



Online Welcome Kit - Aug 2024

Welcome to WNY's Largest Consignment Community!

YOUR REGISTRATION INCLUDES:

- One FREE VIP Pass to Shop our PRESALE! (\$10 val)
- 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!
- 100 Entries Into our MASSIVE Online Sale! (Make sets & bundles to sell more items!)



Don't waste your time on items that will be rejected or returned! 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."

IT ALL STARTS WITH AWESOME ITEMS & A GREAT PIC!



~USE A SOLID BACKDROP IN A BRIGHTLY LIT AREA~

NO WRINKLES
NO SINGLE BASICS



NO MESSY LOTS!



DO's & DONT's

of *Bella*

ONLINE SALE



DO'S

When Entering Your Online Items:

- Lay clothing FLAT on solid light-colored surface for best photo!
- Add a stock photo of item to your pic in corner to help identify item to shopper
- Show off all included pieces with toy set
- Use solid white backdrop of better visibility
- Add accessories/pieces to make sets & bundles to sell infant & toddler clothing!
- Show off NEW TAGS in photo
- Keep Descriptions UNDER 20 Characters
- Uses CAPTITALS for Brand Name so it's easy to read and shop!



DONT'S

When Entering Your Online Items:

- Don't upload blurry/cutoff photos. Shoppers base their purchase off of great photos.
- Don't waste time entering wrinkled. They won't sell & it makes the site look unkept.
- Don't waste time on poorly hung items. Lay flat on light colored surface for a much better picture!
- Don't waste on single tees/onesies. Shoppers are looking for brand names/fave characters/outfits/ bundles / lots.
- Don't overprice your items! Think, what would you pay for it based on the picture?
- Don't enter small infant toys individually. Group 2-4 together and sell as a lot.

REMEMBER! Your PHOTO sells your item to our online shoppers!

Presentation MATTERS!

← PERFECT EXAMPLE ENTRY

DESCRIPTION: LINE 1: BRAND NAME IN CAPITALS

RADIO FLYER

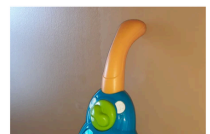
DESCRIPTION: LINE 2: BRIEF DETAIL OF ITEM

RIDE-ON ROCKET

CATEGORY: RIDE-ON TOY

VERY IMPORTANT! TO ENSURE IT SHOWS ON CORRECT PAGE OUR ONLINE STORE!

"DON'T DO THIS" ENTRY



V Tech Pop and Count Vacuum Includes the 3 impossible to find number balls specific to this unit. Bottom/wheels have moderate scatch wear which is reflected in the price Pretend Toys \$6



RADIO FLYER RIDE ON ROCKET RIDE-ON TOY \$14.50



ACCEPTED ITEMS: GATHER ROOM BY ROOM

ALL ONLINE ITEMS MUST BE BRAND NAMES IN NEW OR EXCELLENT CONDITION ONLY!
FRESHLY LAUNDERED, DISINFECTED & UNDER 3 YEARS OLD.

BABY & KIDS' CLOSETS

- **BACK TO SCHOOL & FALL CLOTHING:** PREMIE TO BIG KIDS SIZE 14/16 - short & long sleeves ok. (NO tanks, 4th of July, summer designs. NO snow/winter.)
- **FOOTWEAR:** CRIB TO BIG KIDS (NO winter/snow boots/slippers.)
- **ACCESSORIES:** NEW only undergarments & socks/tights sold in sets. (Ties, belts etc may be added to an outfit only.)
- SPORTS APPAREL & CLEATS
- BACKPACKS & LUNCH BAGS
- DANCEWEAR & DANCE SHOES
- HALLOWEEN COSTUMES
- MATERNITY CLOTHING (Brand Name)



BATHROOM

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



GARAGE/OUTDOOR

Must be in **EXCELLENT CONDITION!**

Launder covers, wash wheels.

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



NURSERY

- GLIDER/ROCKER
- BABY MONITOR & OWLETS
- SOOTHERS & MOBILES
- BEDDING & BLANKETS
- DIAPERING SUPPLIES & DIAPER BAGS
- CHANGING TABLE
- NURSING PILLOWS
- BASSINET/COSLEEPER
- KIDS' TABLE & CHAIRS
- TRAIN TABLE
- KIDS' DESK/ACTIVITY CENTER
- TODDLER BEDS/CRIBS
- WALL HANGINGS: VINYL/WOOD ONLY



LIVING ROOM

- INFANT SEATS, SWING, MAMAROO ETC
- KIDS' CHAIRS/ROCKING HORSE
- PACK N PLAY
- INFANT TOYS (SETS OF 2+)
- TOYSETS (no grab bags)
- VIDEO GAMING SYSTEMS
- BOOKS & PUZZLES
- GAMES & ARTS/CRAFTS (NEW ONLY!)
- TOY ORGANIZERS/STORAGE
- PRETEND PLAY KITCHENS/TOOLBENCH
- DOLLHOUSES/PLAYSETS



KITCHEN

Must be **CLEAN & GRIME free!**

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



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

BABY & KIDS' CLOTHING

- Must be **CURRENT** fashions within 3 years old.
- Must be **FRESHLY LAUNDERED** and **WRINKLE FREE**. (Musty/smoke smell items **NOT** accepted.)
- Items sold together as **OUTFIT/BUNDLE** need to be **SAME** size.

