

YOUR GUIDE TO

Selling

**JUST BETWEEN
FRIENDS**

WITH JBF SAN MATEO COUNTY

Let's do this together!

If you're a first-time seller, or a returning consignor needing a refresh, you'll find everything you need to know—right here in this guide—to help you turn your outgrown kids items into CASH.



Gather



Sort



Create Tags

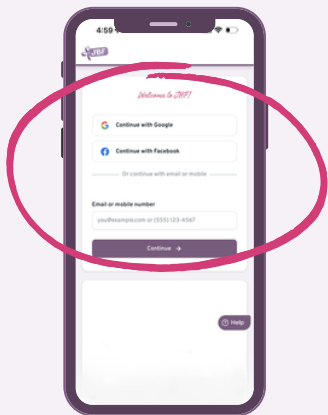


Price & Prep



Drop Off

 [Watch This Quick Overview](#)



But, First Things First: REGISTER!

Save your spot by registering on jbfsale.com/sanmateo as a Consignor at the Just Between Friends event(s) you prefer.

Second, Schedule Your Drop-off Time

Once you're registered, you'll be redirected to a page where you can select your drop-off slot and get your Presale Passes. You can also come back and click resume to be taken to that page.

[Click Here](#)

NOTE: Click this link to Select your drop-off slot. Please do not do this until your registered for the sale - see above.



Questions? Join our Seller Group [HERE](#) for quick Q&A.



STEP #1

Gather



MY CHECKLIST

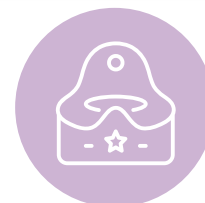
Check off this list as you gather your items!

- ☐ Large Toys
- ☐ Outdoor Toys
- ☐ Bedrooms
- ☐ Closets
- ☐ Playroom
- ☐ Furniture
- ☐ Kitchen
- ☐ Bathrooms
- ☐ Garage
- ☐ Basement
- ☐ Attic

Kids Grow Fast!

Children typically cycle 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! Look around for other kid items you can sell, too.

Check all over your home!



Be sure to check the garage!



Questions? Join our Seller Group [Here](#) for quick Q&A.

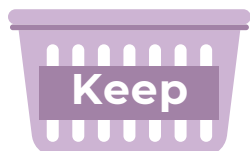


STEP #2

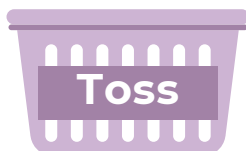
Sort



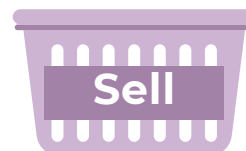
Sort your gathered items into three categories:



Keep the items that you just aren't ready to part with yet.



Toss the items that are too well-loved (stains, missing pieces, not working).



Sell and CASH IN on the rest that meets our JBF standards listed below!

The 4 C's

HOW TO KNOW WHAT TO SELL



Clean

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



Current

Shoppers love trendy styles that are in fashion. We are an All Season sale. That said, warm weather clothing and shoes sell better at our Spring/Summer sale. Cold weather items sell better at our Fall/Winter sale.



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. Toys, games and puzzles must be sold as complete sets without missing pieces. Clothing items must be functional (buttons and zippers work).



Compliant

Important Safety guidelines apply when selling a car seat, stroller, baby equipment and toys. Check [safety.jbfsale.com](https://www.safety.jbfsale.com) for details.



Safety waivers are REQUIRED for all cribs & car seats.



Questions? Join our Seller Group [Here](#) for quick Q&A.



STEP #3

Create Tags



Creating Tags

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

STEP 1: Go to app.jbfsale.com & click on "Login" or create a JBF profile

STEP 2: Click on the My Tags icon

STEP 3: Enter & Print Tags



2

My Tags

3

Category	Size/Type	Description	Price	Reduce	Donate	Quantity
				☒	☒	1

Choose the **category** that best fits or leave it blank if there doesn't seem to be a good match.

Enter a **Description** that includes brand name, number of pieces, color or pattern, etc.

You choose the **Price**.

A check mark here will allow your item to **Reduce** to 50% off on Half Price Day.

A check mark here will allow your item to **Donate** to our local charity if unsold.

Use **Quantity** if you have more than one of the EXACT SAME item. This will print one tag with a unique QR code for EACH item.

Printing Your Tags



Print your tags on 8.5"x11" white cardstock in portrait mode.

No Printer? No Problem!

