

GARAGE SALES

Writing the Perfect Ad

We see garage sale ads all the time, and writing them seems simple enough. But it can be difficult to get everything you want in such a small place, much less in a way that will engage with shoppers and draw them into your sale.

Furthermore, some areas still have rules and regulations about gathering, permitting and putting out signage that need to be navigated.

Fortunately, we've got your complete guide to writing the perfect ad for your sale.

LOCATION, LOCATION, LOCATION

What's true in real estate is also true in garage sale placement. It's critical that you advertise your sale in places where shoppers are most likely to see it. Newspaper classifieds are always popular with garage sale shoppers. Make sure you place your ad at least a week in advance of your sale and ask the staff for pointers on writing the perfect ad for your area. They know what shoppers look for and what gets the best results. At minimum, you'll want to include



© ADOBE STOCK

your address, hours of the sale and a short sampling of items you'll have up for grabs.

You may also choose to advertise on social media. Facebook is popular; look for neighborhood and sale groups around you. For these ads, pay attention to any group rules you need to fol-

low. Social media also lends itself to pictures and good pictures will draw more shoppers. Clean up your merchandise and take good, well-lit pictures (outside is best) of your best items and post those along with your ad. You can also advertise on networks like Nextdoor and other

neighborhood apps.

WHAT TO INCLUDE

It seems obvious, but when you're trying to work everything else out, it can be easy to forget to include your address. That should be the first thing in your garage sale ad. Also include the hours of

your sale and any regulations on parking (no parking on the street, park at the nearby school, etc.). Finally, include some of the big-ticket items you'll have for sale. Popular items include furniture, kids' toys and clothing, electronics, appliances, and lawn and garden implements. When arranging your sale, make sure these are the things visible from the street and included in your social posts.

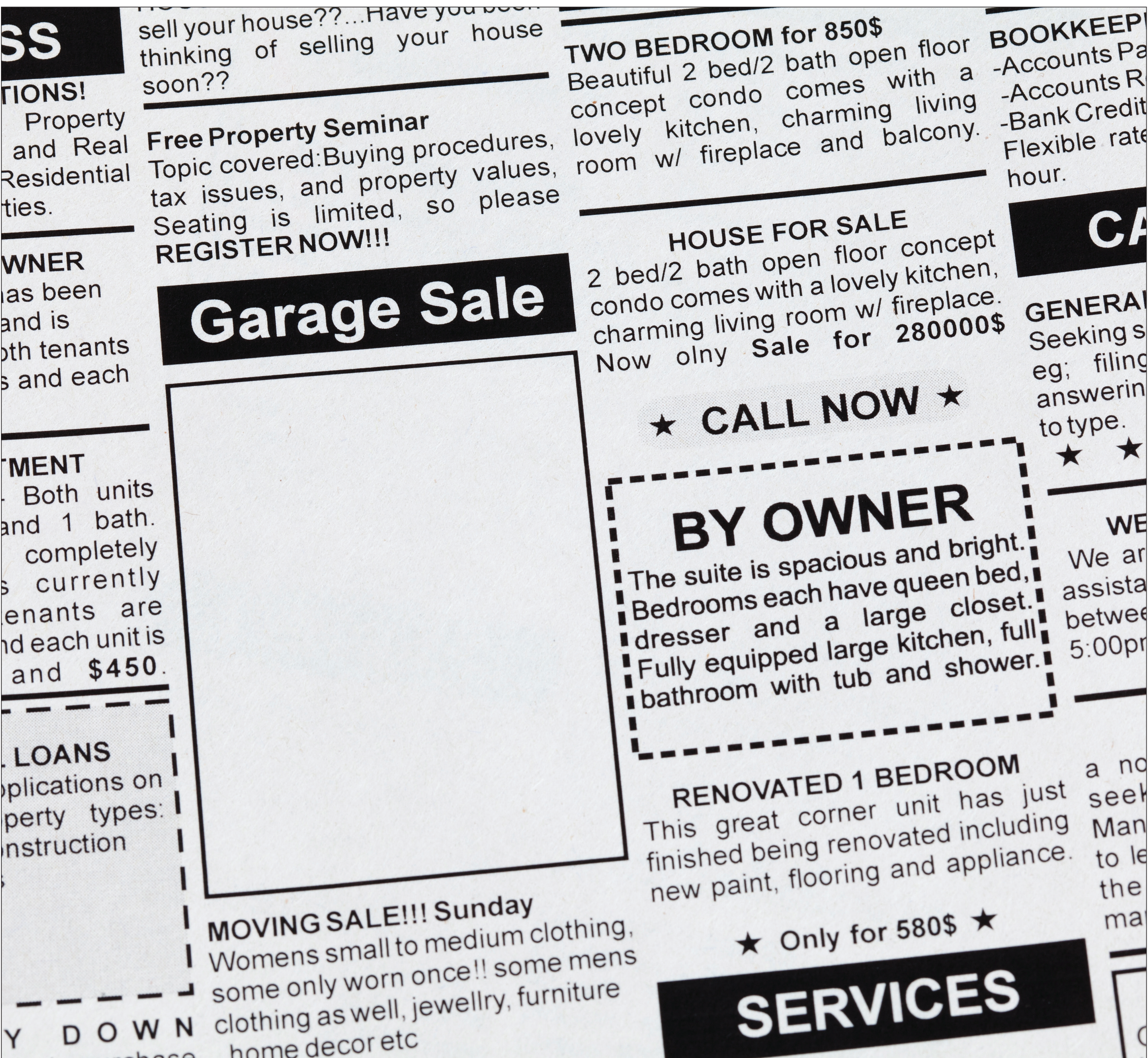
You'll also want to include any special deals you may be holding at your sale. Some ideas are:

