

# YOUR GUIDE TO *Selling* with JBF in Puyallup



## BACK-TO-SCHOOL EDITION

### 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**



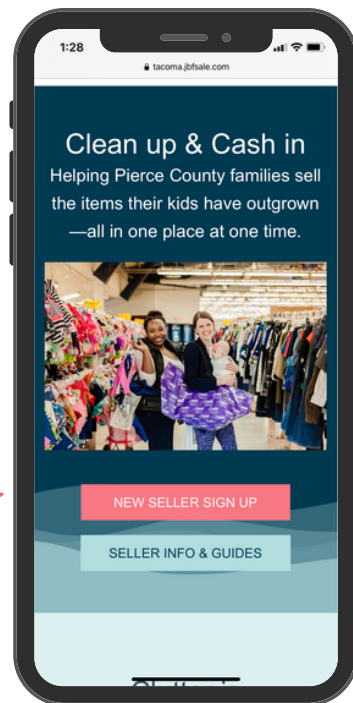
**Prep**



**Drop Off**

### First Things First: **REGISTER**

Save your spot by registering as a Consignor at the event(s) you prefer.



### **Seller Pay**

**Rates:** JBF Sellers at the Puyallup sale earn 60% on sold items. Sellers who choose SmartPay (in-store credit to use at future Puyallup JBF sales) earn 70%.

**Fees:** Each sale, there is a \$20 fee per Seller. For Sellers who mark all of your tags to DONATE (if unsold), your Seller fee is only \$5. Your Seller Fee gives you and 1 Guest access to the Presale!

**Method:** Sellers receive an eCheck via email no more than 15 days after each sale. eChecks are printed at home and deposited like a regular check. In rare cases, Sellers may choose to request a paper check via U.S. mail.

# STEP #1

# Gather



## Kids Grow Fast!

Our Back-to-School Sale features items that kids & teens need for the next school year. Gather your best shirts, pants, hoodies, jackets and shoes. You may also sell great condition backpacks, lunch boxes, and accessories. And don't forget books and homeschool materials!

**PLEASE NOTE:**  
We really DO mean only 200 tags. Sellers will not be paid for more than 200 sold items. Sellers with excess items will be charged additional \$20 Seller Fees.

## Each Seller may bring 200 total tags:

- Clothing sizes 4T - Teen
- Shoes sizes child 8 & up
- Accessories
- Backpacks & Lunch Boxes
- Books (4-year old readers and up & homeschool materials)

### Best Sellers:



Halloween Costumes Okay

- School clothes
- Light jackets
- Athletic clothing & shoes
- Sporting goods
- Close-toed shoes & Slides (no sandals please)
- Socks, New Underwear
- Belts, Hats, Scarves
- Hair Accessories

## Special Teen Clothing Section

*Please size all teen clothing using S, M, L, XL or Plus on your JBF tags. We will accept the following brands at the August Back-to-School Sale. Please inquire about additional brands you'd like to sell.*

Sean John  
Silver Jeans Co.  
SO  
Steve Madden

7 for all Mankind  
Abercrombie  
Adidas  
Aeropostale  
Affliction  
American Apparel  
American Eagle  
American Rag  
Articles of Society  
Athleta

Charlotte Rouse  
Chinese Laundry  
Citizens of  
Humanity  
Columbia  
Converse  
Darling Apparel  
Diesel  
Divided  
DKNY  
Duluth

Element  
Esprit

Fatal  
Forever 21  
Fox  
Foundry  
Free People  
Full Tilt

GAP  
Garage  
Gucci  
Guess  
H&M  
Harajuku Lovers  
HIP  
Hollister  
Hurley

J. Lo  
John Galt (J.Galt)  
Juicy Couture  
Jolt

Kensie  
Kimchi Blue

Levi's  
Life Is Good  
Lira  
Lucaste

Lucky Brand  
Lulus  
Lululemon  
Madewell Material  
Girl Michael Stars  
Mimi Chica  
MISS ME  
Mudd

Nasty Gal  
Nautica  
Nike  
Nordstrom Brands  
The North Face

Oakley  
Old Navy  
O'Neill  
Onyx  
Others Follow

(And Boutique Brands)