When you finish creating your tags use the "Print PDF" option and upload the PDF file to an office supply store. It will save you ink and time. You can even ask them to cut your tags! or, come to one of our in-person meet-ups and we'll print your tags for FREE.



Questions? Join our Seller Group [Here](#) for quick Q&A.



STEP #4

Price & Prep



Price and Prep Your Items

Now that you've created your JBF price tags, it's time to attach your tags and prepare each item for the upcoming sale.

Safety Matters

Throughout this guide, you'll see **safety alerts** to help you know when to check your items for recalls or JBF Safety Standards. JBF is dedicated to keeping families safe and we count on **YOU** to ensure the safety of all items you are selling.

Use our dedicated product safety website anytime to learn more!



[**JBF Safety Matters Website**](#)



Shopper-Focused Pricing

When You Price, Ask Yourself:

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

We'll share pro-tips for pricing along the way, but in general, 50-90% off retail prices will help your items sell well!



PRO TIP! A Proven Way to Sell Even MORE!

Choose **REDUCE** when creating tags to allow your items to sell at 50% off during half price sale day. These items have a **30% GREATER chance of selling!**



Questions? Join our Seller Group [Here](#) for quick Q&A.



STEP #4

Price & Prep



Grab Your Supplies:

 Laptop, tablet or mobile device

 White card stock (60lb+)

 1.5 - 2.0 inch safety pins

 Plastic or wire hangers
(Use child for 4T & under; adult size for 5+)

 Quart, gallon & XL clear storage bags

 Clear packing tape

 Painters/masking tape

 Scissors

 Ribbon, string or zip-ties

Optional Supplies:

 Tagging gun & barbs
(Watch training videos)

 Paper Cutter

 Printer

 Cleaning Supplies
Magic Eraser, stain remover, etc.

 [More About the Supplies You Need](#)

On the next pages, we'll show you how to **Price & Prep each Category** of item you can sell at the JBF sale in your local area!

♥ **Books, Games, Puzzles, Arts & Crafts**

♥ **Clothing** (Children's through Juniors, Maternity, Costume/Dress-Up)

♥ **Infant Items** (Bath, Diaper, Feeding, Other)

♥ **Large Items** (Baby Equipment, Large Toys, Furniture)

♥ **Shoes**

♥ **Toys**

♥ **Odds & Ends** (Accessories, Kids Bedding/Decor, Mommy Mart, Sporting Goods, Misc)

Prep Essentials

Key guidelines to help you prepare each item for the sale.

1 All pieces are secured together (pieces won't separate or fall out of bags)

2 Tag is attached securely so it won't fall off

Let's GO!



Questions? Join our Seller Group [Here](#) for quick Q&A.



Price & Prep:

BOOKS, GAMES, PUZZLES, ARTS & CRAFTS



JBF Shoppers love a good deal on books, games, puzzles & more!

Prep

Essential #1 - All pieces secured together

Essential #2 - Tag stays attached

Be sure that games and puzzles have all their pieces included and are in their original packaging.



Bundle books by tying them together with a ribbon or string.



Use painter's tape that can be removed without damaging the item to keep boxes closed. Adhere the tag to the outside.



For wooden puzzles, use clear cling wrap or a plastic clear bag secured with packing tape.



Bundle similar arts & crafts items together in clear self-sealing bags and secure with clear packing tape.

Tagging Tip

Attach JBF tags using blue painter's tape that can be removed without damaging the item. (Do not use packing tape, as it will often destroy book covers and original boxes.)

▶ Watch for More Tips

You CAN sell these items in great condition:

- ✓ Soft infant books, board books & picture books
- ✓ Chapter books & homeschool materials
- ✓ Pregnancy & child-rearing books
- ✓ Kid games & puzzles
- ✓ Kid-friendly video games & gaming systems
- ✓ Arts & craft supplies

Sorry, we CAN'T sell:

- ✗ Books for grown-ups, cookbooks or self-help books
- ✗ R-rated DVDs or Blu-Ray
- ✗ VHS tapes or CDs
- ✗ Video Games rated M
- ✗ Mixed bags of arts & crafts items
- ✗ Used one-time use items

Price to Sell!

\$ At least 75% off retail

Shoppers - just like you - are looking for **REALLY** great deals on these items and we recommend at least 75% off retail pricing and 90% off retail is even better!

Don't forget to mark these items to **REDUCE** on half price day!

ITEM Limits

We currently have no limit on the number of books you can tag for the sale.



