

# GARAGE SALES

## Selling Luxury Goods

The average garage sale, with its piles of kids' clothes and old kitchenware, probably isn't the place to put that Louis Vuitton.

Even at far below retail, the price would shock the average garage sale shopper and it's not likely to sell. Luxury goods like that don't belong in your garage sale. Keep reading to find the best place (and the way to make the most money) with these kinds of items.

### WHAT IS CONSIGNMENT?

A consignment shop accepts your goods and sells them for a portion of the proceeds. Choose a shop that specializes in luxury items to draw the right shoppers and bring the most bang for your buck. Most shops accept your item for a certain amount of time, and you'll have to sign a contract. Read the terms and conditions carefully.

### WHAT IS RESALE?

These shops pay you up front for your goods and turn around and sell them at a higher price. It's quick cash and less work, but you're not going to make as much money. Some shops may take



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your items in trade for credit at the store, so you can replace one designer bag with another. This is a great option if you like to change up your style often.

### ONLINE SHOPS

Another — and rapidly

growing — option is online resale shops. These allow you to list your luxury items yourself, then you sell and ship them out.

You may make more money here, but be prepared to put in some work. You'll need to take good photos of

the items in excellent lighting with a good, trendy backdrop. Don't just toss it on the bed and take a few shots with your phone. You'll also need to write a listing that says everything you know about it, including possibly proving that it's the

real thing.

Try sites like Fashionphile, The RealReal, Luxury Garage Sale and Rebag. Again, read the terms and conditions carefully before choosing the right online shop or app for you. Make sure you can fulfill all the conditions, especially those concerning shipping, before you sign up. Also research reviews of each site so that you know what to expect before you jump in.

### HOLD A LUXURY-ONLY SALE

Invite your best friends and family, lay out a nice spread, pour the champagne. Then, shop amongst each other's luxury brands. Everyone wins and makes a little money, or you could hold a larger sale for charity. Your choice, a lot of fun either way.

### THINGS TO REMEMBER

Always clean your luxury items well and present them in the best way you can. Include the shoe box or dust covers or any other accessories that came with it if you can. If it's an item of clothing and you've had it altered, make sure to note that.

And mentally prepare yourself. You're not going to get anywhere near what you paid for it unless it's a particularly rare, vintage or collectible item.

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### BUYER'S TIP

#### Begin With a Compliment

When opening a negotiation, start with a compliment, such as, "I love this vintage Pyrex! My grandmother had the same pattern!" before you get down to business.

## AD SPACE