



Consignor Welcome Kit - Fall 2025

Welcome to WNY's Largest Consignment Community!

GET STARTED: Review this complete welcome information kit. You will learn exactly what you can consign based on shoppers' past habits and what sells best! Focus your time on ACCEPTED ITEMS & BRANDS, what's "ON TREND."

BE INTENTIONAL WITH YOUR CONSIGNED ITEMS! ONLY EXCELLENT CONDITION, CURRENT ITEMS WANTED!

YOUR REGISTRATION FEE INCLUDES:

- One FREE VIP PRESALE ticket! (\$20-\$25 value)
- 1:1 Access to our CONSIGNOR SUCCESS COACH for help
- Exclusive Access to our Facebook Group & Chat community
- Sell Up to 200 Accepted Items
- Select Discount & Donate options for extra perks!
- Choose from 3 Consignor Options that fits your family's needs best: DIY, Express Tagging, or Concierge!

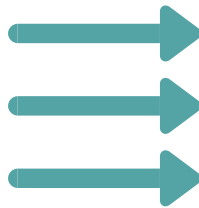


BELLA \$ELLERS EARN UP TO 70% PROFITS!

??
CALL/TEXT OUR
CONSIGNOR HOTLINE!

716-575-KIDS

THIS
SALE'S
TOP
SELLERS



BILLS/SABRES & BABY GEAR
HALLOWEEN & BAMBOO
CHRISTMAS PRINTS
OUTERWEAR & BOOTS
TOYS FOR CHRISTMAS

GET STARTED NOW! SCAN THESE QR CODES:

New! Express
Tag Feature



How To
Videos



Consignor
FB Group



Supplies



Contact Us



Save Time
Entering!
just click &
print tags!

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

Category	DIY	EXPRESS CONCIERGE	FULL CONCIERGE	RESTOCK
CLOTHING Premie to 14/16 only.	100 Individual Infant basic items under 12mos must be paired. (onesie, shirt, or pant)	50 Bundle like items to sell more.	50 Bundle like items to sell more.	10 • PJ's • Outerwear • Bills/Sabres • Bamboo
SHOES	10	10	10	10
EXTRAS	10 • New only socks, undergarments	10 • New only socks, undergarments	10 • New only socks, undergarments	
TOYS/GEAR	No limit	No limit	No limit	10 TOP BRANDS ONLY!
BOOKS	10	10	10	
BOXED PUZZLES GAMES ARTS/CRAFT	No limit • NEW ONLY!	No limit • NEW ONLY!	No limit • NEW ONLY!	No limit • NEW ONLY!
Total Item Limit	200	100	100	50

CONSIGNOR DEADLINES:

DROPOFFS = ACCESS TO SELECT YOUR APPT
OPENS ON 9/5

ITEM ENTRY = MON 10/13 @ NOON!

VIP PRESALE = THURS 10/16!

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!

ACCEPTED ITEMS: GATHER ROOM BY ROOM

BE INTENTIONAL! ALL ITEMS MUST BE IN GREAT CONDITION & LESS THAN 5 YEARS OLD.

CLOSETS

- **Fall/Winter CLOTHING:** PREEMIE TO BIG KIDS up to Kids Size 14/16 - short & long sleeves ok. (NO spring/summer patterns, fabrics or design. NO shorts, tanks, capris)
- **SHOE/BOOTS:** CRIB TO ADULT SIZE 8 (No used slippers or sandals)
- **WOMEN'S BRAND NAME HANDBAGS & CLUTCHES** (Premium High End only)
- **ACCESSORIES:** NEW only undergarments & socks/tights. (Ties, belts etc may be added to an outfit securely)
- SPORTS APPAREL & CLEATS
- BACKPACKS & LUNCH BAGS
- HALLOWEEN COSTUMES



BEDROOM/NURSERY

- 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
- TODDLER BEDS (NO CRIBS)
- WALL HANGINGS: VINYL/WOOD ONLY
- NEW IN BOX CRIB MATTRESS ONLY



BATHROOM

- INFANT & TODDLER TOWELS & WASHCLOTHS
- POTTY CHAIR
- BATH TOYS
- NEW ONLY BABY CARE & DIAPERS
- SLING BATHTUBS (check recalls)



GARAGE/OUTDOOR

- CARSEATS & BOOSTERS (within 5 year expiration & original owner)
- 3-Wheel or Folding Scooters
- Balance bikes only
- Trikes, wagons, Power Wheels
- OUTDOOR PLAY: picnic, slides, cozy coupe, activity centers
- SEASONAL SPORTING EQUIPMENT (Golf sets, baseball, soccer, lacrosse, hockey, rollerblades etc)
- STROLLERS & BABY CARRIERS