Questions? Join our Seller Group [Here](#) for quick Q&A.



Price & Prep:

CLOTHING

(Children's through Juniors, Maternity, Costume/Dress-Up)



When it comes to selling your kids' outgrown clothing, JBF is the **BEST** option to maximize your earnings!

Prep

Essential #1 - All pieces secured together

Essential #2 - Tag stays attached



Be sure the hanger hook opens to the left, like a question mark.

▶ Watch for Tips on Tagging Clothing



Place all clothing on hanger. Hanger hook opens to the left. Hanger fits the clothes so they won't fall off during the sale (shake test and pin to hanger if needed).



Bundle more than one piece of clothing on a single hanger or bundle multiple hangers together.



Attach bottoms with safety pins or zip ties to the top of a regular hanger or use a pants hanger.

You CAN sell sizes infant to teen:

- ✓ We are an all-season sale.
- ✓ That said, Fall/Winter Clothing Sells better at the Fall sale, and sandals sell better at the Sprint sale. But we live in CA and kids swim all year round.
- ✓ You may sell up to 20 Women's Wear Pieces - Please no formal wear. Casual clothing sells best

Sorry, we CAN'T sell clothing that is:

- ✗ Adult sizes not covered above
- ✗ Out of popular style or manufactured more than 5 years ago
- ✗ Stained, damaged, strong scent or pet hair
- ✗ No Women's Accessories
- ✗ No Women's Formal or Business attire (it just doesn't sell)



Safety Matters: Drawstrings

Learn about Drawstrings Safety:

- Upper Outerwear **WAIST** Drawstrings
- Upper Outerwear **NECK** Drawstrings



Drawstring Safety Guidelines

ITEM Limits

MATERNITY
10
Tags

WOMEN'S
20
Tags



Questions? Join our Seller Group [Here](#) for quick Q&A.



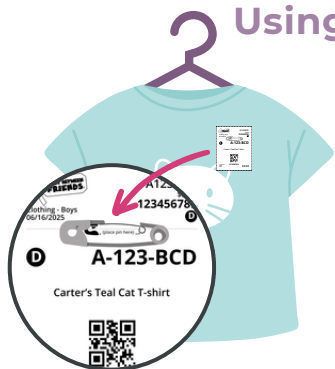
Price & Prep:

CLOTHING

(Children's through Juniors,
Maternity, Costume/Dress-Up)



Adding a Tag Using Safety Pins



Use 1.5" - 2" safety pins to attach your tags to clothing. Your tag attaches to the front right of your item.

Adding a Tag Using Tagging Gun



Puncture tagging gun through the **manufacturer's tag**.



Puncture an **inside seam** at right armpit (when looking at the front of the item).



Do **NOT** puncture directly through the garment fabric.



Do **NOT** puncture tagging gun directly through the fabric of an item. While safety pin holes disappear when washed, tagging gun holes do not.

Price to Sell!



At least **75%** off retail

Remember to use Shopper-focused pricing (create a cannot-resist deal!)

Choose to **REDUCE** when creating tags to sell even more on half price day!

Item	Bargain Brands	Everyday Brands	Boutique Brands
Pajamas	\$2 - \$3	\$3 - \$4	\$5+
T-shirts	\$1 - \$2	\$2 - \$3	\$4+
Jeans / Pants	\$2 - \$3.50	\$3 - \$5.50	\$6+
Dresses / Dress Shirts	\$2.50 - \$4.50	\$3.50 - \$6	\$6 - \$8+
Sneakers	\$3 - \$6	\$5 - \$8	\$8+
Jackets / Coats	\$4 - \$6	\$6 - \$9	\$8+

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

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

Boutique brands = Crewcuts, Mudpie, Janie & Jack

Pro Tips:



Price HIGHER:

- New with Tags & Like-New
- Big Kids Clothing Sizes
- Boutique Brands



Price LOWER:

- Infant (under 12 months)
- Maternity
- T-shirts
- Everyday Clothes

Bundle lower-priced items:

For example, bundle three \$2 pajamas on a single hanger with a \$6 JBF price tag; or three \$1 t-shirts for a \$3 JBF price tag.



Questions? Join our Seller Group [Here](#) for quick Q&A.



Price & Prep:

CLOTHING

(Children's through Juniors, Maternity, Costume/Dress-Up)



Organizing Clothing for Drop-Off

Sort your tagged clothing by gender, then size, then type to streamline your drop-off experience.

Our shoppers will spend more time buying clothing when they can easily find what they need (and want).



