

YOUR GUIDE TO *Selling* with JBF Ann Arbor

**JUST BETWEEN
FRIENDS**

Let's do this together!

If you're a First-Time Seller, you'll find everything you need to know —right here in this Guide—to help you turn your outgrown kid items into cash.



Gather



Sort



Price



Prep

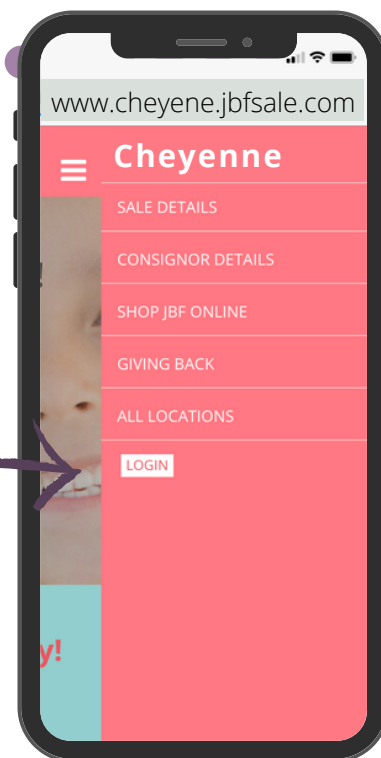


Drop Off

First Things First: REGISTER

Save your spot by registering as a Consignor at the event.

Registering is a two step process. You will need a drop off appointment and that opens in February.



Questions? Email kerrjbf@gmail.com or ribblejbf@gmail.com

STEP #1

Gather



Kids Grow Fast!

Each child cycles through a wardrobe every 6 months. So, if you're feeling like you have lots of outgrown clothes in your home, you're not alone!

You can also sell items you likely have around your home. Here are some places to look for more to sell.

Check all over your home!

Bedrooms

- clothing + shoes
- lamps + rugs
- gliders + rockers
- boppies + monitors

Closets

- sheets + towels
- diapers + new supplies
- step stools
- pillows + blankets
- maternity wear

Playrooms

- puzzles + games
- family DVDs
- dress up + costumes
- crafts + supplies
- instruments
- gaming systems

Bathrooms

- diaper disposal systems
- bath toys + supplies
- newborn tubs

...and check the garage!



Have any of these hot-selling items?

Large toys

- exersaucers
- rockers
- play kitchen sets
- tool bench play sets

Furniture

- toddler beds
- dressers + bassinets
- changing tables
- changing tables

Feeding supplies

- new pacifiers
- dishes + lunch boxes
- sippy cups + boosters
- safety items

Outdoor toys

- bikes + trikes
- scooters + skates
- ride-on toys
- playhouses



STEP #2 Sort



Keep | Toss | Sell

It's okay to **KEEP** the items that you just aren't ready to part with yet. **TOSS** the items that are too well-loved (stains, missing pieces, or are not working). Please bring excellent quality items to help people shop with confidence.



SELL the items that meet these 4 C's:

CLEAN

The newer it looks, the better it sells. Check carefully for stains and holes in clothing. Clean all clothing and non-clothing items thoroughly.

CURRENT

Sell warm weather clothing and shoes at our Spring/Summer sale. Sell cold weather items at our Fall/Winter sale. Shoppers love current styles that are in fashion.

COMPLETE

Be sure all parts & pieces are present before you tag items. Shoppers want to open their items when they get home and find everything in working order.

COMPLIANT

Important Safety Guidelines apply to car seats, cribs, infant equipment & toys. All of the Recalls & Safety Standards are listed at **jbfsale.com** for you to check each of your items before you sell.



Safety Waivers Required for all Car Seats and Cribs

STEP #3 Price



Shopper-Focused Pricing

Ask yourself, "What price would make me buy this item without hesitation...and brag about my bargain to my friends?"

Pricing Guide



We recommend pricing at 1/3 of retail!

Use **shopper-focused pricing** - Ask yourself, "What price would make me buy this item without hesitation...and brag about my bargain to my friends?"

