

# GARAGE SALES

## Setting Up a Moving Sale

One of the top reasons people hold a yard or garage sale is because they're getting ready to relocate. Holding a moving sale is a great way to clean out your items and maybe make a few extra dollars to pay for your move.

Here are some tips for holding a great moving sale from the experts at Moving.com.

### SET A DATE AND TIME

You'll need to do this strategically. Thankfully, the peak times for moving (spring and summer) are also great times to hold sales. Check with local authorities about the days and times it's legal to hold sales, and also take care of any permits you need at the same time. Avoid hosting a sale during a holiday or during major events in your town, such as football games or other sporting events.

### MAKE AN INVENTORY

Retail runs on accurate inventory lists, and your sale is the same. Lists of what



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you're selling and how much you're selling it for will keep you organized during your sale. Update it as items sell so you can keep track of what you've sold and how much you've made during the day.

Perhaps you've got a goal of making \$500, then the rest of your stuff you can pack up for charity donations. Or maybe you've got someone looking for a specific item; you can quickly tell them if you still

have it and maybe suggest other things they should look at.

### CREATIVE ADVERTISING

You know about yard signs (and also about making sure if

they're legal in your area). Make them large as they can be, with print that's easily visible from the road or a moving car. Also consider advertising in the local newspaper. Diehard shoppers often set up routes to hit, using sales listed in the paper as a guide. Put flyers up in local businesses and also advertise on social media, including important details like date, time, place and the items you have for sale.

### MAKE IT A GROUP SALE

While you're out telling your soon-to-be-ex-neighbors about your moving sale, see if they want to join in, even if they're staying put. Larger, community sales tend to attract more crowds, which means more money for you.

### OFFER BULK PRICING

One way to clear out a lot of stuff quickly is to offer bulk pricing. An example is to offer one book for \$1, three books for \$2 and so on. This makes people feel like they're getting more for their money, and encourages them to take more of your stuff off your hands. Also consider surprise grab bags for things like clothes and books. Make sure you fill them with good stuff and not just garbage, and price them accordingly.

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### SELLER'S TIP

#### Keep It Organized

Keep your sale organized. It doesn't have to look like your local retail boutiques, but it should be easy for shoppers to browse and find items they'd like to buy. Hang clothes on a rack, perhaps as outfits to make it easy, and lay out jewelry on felt mats. Spread out your tables so there's plenty of room to walk and browse.

## AD SPACE