Dropping off Clothing at the Sale

Once your clothing is inspected and you're ready to place your items onto the sales floor, use this guide.



Questions? Join our Seller Group [Here](#) for quick Q&A.



Price & Prep:

INFANT ITEMS

(Bath, Diaper, Feeding, Etc.)



JBF Shoppers love to score great deals on everything their new baby needs.

Prep

Essential #1 - All pieces secured together

Essential #2 - Tag stays attached

Package items with multiple pieces using clear packing tape and clear self-sealing bags.

Attach your JBF tag securely using clear packaging tape.



Watch for More Infant Items Tips



Safety Matters: *Infant Items*

Use our [Safety Website](#) to be sure your items are safe to sell.

Please pay close attention to JBF Safety information for Otterroos & Owlets.



Otterroos & Owlets

Price to Sell!

\$ Best at 75%-90% off retail

Infant items sell well when priced 75-90% off retail. Expecting parents **LOVE** saving money as they welcome a new child into their home! Be sure to select **REDUCE** too!

You CAN sell these items in great working order and very clean:

- ✓ Bathing & Grooming (tub, washcloth, bath toys, nail clippers, brush, comb)
- ✓ Diapers (unused cloth & disposable, wipe warmer, diaper disposal, travel changing pad)
- ✓ Potty Training Supplies
- ✓ Bottles & Nursing (breast feeding items, bottles, bottle drying & sanitizing, nursing cover, burp cloth)
- ✓ Feeding (bib, spoon, plate, cup, snackware, water bottle)
- ✓ Baby Carriers
- ✓ Swaddles & Receiving Blankets
- ✓ Home Safety (baby gate, child-proofing, baby monitor, shopping cart cover)
- ✓ Medical (thermometer, scale)

Sorry, we CAN'T sell:

- ✗ Medication, food, or formula
- ✗ Used pacifiers
- ✗ Used bottle nipples
- ✗ Open-system breast pumps
- ✗ No Breast Pumps Provided by insurance or the hospital.



Questions? Join our Seller Group >Insert Group Name Here< for quick Q&A.



Price & Prep:

LARGE ITEMS

(Baby Equipment, Large Toys, Furniture)



Large items sell **FAST** at Just Between Friends and you'll love getting them out of your house and garage while filling a need for another local family!

Prep

Essential #1 - All pieces secured together

Essential #2 - Tag stays attached

If your item has multiple pieces or loose parts, keep everything together using clear packing tape, clear self-sealing bags, and/or zip-ties. We'll ask that you set up items such as pack-n-plays to ensure that all parts are included. Be prepared to zip-tie the carrying case to the item once you place it onto the sales floor.



Attach your JBF tag securely using clear packaging tape or hole-punch your JBF tag and attach with zip-tie.

 **Watch for More Large Items Tips**



Tagging Tip If your item has a high JBF price, be sure to include the item's retail price in the tag description so that the shopper understands the great value!



Safety Matters: *Large Items*

Use our [Safety Website](#) to check for recalls. Car seats and cribs must include a JBF waiver.

Please pay close attention to JBF Safety information for [Doonas](#) and [Infant Safe Sleep](#)



Car Seat Waiver*



Cribs Waiver*

*Required

You CAN sell these items in great working order and very clean:

- ✓ Strollers & Wagons
- ✓ Cribs & Bassinets
- ✓ Pack-n-Plays
- ✓ High Chairs
- ✓ Swings & Bouncy Seats
- ✓ Baby Gates
- ✓ Bikes & Bike Trailers
- ✓ Car Seats
- ✓ Kids Furniture
- ✓ Large Indoor/Outdoor Toys
- ✓ and More!

Sorry, we CAN'T sell:

- ✗ Recalled Items or Items that Pose a Safety Risk
- ✗ Items Missing Batteries or have Battery Corrosion
- ✗ Not in Working Order
- ✗ Items with Stains, Holes, Excessive Wear, etc.
- ✗ Missing Essential Parts or Pieces (e.g. safety straps)

Price to Sell!

 **Best at 50-75% off retail**

And, of course, choose to **REDUCE** to increase your chance to sell it on Half Price Day!



Questions? Join our Seller Group [Here](#) for quick Q&A.



Price & Prep:

LARGE ITEMS: CLAIM TICKETS



Does My Item Need a Large Item Claim Ticket?

