

GARAGE SALES

5 Essentials for a Great Sale

Garage sales can be tiring, all-day marathons of clearing out, cleaning up and, hopefully, making money. There are definitely tools out there to make sales easier, faster and better.

Here is a list of five things to have on hand the day of your sale to make it go a little better and make you more money.

HELP

Many hands make light work, and nowhere is this more true than setting up, holding and taking down a garage sale. Get friends and family members to help you sort out items for your sale. They can do heavy lifting, help wipe items down, get together accessories, package things up and help you price. If you have problems getting rid of stuff, they can also help make the process more fun and less trying as you work through your feelings associated with your things.

On the day of the sale, these people can help you arrange your merchandise, put new things out as items sell, help



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load up purchases and help check out buyers. The extra eyes can also keep a look out for theft and help you adapt in case of warm or cold weather. After the sale, your helpers can lend a hand in picking up, including loading up things for donations and clearing up tables.

PLENTY OF CASH

Most garage sale shoppers expect to pay in cash, but

they may not have exact change. That's why you need to make sure you drop by the bank and have plenty of coins and \$1 bills at the ready to make change for your shoppers. Keep your cash in a box or bag that's close at hand to you or someone helping you out. Don't let it out of your sight.

ADVERTISING

Another critical aspect to a

good garage sale is advertising. Your ads should include the date and time of your sale, the items on offer, your address, and, if possible, directions to the sale. You should also include any special items you may have, like furniture or collectibles. You can advertise on social media, in neighborhood apps or on message boards, but the newspaper is almost always an economical choice

that's used by a variety of garage sale shoppers to plan their stops.

CASHLESS SALES

The coronavirus pandemic triggered a coin shortage in some areas and also made people leery of paying with cash and touching things. Meanwhile, ways for people and not just stores to take cashless sales skyrocketed and got much cheaper. Look at cash transfer apps like Zelle, which may be offered through your bank; Venmo and CashApp. You can also sign up with Square and other services to take debit and credit cards. Each service comes with its own terms of service and fees, so do your research before choosing the right one for you. And if you plan to offer cashless sales, say so in your ads to attract shoppers who prefer not to use cash.

ORGANIZATION

Shoppers prefer sales that are neat and organized, with room to look at items. It also makes sense to set up your sale in categories that make sense to shoppers and flow easily. Keep in mind the organization you find in your favorite retail store and copy that. Situate large and big-ticket items where they can be seen from the road to attract passers by and make your sale easy to navigate.

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SELLER'S TIP

When to Hold your Sale

Hold your sale on a weekend where your community is going to be out and about but when there aren't any other big events going on. Hope for great weather, but also have a plan B in case of rain.

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