

Boost Your Garage Sale Profits

By Lora Reynolds, Neighborhood News Staff Writer

Holding a garage sale is an excellent way to a) dispose of unwanted items and b) make money.

Before planning a garage sale, it's a good idea to select which of the two options is your top priority. It will help you set prices and provide motivation.

The following are tips for a successful sale:

- Advertise in advance.
- Place neatly printed signs advertising the sale in highly visible locations in front of your house.
- Have at least one other person helping you.
- Sweep your garage floor, clean windows and window sills.
- Put a price tag on every item.
- Before you price something, decide how much you're willing to negotiate.
- Be honest. If something is broken or doesn't work, price it accordingly and tell the truth when asked.
- Clean or dust items before placing them out for sale.
- Have plastic or paper sacks on hand so shoppers can carry their purchases home.
- Group like items together.
- Arrange items neatly on tables.
- Place large items on the driveway to attract interest.
- Greet each potential buyer and engage him or her in conversation.
- Play lively music in the background to energize the sales environment.
- Make sure you have plenty of change on hand, including coins and bills in small denominations.
- Sell items according to season, such as Christmas tree ornaments in the fall, lawn chairs in the spring, etc.
- Arrange for someone to bring you lunch or have something already made that you can grab from the fridge and eat while keeping an eye on your sale.
- Keep an ice chest handy for cold drinks.
- Don't let anyone in your house for any reason, whether they ask to use the bathroom or make a phone call.
- Keep the doors to your house and gates to your backyard locked.
- Carry a cordless telephone or cell phone with you into the garage so you don't have to go in the house if you need to make or receive a call.



- Use blankets and towels to cover items that are not for sale, such as your lawn mower, tool box, and bicycles.
- If you're selling small items of value, keep them in a locked case with a glass top.
- Don't expect to sell antiques and other valuable items at high prices. Shoppers attending garage sales are looking for great bargains and are not willing to pay retail prices. Take heirlooms, fine jewelry, antique furniture, and other such items to an antique dealer to sell.
- At the end of the day, decide what you want to box up for a future sale and what you want to donate to charity. Take the items to a charity donation station or call for pick-up within the next few days...otherwise, you may never get it out of your house!

NOTE: Before holding a garage sale, check with your local city or municipality if a Garage Sale permit is required.