Paul Frank  
Painted Threads  
Patagonia  
PINK  
Polo  
Prana  
Puma  
Quicksilver

Rachel  
Ralph Lauren  
Rampage  
Reebok  
REI  
Riot Society  
Rock Revival  
Roxy  
Rubbish  
Rue 21  
Russell  
RVCA

Tilly's  
Timberland  
Tommy Hilfiger  
Trixxi  
True Religion  
Urban Outfitters  
Urban Pipeline  
Ugg  
Under Armour

Vans  
Vigos  
Volcom

WallFlower  
Wild Fable  
Wrangler Jeans  
Workshop

XOXO  
Young & Reckless  
Zara

# 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 2 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 only your BEST back-to-school items at the August sale. Shoppers love current styles that are in fashion.

## NO THANK YOU'S

Items not suitable for the Back-to-School sale (winter/snow gear, summer items, and/or do not meet JBF quality standards) will be removed from the sales floor and available for Seller Pick Up in a "No Thank You" area.

# 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 Clothing Price	<h2>Want to SELL Even MORE?</h2> <p>Choose to REDUCE, which allows your items to sell at 50% off during discount sale days.</p>	
less than <b>\$10</b>	<b>\$1-2</b> <b>Value Brands:</b> Cherokee, Circo, Faded Glory, Garanimals		<h2>The Power of \$.50</h2> <p>When I started selling my daughter's items at JBF, my Grandma said "Always add 50 cents to your price." And she was right. When I sold 100 items, I made \$50 just from that extra \$.50. Take my Grandma's advice and see for yourself!</p>
less than <b>\$20</b>	<b>\$3-6</b> <b>Standard Brands:</b> Carter's, Old Navy, Children's Place, Nike		
more than <b>\$20</b>	<b>65-75% off retail</b> <b>Boutique Brands:</b> Crewcuts, Mud Pie, Matilda Jane		



## Bundle Items to Save Time

As you are thinking about prices, consider creating sets or bundles. Put an outfit together, several pairs of socks, or several hair bows. Shoppers love it, and you only have to create one JBF tag!

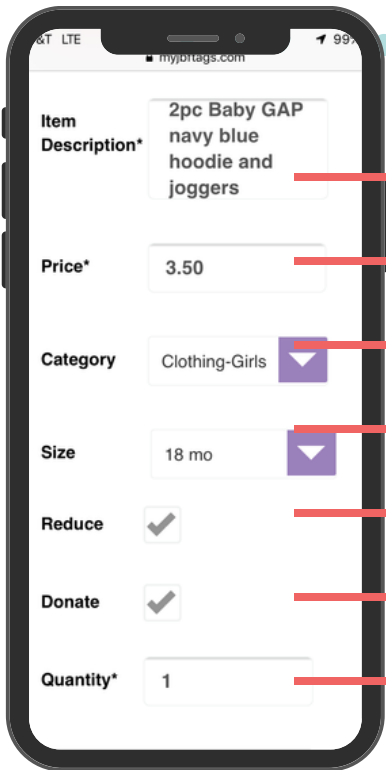
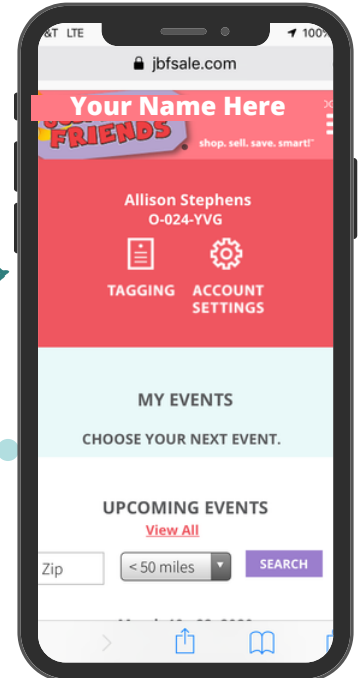
# STEP #3 Price



## 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.yourcity.jbfsale.com](http://www.yourcity.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

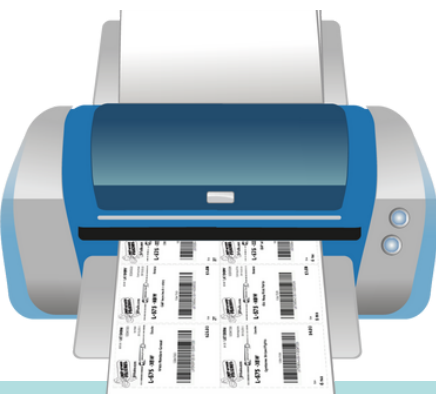
## TIP! Talk-to-Text

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.



