

GARAGE SALES

Planning a Successful Sale

Garage sales and yard sales offer a chance to clear out clutter and make a tidy profit. But they can also be stressful.

Sales may be accompanied by another stressful event, such as a move or a death in the family. Here's a checklist to help keep your blood pressure down.

TIMELINE

- Sort goods into four piles: keep, donate, sell and trash. Goods in the sale pile should be cleaned up, have all their accessories (or priced to account for that) and in good, working order.

- Mark your items for sale with tags that are easy to read. In your pricing strategy, make sure to leave room for negotiation, but don't price things so high that you drive away sales.

- Check local ordinances to see if you need a permit, if there are local rules about signage and parking, and if there are certain hours and goods that are prohibited.

- Choose a date for your sale. Pick a weekend, preferably, where there's not much else going on. Also look for a clear weather forecast or plan



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to hold your sale under cover.

- Advertise your sale in local gathering spots, in the newspaper and online. Take pictures of things such as designer clothing and accessories, kids toys, bikes, furniture,

tools and other high-interest items. Make sure the items are clean and well-lit and that pictures are clear.

- Recruit help. Sales will take more than just your hands. Ask family and friends

to help you set up your sale, answer questions, set out merchandise, check out shoppers and more.

- Make a plan for your sale leftovers. Arrange for one or more donation organizations

to come pick up goods or line up family and friends to help drop it off.

- Hold your sale!

THINGS YOU MAY NEED

- Tables to display your goods. As you set out merchandise, organize it by group or price, but make sure that everything is displayed artfully and that tags are easy to read. Resist the urge to color-code merchandise; it can be hard for shoppers to remember what tag goes with what price, leading to frustration.

- Clothing racks for clothes.

- Chairs for yourself and your helpers.

- Signage: Signs for navigating to your sale, signs for where to park, signs for social distancing if your area still has restrictions.

- A check-out table with a lockable box or money organizer, grocery bags and boxes for shoppers.

- Extra cash and change so you can break bills.

- Tarps to protect merchandise in case of inclement weather.

- Shade or tents. Watch for the signs of sunstroke or heat stroke. If it's especially hot or cold, rotate your sale help so that everyone gets a break from the elements.

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SELLER'S TIP

Provide Clear Directions

Make sure your sale is easy to find. If your neighborhood is off the beaten path or if traditional map apps tend to lead people astray, include brief directions or maps in your advertising so that people will easily be able to find your sale. Also speak with your neighbors well before the sale so that they aren't surprised by the traffic.

AD SPACE