HOW TO BUNDLE INFANT/TODDLER ITEMS;

- Mix & match **SAME** size items together in outfits or sets.
- **UNDER 2T** - Pair 3-5 items for one entry.
- **2T-5T**: Pair 2+ items for one entry.

EX. 2-3 Disney character tees OR 3 cotton shorts in different colors OR 2 PJ's sets

- No single basics accepted as **ONE** entry. Halloween/Outerwear singles ok.
- All items must be in excellent, gently used condition or new.
- No messy/large lots accepted.

HOW TO TAKE A GREAT CLOTHING PICTURE:

- Use a white, solid backdrop like white counter or light floor.
- Brightly lit area with clean lens.
- Tall, portrait photo works best! Outfits/sets lay flat for pic!



ONLINE SHOPPERS ARE LOOKING FOR BRANDS THEY KNOW!

MAKE IT SELL! SHOPPERS BUY BASED ON NAME BRAND & YOUR PIC/DESCRIPTION!

UNACCEPTED BRANDS

THESE BRANDS MAY NOT BE SOLD ONLINE.

- 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



UNACCEPTED ITEMS

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

- **ACCESSORIES**: hair, belts, kids' purses, kids' jewelry/beauty/nail etc
- **BUMBO SEAT** without fastener
- **CD/ DVDS**
- **CRIB BUMPERS**
- **FAST FOOD OR GRAB BAG TOYS**
- **USED** undergarments & socks/tights
- **USED** games/arts & crafts/ boxed puzzles
- **USED** nursing garments or maternity swim
- **PARTY SUPPLIES**
- **STUFFED ANIMALS** except Licensed Characters such as Disney, Sesame Street, Build a Bear, Paw Patrol



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

CONSIGNOR DEADLINES:

ITEM ENTRY CLOSES = JULY 30th at 12pm

VIP PRESALE = THURS 8/1! GET EARLIEST ACCESS with VIP Helper Shifts & Discount YES!!

DROPOFFS = 8/8 & 8/9 {ACCESS TO SELECT YOUR APPT OPENS ON 7/10!}

YOU ONLY TAG & DROPOFF WHAT SELLS!

OUR HAPPIEST CONSIGNORS SAY YES TO DISCOUNT!

- YOU'LL SELL MORE STUFF! WHICH MEANS A BIGGER CHECK!!
- SHOP FIRST! RECEIVE THE EARLIEST CONSIGNOR VIP PRESALE TIME!
- YOUR ITEMS GET EXTRA DAY TO SELL @ OUR 50% OFF SALE!

BUNDLES/SETS ARE REQUIRED FOR SELECT ITEMS:

- INFANT CLOTHING - make sets of 3-5 items in SAME size
- TODDLER CLOTHING - make sets of 2+ items in SAME size
- INFANT TOYS - make set of 2+ items (2 soft books as 1 entry)

SELL MORE ITEMS BY MAKING SETS & BUNDLES OF SIMILAR ITEMS!

IMPORTANT INFO:

YOU EARN 60-70% PROFITS!

- 100 entry limit per account
- \$4 minimum pricepoint
- All items cannot be over 3 years old
- All entered items must be dropped off to avoid \$5 LOST ITEM fee after sale ends. Do NOT sell, donate, or post elsewhere.
- All SOLD item must be tagged for dropoff appt with SOLD tag
- \$0.50 listing fee is automatically added to your selected pricepoint in Shopify to cover online processing fees.
- Shoppers will inspect upon pickup. Returns are allowed for items not meeting strict quality standards/condition.

WATCH YOUR DAILY SALES ADD UP EACH DAY OF OUR ONLINE SALE!

HOW TO ENTER ITEMS:

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 **MANAGE ITEMS**.

3. **VERY IMPORTANT!** Select **CORRECT CATEGORY** (ex. GIRLS CLOTHING)

4. **ENTER DESCRIPTION** (use description to help SELL your item online!)

- **LINE ONE:** Enter BRAND in capitals (ex. **CARTERS Unicorn PJ's set**)
- **LINE TWO:** Enter details such as NEW! or \$150 RETAIL!

