

GARAGE SALES

Reselling 101

People looking for a side hustle have found a lucrative side business in reselling items online. There's a huge market for curated items such as vintage clothing, housewares and more. Garage sales are fertile stomping grounds for people stocking those stores, and you can take advantage of that whether you're a buyer or a seller.

BUYER

Garage sales, estate sales and moving sales are all great places to pick up things to stock your online shops. Clothing is particularly trendy right now. Resale site ThredUp says that 64% of women — more than half — are now interested in buying secondhand products, up from 45% in 2016. Where you come from is curating a collection so that shoppers know they can trust you to pick the best brands and deals.

When you're hitting a garage sale to stock your



© ADOBE STOCK

online shop, ask the person holding the sale if you can get a bulk discount if you buy multiple items. This can save you money when you repost them for sale and it helps the seller move their items more quickly. Advantage: Everyone.

Make sure that you don't go too far afield in your buying. If you specialize in vintage clothing, for instance, don't show up with a handful of modern knockoff designer purses. You want to build up a reputation for offering quality

merchandise so that you get repeat customers.

SELLERS

Take note of the trends in your area. Let's say you live in a college town. You know that lots of people move in and

out, setting up their first apartments or furnishing dorm rooms. So you know that big-ticket items might be furniture and housewares. Advertise that in your sale! Also advertise anything that you're seeing a lot of, such as vintage Pyrex, old records and vintage clothing and accessories. Mentioning those will have resellers snooping around your merchandise — and hopefully hauling trunkfuls of it off — in no time.

We understand that cash is king, but because many resellers sell online, you probably should, too. Advertise your sale in neighborhood groups on social media, and make sure to take electronic payments to make everyone's life easier. Advertise that fact, too, to make it easier for shoppers to pick your sale over others.

As always, you want to make sure the items you have for sale are in the best condition they can be in. Wipe everything down and clean it up before your sale. Take flattering pictures in good lighting to post with your ads to really draw people into your sale and encourage them to spend. If any of your items have flaws, be upfront about it. Note it on the tag and price it accordingly. Honestly goes a long way with most people, especially when they're buying from you.

GARAGE SALES



© ADOBE STOCK

Reselling 101

People looking for a side hustle have found a lucrative side business in reselling items online. There's a huge market for curated items such as vintage clothing, housewares and more. Garage sales are fertile stomping grounds for people stocking those stores, and you can take advantage of that whether you're a buyer or a seller.

BUYER

Garage sales, estate sales and moving sales are all great places to pick up things to stock your online shops. Clothing is particularly trendy right now. Resale site ThredUp says that 64% of women — more than half — are now interested in

buying secondhand products, up from 45% in 2016. Where you come from is curating a collection so that shoppers know they can trust you to pick the best brands and deals.

When you're hitting a garage sale to stock your online shop, ask the person

holding the sale if you can get a bulk discount if you buy multiple items. This can save you money when you repost them for sale and it helps the seller move their items more quickly. Advantage: Everyone.

Make sure that you don't go too far afield in your buying. If you specialize in vintage clothing, for instance, don't show up with a handful of modern knockoff designer purses. You want to build up a reputation for offering quality merchandise so that you get repeat customers.

SELLERS

Take note of the trends in your area. Let's say you live in a college town. You know that

lots of people move in and out, setting up their first apartments or furnishing dorm rooms. So you know that big-ticket items might be furniture and housewares. Advertise that in your sale! Also advertise anything that you're seeing a lot of, such as vintage Pyrex, old records and vintage clothing and accessories. Mentioning those will have resellers snooping around your merchandise — and hopefully hauling truckfuls of it off — in no time.

We understand that cash is king, but because many resellers sell online, you probably should, too. Advertise your sale in neighborhood groups on social media, and make sure

to take electronic payments to make everyone's life easier. Advertise that fact, too, to make it easier for shoppers to pick your sale over others.

As always, you want to make sure the items you have for sale are in the best condition they can be in. Wipe everything down and clean it up before your sale. Take flattering pictures in good lighting to post with your ads to really draw people into your sale and encourage them to spend. If any of your items have flaws, be upfront about it. Note it on the tag and price it accordingly. Honestly goes a long way with most people, especially when they're buying from you.

SELLER'S TIP

Set Special Sale Hours

Consider setting special sales hours for resellers or bulk buyers. This can be first thing in the morning and the last couple of hours you're going to be selling. Remember, really slash those prices in the last few hours to get rid of items.

AD SPACE