

GARAGE SALES

How to Advertise your Sale

Getting the word out about your sale is critical to success.

But it's more complicated than it sounds to make sure your sale is easy to find and attractive to shoppers. Keep reading for more tips on how to advertise your garage sale.

WHAT TO INCLUDE

Make sure your basic ad includes the following:

- Your address.
- Directions, if needed.
- What kinds of things you'll have for sale. You may want to particularly highlight popular items like bicycles, toys and furniture.

IN PRINT

Traditionally, hardcore garage sale shoppers turn to the local paper to find listings and plot out their strategy. Check the paper (and its website) for what day they typically run garage sale listings. It's probably on Friday or Saturday, because that's when most sales typically start. Whatever day it is, make sure the listing starts the day before your sale starts and runs on



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the days of the sale, too.

Also make sure that the listing runs online as well, even if it costs more. The extra cost is well worth it. Some newspapers also run zoned garage sale ads that only run in certain ZIP codes. This might be an extra cost, but it gets your

sale in front of more readers.

Many newspapers will give you a garage sale kit, including signs, to help advertise your sale.

ONLINE

In addition to running an online ad with your local newspaper, also advertise on

other online platforms, such as Craigslist and Facebook. You can join local sales groups on Facebook as well and advertise there. Search for your town's name and for sale, then pick the largest groups to ask to join to get your sale in front of more shoppers. Also

include your sale on local neighborhood apps such as Nextdoor to get people around you in to shop. Make sure you keep an eye on those posts so you can answer any questions people have about your items.

MAKE YOUR OWN SIGN

You can also make your own signs for your sale. Make sure you include all the things you would in an ad, and, to get more attention, use neon poster board.

You also want to make sure you're obeying all local laws and ordinances about posting signage; not every city or neighborhood allows taping them to utility poles or they may have to be a certain distance from the road.

Most critically, when you're making your sign, make sure your lettering is large enough and clear enough to read from a passing car. This is not the time to get fancy with calligraphy; simple block letters in a clear black marker is best.

If you're using signs to point the way to your sale, make sure they're easily seen and securely fastened so they don't blow over and fall down. Use a strong, weatherproof tape or staples (safely!). Keep an eye on the weather. Rain and poster board don't mix.

When your sale is over, make sure you remove all your signage to avoid littering fines and fees.

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SELLER'S TIP

Pricing Your Items

It's a general rule that you don't price any of your items more than 10% of the retail value. This may seem like a very small amount, but the quantity of your items is where you'll really be making the most money. People visiting your garage sales won't pay much more than this.

AD SPACE