

GARAGE SALES

Making Your Garage Sale a Success

Garage sales are great ways to clear out junk and turn a tidy profit. But only if people can find it.

That means great advertising to get buyers to turn out in droves and pay money for your stuff. Advertising your sale starts with knowing your market.

CHECK OUT OTHER GARAGE SALES

Start noticing how the people around you advertise their garage sales. Look for flyers and notice where they're posted (legally) and what catches your eye. Check the newspaper advertisements, a classic way to find garage sales, and notice what words and phrases catch your eye. Those are likely to be successful for other shoppers as well. You should also check social media advertising and notice if they have pictures, what kinds of pictures and what information you find helpful in the ads.

The next step is heading out



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to those sales. Notice what attracts you to the sale, how merchandise is laid out, how things are priced. What did you find confusing? What helped you navigate? If you bought anything, how did the check-out process go?

These are all things that can help your sale be more successful.

ADVERTISING

Now that you've seen what successful garage sale advertising looks like, start planning your own. What makes good advertising varies from place to place, but generally, you should be as clear as possible in your advertising. Be specific about the goods you'll be offering. Take clear, well-lit pictures

of your items for use on social media. Items that sell well include clothing, toys, sporting goods and furniture.

Pick a date for your sale that doesn't interfere with other local events (unless you're near a festival or event that's drawing people to the area). Around the first of the month, when many people get paid and have

extra cash, can be a good time to hold a sale. Be clear about the date in your advertising, and also be very specific about the times that you'll be attending your sale.

Make sure to include your full address and any forms of payment you'll take, including cash and through apps such as Venmo. If there are special directions for parking, you should also include those.

Finally, print off your flyers, call the newspaper at least a week in advance and write your ad to post on social media sites. Some you should consider are Craigslist, Facebook Marketplace, Instagram and others.

THE DAY OF YOUR SALE

Before your sale, check to make sure if it's legal to post signage in your area. If it is, prepare signs that are clearly legible from a moving car — no fancy script or small letters here — and put them out where you can safely leave them (make sure to pick them up at the end of the day, or you could be charged with littering). If your home is difficult to find, consider putting up signage telling people where to turn. You should also make sure to keep tabs on any social media posts to look for questions so you can answer them as soon as possible.

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SELLER'S TIP

Taking Photos of Your Items

Pictures of your items should be well-lit and attractive. Before you start to take pictures, you should clean them up as nicely as you can. Be honest about your items — if they are broken or missing accessories, say that — and price them accordingly.

AD SPACE