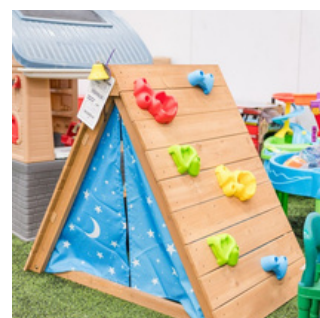
Our JBF sale uses large item claim tickets for items shoppers can't carry with them. To prep your large items that need a claim ticket, follow the steps below:

STEP 1: Print Tag as usual

STEP 2: Cut Tag on Dotted Line

STEP 3: Attach Top Half to the Large Item tag and Bottom half to the bottom of the Large item tag. Please do not block any part of the tag. Clear tape is best for this process.

STEP 4: Punch hole in the top of the large tag and affix to the item. Strong String and Zip ties are the best for this. We will have all supplies available at drop-off. Please do not attach small tags to items, as they will need to be removed and put on large tags.



Questions? Join our Seller Group [Here](#) for quick Q&A.



Price & Prep:

SHOES



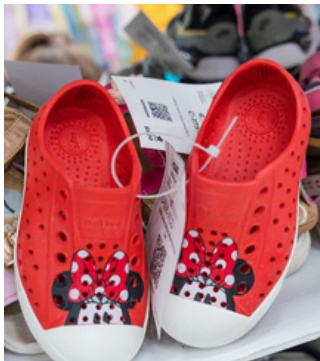
Shoes sell **extremely well** at JBF, so we recommend that you tag them first. Let's get started!

Prep

Essential #1 - All pieces secured together

Essential #2 - Tag stays attached

Punch a hole through your JBF price tag and connect both shoes to the tag and to each other using a zip-tie.



Tip: Reinforce the hole punched tag with tape before zip-tying. If your shoes can't be zip-tied together, watch our video for more strategies.

Watch for Tips on Tagging Shoes

Price to Sell!

Best at **50%-75%** off retail

Shoes in great condition fly off the shelves at JBF. The cleaner, the better!

Local families are going to be thrilled to find your shoes at 50-75% off retail prices as they hunt for essentials at the JBF sales event!

You CAN sell shoes that are:

- ✓ Sizes & styles for infant through tween
- ✓ In great condition
- ✓ Very clean
- ✓ Suitable for the upcoming season

Sorry, we CAN'T sell shoes that are:

- ✗ Adult styles
- ✗ Too worn or missing laces
- ✗ Dirty
- ✗ Out of season

Pro Tips:

Condition matters at JBF.

The better your shoes look, the better they will sell. Toss them in the wash or use a brush or Magic Eraser to clean them well, including the soles.

Price HIGHER:

- Desirable brands such as Air Jordan, Nike, See Kai Run, Keen, etc.

Select **REDUCE** so that your shoes have a great chance of selling throughout the event!



Questions? Join our Seller Group [Here](#) for quick Q&A.



Price & Prep:

TOYS



Toys are a **top-seller** at JBF, so it will be worth your time to tag as many as you can!

Prep

Essential #1 - All pieces secured together

Essential #2 - Tag stays attached

Remember that we have lots of young shoppers, so keeping all parts of your item secure is a must.

Watch for Tips on Tagging Toys



Package all parts together using clear packing tape, clear self-sealing bags, and/or zip-ties.

Attach your JBF tag securely using clear packaging tape, OR use blue painter's tape if clear packing tape will damage the item when removed.



You CAN sell:

- ✓ Toys for infants all the way up through tween ages

Sorry, we CAN'T sell toys that are:

- ✗ Recalled or pose a safety risk
- ✗ Missing batteries or have battery corrosion
- ✗ Not in working order
- ✗ Missing essential parts or pieces
- ✗ Miscellaneous bags of toys



Safety Matters: Toys

Please check our safety site for toy recalls.



Safety Recalls

Pro Tips:

↑ Price **HIGHER**:

- Hot selling toys such as Legos, American Girl, Lovevery, etc.
- Large toys such as kitchens, doll houses, bikes & trikes.
- New with tags and in original packaging.

↓ Price **LOWER**:

- Infant Toys

Select **REDUCE** to make Shoppers even more giddy on Half Price Day if your item is still on the sales floor!

Price to Sell!



Best at **75-90%** off retail

Shopper-focused pricing is the way to go. Think about a price that would make you excited to brag about a great deal!



Questions? Join our Seller Group >Insert Group Name Here< for quick Q&A.



