

# GARAGE SALES

## Holding a Sale in the Evening

### Pros, Cons and Best Practices for After-Work Garage Sales

Saturday mornings might be the traditional time for garage sales — but they're not your only option. For sellers with busy weekends or crowded schedules, an evening sale can offer a fresh opportunity to reach a different crowd.

While it takes a bit more planning, a weekday evening sale could help you stand out and sell more — especially in warm-weather months.

#### THE UPSIDE OF EVENING SALES

Evening sales often attract people who can't shop on weekends. Think of commuters coming home from work, neighborhood walkers, or families out for an after-dinner stroll. You may also catch passersby who spot your signs on their way home and stop in out of curiosity.

If your street gets good foot traffic in the evening, or if you live near a park, school or community center, a weekday sale can feel like a bonus for busy buyers. You might also face less competition than a Saturday morning full of other sales.

#### WHAT TO WATCH OUT FOR

Lighting is the biggest chal-



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lenge. Shoppers won't stay long if they can't see what you're selling — and dim set-ups make it harder to showcase your best items. Use floor lamps, battery-powered lanterns, string lights or work lights to brighten tables and walkways.

Safety is also a concern. Make sure the area is well-lit, free of trip hazards and

clearly marked. Let a friend or neighbor know you're hosting an evening sale, and keep a phone nearby just in case.

Weather can be unpredictable later in the day, too. Have a pop-up canopy or tarp ready if clouds roll in, and check the forecast before setting your date.

#### MAKE IT EASY TO STOP AND SHOP

Post your sale in the local newspaper with the words "Evening Sale" in the headline. That helps catch attention — and lets people plan ahead. Use signs that say "After-Work Sale" or "Thurs 4–8 PM" so drivers know it's happening now, not this weekend.

Keep pricing visible and use large, legible tags. Shoppers may be in a hurry or low on daylight, so simple signs and quick decisions make things easier for everyone.

Evening sales aren't for everyone, but with the right setup, they can be a refreshing alternative that helps your items move fast — and makes room for your weekend.

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#### SELLER'S TIP

##### Light It Up

If you're hosting a garage sale in the evening, good lighting is a must. Use string lights, lamps or work lights to help buyers browse safely.

## AD SPACE