5. **SELECT CORRECT 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 \$4)

- Our general pricing rule is 25% of retail price! \$100 Retail = \$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.

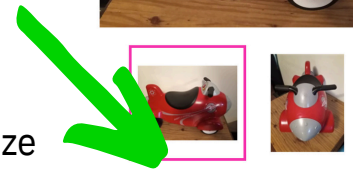
7. **DISCOUNT**

- We recommend **DISCOUNT: YES!** You'll sell more items & make more \$!!!!

8. **UPLOAD A GREAT PICTURE!**

- Do NOT use live picture mode.
- Use a small size file.
- Take a TALL, PORTRAIT pic, not horizontal.
- Make sure you can VIEW the picture in the entry.
- Use a collage app for sets/multiple angles
- Use well-lit area with white solid background.

9. Click **SUBMIT**.



RADIO FLYER RIDE
ON ROCKET RIDE-
ON TOY



Step 2 Ball Buddies
Tunnel Tower Includes
8 balls and 2 cars
along with the tunnel
tower Preschool Toys

Too many
words in
description



KEEP ITEMS SORTED IN ORDER AFTER ENTRY! USE POST-IT NOTES TO TRACK ITEM #!

PRO TIPS TO SAVE TIME WHEN ENTERING ITEMS:

- **Sort FIRST then KEEP SORTED in order!** Get items organized first by category/size/type for faster entry! Then Keep the **IN ORDER** as entered with ITEM # on a post-it note!
- **ABBREVIATE:** Use NWT (New With Tags) or NWOT (New Without Tag)
- **YOUR DESCRIPTION SELLS IT!** Include info such as color/pattern/brand
- **EDUCATE SHOPPER ON RETAIL PRICE PAID:** For higher priced items, educate shoppers on retail value of item! (Retails for \$175)

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



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

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!

- \$4 MINIMUM PRICEPOINT
- DON'T GET HUNG UP ON INDIVIDUAL PRICES FOR EACH ENTRY

(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



PREMIUM WOMEN'S, SHOES & HANDBAGS

ALL ITEMS MUST BE CURRENT, EXCELLENT CONDITION & LESS THAN 3 YEARS OLD.

ACCEPTED CATEGORIES:

- ATHLEISURE/WORKOUT
- DENIM
- BILLS/SABRES ATTIRE
- OUTERWEAR (WINTER TOO!)
- FOOTWEAR (WINTER TOO!)
- HALLOWEEN COSTUMES
- HANDBAGS
- WALLETS
- CLUTCHES

ACCEPTED WOMEN'S BRANDS:



ADDIDAS
AERIE
ALO
ATHLETA
ANTHROPOLOGIE
BAREFOOT DREAMS
CALIA
CARHARRT
COACH
DKNY
DOONEY & BURKE
FRAME
FREE PEOPLE
GOOD AMERICAN
GUCCI

J. CREW
JOE'S JEANS
KATE SPADE
LACOSTE
LILLY PULITZER
LOUNGEFLY
LUCKY BRAND
LULEMON
MADEWELL
MICHAEL KORS
NIKE
NORTH FACE
PAIGE
PATAGONIA
PUMA

RAG & BONE
RALPH LAUREN
RVCA
SALT LIFE
SIMPLY SOUTHERN
SKIMS
SPYDER
SWEATY BETTY
7 FOR ALL MANK'ND
TORY BURCH
UNDER ARMOUR
VANS
VERA BRADLEY
VINCE
VUORI
ZELLA

Plus Bills & Sabres gear!

Shoes & Handbags too!

& More Brands Sold at Nordstrom

AND OTHER PREMIUM BRANDS SOLD ON NORDSTROM.COM

PRICING STRATEGY!

Price MOST items @ 25-35% of retail value.
(Brand New Items - Price between 40-50% of retail value!)

TOP SELLING WOMEN'S BRANDS!

SHOPPERS WANT TOP BRANDS! SHOW IT OFF WITH A GREAT PICTURE!



TORY BURCH | lululemon



Sam Edelman
free people



BRAND NAME JUNIORS

ALL ITEMS MUST BE CURRENT, EXCELLENT CONDITION & LESS THAN 3 YEARS OLD.

ACCEPTED CATEGORIES:

- ATHLEISURE/WORKOUT
- HOODIES
- OUTERWEAR (WINTER TOO!)
- DENIM
- TEES
- FOOTWEAR (WINTER TOO!)
- BILLS/SABRES ATTIRE
- JOGGERS
- HALLOWEEN COSTUMES

ACCEPTED JUNIORS BRANDS!



AND OTHER BRAND NAME SOLD ON NORDSTROM.COM

PRICING STRATEGY!

Price MOST items @ 20-30% of retail value.
(Brand New Items - Price between 40-50% of retail value!)

SELL IT WITH A GREAT PICTURE!