Examples	Bargain Brands	Mall Brands	Boutique Brands
PJs	\$2-3	\$3-4	\$5+
T-shirts	\$1-2	\$2-3	\$4+
Jeans	\$2-3.50	\$3-5.50	\$6+
Dresses	\$2.50-4.50	\$3.50-6	\$6-8+
Sneakers	\$3-6	\$4-7	\$8+

Bargain brands = Cat & Jack, Garanimals, Cherokee, etc (retail \$4-10)

Mall brands = Carter's, Children's Place, Department store brands (retail \$6-15)

Boutique brands = Crewcuts, Mudpie, Janie & Jack

↑ Price **HIGHER** for:
new with tags, big kids/juniors sizes

↓ Price **LOWER** for:
baby sizes under 12 mo, maternity



Pricing TIPS:

- ✓ Create sets or bundles. Put outfits together if they were purchased 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!
- ✓ Price non-clothing items (toys, books, games) at 1/3 of retail price!
- ✓ Reduce! Especially if your item is less than \$5.



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!

Also using the 50 cent rule and by going down a quarter or 50 cents on the price can make a difference!

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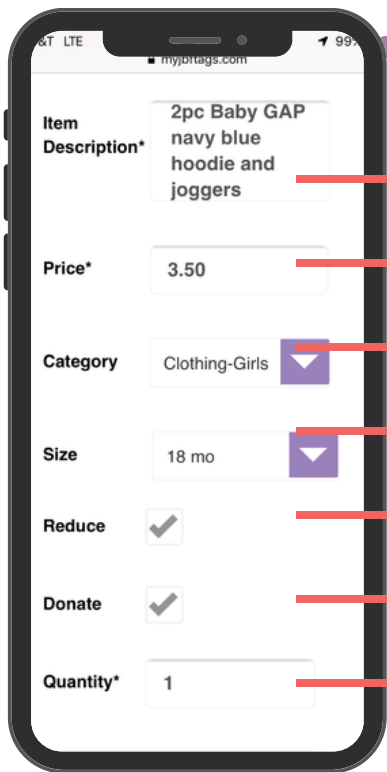
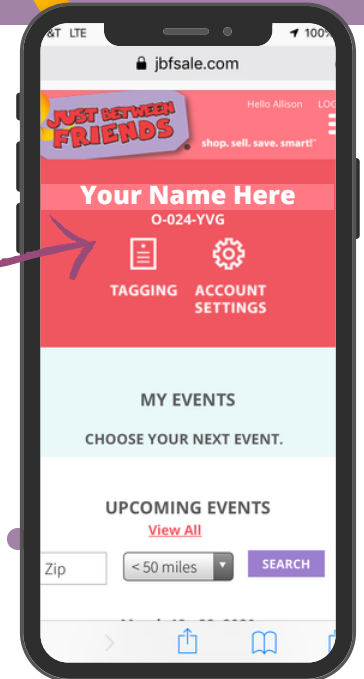
STEP #3 Price



Where to Create Your Tags

Now that your items are inspected and bundled, it's time to log in to your JBF Profile and enter your tag data.

1. www.annarbor.jbfsale.com
2. login
3. click on TAGGING



Creating Tags

Include brand, colors, number of pieces included

You choose the price

Choose the category that fits best (leave blank if you can't decide)

Indicate size for clothing and shoes

A check mark here will allow your item to sell at 50% off on Half Price Day

A check mark here will allow your item to be donated if unsold

This feature is if you have more than one of the exact same item and want to create several tags at once

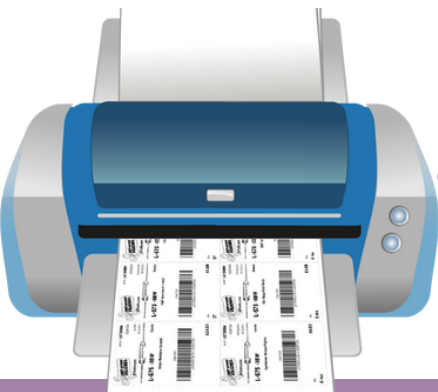
TIP! Talk-to-Text

If you are entering tags on your mobile device, use talk-to-text to go even faster.



