

# YOUR GUIDE TO *Selling*

with JBF El Paso/Las Cruces

**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 CA\$H.



**Gather**



**Sort**



**Price**



**Prep**



**Drop Off**



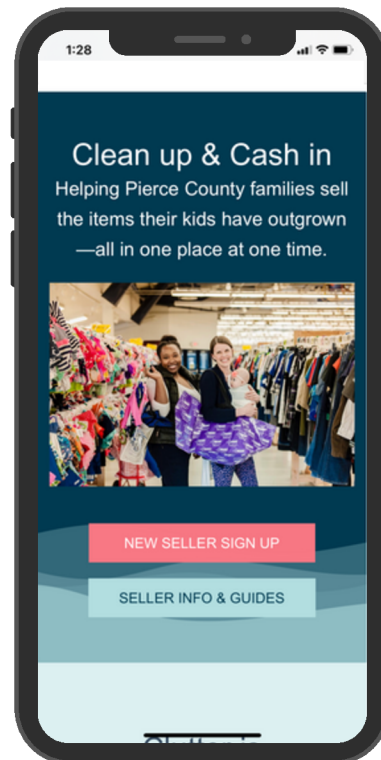
## First Things First: SIGN UP

Head over to

**[elpasolascruces.jbfsale.com](https://elpasolascruces.jbfsale.com)**

and create an account.

**Register** as a **consignor** and be sure to pick "**El Paso Las Cruces**" as your event.



**Questions?** Join our Facebook Group for quick Q&A. [facebook.com/groups/jbfelpaso](https://facebook.com/groups/jbfelpaso)

# 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!

Plus, 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).



## 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. Socks are only accepted if they are in EXCELLENT CONDITION or go with an outfit. Underwear must be NEW. **All items must be free of pet hair and odors (including smoke).**

### CURRENT

We accept all seasons! Shoppers love current styles that are in fashion.

### COMPLETE

Be sure all parts & pieces are present. Shoppers want to open their items when they get home and find everything in working order. Make sure elastic, zippers, and buttons are working.

### 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 Cribs & Car Seats

# 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?"

Retail Price	JBF Price	Pricing Non-Clothing Items	
less than <b>\$10</b>	<b>\$1-2</b>	Toys Books Baby Gear Furniture Electronics Strollers + Joggers Sporting Goods	 Price a little higher for: <ul style="list-style-type: none"> <li>• new with tags</li> <li>• hot selling</li> <li>• like-new</li> <li>• large toys</li> </ul>
less than <b>\$20</b>	<b>\$3-6</b>	<b>60-80% off retail</b>	Price a little lower for: <ul style="list-style-type: none"> <li>• infant clothing</li> <li>• play clothes</li> <li>• good condition</li> <li>• maternity</li> <li>• juniors/teen</li> </ul>
more than <b>\$20</b>	<b>65-75% off retail</b>	<b>Want to SELL Even MORE?</b> Choose to REDUCE, which allows your items to sell at 50% or 75% off during discount sale days	



## 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 doll clothes together, or several superhero figures. Shoppers love it, and you only have to create one JBF tag!

**WE ALWAYS RECOMMEND MARKING YOUR CLOTHING ITEMS TO REDUCE FOR MAXIMUM SALES!**



# STEP #3 *Price*



## Pricing Clothing by Brand

Examples	Bargain Brands	Standard Brands	Mall Brands	Boutique Brands
<b>PJs</b>	\$2-3	\$3-4	\$4-5	\$5+
<b>T-shirts</b>	\$1-2	\$2-3	\$3-4	\$5+
<b>Jeans</b>	\$2-3.50	\$3-4.50	\$4-8	\$8+
<b>Dresses</b>	\$2.50-4.50	\$4.50-5.50	\$5.50-10	\$10+
<b>Sneakers</b>	\$3-6	\$5-7	\$7-10	\$10+

**Bargain brands** = Cat & Jack, Garanimals, Wonder Nation, Just One You, Child of Mine, Little Planet, Cloud Island, Danskin, Athletic Works, Art Class, Gerber.

