

GARAGE SALES

Think Like a Retail Store

During a garage sale, you're a retail store for a day, so it behooves you to think like one.

Making a great first impression will draw more people to your sale and net you more money in the end.

CATERING TO PASSERS-BY

Place your big-ticket and popular items out front so they're easily seen by passers-by. Remember that these can be people that are specifically looking for a garage sale and have a list of places to visit compiled from ads in the paper, or they can be people out on other errands that are attracted to your sale by what they see.

Some items to consider placing front and center:

- Furniture.
- Big-ticket lawn tools in good condition, such as a mower.
- Baby items, such as strollers.
- Working electronics.

DRAW PEOPLE THROUGH YOUR SALE

Big items work great in the



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front, but they can also draw people to the back, too. Place large artwork, mirrors or other things that people can easily see at the back of the sale. Remember, it has to be good enough that they'll want to walk through your whole garage sale to get to it.

BE DETAIL-ORIENTED

Make sure all your signage matches and is easy to read from a distance. Keep direc-

tional signs simple and easy to follow. Use colors that stand out but that can also be read from a car — avoid neon lettering at all costs. Keep your fonts simple, too. It can be tempting to break out the curlicue and curlicues, but remember those can be difficult to read from a moving car.

Other touches that can make your sale a success:

Wrap grouped items, like pillowcases or baby clothes,

in pretty ribbon or twine.

- Hang outfits together on one hanger and price it accordingly.

- Hang blankets, too, so that people don't have to fold and unfold to see the whole thing. Bonus: You don't have to re-fold constantly to keep your sale looking neat.

- Group like with like. Put electronics together, lamps together, tools together — you get the point.

- Display jewelry neatly on cardstock or blank index cards. This keeps your pieces from getting tangled and makes for a more attractive presentation.

DECORATE

Sure, it's a yard sale and it's only temporary. But just like a regular retail store, decor makes a difference. Consider putting table cloths or skirts on your table in matching or coordinating colors. Other ideas for jazzing up your sale:

- Put balloons on your mailbox or house to attract attention.

- Arrange your tables so that they're easy to walk through and see from the road, but also pleasing to the eye.

- Put some background music on, either from a local radio station or from a custom playlist.

SORT AND SORT AGAIN

You've got your sale perfectly set up, but then the hordes come through. Hopefully, you've made a lot of money, but your sale is starting to look picked over. This is when it's important to have help. One of you can man the till while others circulate and rearrange items as goods sell to make your sale look neat and not picked over. Consolidate tables, racks and other displays as the day goes on and put empty tables away and out of sight.

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SELLER'S TIP

Offer Refreshments

Think about offering free refreshments to shoppers to keep them browsing (and buying) longer. Put a couple of cases of water on ice or offer coffee and hot cocoa.

AD SPACE