

GARAGE SALES

Selling During Local Events

Tap Into Built-In Foot Traffic With Smart Timing and Planning

If your street is expecting a surge of visitors for a festival, parade or community clean-up day, it could be the perfect opportunity to hold a garage sale. Events like these bring foot traffic and curious passersby right to your doorstep — no extra advertising required. With a little coordination, your sale can stand out and benefit from the added buzz.

PICK THE RIGHT TYPE OF EVENT

Not all neighborhood gatherings are ideal for hosting a sale. Look for events that attract lots of people on foot — like block parties, citywide yard sale weekends, farmers markets, school fundraisers or annual parades. These usually bring in shoppers who are already in a browsing mindset and may be eager to explore.

If the event includes food trucks, vendors or live music, even better. The more time people plan to spend in the area, the more likely they are to stop and shop.

COORDINATE WITH NEIGHBORS

A multi-family sale or joint setup increases your visibility and appeal. Talk to neighbors ahead of time and see if anyone else wants to join. You can



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share tables, signs or advertising to make the most of the crowd.

If your street is closed to cars for the event, check for city regulations about using sidewalks or driveways for sales. In some cases, you may be able to move your setup closer to the action.

SET UP EARLY AND ALWAYS STAY FLEXIBLE

On event days, early birds tend to arrive even earlier. Be ready well before the official start time — shoppers may be

looking to grab deals before other attractions begin.

Also, expect distractions. Music, crowds and traffic can make it harder to communicate with buyers, so keep your prices clearly marked and organized. Use colorful signage and friendly greetings to draw attention from people walking by.

LEVERAGE THE EVENT IN YOUR ADVERTISING

If you're posting your sale online or submitting a classified ad, mention the neigh-

borhood event by name. For example: "Garage Sale During Maple Street Block Party" or "Yard Sale During City Spring Festival — Extra Foot Traffic!" This helps shoppers plan their route and adds credibility to your listing.

You can also post in local event pages, social media groups or community boards where people are already talking about the event.

HAVE FUN AND EMBRACE THE ENERGY

Neighborhood events add a

festive feel to garage sales. Embrace the opportunity by playing music, offering a small refreshment stand or just chatting with visitors. Even if some passersby don't buy, they might remember your sale for next time — or tell a friend who's in the market.

With a well-timed setup and a little extra prep, your garage sale can thrive during a neighborhood event. Take advantage of the crowd, the atmosphere and the energy to make the most of your sale day.

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SELLER'S TIP

Mention the Bigger Event in Your Ad

Tying your garage sale to a festival, parade or block party draws more attention — be sure to highlight the timing and name of the event.

AD SPACE