

GARAGE SALES

Bundling for Best Deals

As you sort goods for your sale, you may notice certain trends, such as piles of paperback books or mountains of vinyl records. To get rid of these common garage sale items quickly, consider letting them go for a song in a bundle.

PRICING

Pricing for single garage sale items can be tricky. A good rule of thumb is 10% of retail value, but for very common things like paperback books or outdated technology such as CDs and records, you may fetch even less than that. This is where bundling can be your friend. Consider pricing books for 25 cents each or five for \$1.

You can add some entertainment value by bundling them by genre and having musical or bibliographical blind dates. A cardboard box of mystery books wrapped in brown paper for \$5. Records from the 1960s for \$4. The trick here is to include some good stuff in with the very common (or



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really uncommon, and for a reason) items. You want the shopper to feel like the mystery was worth the price they spent — and maybe tell their friends and get more shoppers into your sale.

CLOTHING

Another item to consider bundling is clothing, especially for children. At the very least, group clothing into outfits. Price each item separately, but then hang the

whole outfit and price it at a slight discount to encourage shoppers to buy more. This may also help shoppers who are having trouble envisioning your pieces in their wardrobe.

Other pricing strategies to consider are buy one, get one half-off or even completely free; discounts on items you have a lot of after a certain time of day; and discounts over a certain dollar amount spent. For children's clothing, consider offering deeply discounted play clothes. These are clothes that may be stained or have minor flaws, but that would still be good for situations where children are likely to get dirty.

DONATIONS

One way to collect donations for a favorite organization or charity and give great discounts on bundled items is to offer discounts for bringing something in for cause in exchange for a discount.

For instance, you can support an animal rescue by having people bring in cans of pet food. Each can is worth a percentage of a purchase up to a certain percentage. Note that you want to limit it to avoid people getting their whole purchase for free. It works with money, too, if people add to a donation jar, they can spin a will or pull a discount out of a basket. Adding the element of a game makes it more fun and people are more likely to participate.

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BUYER'S TIP

Create Your Own Bundle, Ask for a Discount

Even if a sale doesn't have things bundled, consider asking for a discount yourself. Just make sure to keep your request polite and nonconfrontational. Make sure that your request is reasonable, too, and you might be surprised at what sellers are willing to do. Don't lowball, though, because that could be considered disrespectful.

AD SPACE