

# GARAGE SALES

## How to Liven up Sales

Pick up sales in a hurry by making your garage sale unlike the others on the block. Here are some ways to score big sales.

### ADVERTISE WELL

Set advertisements in the local newspaper, a traditional favorite of garage sale shoppers, and make sure your sale is easy to find by putting clear, easy-to-read signs at major intersections. The bigger the intersection, the bigger the sign you'll need.

Avoid hand-lettered signs when possible. Instead, opt for store-bought signs that are easier to read from a moving car. And remember to follow local ordinances when you're putting out your signs and pick them up as soon as the sale is over.

### JOIN A NEIGHBORHOOD OR MULTIFAMILY SALE

Band together with your neighbors and set one big sale that will be sure to draw more customers. Portion off parking and let your buyers amble through sale after sale. The more people that participate, the more you'll be able to afford in advertising your sale.

It could also become an annual event for your community. Consider donating



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part of your sales to a community organization for an even bigger draw.

### SET POWER HOURS

Set certain times of the day, such as the first hour your sale is open or the usually slow hour after lunch, for sales. Consider marking items at half off or a third off and make sure to advertise those hours when you advertise your sale.

### WORK THE CROWD

Don't just sit there behind

your table. Get out and mingle with your buyers. Find out what they're looking for and direct them to the merchandise that best suits them. They may also be less likely to haggle with you if they like you, so make pleasant conversation.

### TAKE OTHER KINDS OF PAYMENT

Cash is still king, of course, and while we're on the subject, make sure to have plenty on hand to make change. But

you can also accept cards easily with tools like Paypal, Venmo and other apps. There may be a small fee for transfers to your bank account, but it could be worth it in sales it'll generate.

### GET ORGANIZED

Set up your sale in a way that allows buyers to move easily through your merchandise. Make pathways that are wide, easy to traverse and clear of items.

Leave room on tables for

buyers to browse, which will also make it easier for you to see any shoplifting that might be going on.

### MAKE A BARGAIN BIN

Make a bin of 25-cent or 50-cent bargain items. Let these be little items that are easy to sort and grab. Put a special, brightly colored sticker on the so they're easily identifiable. Consider this tactic for things like small toys, books and assorted clothes you can't make into outfits.

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### BUYER TIPS

#### Garage Sale History

The modern garage sales become commonplace in the United States in the 1950s and '60s, due to the coincidence of increased wealth among American families and increasing levels of homeownership, according to Encyclopedia.com. Their roots reach back to the mid-1800s, however, when bazaars and fairs were popular ways to raise money for charitable causes, featuring unique items, curiosities and historic relics. By the 1970s, garage sales were a more utilitarian affair, with household goods, furniture, appliances, tools and used sporting equipment being more commonplace wares.

## AD SPACE