

# GARAGE SALES

## Selling on Social Media

Social media is everywhere these days, including at your garage sale.

Capital One Shopping says that, in an average month, up to 1.185 billion online shoppers worldwide snag a deal on Facebook Marketplace. This means that the social media site is one excellent place to tap into as you are getting the word out about your garage sale.

### **SELLING LARGER ITEMS**

You may want to sell some larger items, such as furniture or sporting goods, by themselves ahead of your sale. Make sure you clean up your items and list information such as the manufacturer, how old it is, dimensions and any accessories you have for it. Take lots of pictures – Facebook also now allows for videos – in good lighting. Take pictures of any defects, if there are any, and be as honest as you can about the item and its condition.

### **YOUR GARAGE SALE**

When it comes to advertising your garage sale, take pictures of the items you'll have on display. Using the video feature, you can arrange your

items for the sale and then take a video, slowly moving over each table so that people can clearly see the items and their prices. Describe the types of items you'll have in the text portion of your ad. Also clearly give directions of how to get to your sale and where to park. If you're holding the sale at your house, make sure to talk to your neighbors before to let them know you're holding a sale.

Keep monitoring your ad until your sale is done to field

questions from potential buyers promptly. If you can, assign someone from your friends and family helping you to keep an eye on your ad. Try to answer questions politely and promptly, even if the question is already answered in your ad. Decide ahead of time if you're going to do things such as hold items for a buyer or take payments other than cash. Make sure to communicate the answers to those questions clearly to everyone helping with your sale.

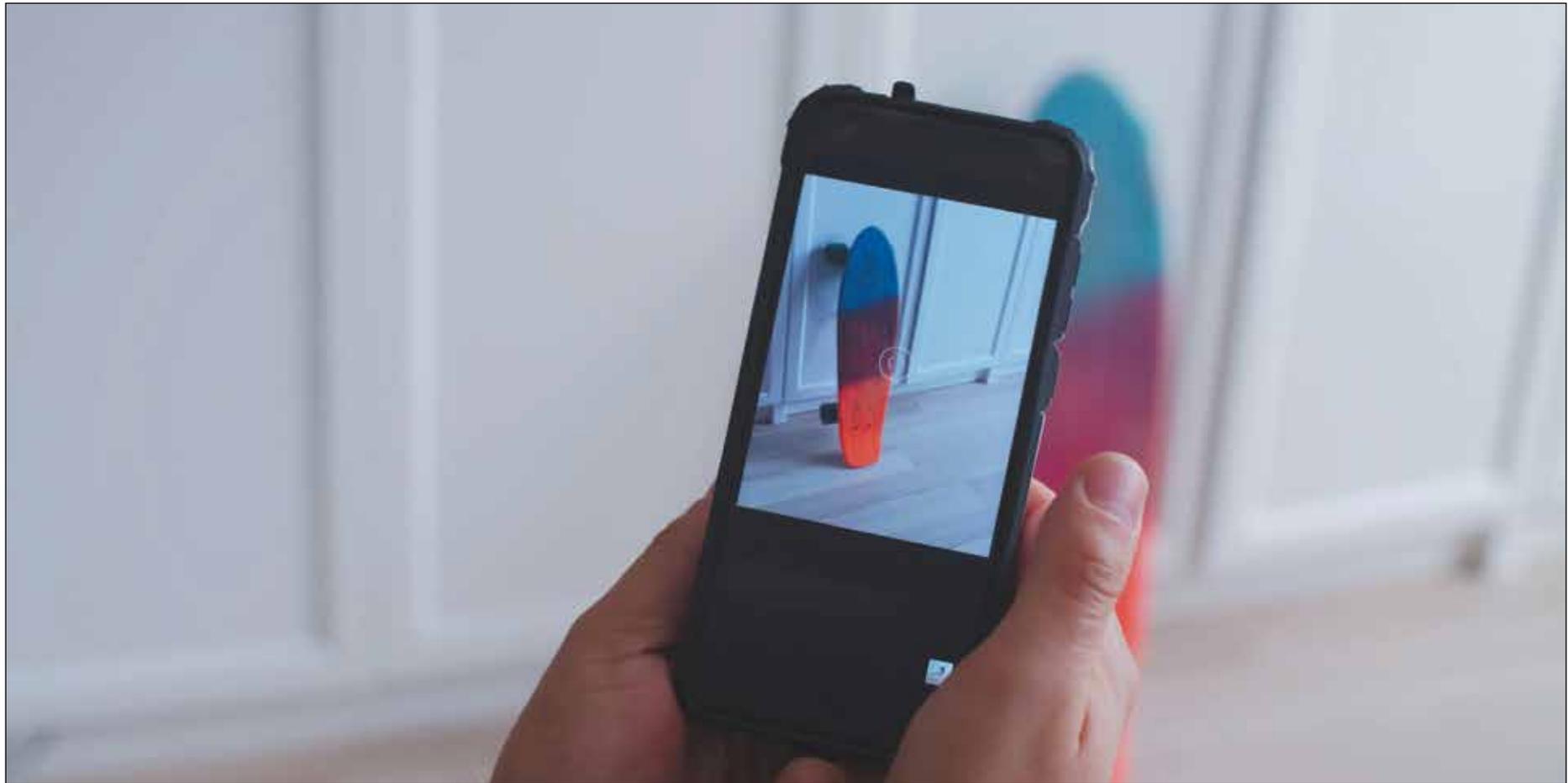
### **OTHER ADVERTISING**

Of course, more advertising brings about more buyers. Even though Facebook Marketplace is a popular platform, it's not the only one out there. You can also advertise on platforms such as Craigslist or on apps such as Poshmark or Letgo.

