



## KIITOS BEST PRACTICES

### PHOTOGRAPHY TIPS

- Natural light works best.
- Take pictures of products at a couple angles to give a better perspective.
- Try to avoid placing products on patterned rugs/carpet or cluttered backgrounds. Use a white sheet or solid wall as a backdrop.
- Attention to detail: If you're selling products with interesting patterns/colors, elaborate stitching and embellishments, include one picture with a close up.

### PRICING TIPS

- We want to provide the best for our users; popular, high-quality brands are preferred.
- Please don't try to sell something you wouldn't buy. We will offer donation opportunities in the future.
- Charge less for good condition, casual clothing, infant products and older toys.
- Charge more for new with tags, excellent condition, specialty clothing, with manual/original box, clothing/toy/book bundles.
- Listing products on Kiitos is free. When a product sells, a small fee will be deducted. Consider increasing your listing price to cover the fee. Learn more about our fees [here](#).
- **Clothing:**
  - **Bargain Brands:** Circo, Carter's, Garanimals. Retail <\$10, Sell at \$1-4. However, we recommend that you donate these products as resale value is minimal.
  - **Basic Brands:** H&M, Old Navy, OshKosh, The Children's Place. Retail \$5-15, Sell at \$3-6.
  - **Better Brands:** Gap, Polo, Gymboree, Hanna Andersson, Nordstrom, Crewcuts. Retail \$10-40; Sell at \$5-15.
  - **Boutique Brands:** Janie & Jack, Neiman Marcus, Bloomingdales. Retail at \$30+; Sell at 25-35% of original price.
  - Bundle clothing unless it is a specialty product like a flower girl or holiday dress, maternity special occasion/work clothes. For example: Sell 5 pjs for \$15, 10 outfits for \$25, etc.
- **Toys, gear and everything else:**
  - Sell at 30-40% or retail price.
  - As with clothing, products sell better in "bundles". 10 books, 5 infant toys, etc.
  - Please do not sell any products with missing or broken parts.
  - We do not accept car seats due to safety regulations.
  - Cribs must adhere to the latest safety requirements found [here](#).

### PRODUCT DESCRIPTION TIPS

- Increase search results by:
  - Using brand name in listing title.
  - Adding #hashtags of brands, organized playgroups, schools, etc. to the detailed description. Example: #babybjorn, #gapkids, #doublestroller, #bromwellelementary #momsclubofwashpark
- Specify if your product comes with any accessories and if they are included in the price.
- If available, include a link to the manufacturer's website for the full product description, dimensions and specifications.

Contact us at [hello@shopkiitos.com](mailto:hello@shopkiitos.com) with any further questions. We are always happy to help!