

# GARAGE SALES

## Bigger Sales Means Bigger Sales

Volume — in both goods and buyers — is the key to holding a successful yard sale. One way to sell more items is to get several families in your area together and combine your efforts to hold one gigantic sale. Your multifamily sale will have more goods for sale and also attract more buyers, but there are some catches.

### **MORE STUFF, MORE SPACE**

One problem you may encounter with a multifamily sale is that you could run out of room in just one yard or garage. There are a couple of ways to handle this. The first is to get your whole neighborhood involved and organization one giant sale. That way, every house has their own goods and no one is responsible for anyone else's sale items or money.

Alternatively, if your community has a separate event



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space or park, you could set up your sale there. Make sure to clear it with your civic association or homeowners group; the may charge a fee or have specific rules you need to follow.

Either way, it's a good idea to let any neighbors that aren't participating in your

sale know so that they can plan for parking and traffic on that day. Try to keep signs and any other litter out of your neighbors' yards and encourage shoppers to be considerate when parking their cars.

### **BUY THE RAINBOW**

Make sure each family or

person in your sale has their own color price sticker so you can easily keep track of sales and change. It will also help checkout go faster. When it comes to pricing, you need to set sale-wide parameters. You don't want one family selling bikes for \$10 while another has a simi-

lar model priced at \$50.

All of your items should be sorted and priced before they go out for the sale. Work together to make sure your items are all clean, organized and have prices affixed before you set them out.

### **ADVERTISE, ADVERTISE, ADVERTISE**

It is not possible to get the word too much about your sale. Make sure you advertise on social media popular in your area, including in resale groups and nearby neighborhood groups. Also post on apps like NextDoor or in Facebook groups for your area. Include important information about your sale like the address, direction, hours of the sale and pictures of your big-ticket items.

Have things you think will sale quickly clean and tidy and take pictures in good lighting so potential buyers can see them well. Imagine you're taking merchandise shots for a retail store and have attractive backgrounds and settings to make your items more appealing.

You also want to mention the words multifamily or neighborhood sale as often as you can. Experienced garage sale shoppers know that these words mean big sales with lots of items, and these will draw them in early.



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### **SELLER'S TIP**

#### **Keep Sale Supplies Nearby**

To make your garage sale run easier, make a garage sale emergency kit that includes extra stickers for everyone, phone chargers and battery packs to keep your electronics running, batteries for the items you want to sell so that buyers can try them out, extension cords for the same reason, Sharpies or pens, extra poster board for signage and packing tape.

## AD SPACE