



MILK-O-METER REPORT

by MilkGrade · Every deal gets graded

shoe_lot_manifest.csv · generated Oct 15, 2026



All-in cost
\$2,074

Units / lines
326 / 323

Mid profit
-\$458

Max bid (for 20% ROI)
\$1,347

SCENARIOS

Scenario	Sell-through	Gross sales	Net after fees, shipping, unsold	Profit	ROI	Units ≥\$35 profit
Low	70%	\$4,318	\$661	-\$1,413	-68%	0
Mid	75%	\$6,048	\$1,616	-\$458	-22%	3
High	80%	\$7,777	\$2,840	\$765	37%	6

Break-even: average sale must reach **39% of retail** (≈ **\$20.91/unit** across all 326 units) at mid sell-through — 1.13× the mid price assumption.

BY CATEGORY

Category	Units	Est. retail	Mid net recovery
footwear	294	\$15,730	\$1,406
handbags	14	\$1,075	\$186
eyewear	14	\$324	\$10
other	3	\$121	\$13
apparel	1	\$34	\$2

TOP 25 ITEMS: ESTIMATED AMAZON & EBAY VALUES

Item	Qty	Est. Amazon value*	Est. eBay value*	Mid sale	Net/unit	Profit/unit
Coach Beaded Snake Tabby Shoulder Bag 26	1	\$397	\$139	\$139	\$114	\$38
Coach Polished Pebble Leather Tabby Shoulder Bag 26, Black,	1	\$310	\$108	\$108	\$87	\$28
Blundstone 2240 Unisex Lug Chelsea Boot for Men and Women wi	1	\$293	\$103	\$103	\$78	\$23
Brooks Men's Adrenaline GTS 25	1	\$206	\$72	\$72	\$52	\$14
Mizuno Women's Wave Horizon 9 Running Shoes, Wild Wind-White	1	\$194	\$68	\$68	\$48	\$13
New Balance Men's Fresh Foam X 1080 V14 Running Shoe, Grey M	1	\$181	\$63	\$63	\$44	\$11
New Balance Men's FuelCell 990 V6 Sneaker, Grey/Grey, 13 Med	1	\$154	\$54	\$54	\$36	\$9
New Balance Unisex-Adult 574 Sneaker, Oxford Blue/Apricot Or	1	\$132	\$46	\$46	\$30	\$6
New Balance Women's Fresh Foam X More V6 Running Shoe, Perma	1	\$120	\$42	\$42	\$26	\$5
KEEN Men's Targhee 2 Mid Height Waterproof Hiking Boots	1	\$118	\$41	\$41	\$25	\$5
Brooks Women's Adrenaline GTS 25 Supportive Running & Walkin	1	\$116	\$41	\$41	\$25	\$5
Saucony Men's Peregrine 16 Sneaker, Carbon/Black, 11	1	\$116	\$40	\$40	\$25	\$5
Merrell Men's Nova 4 Wp Sneaker, Black, 14 Wide	1	\$110	\$38	\$38	\$23	\$4
Saucony Women's Ride 18 Sneaker, Black/White, 5.5	1	\$108	\$38	\$38	\$22	\$4
Dr. Martens 1461 Bex Dark Brown Crazy Horse UK 10 (US Men's	1	\$102	\$36	\$36	\$20	\$3
Under Armour Women's Ace Low 2 Volleyball Shoes, 100 White,	1	\$96	\$34	\$34	\$19	\$2
Florsheim Men's Rubano Moc Toe Slip On, Black, 11.5 Medium	1	\$96	\$34	\$34	\$19	\$2
KEEN Men's Newport Closed Toe Comfortable Durable Leather Wa	1	\$96	\$33	\$33	\$19	\$2
Vionic Mens 23Walk 2.0 Sneaker Light Grey Suede 12.5 W	1	\$94	\$33	\$33	\$18	\$2
Coach CAQ10 MI5 11.5D SOHO SNKR SIG Charcoal/Black 11.5D	1	\$93	\$33	\$33	\$18	\$2
UGG Women's Coquette Slipper, Chestnut, 10	1	\$92	\$32	\$32	\$18	\$2
Naturalizer Women's Izzy Heeled Sandal English Tea Brown Le	1	\$92	\$32	\$32	\$17	\$2
Vionic High Tide II Thong Sandals Pewter Metallic Leather 11	1	\$91	\$32	\$32	\$17	\$2
Sam Edelman Women's Bianka Sling Pump Cyprus Tan	1	\$91	\$32	\$32	\$17	\$2

WILSON Rush Pro 4.5 Men's Tennis Shoe, White/Black, Size 10	1	\$91	\$32	\$32	\$17	\$2
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- **Est. Amazon value:** Modeled: retail implied by manifest
- **Est. eBay value:** Modeled resale estimate
- *All values are ESTIMATES. eBay values never come from scraping or sold data; when connected they come only from the official eBay Browse API (active listings = current asking prices).

ASSUMPTIONS (ALL ESTIMATES, EDITABLE)

- Price column treated as **allocated cost** (sums to \$2,074 ≈ lot cost); implied retail = cost ÷ 12%.
- Scenario price multipliers low/mid/high: 0.714/1.0/1.286; unsold share 30%/25%/20%.
- Fees: ebay 100% @ 13.6% + \$0.40.
- footwear: recovery 35% of retail (mid), ship+supplies \$10.00/unit
- handbags: recovery 35% of retail (mid), ship+supplies \$6.00/unit
- eyewear: recovery 35% of retail (mid), ship+supplies \$6.00/unit
- apparel: recovery 30% of retail (mid), ship+supplies \$6.00/unit
- other: recovery 35% of retail (mid), ship+supplies \$6.00/unit
- Units that would net below \$0 are counted as \$0 (bundle/donate). Labor, storage and returns are not counted.
- Decision rule: BUY if mid ROI ≥ 20%; NEGOTIATE if max bid ≥ 75% of asking; else PASS.

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