



Give yourself time to prepare:

- Gather items for sale at least two to three weeks before the garage sale date.
- Consider holding a joint sale with friends, neighbors or relatives to attract more customers and sell more items.

Choose what to sell:

- Scan your attic, garage, basement, closets, and other storage areas for items.
- Practical items such as appliances, furniture, dishes, books, plants, kitchen utensils, antiques, toys and clothes sell best.
- Don't sell things that are broken, cracked, badly stained, etc. That makes buyers wonder whether your other items are also of similar quality.

Pricing Things Right

- Visit other garage sales to get a feel for prices and be realistic when pricing your items.
- Purchase self-adhesive tags at an office supply store and affix a tag to each item.
- For joint sales, keep a log of items sold or mark price tags with seller's initials.
- Be prepared to reduce your price to get rid of an item.

Display Ideas

- Sweep and wash out the garage until it looks and smells clean.
- Arrange display tables for easy access and viewing. Rent or borrow more tables if needed.
- Display items that are clean and in good shape. Group them in the categories found in stores.
- Set up temporary racks to sell clothing. Hang the clean clothes by size.
- Polish the wood and clean the upholstery of sale furniture.
- Remove lingering odors with air freshener.
- Provide an electrical outlet for customers to see the appliances work properly.
- Display books, videos, record albums, and CDs spine-up for best readability.
- Display odds and ends, and mark them all at 25¢, or set up a few free items to stimulate buyer interest.

Sales Tips

- Take bids on expensive items. Ask customers to fill out a card with their names, phone numbers and bid, then sell the item to the top bidder.
- Flag your best items to attract the most buyers.
- Post signs in visible places on the day of your sale to attract customers.

The Day of the Sale

- Keep plenty of change available -- \$1 and \$5 bills; and \$5 in small change should cover everything.
- Ask neighbors in advance not to park in front of your house on sale day.
- Keep your own driveway clear for extra parking.
- Ask a friend or relative to help you collect money, wait on customers, or stand in for you.

Towards the End of the Day

- Consider marking all the remaining items down to half-price or \$1 each. *TIP:* Have plenty of ones, fives, and coins so you can quickly make change and carry that money (safely) in a fanny pack or carpenter's apron. And always have bags, boxes, or newspaper to wrap items to-go.

Have a "Free" Box

- Play to a shopper's weakness by picking out a bunch of things that you never want to see again and place them in a box that says 'Free'. This way, shoppers and browsers alike can pick out what they want from the box and everyone wins. This is a great marketing technique." *TIP:* Place this "Free" box near the curb, and passersby will be way more inclined to see what else you have for sale.