Price & Prep:

ODDS & ENDS

(Accessories, Kids Bedding/Decor, Mommy Mart, Sporting Goods, Misc)



Almost anything related to kids is able to be sold at JBF. We even have an area for household and great-for-gifts items!

Prep

Essential #1 - All pieces secured together

Essential #2 - Tag stays attached



▶ Tagging Accessories

▶ Tagging Bedding

▶ Tagging Room Decor

You CAN sell:

- ✓ Kid accessories
- ✓ Kid bedding & room decor
- ✓ Kid sporting goods
- ✓ Limited household items
- ✓ Limited regifiable items

Sorry, we CAN'T sell:

- ✗ Items not made for kids
- ✗ Vintage items
- ✗ Estate sale items



Safety Matters: Odds & Ends

Please check our safety site for product recalls.



Safety Recalls

Price to Sell!



Best at **75-90%** off retail

Select **REDUCE** to these items to increase your chances of selling more of your items!

ITEM Limits

Accessories

Childrens accessories only. Please no used underwear.



Questions? Join our Seller Group [Here](#) for quick Q&A.



STEP #5

Drop Off



You did it! All your hard work will soon turn into a seller check!

Get Organized for Drop-Off

Pack your non-clothing items so they are grouped by category to ensure a stream-lined drop-off process.

Pack your clothing by size and type.

 [Sales Floor Map](#)

Drop Off Dates

Tuesday, Sept 8 (5pm - 7pm)

Wednesday, Sept 9 (9am - 5pm)

Drop-off should take between 45 and 90 minutes, unless you have over 250 items. Please schedule your appointment.

Editing Your Drop-off Appointment:

- email bayareajbf@jbfsale.com with questions.

What to Expect at Drop-Off

Plan for about 60 minutes to drop off your items. If you have more than 250 items, give yourself extra time.

- 1 **Check In:** Bring a small JBF item to scan at our welcome desk. Then grab a rolling rack and load your clothing.
- 2 **Clothing Inspection:** Drop off all clothing at the inspection area. While that's happening, place your non-clothing items on the sales floor.
- 3 **Place Items on the Sales Floor:** Place your non-clothing items on the sales floor where they belong. Then, return to Clothing Inspection, pick up your approved clothing, and hang items in appropriate places on the clothing racks.
- 4 **Safety Check:** Items a child sits in, is carried in, or sleeps in will be checked at the Safety & Recalls Station.
- 5 **Large Items:** Attach a large item claim ticket to each large item. This helps shoppers know how to buy it during the sale.



Questions? Join our Seller Group [Here](#) for quick Q&A.



Sale Week



Now that all of your items are dropped off, you get to **shop early** and **watch your check grow!**



Shop Early

The best perk of selling with JBF is shopping before we open to the public! Grab your presale ticket, a friend for your guest pass, and enjoy all the best deals first!



Tell Your Friends to Shop

The more you share, the bigger your seller check will grow. Be sure all the families in your life know about how JBF can help their family **SAVE** this week!



Watch Your Check Grow

You can view your sold items! Log in to your JBF Profile, click on **TAGGING**, then choose **SOLD ITEM REPORT**.

Getting Paid

Once the sale is complete, you can expect to receive your payment via e-check within **14 days**. Your check will be delivered via email made out to the name and email address in your tagging account and the subject line will read, "Here's your check from Just Between Friends ____ for \$XXX.XX".



Unsold Items Donated to Charity

Your unsold items marked for **DONATE** are distributed to help local families through our Charity Partner, [insert name here]. You'll receive a donation receipt for tax purposes.

JBF San Mateo County Sale Week Schedule

Presale Shopping*

Thursday | SEPT 10th

Consignors | 9a, 9:30a, 10a

Premium Presale | 10:30 and 11a

Gold | Noon

Group | Times

Although we discourage children at presale, we understand this is not always an option. Please keep children with you at all times.

**Tickets Required for entry*

Public Shopping

FRI | SEPT 11th | 10a-6p

SAT | SEPT 12th | 10a-4pm

Tickets Recommended

Half Price Presale*

SAT | SEPT 12

Consignors and Paid | 5pm-8pm

Public | 6pm-8pm

**Tickets Required for entry*

Public Half Price Day

SUN | SEPT 13 | 9am- 1pm

Free admission!

Seller Pick Up*

Only if items are not donated

SUN | SEPT 13 | 9pm-10pm

MON | SEPT 14 | 8:30a - 9a

**Appointment Required*



Questions? Join our Seller Group [Here](#) for quick Q&A.