# 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 faster.



### Gather these supplies:

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



## THE BASICS

### Two Essentials:

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



# STEP #4 Prep



## CLOTHING

### Hanging & Tagging Clothing

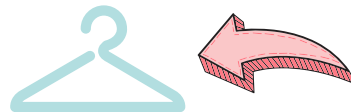
Put all clothing on a hanger.

Attach JBF tag with safety pin or tagging gun to the garment's tag or an inside seam. *Do not puncture fabric with pins or a tagging gun.*



### Hanger Direction

Be sure the hanger hook opens to the left, like a question mark and your JBF tag is visible from the front of item. *There is no need to pin your clothing to the hanger.*



### Creating Outfits

It's okay to bundle items into sets.

Zip-tie multiple hangers tightly together so pieces do not get separated.



### 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



## Shoes

Hole-punch tag and zip tie tag and both shoes together.



## Books & Homeschool Materials

Use painter's tape to attach JBF tag to materials so that - when removed - the item is not damaged.



## Accessories

Use clear bags to bundle sets of socks and hair accessories.

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



Attach tag directly to hats.



# STEP #5 Drop Off



## 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 BY APPOINTMENT THURSDAY, AUGUST 1

- 1** You'll drive into the Fairgrounds at 9th & Meridian (GOLD GATE) and park outside of the Expo Hall.
- 2** You'll bring your items into the building and place them where they belong on the sales floor.
- 3** Staff will inspect all items Thursday evening.  
(No Clothing Fast Pass Needed)

# STEP #6 Pick Up

**SUNDAY  
AUGUST 4  
7-9PM**

After the Back-to-School Sale ends, we will SORT all unsold items by consignor number and donate all items marked donate.

Seller Pick Up will be by appointment.

Drive in the Gold Gate at the corner of 9th & Meridian to pick up.

*All remaining items will be donated to The Wishing Well after Seller Pick Up ends.*

# Tips & Tricks



**Tagging Gun Do's & Don'ts**  
DO puncture inside seam or garment's tag  
DON'T make a hole in the fabric

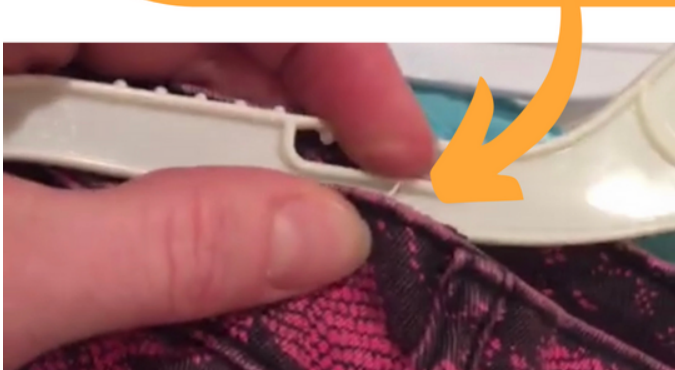


**Hanging Pants on Regular Hanger**  
Skirts & Shorts Too!  
A How-To Guide



**Tagging Gun Do's & Don'ts**

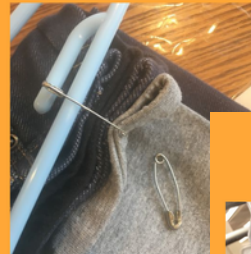
DO puncture heavy waistbands to attach pants, shorts, skirts to regular hangers



**Safety Pin Do's**

DO puncture inside seam or garment's tag

DO puncture heavy waistbands to attach pants, shorts, skirts to regular hangers



**Safety Pin Don'ts**

DON'T make a hole in the fabric