The tried-and-true garage sale advertising venue, though, is the newspaper. Many buyers, especially frequent garage-salers, will make an all-day garage-saling plan

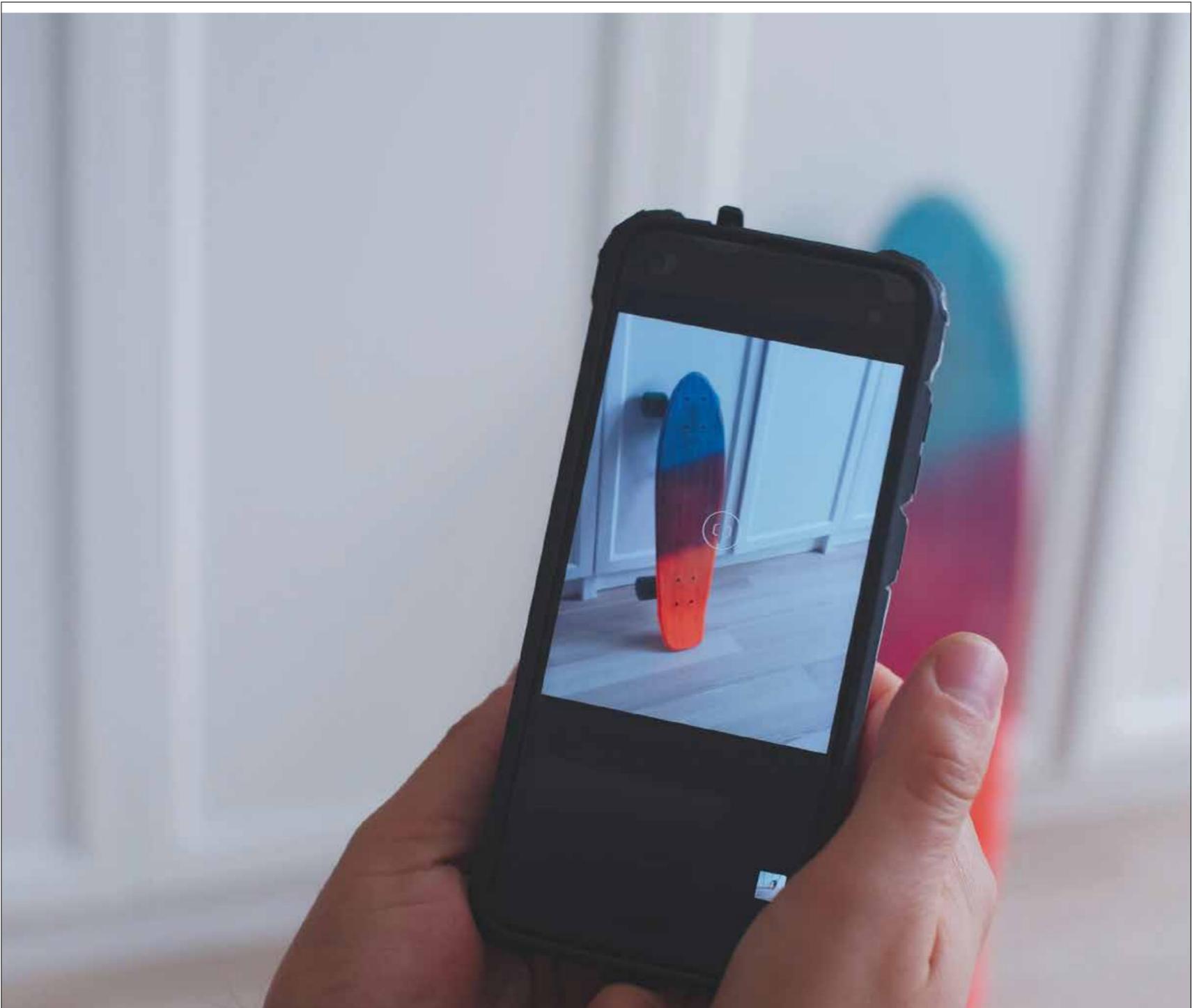
using their local paper. Make sure to place ads the Sunday before your sale in every newspaper covering your town.

You'll also want to advertise in area stores, churches, community centers and other locations that people frequent in your town. Make sure to include your address as well as the time and date of your sale. Include clear directions to your home, especially if Google Maps and other apps tend to lead people astray.



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### SELLER'S TIP

#### Best Sellers

Some of the most popular items that sell at garage sales, according to budgeting site WiseBread, are clothing in good condition, tools, furniture, vintage glassware and dishes, garden tools, shoes and handbags, costume jewelry, children's games and toys, bicycles, books, appliances, and sporting goods.

## AD SPACE