

GARAGE SALES

Advertising Tips for your Sale

A critical part of having a successful sale is letting people know about it. Don't worry about this intimidating task; it's easier than you think to advertise and attract shoppers for a profitable sale.

CLEAN IT CLEAN

Make sure all your items are clean and in good repair. This small effort now will mean you can ask — and get — more for your merchandise. Make sure buttons and zippers work on clothing, that electronics and toys work and have all their pieces, that furniture is in good repair and ready for display in someone else's home. For items that have flaws, go ahead and offer them for sale, but make sure you account for it in the price and be upfront about what's wrong.

TAKE MEASUREMENTS

Especially for things like furniture and artwork, make sure you make exact measurements and list it on each item for sale. Clothes should have the sizes clearly displayed on the label. Make careful descriptions of your big-ticket



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merchandise, including brands and amount of use, where appropriate. Include the year of purchase if you can and see if you have any receipts or manuals related to these items.

PICTURES MAKE PERFECT

Social media is a great way

to advertise sales and the key to good social media advertising is good pictures. Take your cleaned, measured items to a well-lit place and take lots of pictures. Overall shots to begin with, then take pictures of any details and things that make your items special. Add these pictures to your listing, along with the measurements

and descriptions, and your sale is well on the way to success.

PUT IT IN THE PAPER

Newspapers are the Bible of veteran garage sale shoppers. Make sure you advertise your sale in the local paper, and follow their directions carefully for doing so. You

may have to submit the ad several days before the actual sale, so think ahead. Some newspapers have special rates for garage sale ads on certain days or provide you with a signage kit to make your sale more successful. Information you include in your ad should be your address, what you have for sale (list those big-ticket items first) and the hours of your sale. Extras: If you still have room, include directions, instructions for parking and a call to action, like shop early and save.

MAKE YOUR SALE SHINE

The last part of a great advertising strategy is to deliver, not only on the items you promised, but in setting up an attractive, well-organized sale that will draw in shoppers just passing by. Put your most attractive items front and center so everyone can see them, then arrange everything else so that it's easy for your shoppers to see. Try not to place smaller items on the ground; keep those on tables.

You should have plenty of signage, where you can, to make your sale easy to find for shoppers. Make sure you abide by neighborhood and city regulations regarding your signs and make sure you take them up as soon as your sale is over.

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BUYER'S TIP

Bring Along a Devil's Advocate

Unchecked bargain hunting can breed garage sale excess, so take friends along who will say things like: "Do you really need that?" or "Your girlfriend's gonna hate that." You'll avoid wasting money and focus more on what you're looking for.

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