

# GARAGE SALES

## Pricing Strategies for Sales

One of the most difficult things about a garage sale is deciding how to price your items. Even if you paid a great deal of money for a chair or those slacks, remember that it's only worth what someone else will pay you for it.

Because these items were previously loved by you, it can be difficult to know how to price it to sell. Here are some winning selling strategies to make you a great profit.

### LOOK AROUND

While you're planning your sale, visit other sales in your area to see how much things are going for. Pay special attention to sales that have some of the same things you have. You can also do research in online marketplaces, such as on social media or eBay to make sure you're pricing your items fairly.

### PRICE YOUR ITEMS BEFORE THE SALE

Don't ever put items out at your sale without prices on them. Each item should be



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priced individually unless you have a large amount of certain kinds of items, such as books or games. Those items should be grouped together and have a large sign that clearly states the item and the price. Stickers should be low-tack, if possible, and brightly colored. Write the prices clearly with a felt-tipped marker to make them easier to see. Don't put pricing stickers on paper goods where the sticker could damage the item.

If you're having a multi-family sale, use color-coded stickers or mark tags with the family's initials to keep track of who should get what. As shoppers pay, peel off the sticker and stick them on a notebook page to keep a log.

### HAGGLING

Assume that your customers are going to haggle. It's common at garage and yard sales and even at estate sales.

On items that cost more, build in some negotiating room of 15% to 20% above your minimum. On items you aren't willing to negotiate on, make sure you mark the price as firm to keep people from trying to talk you down.

### PRICING GUIDE

Here are some price ranges for common garage sale items from The Spruce.

Adult clothes: These usually

go from \$3-\$5 for most pants, shirts and other adult clothing. The exception is if it still has its tags on. Then you can increase the price.

Baby clothes: These run from \$1-\$3 for gently used clothes, but you can drop it as low as a few cents for play clothes.

Coats: Children's coats should run about \$5 while adult coats can go for up to \$15. Heavy winter coats should go for more than thing jackets and also keep the material and designer in mind. Advertise any brand names and designers with your sale.

Books: Think 25-50 cents for paperbacks and \$1-\$2 for hardcovers. Keep an eye out for larger coffee table books and anything that would appeal to collectors.

Vinyl records: These are becoming collectible again. Start out with \$2 per album, but pull out any records you know to be rare to research later.

Dishes: Go for \$1-\$3 per piece. Keep full sets together and offer them for a reduced price. Silverware should also be priced in sets around four pieces for \$1.

Kitchen Gadgets: Start out your pricing with about a third of retail price. Exceptions are gimmicky items or specialty items that may be difficult to sell.

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### BUYER'S TIP

#### Ask for Bundle Pricing

Try asking for bundle pricing if you're buying several like items. The sellers may give you a discount for volume buying.

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