

GARAGE SALES

Putting Out Signs

Advertising your sale is important, and part of that is putting out signs to direct people to your sale. This, too, must be done properly to make it worth your time.

Some newspapers and organizations give you kits when you place an ad that includes signage. You can also pick up signs at your local hardware store to help you advertise your sale.

While you're there, ask about any local rules and regulations regarding putting up signs. If the staff doesn't know, make a call to city hall or the local police station and ask. These few minutes could save you hundreds of dollars in fines and fees if garage sale signs are considered litter or if there are rules about placing signage in your area.

HOW BIG TO MAKE SIGNS

Your signs should be easily visible from a moving car but not so large that they may block views of other cars or pedestrians. Those local rules and regulations may also dictate the size of your signage, so pay close attention to that.



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Affix your signs to stout posts or use wire frames to stick them into the ground to keep them from blowing away. Any print on your signs should be clear and easy to read from a

distance. Avoid fancy cursive writing and excessive flourishes for straightforward plain English. Try something like:

GARAGE SALE
1234 Smith Street

Live Oak Neighborhood
9 a.m.-3 p.m.
Saturday ONLY

WHERE TO PLACE SIGNS

Once again, follow local

rules, but you want to place your signs so that they are easily seen by traffic and lead directly to your sale. Place one at the main road and at each turn until people arrive at your house. If rules allow, consider placing a colored helium balloon on your signs to help people see them. Remember, make sure your signs don't block views of traffic, pedestrians or other road signs. And if you place them in people's yards, keep them away from mailboxes and gardens to avoid unintentional damage.

SIGN ETIQUETTE

Always ask permission before posting a sign anywhere, whether it's in front of a business or a home, and no matter if the sign is in the city easement or not. It's good etiquette and a great way to meet neighbors (and maybe draw people to your sale). Don't cover up others' signs with your own or affix your signs to theirs without permission. When your sale is over, pick up your signs promptly. In case of inclement weather during your sale, have them picked up as soon as possible before any paper signs disintegrate and leave a mess. Some cities even have hours in which garage sale signs can be posted; remember to follow those to the letter.

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BUYER'S TIP

Pick Up Fallen Signs

If you're on your way to a sale and see a sign hanging on for dear life, pick it up and bring to the seller. Remember where you got it and return it, along with its location, so the seller won't get in trouble for littering and can replace it if needed.

AD SPACE