- Grime free & current items only



### CLOTHING PREP

- Appropriate size hanger reqd
- All hung in same "right" direction
- Sets/outfits secured together

# HOW TO ENTER ITEMS: (Click Here to Watch Our 3 Min Tutorial Video.)

## GET STARTED WITH MY CM: OUR ONLINE INVENTORY DATABASE

**LOG IN TO YOUR ACCOUNT:** Go to [www.myconsignmentmanager.com/wnybellakids](http://www.myconsignmentmanager.com/wnybellakids)

1. Click on **CORRECT SALE/DATE LINK**. Login using your consignor number and password.

2. Choose **ENTER INVENTORY**.

3. Choose **CORRECT CATEGORY** (ex. TOYS)

4. Enter **DESCRIPTION** (use description to help MATCH your item if tag gets lost during sale)

- LINE ONE: Brand & item (ex. 2 pc Carters red sweater set)
- LINE TWO: Highlight details such as New without Tags or Used

once and retails for \$150!

5. Select **SIZE** (where applicable)

- For items that have a range (ex 3-6mos) ALWAYS select the smallest size
- ex. For 3-6mos, select 3MOS for size.

6. Enter **PRICE** (min. is \$3)

- Our general pricing rule is 25% of retail price! \$100 Retail Price = \$25 Bella Price
- ALWAYS think to yourself, "What would I pay for this at a consignment sale?"
- Price it to sell! See our Pricing Guide for help.

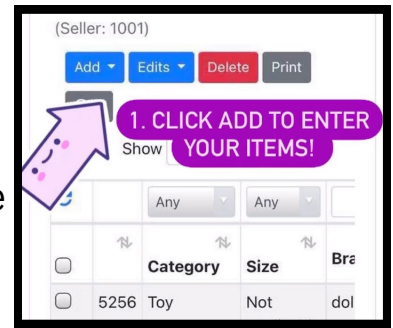
7. Enter **QUANTITY** (only applies if there are more than one of the same exact item)

8. Select **DISCOUNT OR DONATE**.

- **We recommend DISCOUNT: YES!** If you item is still unsold by Sunday, there's a reason for it! Price it Half Off to sell it on the last day! Avoid picking items up and DISCOUNT them!
- **\* DONATE: YES:** If item is unsold, it will be donated to Harvest House! And you will get a tax donation receipt!

**NEW! DONATE "YES" ITEMS WILL HAVE AN EXTRA HOUR TO SELL ON SUNDAY DURING OUR 75% OFF SALE!**

9. Click **SUBMIT**.



**HAVING TROUBLE LOGGING INTO YOUR ACCOUNT?** Clear your browser history & cache.

## PRO TIPS TO SAVE TIME WHEN ENTERING ITEMS:

- **Sort FIRST!** Get items organized first by category/size/type for faster entry & tagging! Rubberband sizes & keep them in size & style order for dropoff!
- **ABBREVIATE:** Use NWT (New With Tags) or NWOT (New Without Tag)
- **YOUR DESCRIPTION SELLS IT!** Include info such as color/pattern/brand
- **BATCH ENTER ITEMS:** 8 Tags print per page. Don't waste any cardstock!
- **EDUCATE SHOPPER ON RETAIL PRICE PAID:** For higher priced items, educate shoppers on retail value of item! (Retails for \$175)



# HOW TO PRINT/ATTACH TAGS:

**PRO-TIP: Enter items by similar category ALL AT ONCE. (ie. toys, girls clothing etc)**

**1. GENERATE YOUR TAGS:** Once you've entered a batch of items, click GENERATE tags. The system will automatically generate the tags in groups of 8 tags per page.

- **PRO TIP: Print in small batches (3-5pgs at a time) to ensure good print quality.**
- **PRO TIP: Keep clothing items separated by category (2T Girl PJ's, 2T Girl Swim, etc for dropoff)**

**2. PRINT TAGS: Use white cardstock paper ONLY!**

Cardstock is sturdy & doesn't tear easily! It helps prevent lost tags and orphan items.

- **PRO TIP: Use a PC (not MAC) to print your tags!**
- ALWAYS Select **GRAYSCALE or DRAFT** mode only.
- **NEW for DONATE "NO" ITEMS:** Mark right side of tags with your assigned highlighter color. (see chart above)

**3. CUT OUT TAGS:** 8 tags are printed per page. Be sure bottom or side margins are not cut off. Check print quality of all pages printed.