**Standard brands** = Carter's, Children's Place, Old Navy, Jumping Beans, Osh Kosh, H&M, Zara, Levis, Zutano

**Mall brands** = Gap/Baby Gap, Janie & Jack, Ralph Lauren, Abercrombie Kids, CrewCuts, Nike, Adidas, Under Armour, Tommy Hilfiger, Columbia, The North Face, Mini Boden

**Boutique brands** = Matilda Jane, Peek, Pink Chicken, Rylee+Cru, Jamie Kay, Jelly the Pug, Posh Peanut, Kickee Pants, Kyte Baby, Nora Lee, Mini Rodini, Nike Jordans, Yeezy

↑ Price **HIGHER** for:  
new with tags, holiday apparel

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

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# STEP #3 *Price*



JBF El Paso/Las Cruces accepts current styles for **TEENS**.

We are unable to accept **ADULT STYLES**

## ✓ *Sell This!*

Teen Clothing Athletic Wear

Please use this brand list as a guide.  
Other brands are accepted as long as they are  
**TEEN STYLES**

Abercrombie & Fitch	Hot Topic
Adidas	Levis
Aéropostale	Love, Fire
Alo Yoga	Lululemon
Altard State	Mudd
American Eagle	Nike
Anthropologie	Obey
Athleta	PacSun
Candies	Rewind
Celebrity Pink	Rue21
Charlotte Russe	SO
Cotton On	Tillys
Fashion Nova	Under Armour
Forever 21	Urban Outfitters
Free People	Urban Pipeline
Garage	We the Free
Gilly Hicks	Wallflower
Hollister	Zumiez

## ✗ *Not That!*

No Adult Clothing No Career Wear

These brands are **NOT ACCEPTED** at JBF.  
They do not meet the criteria for **TEEN STYLES**

A New Day	Jones New York
A.N.A	Karen Kane
Alfani	Karen Scott
Alfred Dunner	Liz Claiborne
Ann Taylor	Lizwear
Antonio Melani	LOFT
Apt 9	MAX Studio
Catherine's	Nine West
Chico's	Preston & York
Club Monaco	Rafaella
Coldwater Creek	Soft Surroundings
Croft & Barrow	Sonoma
Eileen Fisher	St. John's Bay
Gloria Vanderbilt	Studio Works
INC International	Style & Co
Investments	Talbots
J. Jill	Worthington
JM Collection	

# ♡ Thank You!

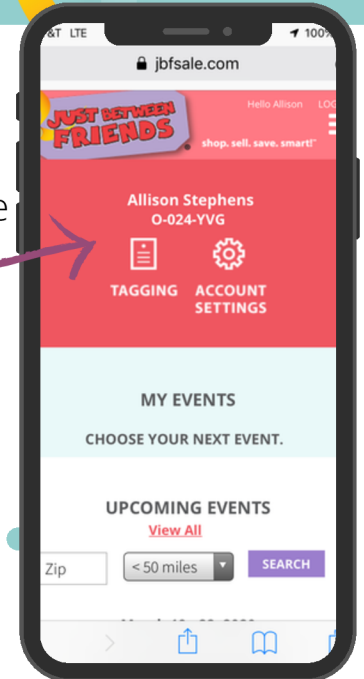
# STEP #3 *Price*



## 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.elpasolascruces.jbfsale.com](http://www.elpasolascruces.jbfsale.com)
2. **login**
3. **click on TAGGING**



## Creating Tags

Include brand, colors, number of pieces included

You choose the price

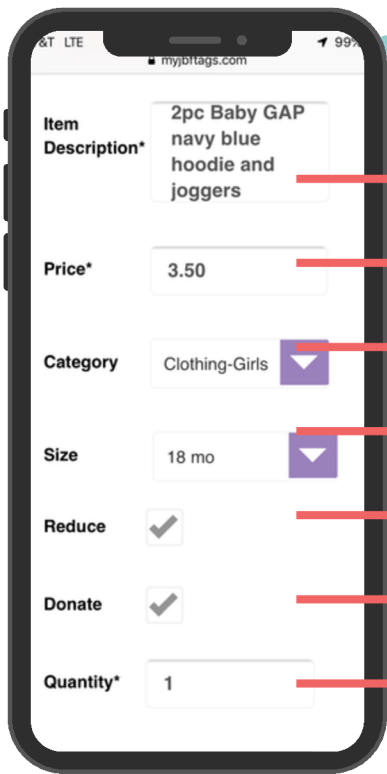
Choose the category that fits best (leave blank if you can't decide)

