

Selling Tips:

Preparation:

Begin collecting your items months prior to the sale. Items can be stored in a box hidden out of the way. Clean out your closets, attics and garages! Don't throw anything away. You'd be surprised-one person's trash is truly another's treasure!

Tell your family, friends and co-workers about your sale. They might be interested in including some of their own items to sell. (This is also free advertising so they may come buy or tell their friends, and so on . . ..)

Advertising:

Attracting buyers is key to the success of your sale. This can be accomplished by advertising unique items and being creative in your advertising.

Signs:

Make signs that motorists can see. Use brightly colored paper with black print. Put your address and an arrow to point the way. Using the same colored signs can help guide shoppers right to your driveway since they are easier to follow. Use catchy words or phrases like HUGE, MASSIVE or "BEST SALE IN TOWN", to attract shoppers. Place your signs the night before, or early the same morning of the sale. Check the sign from your car. If you can't read it, others will not be able to read it either. Use stakes for cardboard signs. You can re-use a large brown paper bag. Open it, fill it and then staple it shut. You can then tape or staple a garage sale sign to it and use as a display in various areas of your yard. This is a great idea for directional signs.

Please don't staple or tape any signs to City trees, street lights, utility poles or street signs. Remember to take all signs down after the sale.

Multi-Family or "Block Sales":

When selling items for your family or friends, or when having a large "block" sale, be sure to mark the items with a different colored label. You can identify the tags with a code, such as M 50¢, which indicates the first letter of the last name of the seller. You can also stick the label on a piece of note paper with a description of the item designated for that family. This will make dividing up the profits easier.

Designating what items can be discounted prior to the sale is recommended.

If one person is collecting the money, another person can keep track of what was sold and credit the appropriate family for the item sold. Someone else can group items together keeping them organized and still another can be responsible for setting up and taking down the signs after the event is over.

Change, Change, Change:

You can use a box or fanny pack for the money collected. Have a calculator handy. This will help you add up many items quickly. Have plenty of change ready. Here is a suggested breakdown:

$20.00 bills – 2	Quarters - 10
$10.00 bills – 2	Dimes - 10
$5.00 bills – 3	Nickels - 10
$1.00 bills –10	Pennies - 50

Pricing:

Pricing items is very important. You can begin pricing items two weeks prior to the sale (or as you put them in the box). Placing the price sticker on the top eliminates people asking how much something costs. This also keeps you from having to make "spur of the moment" decisions about pricing. Using removable stickers is also a great idea. It is easier for the buyer to remove later. If you don't have a lot of time to price items, you can choose to have separate tables or boxes and indicate "everything on table or in box $2.00." Hint: Selling items for $1.95 instead of $2.00 or .45 instead of .50 make the items sell more quickly. Even though it is just .05 cheaper, it seems a lot less expensive.

If you have lots of items you want to get rid of, for example, toys, clothes, books, etc., you can consider selling them "by the bag." Offer a full bag of the items for a specific price. For example, a full bag of books for $5, etc.

Keep grocery bags on hand for people who wish to purchase more than one item. It is also a good idea to keep some newspaper handy for those breakable items.

Set Up:

Be prepared for early birds. It's up to you whether you want them to shop early or not. If not, you can have a sign that says something like "No Early Birds Please".

Organization is very important. Try to keep the area clean. Nice-looking items will attract more people. Whenever possible, clean items the best you can to help increase the chance of a sale. You may get more money for them. If selling clothes, be sure that they are clean and neatly displayed. You can hang or organize clothing by size.

Display visually striking items at the end of your yard or driveway. This will attract buyers to your sale. Set up a small table with tools, jars of screws/nails or gadgets. Place power tools, or an old lawn mower, close to the street. This will definitely draw more buyers! People often drive by slowly to see what is for sale.

If selling electrical appliances, you may want to have an extension cord available for buyers who want to see the item work.

Have a "Free Table." Items which have no value can be given away for free. Free tables will also attract people to your garage sale! Remember, we are encouraging swaps as well as sales to keep things from the land fill!

Kids can run a lemonade, soda or water stand. They can also participate and earn money by selling items they no longer use. They can even sell items in grab bags for a quarter.

Consider displaying balloons or having a theme. Halloween is around the corner. Now is a good time to get rid of those unwanted costumes, etc.

Have music playing and ask your customers about their day and other sales they may be attending. Be friendly, enthusiastic and have fun. Your attitude will show and excite your customers into buying more!

What if it rains?

Consider moving your sale to the garage! If the weather looks gloomy, check out the space in your garage and use the garage as an alternate location. You'd be surprised how many people shop rain or shine, especially if you have some popular items you are selling!

After The Sale Is Over:

Please remember to remove all signs.

Pack up any articles you feel are worth saving for another sale or take them to a designated donation site (Salvation Army, Goodwill, etc.). If you decide to keep any items, leave the price tag on and pack them away in a labeled box. This will shorten your preparation for the next sale.

Good Luck and Happy Selling!