

Guide to Pricing Your Item

All inventory on SmartBrideBoutique.com being sold by a bridal store must be a **minimum of 30% off** the regular retail price.

When it comes time to price your items, we've put together a few tips to consider. Your answer for each factor can increase or decrease your overall price:

① **What collection year is the item from?**

Newer items (i.e. within the last year) can be priced closer to the minimum 30% discount, pending other factors listed below.

② **Is your item from a popular designer?**

If the item you're selling is from a popular or highly coveted designer (i.e. Maggie Sottero, Vera Wang), you might want to price it closer to the minimum recommended discount.

③ **What condition is your item in?**

Consider the overall condition of your item. Are there broken zippers, missing beads or soiling along the hemline from being a store sample? If yes, you will likely want to increase the discount off retail price.

④ **How popular is the style of item you want to sell?**

Is the style of the item you're selling still current? Is it that you just need to make room for new samples or is the sample discontinued or not popular with your clientele?

Popular styles can be priced closer to the minimum discount, whereas with older styles or discontinued items you may want to increase the discount.

⑤ **How quickly do you want to sell it?**

Do you have a shipment of new styles coming in or is your sales floor feeling crowded? Generally the bigger the discounted, the faster it will sell.

SmartBride bridal stores price their items anywhere from 30% to 80% off retailer price, with the majority pricing between 40% and 60% off retail price, depending on the factors listed above.

Need Help?

Call 1-888-307-0937 or email retailers@smartbrideboutique.com

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