**Fair Pricing Standards
NextGen Resale**

NextGenResale spent nearly two years developing its pricing system using data from multiple stores over many years and is continuing to hone it.  The system is built into the Store’s Point of Sale (POS) System.   Resale prices are suggested based on item type, brand, features, condition and market.  The resale and pay prices are **data-based** and **current, fair** and **transparent.** Minor variation in the **application** of these standards by participating stores is permitted.

**Data-based**

Sell and pay prices are empirical, based on data from established and reputable retail and resale businesses.

**Current**

NextGen checks benchmark prices, thousands of them, in the spring and fall of each year. Prices are updated annually. Stores adhering to the NextGen Standards are awarded Certificates of Compliance with the Fair Pricing Standards at the beginning of each calendar year.

**Fair**

Sell prices are set at fair market value, the demonstrated price at which like items sell within 60 days. Sell prices range from 25-50% of their current retail price. Toys and equipment sell at a higher percent of retail than clothing. In the case of all resale merchandise, the better the brand and better the condition, the higher the percent.

Pay prices are set to assure a fair return to sellers and consignors, while allowing shop owners a gross margin sufficient to manage an efficiently run operation . Pay prices are within the industry average of 35-40% of sell prices, ranging from 15-50%--the higher the sell price, the higher the percent.

**Transparent**

Users are encouraged to prominently post this explanation of the NextGen Pricing System on their websites, facebook pages and sites.

**Application**

While the standards yield fair and consistent prices based on the data, principles and algorithms applied, the standard prices are not always fair in the case of a particular shop. This is because local supply and demand factors may skew an item’s fair market value and thereby the pay and corresponding sell price, and because the “standard” prices are not exact prices, but prices averaged over many brands and retailers. Indeed, the value of the Fair Pricing System to owners lies not only in rational pricing, but in speedy pricing. Checking the current price of every item would be prohibitively time consuming and expensive. Still, owners at their discretion, may double-check a price to be sure it is an accurate reflection of market value. Links to online sites for purposes of price verification are part of the NextGen System.