

GARAGE SALES

Encourage Shoppers to Spend

Great deals catch shoppers' eyes all the time in retail sales, and the same is true with garage sales.

Use some of the same techniques that stores use all the time to entice shoppers to spend big.

VOLUME PRICING

If you've got a lot of any one item, such as books or records, consider offering them at a discount if and only if shoppers buy in volume. For instance, offer books at 25 cents a piece or six for \$1. Shoppers will work harder to find two more books they like and that will be two more books you won't have to pack up later.

BUNDLING

Consider putting similar items together in bundles at a discount. For instance, if you have a great saucepan, add a cookbook and some kitchen utensils. Arrange them attractively and price each item individually or the whole package at a third less. It's the same principle as above:



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Shoppers will see the deal and buy more items for around the same price.

You can do this with clothing. Show off your old outfits and piece together new ones. This allows shoppers to better imagine how they'll use your

pieces and may send more clothing marching out of your sale.

CLEAN IT UP

Clean merchandise always shows better. Even if it's something meant to be dirty, such

as power tools, clean it up as best you can to show it off and bring top dollar. Make sure to include all the accessories with the item or, if you're selling them separately, place them nearby on the tables so shoppers will spot them easily.

ORGANIZE IT

Shoppers tend to spend more in stores that are neatly and attractively organized, and the same is true with your garage sale. Arrange items in groups together (housewares, kitchen items, wall decor, so on) and display them attractively on tables or blankets on the ground so that even passers-by can get a good eyeful. This may bring in people that didn't even intend to go shopping that day.

Have friends and family lend a hand to keep your sale organized and looking neat throughout the day. They can also help restock tables, bag up purchases and load larger items into cars.

SPECIAL SHOPPING HOURS

Offer discounts after a certain time of day to get merchandise moving. Consider a rolling discount: 10% off after noon, 20% off after 1 p.m., and so on. This may even encourage shoppers to return for an item they were previously on the fence about.

Such a strategy can work in your favor in keeping early bird shoppers away from your door at all hours of the morning. Charge a 50% fee for early bird shoppers and enjoy your coffee in peace.

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SELLER'S TIP

Pricing Tips

Include any discounts you plan to offer in your advertisements and on any signage for your sale the day of. Be clear about what discounts you're offering and when. Think about setting an alarm on your phone if your prices will change throughout the day.

AD SPACE