

# BEST TIPS FOR A SUCCESSFUL GARAGE SALE

## Your Plan to More profits

### Gather Your Goods

A garage sale offers a great way to declutter and downsize your house. Dig through your garage, closets, cabinets, and under all the beds. A good rule of thumb is: if you don't use it or wear it regularly (or you forgot it even existed), it probably needs to go. You will free up some space in the process. Decluttering never felt so good!



Check all pockets, bags and boxes for money and things you may have forgotten to remove. Don't sell dangerous or destroyed merchandise. It's fine to sell a nonworking vintage radio to someone who wants it for display, but be honest about the condition.

Don't underestimate the value of what you find either; people will buy anything from old CDs to unwanted bottles of perfume.

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.

### Sort and Organize

Divide all of your items by category, such as clothes, books, home goods, and kids' toys. Group similar items together. Alphabetize books and movies. If you have a lot of clothes, divide them into men's, women's, and children's and sort by sizes. Most people are looking for something specific and will appreciate the organization.

You will need tables to display your items. Keep things off the ground, if at all possible. Customers would rather be standing than bending down to browse. If you need to put them on the ground, use blankets or tarps. Hang nicer clothes on a garment rack or hang them off the top of your garage door.

You will need chairs to sit on and a table for checking out. Gather plastic grocery bags and newspaper to wrap up fragile items for your check out area.

# The Price is Right

Price items to sell. Don't price high and expect customers to haggle. Potential buyers will walk away from high prices and don't even bother to haggle - you just lost a sale.

Buyers are looking for a deal. Offer discounts for buying in multiples, like 3 for \$5. Let customers fill up a bag with items for a \$5 or \$10 flat rate. Get paper bags ready.

Set your prices ahead of time. Buy blank labels or colored dots at the dollar store. Or just pick up a permanent marker and masking tape and get to pricing your items.



You may price items individually or to save time, group similar items and put a sign with the price break-down. You may use color-coded sticker then have a chart that specifies the cost by color. Larger items need larger price tags. Make your price tags big, noticeable and attractive to the buyer. On the day of the garage sale, consider being flexible and lowering your prices as the the day goes on.

Suggested prices:

Clothes - \$1 to \$3 for gently used/good condition, less than \$1 for well-worn items, more for brand new.

Shoes - \$2 to \$5     Jewelry - 0.50 to \$2

Books - \$1 to \$3 for hardcover, 0.25 to 0.50 for paperback

Toys & Games - \$1 to \$3     Home decor - \$3 to \$5

Furniture - \$10 to \$30, but no more than one-third of the price for high-quality pieces.

## Advertise the Garage Sale

Elena and Jennifer will handle this part.



## Create the Best Display

On the day of the garage sale, set up at least one hour before it starts.

Display visually striking items at the end of your yard or driveway. This will attract buyers to your sale.

String up colorful balloons or banners to catch people's attention.

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.

Arrange things logically. Put all the books in one place, all the clothes, all the dishes, etc.

Hang clothes and place a mirror near the clothing and accessories. Leave enough room for people to get around easily and quickly.

Keep tables with breakables off to the side of your sale or against a fence to lower the risk of them getting knocked over.

Keep an extension cord handy for buyers to test out appliances that require an outlet.. If something needs batteries to run, fill it with some half-used batteries so the buyer knows it works. If you have records or CDs for sale, playing music can help sales as well as provide a nice atmosphere.

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!

## Don't Forget the Change!

Have plenty of change on hand: Keep at least one roll of quarters, at least \$20 in one-dollar bills, and at least a few \$5 and \$10 bills handy. You don't want to lose a sale just because you don't have change. You can get them from your bank, but you'll have to go inside a branch to do it.



Have a designated cashier to ring up items or wear a fanny pack or apron with pockets.

## Work the Crowd

Position your chair so that you can easily spot people walking up and make sure you greet everyone. Saying a quick hello makes shoppers more comfortable about standing in your driveway and they'll know who to ask if they have questions or want to pay.

Don't hover and don't be pushy. Just stay seated and let the customers come to you. Be ready to answer questions from customers. If you have a unique item for sale, talk to customers about it if they seem to be interested.

Yard sales get hectic and shoppers make a mess of the merchandise. When you have a moment, do some straightening before the next wave of shoppers arrive.

## Be Safe

Most shoppers are well-meaning people just out looking for a good deal. But the reality is, you're still letting strangers shop on your front lawn. So just stay aware of what's going on.

It's a good idea to keep the doors of your house locked during the sale. Don't let anyone into your house to use the bathroom or get a drink of water. Just keep a pitcher of complimentary water outside and point them in the direction of the nearest gas station.

Be on guard when it comes to all that cash, too. Keep the smaller bills in a cash box or on your body with an apron or fanny pack. If someone makes a purchase with a large bill, it's best to give it to a family member to take inside for safekeeping.

Sometimes people will act in groups to cause a distraction and snatch cash or goods. Make sure you have back-up help so you can go to the bathroom or step out for a minute if you need to.

## What if there are Leftovers?

If you still have some higher-dollar items left at the end of the day, sell your stuff online! List items on Facebook Marketplace, Craigslist or eBay, or share them on apps like OfferUp, VarageSale and Letgo. Consider selling clothing on places like Poshmark and thredUP.

You can donate the rest. Elena and Jennifer will arrange for donation pick up after the garage sale.

## You Did It!

Once you're done, count up all your cash and do a little victory dance. You did it! But before you go depositing all that money into your emergency fund or at your debt snowball, use a small portion to thank your kids, spouse, friends, or whoever helped you out. Pizza all around!



We hope you find these tips useful.  
We wish you a fun and  
profitable garage sale!

Elena & Jennifer

