

10 STEPS TO SELL YOUR WEDDING DRESS!

Start making money by selling your pre-loved wedding dress today

- 1. Make the decision to list your dress.** Wedding dresses have a range of feelings attached to them and this first step can be the hardest.
- 2. Have your dress cleaned and boxed.** Brides-to-be normally want to see the dress clean before buying it. It is hard to see past the fake tan marks under the arm pits and the dirt along the bottom of the dress when you are potentially viewing your dream dress.
- 3. We recommend listing your dress for sale at 50% off the RRP.** Unfortunately, even if it is still in brand new condition you often won't achieve much more. The reason is that if there is only a few hundred dollars between a new wedding dress and a pre-loved wedding dress in the same style, the bride-to-be will always opt for the new dress.
- 4. Sell your dress as soon after your wedding day as possible.** Your wedding dress will devalue the longer it is stored away. Selling a dress in its current release year will be more popular and sell faster than if you store it for a few years and then try and sell it.
- 5. Select your photos for the listing that are clear and focus on the detail of the dress.** Use photos where the dress is not hung and instead is worn in person so that the buyers can see how the dress looks on. Wedding photos are perfect for this!
- 6. Write a quality dress description.** Include the designer, any materials that the dress is made out of, the sizing of the dress and any extra details that you think are important for the potential buyer to know. Just make sure you are transparent with any faults the dress has so that it doesn't cause any disputes later on. Also include a statement about your dress.
- 7. Select your listing price – either Silver or Gold.** If you are after that extra social media exposure for your dress then the Gold Package is for you!
- 8. Be prompt with communication between yourself and the buyers.** If you receive a message regarding your dress, return their enquiry at your earliest convenience so you don't miss out on that sale, otherwise the interested buyer may look at other dresses instead.
- 9. If you are posting the dress,** just make sure you include a tracking number and provide to the buyer and the dress is packed correctly. Of course, this will be at the buyers expense, but you will need to discuss this with them.
- 10. SELL YOUR WEDDING DRESS!**