Print Your Tags

Print tags on 8.5"x11" white cardstock. Tags print 9 per page. Make sure to check boxes by the tags you want to print.



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STEP #4 *Prep*



Preparing Your Items & Attaching Tags

Now that your JBF tags are printed, cut them apart and sort them by gender, type and size to make this step go smoother. Make sure all items are clean.



Gather these supplies to make your prep faster:

- hangers
- clear self-sealing bags (zip-loc)
- ribbon/string
- zip-ties
- clear tape & painter's tape
- clear (saran) wrap
- scissors
- safety pins or tagging gun
- hole-punch

TOYS & GEAR

Two Essentials:

- Tag is attached securely (won't fall off) &
- All pieces secured together (won't separate; tape bags closed)



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STEP #4 Prep



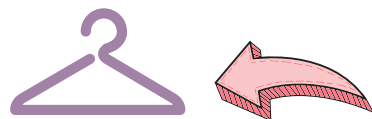
CLOTHING

Hanging & Tagging Clothing

Put most clothing on a hanger. Bundle onesies, socks, infant mittens & hats, as well as accessories in clear self-sealing bags. Attach JBF tag with safety pin or tagging gun.

Hanger Direction

Be sure the hanger hook opens to the left, like a question mark. Attach JBF tag to front of item.



Creating Outfits

It's okay to bundle items into sets if pieces are the same size. Secure pieces to hanger using safety pins and then zip-tie hangers tightly together so outfit remains together as a set. **NEW: Onesies need to be paired with another same size onsie or pair of pants.**

Tagging Gun

Tagging guns are optional to use, but if you do, USE CAREFULLY. They can permanently damage fabric. If you use a tagging gun to attach JBF tags, only puncture the garment tag or an inside seam so that you do not damage the fabric. If using safety pins you can still pin to the existing center tag or on the right side while facing the garment.



STEP #4 *Prep*



Bundling in Bags

Multiple similar items like bottles, infant toys, or other small items can be bundled in a ziplock bag and taped shut. Tape the JBF tag outside of the bag and use descriptions so the shopper knows what is inside.



Puzzles and Books

Puzzles can be wrapped in saran wrap or put in ziplock bags to keep secure. Use painter's tape to tape tags directly on either books, puzzles or games so you do not damage them. Packaging tape will damage these items. Books can be sold separately or bundled into sets in a bag or with a ribbon.



Toys

Attach a tag to the toy using tape or zip ties. If there are small parts, bag those and tape or zip tie the bag to the larger toy.

Large Items and Baby Equipment

These items will get a yellow tag at drop off. Either attach the tag loosely or bring the tag in an envelope to give to the helper team at drop off.



Hanging Multiple Items on a Hanger

Multiple items—that are all the same size—can be hung on a single hanger. Use a safety pin to attach pants/skirts to hangers. We recommend no more than three items on the same hanger.

STEP #5

Drop Off

JUST BETWEEN
FRIENDS



You did it!

Now that your items are tagged, you'll want to pack items **organized by type and size** so that your Drop Off process is easy and fast.



Seller Drop Off for JBF Ann Arbor

SUNDAY, APRIL 7TH FROM 5-8:30PM
MONDAY, APRIL 8TH FROM 10AM-8PM

1

Drop off will be done by appointment only to help spread the flow of people throughout the building.

2

You will put clothing on the racks by gender/size. Clothing will be inspected after drop off. PLEASE check clothing items carefully in good light for staining and condition prior to dropping off.

3

All other items will be taken to Drop Zones: Baby Equipment/Large Items, Toys/Sporting Equipment, Accessories, Books/Puzzles/Games

4

For your Large Items, the team will attach a yellow ticket to the items which makes it easier for shoppers to purchase your items during the sale.

That's It! You're Done!