

## Guide to Selling Used Sports Gear

Sports are not getting any cheaper. The typical family with kids in sports spends anywhere from \$700 to thousands of dollars in gear and fees every year.

### Common reasons to sell include:

- Cleaning out last season's gear
- Upgrading to new equipment
- Waning interests
- Interest in mentoring a new generation of players
- Keeping sports gear out of the landfill and on the field
- A new opportunity for a lucrative side hustle

### The Value of Your Used Sports Equipment

The most difficult part of selling your items at a SWAP is setting a fair price. To get the most money out of your gear, you want to consider the following variables:

- Current popularity of the item – is it trendy like a Peloton, or overabundant like a baseball glove?
- Time of year – is it in demand this season?
- How common is the item?
- Be aware of the retail value

We understand that your gear once meant a lot to you. Pricing it fairly will ensure that it will quickly land in a new home. Be prepared to list your item at least 40-60% less than its retail value.

### Preparing Your Gear

Is your gear ready to be sold?

Many potential buyers will walk away from gear that looks dirty, damaged, or like it has been stored in poor environments. The following considerations should be made before you decide to bring your item to the Equipment SWAP:

- Is it clean?
- Does it have all of the necessary parts?
- Can any of the imperfections be repaired?
- Does it smell good?
- Are there stains?
- Has it been overused or worn out?
- Is it useable?