

# GARAGE SALES

## How to Part With a Collection

Whether it's a childhood collection of baseball cards or a mid-life trove of mid-century Pyrex, there are times when you need to divest a few of your treasures.

So how do you go about doing that? A garage sale is one way, and if you've got other things you need to sale, adding your collection to the lot could draw more people in to buy more of your things.

### ADVERTISE IT

Get started by advertising your sale in all the usual places — the newspaper is always a hit — along with social media and community listings. Include the when and where, but also make sure you put exactly what you've got. Don't be afraid to crow about it, either.

Because you're a collector, you know exactly what you have. Make sure that's listed prominently in the ad before anything else you have. You



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might also consider offering special early or late hours just for fellow collectors to browse and make their selections. Just remember that when you're dealing with other col-

lectors, they also know the value of what you have. Don't try to haggle too much and also think about offering bulk discounts to move your things quickly.

### THE ART OF DISPLAY

When you go to a retail store, it's much more enjoyable to go to a store that's clean and well-organized. Take that into consideration

when organizing your collection for sale. Make sure that your items are cleaned and laid out in a way that is attractive to potential shoppers. Display everything neatly and with good lighting. Lay your tables out so that your sale can be seen from the road. Place valuable items closest to where you plan to have the cashier table so you can keep an eye on them.

Recruit friends and neighbors to help you keep an eye on things as the sale progresses, especially if you've got a large collection or if you've got valuable items. Circulate frequently through the sale, resetting the items as they sell, cleaning up your tables and walkways, and talking to your shoppers. You may be able to help a confused shopper or fellow collector find just what they were looking for.

### SENTIMENTS ASIDE

Before parting with your collection for good, you need to make sure you make peace with your decision. Try not to let your feelings get in the way. You know the monetary value of your things, but you should also be keenly aware of the emotional value you put into it, too. You definitely won't get that back at a sale. Be sure you're prepared to watch your collection, whether it's all or part, walk out the door.



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### SELLER'S TIP

#### Advertise on Sites and Forums

Advertise your sale not only in the usual garage sale spots, but also on sites and forums where collectors of these items gather. Let them know about your sale and invite them out to join it. They might end up buying more of your other items, too.

## AD SPACE