

# GARAGE SALES

## Avoid these Selling Mistakes

Holding a garage sale is a great way to free up some space in your home by offloading unused items and make some cash. There are some tricks of the trade, however, and you can learn a lot from mistakes others have made.

Here are common mistakes people make when organizing a garage sale. Learn these lessons the easy way.

### STARTING TOO LATE

Depending on how hopping that garage sale scene is in your neighborhood, you might miss the biggest shopping crowds if you don't start your sale until Saturday. Thursday and Friday can be prime shopping days, with bargain hunters hitting the streets early to peruse tables and bins for the best treasures.

According to Lynda Hammond, of Garage Sale Gal, buyers might even be less likely to haggle with you over prices on a weekday, knowing you have a few days of selling still to go.

By starting early, you'll also



© ADOBE STOCK

give yourself more sale days and more opportunities to make a big profit.

### PRICING MISTAKES

Pricing for a garage sale can be a lot of work. Hammond recommends you forgo pricing altogether, letting customers name their price first. If you do decide to price your items, don't get too far into the weeds with your pricing scheme. It's better to use a colored label system. For example, all clothing with a blue sticker is \$1, green stickers \$2, etc.

Overpricing your items can

kill your profit. Be realistic about an item's value. Even if you recall plunking down \$200 for that printer three years ago, is it really still worth anything near that? For large items, do a web search for used items currently selling online to get a clear picture of what the actual value might be. Understand that you are taking a hit on some items. At the end of the day, it's make a small profit or none at all.

If you can't resist putting a high price on something, perhaps it has sentimental value to you and you should simply keep it.

### SIGNAGE FAILS

Good old-fashioned paper signs are still important to marketing your sale to passers-by. Placing a sign at the nearest main road and one every 2-3 blocks after that is key. Don't forget, however, to take advantage of large intersections, even if an intersection seems a little far away from your sale. You can't beat the kind of exposure you can get by advertising on a busy street corner. Place signs in the line of drivers' sight, and then place signs every few blocks to keep drivers headed in the right direction.

### SELLER TIPS

#### Price Guide

What's the average going price for jeans? What about vinyl records or toys? It can be hard to know what's a reasonable asking price for some items. TheSpruce.com offers readers a basic guide to pricing, though of course you might need to adjust for the condition and typical prices in your area. Read the guide at <https://bit.ly/33CFdaS>.

Check your signs throughout the day to be sure they're still up. Sometimes signs get swiped, and sometimes strong wind can blow them over. Make sure your signs are still working for you throughout the day and each morning.

### MERCHANDISING

Think of your sale like a small department store. Group like items together to make it easier for shoppers. Someone who's looking for kitchen gadgets might see a few kitchen items in one place, assume those are all the kitchen items, and leave without finding what they need. Grouping items together, much like a retail store is merchandised, will help you serve your customers better and increase your sales.



# GARAGE SALES



© ADOBE STOCK

## Avoid these Selling Mistakes

Holding a garage sale is a great way to free up some space in your home by offloading unused items and make some cash. There are some tricks of the trade, however, and you can learn a lot from mistakes others have made.

Here are common mistakes people make when organizing a garage sale. Learn these lessons the easy way.

### STARTING TOO LATE

Depending on how hopping that garage sale scene is in your neighborhood, you might miss the biggest shopping crowds if you don't start your sale until Saturday. Thursday and Friday can be prime shopping days, with bargain hunters hitting the streets early to peruse tables and bins for the

best treasures.

According to Lynda Hammond, of Garage Sale Gal, buyers might even be less likely to haggle with you over prices on a weekday, knowing you have a few days of selling still to go.

By starting early, you'll also give yourself more sale days and more opportunities to make a big profit.

### PRICING MISTAKES

Pricing for a garage sale can be a lot of work. Hammond

recommends you forgo pricing altogether, letting customers name their price first. If you do decide to price your items, don't get too far into the weeds with your pricing scheme. It's better to use a colored label system. For example, all clothing with a blue sticker is \$1, green stickers \$2, etc.

Overpricing your items can kill your profit. Be realistic about an item's value. Even if you recall plunking down \$200 for that printer three years ago, is it really still worth anything near that? For large items, do a web search for used items currently selling online to get a clear picture of what the actual value might be. Understand that you are taking a hit on some items. At the end of the day, it's make a small profit or none at all.

If you can't resist putting a high price on something, perhaps it has sentimental value to you and you should simply keep it.

### SIGNAGE FAILS

Good old-fashioned paper signs are still important to marketing your sale to passers-by. Placing a sign at the nearest main road and one every 2-3 blocks after that is key. Don't forget, however, to take advantage of large intersections, even if an intersection seems a little far away from your sale. You can't beat the kind of exposure you can get by advertising on a busy street corner. Place signs in the line of drivers' sight, and then place signs every few blocks to keep drivers headed in the right direction.

Check your signs throughout the day to be sure they're still up. Sometimes signs get swiped, and sometimes strong wind can blow them over. Make sure your signs are still working for you throughout the day and each morning.

### MERCHANDISING

Think of your sale like a small department store. Group like items together to make it easier for shoppers. Someone who's looking for kitchen gadgets might see a few kitchen items in one place, assume those are all the kitchen items, and leave without finding what they need. Grouping items together, much like a retail store is merchandised, will help you serve your customers better and increase your sales.

### SELLER TIPS

#### Price Guide

What's the average going price for jeans? What about vinyl records or toys? It can be hard to know what's a reasonable asking price for some items. TheSpruce.com offers readers a basic guide to pricing, though of course you might need to adjust for the condition and typical prices in your area. Read the guide at <https://bit.ly/33CFdaS>.

# AD SPACE