

GARAGE SALES

Writing Garage Sale Ads

A vital part of the planning for your garage sale is writing an advertisement that will bring in the buyers. Advertise your sale in print and online to reach the biggest audience.

A boring ad won't give you the maximum bang for your buck. Put some thought into the wording of your ad for better results.

BE SPECIFIC

You might have a ton of sought-after antiques, brand-name kids' clothing in great shape or good deals on sports equipment, but none of that will help buyers if you don't include the time, date and location of the sale. It seems basic, but many sellers get so caught up in the description of their items that they forget the crucial details. This information should be at the top of your ad and grab readers' attention. Be sure to include an ending time, such as 8 a.m. to 3 p.m., to avoid knocks at your door all day long.

KNOW YOUR AUDIENCE

Start your ad with a headline that draws readers in, such as, "Baseball card collec-



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tor's dream" or "High-end fashion finds."

It's a good idea to list general categories of items you will sell — home decor, children's clothing, etc. But there are instances in which getting specific in your listing will work to your advantage.

Do you have a large collection of scrapbooking supplies you'll be selling? Are you off-loading rare and sought-after vinyl albums? Draw in niche customers by previewing your items to draw the attention of collectors. Many shoppers know exactly what they're

looking for at garage sales. List a sampling of your goods in the ad to find just the right buyers.

You could even go further. BestGarageSaleTips.com urges readers, "Don't just list your items, describe them. Sell them." Describe the fea-

tures and benefits of your items. Think like a salesperson.

COVER YOURSELF

If you don't want early birds knocking on your door at 7 a.m., be sure to specify these specific terms in the ad. Cash only? No checks? No returns? If these policies are non-negotiable, put them in the ad.

PHOTOS SELL

If you're advertising in print, try to include a piece of clip art to draw readers' attention as they scan the page. Online sale listings allow you to include photos of your actual items. Include photos of the items you expect to draw the most interest, being sure to take well-lit, in-focus photos. The surroundings should be tidy and the items you feature should be some of your best items, in good condition.

When advertising online, you could even include a map to your street. From there, buyers should be able to follow your signs.

TIMING

Your ads should start running the week of your garage sale, at least 2-3 days before the sale begins, and continue running throughout the sale. Pro bargain hunters plan their routes in advance, so advertise early to make it onto their lists.