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
- TOYS (no grab bags)
- VIDEO GAMING SYSTEMS
- BOOKS & PUZZLES
- GAMES & ARTS/CRAFTS (NEW ONLY!)
- TOY ORGANIZERS/STORAGE
- PRETEND PLAY KITCHENS/TOOLBENCH
- DOLLHOUSES/PLAYSETS



UNACCEPTED ITEMS & BRANDS

We bring in 1000's of shoppers each sale looking for GREAT DEALS!

Bring us your BEST, BRAND NAME items only. Smoke-free & Pethair-Free 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 same size 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.
- **INFANT SIZES:** No individual basic items under 12mos. are accepted. Pair with same size item.

UNACCEPTED ITEMS

ALL RECALLED ITEMS. CHECK UPDATED RECALL LISTS @ WWW.WEMAKEITSAFER.ORG

- ACCESSORIES: belts, kids' purses, hair, kids' jewelry/beauty/nail
- BATHTUBS (sling only)
- BEDDING/ BLANKET (TWIN TO KING)
- BIKES & Razor Scooters
- 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, Star Wars

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
- Cherokee
- Xhilation

BE SELECTIVE!

NEW ONLY ITEMS

THESE ITEMS MAY 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



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

BELLA PRICING STRATEGY

 **PRO-TIP: Don't Get Hung Up on Individual Prices. Use our Pricing Strategy that Works!**

Bella KIDS

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



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

ENTER THESE FIRST!

**\$100 retail
=
\$30-40
Bella Price**

**NEW ITEMS!
Price 50%
of retail!**

Top Selling Items

BABY GEAR | LARGE TOYS

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

PRICE @ 30-40% OF RETAIL

FAVE BRAND TOYS

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

PRICE @ 25-35% OF RETAIL

CLOTHING PRICING & PREP

- BUNDLE COMPLETE OUTFITS /SETS in same size
- CHOOSE YES TO DISCOUNT
- PRESENTATION & SMELLING FRESH MATTERS!
- \$3 MINIMUM PRICEPOINT
- DON'T GET HUNG UP ON INDIVIDUAL PRICES FOR EACH ITEM

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
per item*

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 PULTZER
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, RIDE-ON TOYS. Then work on best-selling seasonal 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.)

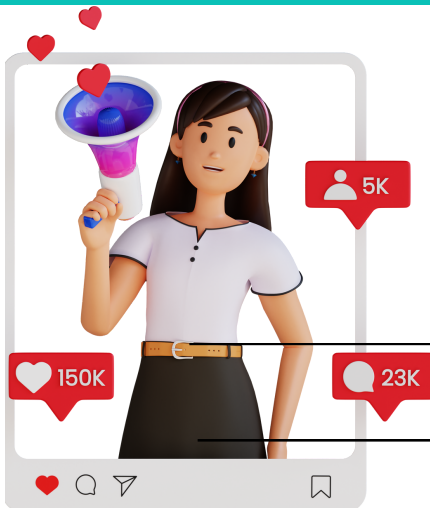
4. ADD A VIP HELPER SHIFT FOR AN EXTRA 5%

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



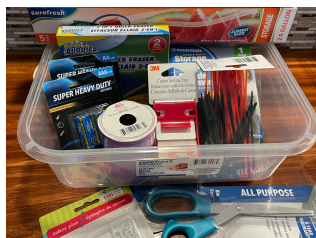
[@wnybellakids](https://www.instagram.com/@wnybellakids)

How To Consign Videos



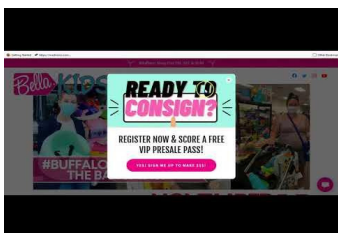
CLICK LINKS BELOW TO WATCH OUR HELPFUL YOUTUBE 2-MIN VIDEOS

CONSIGNOR 101: Getting Started



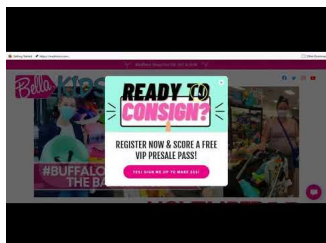
CONSIGNOR SUPPLIES

- 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 in DRAFT mode



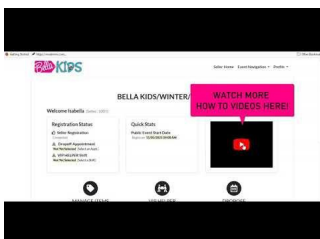
ANATOMY OF A TAG

- 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

DIY METHOD 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

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 “Worn Once” and “Retails for \$150!”

