

Nest Building

MARKETING YOUR GARAGE SALE

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It's that time of year again: homeowners are digging through attics and basements and dragging life's luggage to the kerb in the hopes of passing it on to someone else for a small sum. It can be a lot of fun and a great social event, but you need to be prepared.

Many tips that apply to general merchandising also apply to garage sales.

For example, just as a city block with several shoe stores will attract more shoe-addicted buyers than a block with only one, neighbourhoods with multiple garage sales occurring simultaneously generate more interest than others.

Advertising is essential. There are many on-line and newspaper classifieds that will run your ad for a couple of dollars, or even for free. Tell all your friends and co-workers about your event. Put up directional signs all around your neighbourhood but remember to remove them when it is all over.

How you present your merchandise is as important as what you present. Dumping out a bag of mixed up used clothing is not as appealing to browsers as clean garments that have been sorted and folded or hung in an orderly way. Group similar items together so that garden tools aren't mixed in with hockey equipment and CDs aren't in with the *National Geographics*.

Price everything before sale day with easy-to-read labels but remain open to negotiations and don't overprice—remember this is 'stuff' you don't want anymore, so anything over a couple of pennies is lucre lining your pockets. It is expedient to sell certain items in batches. Instead of 8-track tapes at ten cents each, unload the lot for a dollar and let them become someone else's problem.

It will feel like a very long day so, when it's all over, count up the cash and order a pizza.