Rhea Lana's PRICING GUIDE



Want to sell more of your items? Pricing makes a difference!
Use this guide to confidently price your items and get the most out of your Rhea Lana's experience.

HOW PRICING WORKS

We recommend pricing your items at a percentage of what they originally cost at the store (retail price).

In order to maintain quality, the minimum Rhea Lana's price is $4.

HERE'S AN EXAMPLE :

An item that originally cost $20 at the store...

20% of retail	25% of retail	30% of retail
$4 selling price	**$5** selling price	**$6** selling price

QUICK PRICING REFERENCE

Original Retail Price	20% Everyday	25% Name Brand	30% Premium
$20	$4	$5	$6
$40	$8	$10	$12
$60	$12	$15	$18
$100	$20	$25	$30

CLOTHING BRAND CATEGORIES

EVERYDAY BRANDS
Affordable, everyday children's clothing.
Examples: Carter's, Cat & Jack, Old Navy, Gerber, and Garanimals

NAME BRAND
Popular, recognizable clothing brands.
Examples: Nike, Adidas, Gap, Polo Ralph Lauren, Patagonia, and Zara

PREMIUM BRANDS
Boutique, specialty, and highly sought-after brands.
Examples: Little Sleepies, Stitchy Fish, Cecil & Lou, and Rylee & Cru

EVERYDAY ITEMS 20-25% of retail

Shoes, toys, books, puzzles, games, electronics, and sports equipment

Consider the original price, condition, and demand when choosing your selling price.

HIGH DEMAND ITEMS 25-30% of retail

Baby gear, nursery furniture, large toys (playhouses, ride-on toys, play kitchens, wagons)

Know Your Market: **highly sought-after items may be priced at a higher percentage of retail depending on condition and demand.**

TIPS FOR SELLING SUCCESS:

Presentation matters! Clean, fresh-looking items are more appealing to shoppers. Smooth wrinkles and fasten all buttons or snaps.

Bundle sets. Keep complete outfits or coordinating items together when possible.

Choose the discount option. Allowing your items to be discounted gives shoppers another reason to purchase them.

Price Competitively. We have an abundance of newborn-6 month clothing and juniors clothing. Pricing these categories competitively will help your items sell faster.

IMPORTANT REMINDERS

- Items must be in great condition (clean, no stains, holes, or excessive wear).
- Overpriced items are harder to sell. Know your market and do not overprice!
- When pricing, ask yourself, "Would I be excited to find this item at this price?"

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