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

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

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

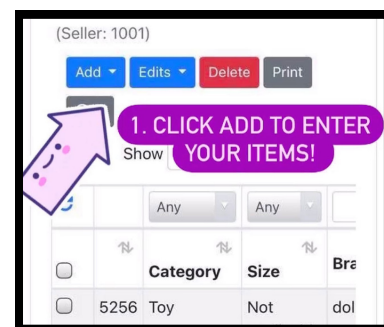
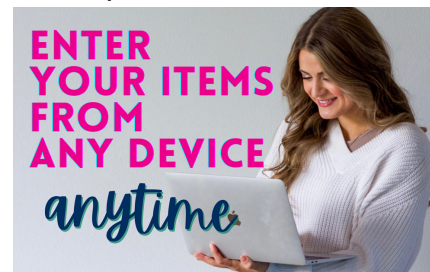
- Our general pricing rule is 25% of retail price! \$100 Retail Price = \$25 Bella Price
- ALWAYS think to yourself, “What would I pay for this at a consignment sale?”
- Price it to sell! See our Pricing Guide for help.

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 your 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!

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.

PRO TIP: Print in small batches (3-5pgs at a time) to ensure good print quality with clean barcode lines.

PRO TIP: Keep clothing items separated by category (2T Girl PJ's, 2T Girl Swim, etc for dropoff)

2. PRINT TAGS: Use white cardstock 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.
- Be sure bottom or side margins are not cut off.
- Check print quality of all pages printed.

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.

Bella KIDS

3. HIGHLIGHT THEN CUT OUT TAGS for DONATE "NO" ITEMS only! (see chart at top right.)

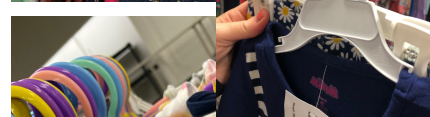
- This step is **REQUIRED for DONATE NO only!**
- **BOTTOM/SIDES not printing?** Reduce your printer page scale to 93%

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

5. ORGANIZE BY GENDER, SIZE, CATEGORY for fast dropoff!

- **CLOTHING:** Rubberband together in gender then size order
- **CATEGORIES:** Separate by type for faster dropoff! (ie: shoes, toys, baby items, books/games, outdoor)



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.



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.



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.

**KIDS**

CONSIGNOR OPTIONS:



- 1 DIY = MOST PROFITABLE & DETAILED
- 2 EXPRESS TAGGING = FASTEST OPTION
- 3 CONCIERGE = DROP IT OFF & WE TAG IT!

1 DIY

THE ORIGINAL BELLA METHOD!

- EARN MOST PROFITS UP TO 70%!
- KEEPS DETAILED INVENTORY OF ITEMS
- DISCOUNT OR DONATE OPTION
- SORT TAG ASSIGNED & PRINTED ON TAG FOR FASTER PICKUP OF UNSOLD ITEMS
- FREE VIP PRESALE TICKET TO SHOP EARLY ACCESS DAY!

60 - **70** %
PROFITS

2 EXPRESS TAGGING

NEW, FASTER METHOD!

- EARN MOST PROFITS UP TO 70%!
- CUTS TAGGING TIME IN HALF!
- SIMPLY SELECT PRICE & # OF TAGS TO PRINT!
- ALL ITEMS MARKED DISCOUNT & DONATE YES!
- FREE VIP PRESALE TICKET TO SHOP EARLY ACCESS DAY!
- NO PICKUP REQUIRED!
- EXTRA HOUR OF SALES ON SUNDAY!

60 - **70** %
PROFITS

3 CONCIERGE

BOX IT UP & DROP IT OFF, WE DO THE WORK FOR YOU!

- PERFECT FOR THE BUSIEST FAMILIES LOOKING TO DECLUTTER & MAKE MONEY WITHOUT TAGGING!
- NEW! ADD THE EXPRESS TAGGING OPTION TO EARN AN EXTRA 10%! (Must discount/donate all)
- LIMITED TO 25 FAMILIES, REGISTER EARLY!

25 - **40** %
PROFITS

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 or packaged 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