

GARAGE SALES

Writing the Perfect Sale Ad

Writing a garage sale ad that catches the eye and brings in buyers is more than just putting your address, dates and times.

Your ad has competition out there — other garage sales, thrift stores and even retail outlets are all looking for the same shoppers you are — and you need to make sure your sale catches the right shoppers' eyes (and pocketbooks).

GET ATTENTION

Whether you're writing for social media, the newspaper or an online listing, make sure your ad gets attention. Write a headline that's more than just "Garage Sale Here!" Use active verbs or a dash of humor to get people paying attention. Once you've got them, give them the good details, such as what times you'll be selling, the address of your sale, directions if common GPS apps often mess up directions to your house, and what you have for sale.

Some newspapers may offer graphics for a few dollars



© ADOBE STOCK

more or special borders around ads. These could pay off in the long run because they'll make your ad stand out.

LISTING THE GOODS

If you can, include pictures of the items you're offering and good, thorough descriptions. Make sure the photos

you take are in good lighting and that the items are clean and putting their best foot forward. Be honest about any flaws or missing accessories.

If you're listing clothes, be specific about the types and sizes. Instead of "men's clothing," say "men's dress and casual clothing, sizes 36-42 waist, shorts, tees, dress shirts, ties and more."

Avoid using phrases like "everything must go," because it looks like you're desperate to sell. While you may be, wording like that draws in shoppers who will make low-ball offers and waste your time. Also avoid phrases like, "miscellaneous," "general household goods" and "home decor." Most garage sales have those things. Be more specific: "small kitchen appliances, vintage dining sets, place mats and tablecloths, wall art, paintings and clocks."

TIMES FOR YOUR SALE

You'll find that even if you put a starting time on your sale, people will show up earlier to get first pick at your goods. Consider putting a start time and then saying that early birds are welcome but will pay double. You might be surprised that some people would pay for the privilege of having first dibs on your stuff. Also list a closing time, but consider saying that everything left after a certain time is half off.

GARAGE SALES

sell your house??...Have you been thinking of selling your house soon??

Free Property Seminar
Topic covered: Buying procedures, tax issues, and property values. Seating is limited, so please REGISTER NOW!!!

Garage Sale

TWO BEDROOM for 850\$
Beautiful 2 bed/2 bath open floor concept condo comes with a lovely kitchen, charming living room w/ fireplace and balcony.

HOUSE FOR SALE
2 bed/2 bath open floor concept condo comes with a lovely kitchen, charming living room w/ fireplace. Now only **Sale for 280000\$**

★ CALL NOW ★

BY OWNER
The suite is spacious and bright. Bedrooms each have queen bed, dresser and a large closet. Fully equipped large kitchen, full bathroom with tub and shower.

RENOVATED 1 BEDROOM
This great corner unit has just finished being renovated including new paint, flooring and appliance.

★ Only for 580\$ ★

SERVICES

BOOKKEEPING S
-Accounts Payable
-Accounts Receivable
-Bank Credit Card
Flexible rates start at 1 hour.

CAR

GENERAL HE
Seeking someone to type. \$10 per hour.

WEEKE
We are seeking an assistant for between the hours of 5:00pm. \$10 per hour.

MOVING SALE!!! Sunday
Womens small to medium clothing, some only worn once!! some mens clothing as well, jewelry, furniture home decor etc

D O W N

Writing the Perfect Sale Ad

Writing a garage sale ad that catches the eye and brings in buyers is more than just putting your address, dates and times. Your ad has competition out there — other garage sales, thrift stores and even retail outlets are all looking for the same shoppers you are — and you need to make sure your sale catches the right shoppers' eyes (and pocketbooks).

GET ATTENTION

Whether you're writing for social media, the newspaper or an online listing, make sure your ad gets attention. Write a headline that's more than just "Garage Sale Here!" Use active

verbs or a dash of humor to get people paying attention. Once you've got them, give them the good details, such as what times you'll be selling, the address of your sale, directions if common GPS

apps often mess up directions to your house, and what you have for sale.

Some newspapers may offer graphics for a few dollars more or special borders around ads. These could pay off in the long run because they'll make your ad stand out.

LISTING THE GOODS

If you can, include pictures of the items you're offering and good, thorough descriptions. Make sure the photos you take are in good lighting and that the items are clean and putting their best foot forward. Be honest about any flaws or missing accessories.

If you're listing clothes, be specific about the types and sizes. Instead of "men's clothing," say "men's dress and casual clothing, sizes 36-42 waist, shorts, tees, dress shirts, ties and more."

Avoid using phrases like "everything must go," because it looks like you're desperate to sell. While you may be, wording like that draws in shoppers who will make lowball offers and waste your time. Also avoid phrases like, "miscellaneous," "general household goods" and "home decor." Most garage sales have those things. Be more specific: "small kitchen appliances, vin-

tage dining sets, place mats and tablecloths, wall art, paintings and clocks."

TIMES FOR YOUR SALE

You'll find that even if you put a starting time on your sale, people will show up earlier to get first pick at your goods. Consider putting a start time and then saying that early birds are welcome but will pay double. You might be surprised that some people would pay for the privilege of having first dibs on your stuff. Also list a closing time, but consider saying that everything left after a certain time is half off.

SELLER'S TIP

Be Fair and Honest With Your Pricing

Be fair and honest with your pricing. Generally, garage sale prices are 10% of retail price, but some goods may go for more, depending on the market where you live. Sales in college towns around move-in times, for instance, may fetch more for home furnishings in good condition. Try your best to remove sentimentality and emotion around your items that may cause you to overprice them. If you have any luxury goods or fine jewelry, consider taking them to consignment shops for the best deals. A professional consignment's appraisal fees and negotiating skills alone may be worth the price.

AD SPACE