

# GARAGE SALES

## Organizing a Multi-Family Sale

If one family's junk makes a good sale, several families' junk makes for a great one. But organizing a multi-family sale is a bit trickier than a single family's sale. Here are some tips and tricks for doing it well.

### PLANNING

Get your family started sorting their own items, then reach out to your friends and neighbors.

Choose a date for the sale, preferably one that's free of other time commitments, such as football games, birthdays and other social events.

Once you have a list of everyone on board, select a central location to hold the sale. It could be someone's home, a community center or church, or a local park. Just make sure you make the proper reservations for your sale, if needed, and pay any related fees. Divide the fees by the number of families and either collect them ahead of time or take them from the proceeds of the sale.

Start a group text or have a sit-down conversation about the logistics of your sale. Decide on a pricing strategy — no more than 10% of retail price is a good rule — so that no one is undercutting anyone else. Also start discussing the types of items everyone is

going to have for sale and set a deadline for coming up with advertising, probably around a month to two weeks before the sale.

### ADVERTISING

Pick someone to be in charge of advertising. Have each household provide that person with a general list of items they're going to sell, along with clear pictures taken in attractive lighting. The advertising guru should write ads for social media, local websites and the newspaper that include the types of items to be sold, the date and time of the sale and the address of the sale location.

Stress that it's more than one family. That will attract shoppers looking for great deals as it connotes a wide variety of things for sale. You can say something like, "Six-Family Garage Sale, Richland Community Center, 101 Kensington Court, Smithville, AR, 35874. Saturday, March 9, 8 a.m.-2 p.m. Includes housewares, art, toys, bicycles, sport-

ing goods and more! Hot dog plates served at noon for \$5, includes a hot dog, chips and a soft drink."

### PRICING

It's all hands on deck for

garage sale set-up, particularly for a sale of this size. Have each family put their own color sticker on their items. This avoids them getting mixed up. Designate a cashier crew and have them keep track of

items and who they belong to. There's no need to separate the cash so long as there's a faithful running total for each color. Have more than one person at the checkout at all times to help avoid confusion.



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### SELLER'S TIP

#### Making a Deal

Don't negotiate on behalf of other families unless you've been given express permission to do so. Instead, walk the potential buyer to a member of that family to let them talk over pricing on their own. You should have a good idea of what each family is offering so that you can help direct shoppers, who may then buy more stuff.

## AD SPACE