

GARAGE SALES

Staging your Sale

Think about shopping in your favorite store. What's that experience like? Is it haphazard piles of goods, some dirty and some clean, with tags askew or not at all? Or is it neat and organized, with items neatly spaced and sorted for easy browsing?

Probably the latter. And who do you think makes the most money in their store? Probably also the latter, right? So let's talk about some ways to set your sale up like a retail store.

MAKE SURE IT'S CLEAN

You want all of your items to be clean or at least wiped down well, with all the accessories either packaged with it or nearby. If you still have the box for the item and it's in good shape, include that in your display, along with any receipts, manuals or warranty information you have. See that clothing you have for sale is freshly washed and dried, free of stains and holes, rips or tears. Furniture should be cleaned or vacuumed, with any flaws taken into account



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in pricing and pointed out in the description.

MAKE SURE IT'S ORGANIZED

You'll need lots of tables and display areas for your items. You don't have your shoppers to have to stoop and

reach for your goods. Leave room between each item so that shoppers can clearly see what you have on offer. Another good tip is to put your biggest and best items where they can clearly be seen from the road. This will draw in shoppers from

passers-by who see what you have.

As your merchandise sells, make sure to put out fresh items, if you have them, and keep your tables neat and organized as the sale goes on. Buyers may move items around, so regularly make

rounds straightening up, just like workers do in retail stores.

MAKE SURE SHOPPERS CAN GET AROUND

This means leaving lots of room in between the tables for shoppers to move around, including plenty of space for social distancing. Set the sale up on flat, even ground that's easy to navigate. The driveway or garage is good, but also your yard if it's flat and free of shrubbery and roots. Don't set up near your rose garden or your vegetable beds; shoppers may not pay attention to where they're stepping. Mark off areas for shoppers to park and let your neighbors know about your sale beforehand. Try to keep your shoppers from blocking driveways and the streets.

MAKE SURE IT'S EASY TO FIND

Not the items this time, your whole sale. Following local and neighborhood restrictions, of course, post signage to help shoppers find your home. Include your address and, if needed, clear instructions to help people find your sale in all your advertisement. If you haven't, you might want to test your address in popular mapping apps, like Apple Maps, Google Maps and others, to make sure it takes you to the right place.

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BUYER'S TIP

Prep for Garage Sale Rounds

Map out the sales you plan to hit before you go. Consult advertisements in the newspaper and pick a route that includes refreshment stops, bathroom breaks, drop offs for your haul or even a stop at the ATM for more cash.

AD SPACE