

# GARAGE SALES

## Top 5 Garage Sale Mistakes

Garage sales seem easy, right? Put your old stuff out in the yard and wait for the money to come in.

But it's more complicated than that and can go sideways in a hurry. Make sure you're not killing your own profits and avoid these costly mistakes.

### **PUT EVERYTHING OUT FOR SALE**

Sometimes, when you don't want something, no one else does, either. Be choosy about what you're offering for sale. You want people to be greeted by a clean, well-organized sale with items that are in great shape and of good quality, not heaps of old gym socks. If people have to dig through your trash, you'll never get any of their treasure.

### **PUT EVERYTHING ON THE SIGN**

We've all seen the sign on the side of the road with writing that's too ornate or tiny to read from the seat of a moving car. Most people won't take the time to stop and get



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out to look at it more closely. So make your signs clear and to the point. Use bright poster board and a black marker. Use clean, neatly printed handwriting. Make sure you include the address of the sale

and, if you have room, one or two of the categories of items available. Also important: Check to make sure you're obeying your area's rules and regulations when it comes to putting out signs before you

load them all in your car. You don't want a fine to take a bite out of your profits.

### **GO IT ALONE**

Try to invite as many friends and family as you can

to help you work your sale. More hands and more eyes make quick work of any set-up and clean-up, plus your sale buddies can keep stuff from walking off, answer shoppers' questions and more. Set up shifts so that everyone gets a break, especially if it's hot outside.

### **OVERVALUE YOUR GOODS**

You're not going to make as much as you spent on it. Let's accept and make peace with this fact. Garage sale items should be priced at a third or even a quarter of what you paid new. And every item or category of item should be priced so that people can know quickly how much they're spending. Confusion turns sellers off and they're less likely to buy.

### **DON'T CLEAN UP YOUR ITEMS**

We know it's your junk, but make sure it's nice and clean before you put it out for sale. Wipe it down with a clean cloth, make sure clothing is freshly laundered, folded or hung up, and is free of stains. Don't put out anything that's obviously filthy and, if it's broken or missing any parts, note that on the tag and price it appropriately. Dishware and kitchen items should be gleaming and not chipped, cracked or stained.



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### SELLER'S TIP

#### Inspect Each Item

Look at each item you're planning to put out and ask yourself if you would buy it if you saw it. If the answer's no, chuck it.

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