- Giving a portion of your proceeds to a charitable group.
- Discounts after a certain time of day.
- Selling refreshments or lunches (this is a great idea for kids to earn extra money and lend a hand).

WHAT NOT TO INCLUDE

Try not to give out your phone number, if possible. Instead, encourage people to come to your sale on the day of the sale to make their purchases. Also, remember selling safety and don't meet people on your own to sell items. Always bring someone with you for private sales, and meet in a well-lit public space. Some police stations are now offering areas to make these transactions while they watch.

GARAGE SALES



Writing the Perfect Ad

We see garage sale ads all the time, and writing them seems simple enough. But it can be difficult to get everything you want in such a small place, much less in a way that will engage with shoppers and draw them into your sale.

Furthermore, some areas still have rules and regulations about gathering, permitting and putting out signage that need to be navigated.

Fortunately, we've got your complete guide to writing the perfect ad for your sale.

LOCATION, LOCATION, LOCATION

What's true in real estate is also true in garage sale placement. It's critical that you

advertise your sale in places where shoppers are most likely to see it. Newspaper classifieds are always popular with garage sale shoppers. Make sure you place your ad at least a week in advance of your sale and ask the staff for pointers on writing the perfect ad for your area. They know what shoppers look for and what gets the best results. At minimum, you'll want to include your address, hours of the

sale and a short sampling of items you'll have up for grabs.

You may also choose to advertise on social media. Facebook is popular; look for neighborhood and sale groups around you. For these ads, pay attention to any group rules you need to follow. Social media also lends itself to pictures and good pictures will draw more shoppers. Clean up your merchandise and take good, well-lit pictures (outside is best) of your best items and post those along with your ad. You can also advertise on networks like Nextdoor and other neighborhood apps.

WHAT TO INCLUDE

It seems obvious, but when you're trying to work every-

thing else out, it can be easy to forget to include your address. That should be the first thing in your garage sale ad. Also include the hours of your sale and any regulations on parking (no parking on the street, park at the nearby school, etc.). Finally, include some of the big-ticket items you'll have for sale. Popular items include furniture, kids' toys and clothing, electronics, appliances, and lawn and garden implements. When arranging your sale, make sure these are the things visible from the street and included in your social posts.

You'll also want to include any special deals you may be holding at your sale. Some ideas are:

- Giving a portion of your

proceeds to a charitable group.

- Discounts after a certain time of day.
- Selling refreshments or lunches (this is a great idea for kids to earn extra money and lend a hand).

WHAT NOT TO INCLUDE

Try not to give out your phone number, if possible. Instead, encourage people to come to your sale on the day of the sale to make their purchases. Also, remember selling safety and don't meet people on your own to sell items. Always bring someone with you for private sales, and meet in a well-lit public space. Some police stations are now offering areas to make these transactions while they watch.

SELLER'S TIP

Spread the Word

You'll get far more buyers for your items — and make more money — if you advertise your sale. Let people know through classified ads, community calendars, church networks, social networks and more. Spread the word in as many places as you can.

AD SPACE