



Pricing Guidelines & Tips

Consignors, you have the advantage of pricing your own items. We have created the following guide as a reference for you in pricing your items. As a general rule, you will want to price your items around 25-35% of what you paid for each item, depending on the brand and condition.

Ask yourself a few questions when pricing...

- Does your item have increased bling/detail? YES Add \$3-\$4
- Is your item a HOT trend this year? YES Add \$2-\$4
- Is your item current season? YES Add \$4-\$6
- Is your item NEW with Tags? YES Add 20-30% if it were not NWT (example: Consigned price: \$12 shirt would be \$16 if NWT = 30% more)
- Additional Tips: Price as if you were the shopper. Ask yourself, "How much would I pay for this?"
- Price low for the items you prefer not to take home with you.
- Presentation Matters! Run the iron over each piece and take a little extra time to button all buttons, zip zippers, etc.

This guide is only for reference. You are NOT required to price your items according to this list. Keep in mind: Don't sell what you wouldn't buy! Start a donation pile too!

Level 1 – Discount/ Department Stores: Old Navy, Target, Kohls, J.C. Penney, TJ Maxx, Marshalls

Level 2 - Department Stores: Macys, Lord & Taylor

Level 3 - Chain Stores: Gap, Banana Republic, NY & Co, Ann Taylor, LOFT, Chico's, Talbots, Express, Abercrombie, etc.

Level 4 - Upscale & Boutique: Nordstrom, Anthropologie, Lilly Pulitzer, Vineyard Vines, Designer Denim (Citizen of Humanity, Seven for All Mankind, etc.), Tory Burch, Lululemon etc.

| ITEM | LEVEL 1 | LEVEL 2 | LEVEL 3 | LEVEL 4 |
|---|---------|---------|---------|-------------|
| JEANS/DENIM | \$9-11 | \$11-13 | \$15-18 | \$25 and up |
| DRESS PANTS/ SLACKS | \$7-9 | \$9-12 | \$14-16 | \$22 and up |
| SKIRTS | \$7-9 | \$9-12 | \$14-16 | \$22 and up |
| SHORTS | \$6-8 | \$8-11 | \$13-15 | \$19 and up |
| ACTIVEWEAR | \$5-7 | \$8-10 | \$12-15 | \$19 and up |
| DRESSES | \$12-14 | \$14-16 | \$15-18 | \$23 and up |
| SUNDRESSES | \$9-11 | \$13-15 | \$14-16 | \$17 and up |
| TOPS- SHORT SLEEVE/ SLEEVELESS | \$5-7 | \$8-11 | \$11-15 | \$16 and up |
| TOPS- LONG SLEEVE | \$6-9 | \$9-13 | \$12-16 | \$18 and up |
| TOPS- BASIC T-SHIRT | \$5-7 | \$7-10 | \$10-12 | \$15 and up |
| TOPS- DRESS SHIRT | \$7-9 | \$9-11 | \$13-18 | \$21 and up |
| TOPS- SWEATERS | \$8-10 | \$13-14 | \$15-18 | \$22 and up |
| TOPS- ATHLETIC | \$5-7 | \$8-11 | \$11-14 | \$16 and up |
| OUTERWEAR | | | | |
| WINTER COATS/ JACKETS | \$12-15 | \$16-20 | \$20-24 | \$27 and up |
| POLAR FLEECE/VESTS | \$7-9 | \$11-12 | \$14-16 | \$19 and up |
| LIGHTWEIGHT BLAZERS | \$9-11 | \$12-14 | \$16-18 | \$20 and up |
| SHOES | | | | |
| SNEAKERS | \$8-9 | \$11-13 | \$15-18 | \$20 and up |
| HEELS/WEDGES | \$9-11 | \$12-14 | \$16-19 | \$21 and up |
| FLATS | | | | |
| BOOTS | \$12-13 | \$14-17 | \$18-22 | \$24 and up |

We want you to put \$\$\$ in your pocket and keep your closet clutter free! Price to sell! Questions? Email: info@pinkbuoyconsignment.com.