

Price Tag Strategies

Not all price tags are created equal and believe it or not, what you write on your price tag (other than the price and dealer ID#) might make the difference in a potential customer purchasing the object.

You don't necessarily need fancy tags because what is more important is what you write on the tag. Also, the more specific you are about the item on the tag, the less tag swapping will occur.

Overall Tag Writing

Use neat, legible handwriting—no cursive. Recommendation on a writing tool: an ultra-fine black Sharpie. It gives a smooth, black color and doesn't deplete as quickly as a pen. If you can type your tags on pre-made tag labels, it might help with legibility.

Be Honest about the Item!

The name of the game is to make a sale, and if the customer likes the item, hopefully, they will seek your booth out again when they come back to Early Owego. If they find the item did not work as promised on the tag, or it was marked rare and many of the same are for sale on EBAY—they will tell their family and friends and it will hurt all dealers at Early Owego.

Writing the Price

- Don't make the price larger than the other text on the tag—potential customers will then perceive the item as too expensive.
- Write the price in the same color as the rest of the tag.

Beyond the Price and your Dealer ID

- The number one thing you should write on the tag—**what the item is!** This is especially needed if it's not obvious.
- **Significant Descriptors:** Use words like: ***antique, vintage, handmade, rare, original, etc.***

- **Style words:** Help the customer evoke an image: *Art-Deco, Mid-century Modern (MCM), Victorian, Americana, German Bauhaus, French Gothic*, etc.
- **Time Period:** Describe an item during the time it was made such as: **1890-1900, 1950s**. If you know the exact year—put that on the tag.
- **Condition:** Write how the item looks and if it works. Words used can be: ***In good or excellent condition, It works!, Needs TLC, or Has missing parts.***
- **What's Included:** ***1 of 2 pieces (salt and pepper shakers), box it came in, includes keys, etc.***
- **Measurements:** Especially needed for furniture—width, length, and height. For clothing and accessories: Size 2, 14, Large, XL, or inseam length, necklace length, ring size, etc.
- **Place of Origin:** If you know it, put it on there and perhaps even combine it with other descriptors. ***Japan, Mexico, Bavarian, Swedish pattern, Japanese lamp***, etc.
- **Materials:** If it's wood, state what kind (examples: ash, oak, maple). If it's metal (examples: copper, tin, steel), or if it's cloth (examples: wool, cotton, silk, rayon, potato sack burlap)
- **Origin story:** Who was the manufacturer, artist, where it came from, or who it came from
- **Model #s and Serial #s:** Important for certain types of items.

Tag Examples (all items below are currently not for sale at Early Owego)

- \$49.99 Elvis Statue from 1962. Made from resin with a wood base. Excellent Condition!
- \$29.99 Marriage Photo from 1898, Made from a glass plate negative and came from central Oklahoma. Frame from 1920's and needs some TLC.
- \$199.99 Antique Americana Pie Trunk Chest from 1922, handmade. Came from Grandma Bertha's kitchen after she passed. Recently repainted and repaired
- \$24.99 Wood Vase set hand-carved from CO Aspen by sculptor Bob Schumer in 1978. One of two for the complete set.
- \$6.99 Glass Coke Bottle circa 1950's, has a chip under the "C", but otherwise, this piece would love to be in your bottle collection!
- \$269.99 Antique French Art Deco Lingerie Chest with original hardware. Has recently been renewed after a bad paint job.
- \$39.99 Vintage Men's Wool Coat XL made in Scotland circa 1966. Had holes in both pockets, recently repaired. Came from Uncle Jerry's House.

All the above is a great deal to write on a tiny tag, and not every item will need every bit of information due to the item's nature. Be creative and have fun with writing your tags!

How to Affix a Tag to an Item

- Affix the tag with a white string—and make every effort to affix the string around a part of the object.
- Never stick or tape a price tag directly to an object. The tag could peel off paint or ruin the value of a painting, book, or ephemera.
- Be creative when placing tags. If you have ephemera for example, place the piece in a plastic sleeve and affix the tag on the outside of the sleeve or on the inside of the sleeve facing out.
- Remember, each object for sale in your booth needs a tag so the Early Owego cashier can ring it up properly at check out. That includes even the smallest of items.
- If an item is not for sale (such as a bookcase or a table showcasing items), it also needs a tag stating it is not for sale.

If you have other price tag writing tips to share, please email us at communications@earlyowego.com.