

# GARAGE SALES

## Mistakes to Avoid

### Stay Away From These Pitfalls If You Want a Successful Garage Sale

Hosting a garage sale can be rewarding, but simple mistakes can cost you time, money and potential buyers.

Knowing what to avoid ensures your event is a success. Here are the most common garage sale missteps and how to fix them.

#### POOR PRICING STRATEGY

Overpricing is one of the quickest ways to lose buyer interest. Remember, garage sale shoppers expect deals and are unlikely to pay retail-level prices.

Setting prices too high can lead to frustration for both you and your buyers. Instead, research what similar items sell for at garage sales and price accordingly. Use clear tags to avoid confusion, and be willing to negotiate on the spot.

Similarly, underpricing valuable items can result in regret. Before your sale, check online marketplaces to gauge the value of high-ticket items like electronics, collectibles or brand-name goods. If you're unsure, consider pricing slightly higher than expected and being open to negotiation.



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#### NEGLECTING ADVERTISING

Failing to promote your sale properly can leave you with little foot traffic. Avoid vague or incomplete ads that don't specify the time, date and address of your sale.

Use clear, attention-grabbing signs with arrows pointing toward your location. Complement your physical signage with posts on social media, garage sale apps and community boards to reach a

wider audience.

Your sale setup also matters.

Items thrown together on the ground or cluttered into piles can discourage buyers. Invest time in creating an organized, inviting layout with tables, racks and bins. Place high-demand items, like furniture or electronics, near the front to draw attention. A little effort in presentation can go a long way.

#### IGNORING BUYER EXPERIENCE

A lack of preparation on sale day can leave buyers feeling frustrated or unwelcome. Avoid running out of change by starting the day with plenty of small bills and coins. Keep a calculator or notepad handy for larger transactions, and offer bags or boxes to make it easier for buyers to carry their purchases.

Customer service is key. Greet buyers warmly and be

available to answer questions about items. Being rude or dismissive can create a negative impression and reduce sales. Additionally, don't pack up early—some of your best buyers may arrive later in the day.

By avoiding these common mistakes, you can ensure your garage sale runs smoothly and leaves both you and your buyers satisfied. A little preparation and thoughtfulness go a long way toward a successful event.

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#### **SELLER'S TIP**

#### **Avoid Overpricing**

Garage sale shoppers look for bargains. Set realistic prices to move items quickly and avoid scaring off potential buyers.

## AD SPACE