- **BOTTOM/SIDES not printing?** Reduce your printer page scale to 93%

**4. SECURE TAG TO ITEM. DO NOT tape over barcode.**

- **CLOTHING:** Use a tagging gun or safety pin. DO NOT attach to front of garment, this causes holes.
- **BABY & TODDLER SHOES:** Recommended to use storage bag.
- **BIG KID SHOES & BOOTS:** Use zip ties or twine to secure shoes
- **GEAR:** Attach manufacturer guide, if possible.
- **TOYS:** Secure all parts of toy together with a large storage bag and tape to toy. Include working batteries.
- **BOOKS/PUZZLES:** Use removable blue tape or plastic wrap

**NEW! HIGHLIGHTER STEP FOR DONATE "NO" ITEMS ONLY!**

**PICKING UP YOUR UNSOLD ITEMS?**

Mark Your Tags on RIGHT SIDE of each using a HIGHLIGHTER COLOR based on your Sort Code letter.

- A & B = PINK**
- C & D = GREEN**
- E = BLUE**
- F G H = YELLOW**
- I-Z = ORANGE**

On Each sheet of tags, highlight with a straight line down on right side before cutting.



# DROP OFF APPOINTMENTS:

## DIY:

(Appointments open approx 4-6 weeks prior to sale event in your consignor account.)

Log in your consignor account, click DROP OFF tab, and select a DIY appointment from list.

### AT YOUR DROPOFF APPT:

- Our staff will inspect your items & assist you through the CHECK IN process.
- Bring your items pre-sorted by category. (i.e.. Toys, Books, shoes, clothes separated by size & category for a fast & easy drop off!)
- Any rejected items will be returned to you.



## CONCIERGE:

Contact Sharon @ 716-440-0524 to request availability.

### AT YOUR DROPOFF APPT:

- Print & complete your CONCIERGE DROPOFF PAPERWORK.
- Bring your items in boxes/bags with your name & consignor number clearly labeled on each.
- Mark each box as follows: KELLY SMITH # 1234 BOX 1 OF 4



# SUNDAY PICKUP

**HIGHLIGHTER COLOR:** To help you find your unsold items faster, mark all tags on right side with your assigned highlighter color based on your Sort Code. (see chart at right.)

**SORT CODE:** TOYS & CLOTHING RACKS ARE PRESORTED BY SORT CODE. Your consignor tag has your SORT code listed at top right corner. All other categories can be found on the sales floor in labeled baskets or bins.

**PICKUP SCHEDULE:** Consignors seeking to pick up items marked "DONATE NO" will be issued a time to arrive Sunday between 4:30-5:30pm. Bring a copy of your unsold inventory list with you.

## NEW! HIGHLIGHTER STEP FOR DONATE "NO" ITEMS ONLY!

**PICKING UP YOUR UNSOLD ITEMS?**

Mark Your Tags on **RIGHT SIDE** of each using a **HIGHLIGHTER COLOR** based on your Sort Code letter.

	<b>A &amp; B = PINK</b>
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	<b>I-Z = ORANGE</b>

On Each sheet of tags, highlight with a straight line down on right side before cutting.

**Bella-KIDS**

Any remaining items AFTER pickup ends will be DONATED between several wonderful local charities including The Teacher's Desk, Jewish Family Services, Jericho Road, St Gianna's, and Harvest House. A tax donation receipt will be provided.

# PAYDAY!



DELUXE E-CHECKS is our form of payment! It's a faster & easier way to get paid!

- Simply print your paper check fast within 5-10 business days after sale ends.
- A secure EMAILED link will be sent to print your check.
- Learn more @ <https://youtu.be/RTFQobccSM4?t=92>

## HOW TO REDUCE YOUR RISK OF LOST ITEMS!

*In all retail environments, there's a risk of lost items. Here's how to reduce your risk during our sale events:*

- DON'T mis-match your tag on the WRONG item. Be sure your tag matches the item it is attached to.
- DON'T duplicate tags. Each tag is unique to 1 item.
- REPRINT bad quality tags that have low ink.
- TAPE your bags/sets securely to item to avoid loss or damage.
- Attach barcodes with clear tape but DO NOT tape over the actual scanned barcode.
- Flag your hangers with colorful washi tape for easy, fast pickup of unsold items.
- Stamp your tags with a colorful design or sticker for easy, fast pickup of non-clothing items.
- When volunteering, constantly monitor and engage with shoppers in your area.



Thank you for joining our community pop-up sale! With your participation, you are...



- *Blessing another local family with your items.*
- *Recycling your outgrown items to decrease your family's carbon footprint.*
- *Supporting a locally-owned, mom-run business.*
- *Joining 100's of other local families that consign to make extra \$\$\$ for their household.*

**Kristi & the Bella Kids Team**