

GARAGE SALES

How to Pick the Perfect Day

Choosing the right date can make or break your garage sale. The wrong day can keep your shoppers (and profits) to a trickle.

The first thing to do is to check your local rules for holding a garage sale. Your city or county may have days where you may not hold a sale. Let's look at some of the things you should consider when planning a garage sale.

TIME OF YEAR

Try to choose a day when the weather is temperate: Not too hot, not too cold. For most of the country, that's going to be in the spring and fall. The same things that make the season right for your sale, though, is what makes it right for a whole host of other events, like sports, festivals and more.

CONFLICTS

Be mindful of other events in your area that could cut into your potential shoppers. This could be a big sports rivalry game, a festival or concert, a parade or other celebration. Try to plan your sale with as few conflicts as possible.

The exception to this rule is if you live close to one of these events and your home is along the path where attendees will be walking. If you think these people might be interested in taking more than a T-shirt to take



home, go ahead and set up. Consider putting paid-for purchases aside and holding them for a moderate fee.

WEATHER

You should start planning your sale a few weeks out, which will most likely outstrip your weather forecaster's ability to peer into the future. Instead of trying to plan for the weather, plan around it. If you've got any chance of rain or if it frequently rains in your

area, make plans to move your sale to a covered area if needed.

Plan some alternate dates. If you get rained out (or stormed out), post a sign in your yard on the day the sale was supposed to be with the new date. Then keep up your advertising.

You should plan for other weather events, such as extreme cold or heat, if you live in a part of the country where there's variable weather.

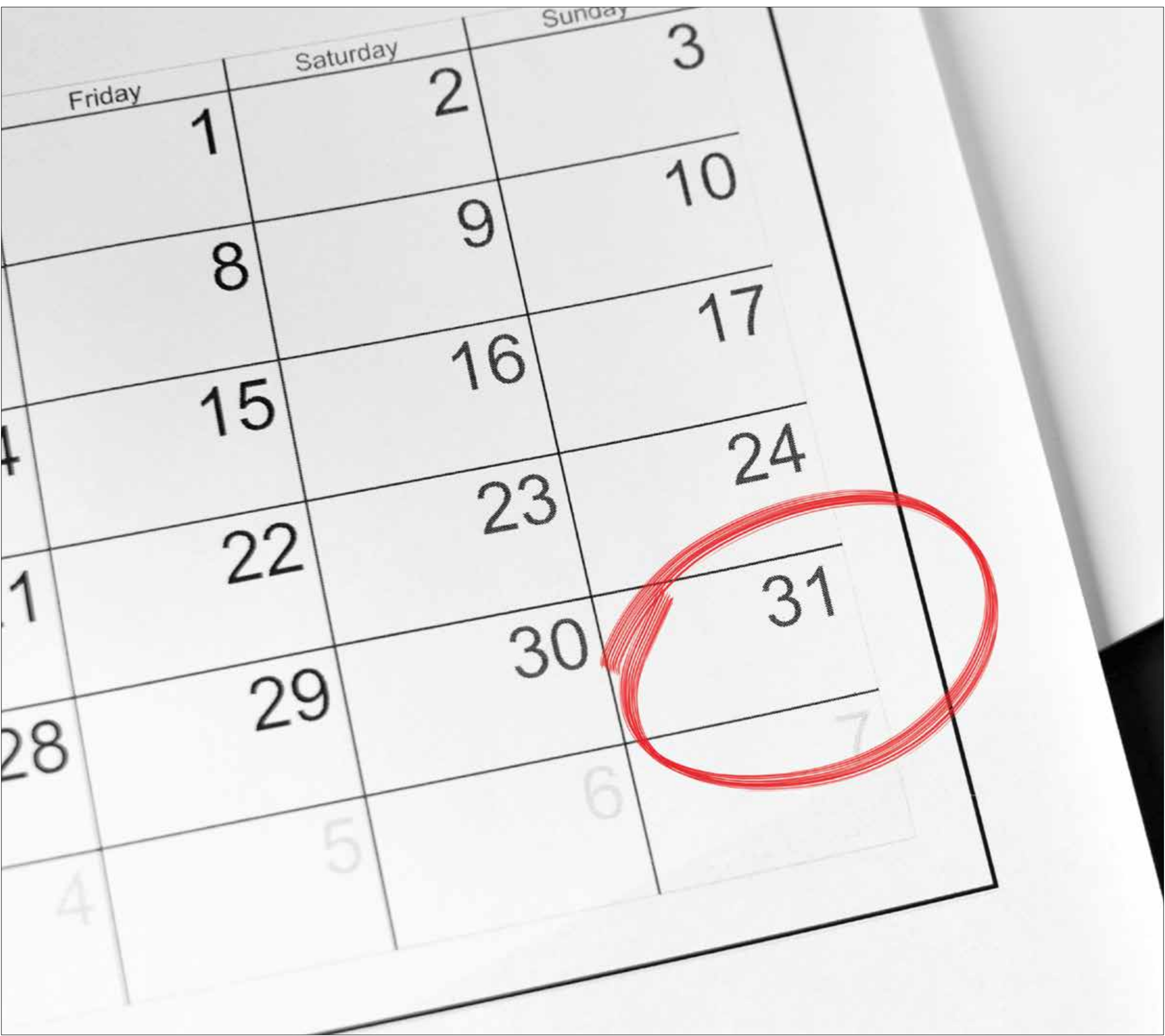
For heat, pop-up canopies work

great. Put out fans to help cool off shoppers and encourage them to linger longer looking at your merchandise — and hopefully buying. Offer iced bottles of water with any purchase over a certain amount.

For colder weather, put patio heaters out — being sure to locate them a safe distance from the merchandise.

Offer shoppers cups of hot cocoa or coffee to keep them warm while they browse.

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BUYER'S TIP

Other Considerations

Picking the perfect day is tough, but completely doable. Make sure your day is far enough in advance so that you have time to sort and price sale items. If you're expecting a large crowd, recruit friends and family to lend a hand in managing shoppers and merchandise. Rotate your help in and out of hot or cold temperatures to give everyone time to acclimate.

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