Indicate size for clothing and shoes

A check mark here will allow your item to sell at 50% or 75% off on Discount Days

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



## Print Your Tags

Print tags on 8.5"x11" white cardstock. Tags print 9 per page.

## No Printer? No Problem!

When you finish creating your tags use the "Print PDF" option and save the PDF file. Printing your tags at an office supply store or library will save you ink and time. Or, we can print your tags for you - NO CHARGE! ❤️

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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.



## 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 **SECURELY**)





# STEP #4 *Prep*



## CLOTHING

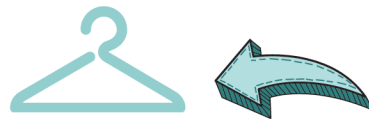
### Hanging & Tagging Clothing

Clothing must be on a hanger. Attach JBF tag with safety pin or tagging gun.

We have found the best place for hangers is SAVERS thrift store - 12 for \$1.00 or Walmart 10 for \$1.48

### Hanger Direction

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



### Creating Outfits

Sets and bundles are great sellers!

Secure pieces to hanger using safety pins and then zip-tie hangers tightly together so outfit remains together as a set.



### Tagging Gun

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.

# STEP #4 *Prep*



## **No clothing in Bags**

JBF staff and shoppers need to inspect items closely.

All clothing items must be on a hanger.  
Create bundles (see below) to save hangers.



## **Accessories**

Use clear bags to bundle sets of socks, hair accessories, infant mittens and hats.

Display neatly so shopper can see well.  
Place JBF tag inside and tape bag closed.

We **DO NOT** accept used underwear and socks must be new or in excellent condition with minimal signs of wear.



## **Hats and bags**

Simply attach JBF tag to hats using a safety pin or tagging gun.



## **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 or tagging gun fastener (through a sturdy waistline) to attach pants/skirts to hangers.

## STEP #5

# Drop Off

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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 El Paso/Las Cruces

1

Plan for 30-minutes to drop off your items. Longer if you have 250+ items to drop off.

2

**NEW!** For your convenience, we will be using Drop Zones. Simply drop your items in the departments where they belong. You'll hang all clothing in gender/size areas on the racks. Items will be inspected prior to the sale. Rejected items will be returned with unsold items or donated if marked for donation.

3

All items that a child sits in, is carried in, or sleeps in will be inspected at our Safety & Recalls Station.

4

For your Large Items, you 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!*



# During the Sale



*Make time to*  
**SHOP**

**MAKE SURE YOU GET THE BEST  
DEALS FOR YOUR FAMILY!**



## **Watch Your Consignor Check Grow**

You can view your sold items!  
Log in to your JBF Profile,  
click on TAGGING, then  
choose REPORTS.



## **Share Free Tickets**

Now is the time to tell  
everyone to shop! The more  
you share, the bigger your  
consignor check will grow.  
Be sure all the families in  
your life know about the  
resource of JBF this week!



## **Unsold Items Donated to Charity**

Are distributed to help local  
families through our Charity  
Partners, Thriving Kids and  
Candlelighters. You'll receive  
a donation receipt from them  
for tax purposes.



## **Presale Shopping**

Shop before the public! The #1  
secret to finding the BEST deals and  
the BEST selection is to shop early.



## **Public Shopping**

This sale features everything for kids  
and babies, including baby gear &  
equipment. Grab a friend or family  
member and stock up on everything  
your kids need!



## **Half Price Presale**



## **Public Discount Days Sale**



## **Seller Pick Up**

Items not picked up will be  
donated