

GARAGE SALES

Selling Items in Bulk

Some items are tough sells at a garage sale, and they tend to be items we have a lot of, like clothes, books, games and toys. One way to get rid of these items quickly is to sell them in bulk.

Here's how to do it.

SORT, SORT, SORT

Package up your items in categories. Clothing by size and gender. Toys by age range. Books by genre. And don't be afraid to get creative. One idea is to wrap up the books and describe them as blind dates. A murder mystery could be a dark and stormy night. Bag up clothing and toys in the same age range and character and make it a grab bag. Sort adult clothes into mystery bags.

The key to these creative sales is to price accordingly. The price has to be low enough to overcome any fear of getting overcharged or getting a bag full of trash.

BUNDLE AND SAVE

Another idea is to price things so that they're cheaper



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per item if they're bundled. For instance, books are 50 cents each or four for \$1. Pants are \$1 each or six pairs for \$5. Or you can use a sliding percentage scale. The more of an item they buy, the more they get off their total purchase.

MARKETING

Include in your advertising that you'll be selling items in bundled packs for a big dis-

count. If you've got a lot of a particular item, such as toys, target and call out places you think would be in the market for big lots of toys. Think about daycare centers, churches and other places that would make use of a big bunch of toys. Consider setting special shopping hours just for them or giving them discounts on top of the bundles to encourage them to buy more.

HAVE A PLAN

Sometimes, even the most creative sales will still leave you with a big pile of books in your driveway. Before you even set up your sale, you need to have a plan for how to dispose of anything that doesn't sell. For books, consider donating them to a hospital or retirement home in your area. Recycling is also an option. Just make sure you find a center that accepts

books and follow their instructions for proper disposal.

Clothing can be sent to homeless shelters, women's and children's shelters, or donated to other organizations that serve the needy. You can also arrange for pickups from some thrift store organizations. Just make sure to ask for their requirements beforehand and adhere to them.

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SELLER'S TIP

Bundle, Bundle, Bundle

If you don't want to spend the time to make grab bags of clothes, you can pair up clothes into outfits including a top or shirt or blouse, pants or shorts or a skirt, and even a pair of shoes or a necklace. Offer a discount for buying the outfit as a whole. You can also bundle other things, like sporting goods or appliances with dishes and cookware. The more people buy, the bigger the discount you should offer.

AD SPACE