

GARAGE SALES

Looking for the Wonderfully Weird

Some shoppers aren't looking for the best bargain. They're hunting for the weirdest thing they can find: hippo sculptures, anything tiki, perfume bottles shaped like horses, anything goes.

SOCIAL MEDIA

Various social media groups have sprung up around people's weird garage sale or thrift store finds. People share pictures of their best finds and whether or not they bought it. Sometimes, someone in the group will even ask people to buy it on their behalf and pay to have it shipped. You never know what someone will collect.

Do a little stalking of these Facebook and other groups beforehand to know specifically what people are looking for.

SETTING UP A SALE

When you're collecting items for a garage sale, don't throw out that planter shaped like an airplane. You better believe someone, somewhere wants it. Just because it's not the traditional garage sale fare of castoff clothes and furni-



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ture doesn't mean there's not a market for it. Consider making a table of just weird and wacky finds: celebrity albums, ashtrays of all kinds, trivia books, you name it.

MAKE IT PART OF YOUR ADVERTISEMENT

If you've got enough of these weird goods, consider adding it to your traditional newspaper advertisement and signage. Sure, these things get passed around by word of mouth but letting people know before your sale starts

will give them a chance to get excited and ready to spend.

You might also consider taking some attractive pictures of your weirdest items and posting them in these groups — particularly if they're local to you — to get some attention. Before taking a picture, make sure your item is clean and you photograph it against an attractive background. Use bright sunlight or several lamps to get the best possible lighting for your item.

Take pictures from different

angles and, if there are any flaws, make sure to capture those, too. You don't want anyone to feel you misrepresented the item or its condition.

PRICING

Some things may be unique enough that you can't find similar items offered for sale online. But with things like albums, books and other pieces, you can probably find something close enough to help you value it fairly. If all else fails, follow these pricing tips.

- If you remember how much you paid for it or the tag is still on the item, divide it in half and price from there.
- Consider how much you'd be willing to pay for such an item. And consider how much it's earning you now, which is nothing.
- Be prepared to negotiate. Before you even set the item out, consider what is the least amount you'll take for it.

DURING THE SALE

If you group the items together, make sure to put that table where it's easily seen and found. Rearrange your items as people buy things to make it more attractive and showcase different pieces. As with all other items in your sale, make sure these are clean, free of debris and that any flaws are noted and taken into consideration during pricing.

AFTER THE SALE

If you've got any of your kitschy pieces left over, pack them up and take them to a local thrift store. You may be lucky enough to live near one that specializes in vintage items, albums or other specific collections. Check your local business directories for more information. These dealers will delight in donations, but some may even pay you for your goods or come and get them free of charge.

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BUYER'S TIP

Grab the Kitsch

If you see one of these weird finds, grab it then. It's probably unique enough, either by production or geography, that you may not see another one like it again.

AD SPACE