

# GARAGE SALES

## Avoid Common Mistakes

Whether it's technology, the items for sale or how you advertise, one thing is for certain. This ain't your mother's garage sale.

Here are some common mistakes modern sellers make and how to avoid them.

### ADVERTISING MISHAPS

Now more than ever, you have a very short window in which to capture someone's attention. In those precious few seconds, you need to make sure you are clear about the basics of your sale. Where in previous years, a confused buyer might reach out for information, today's buyers will simply walk.

Make sure your sale signage includes the time, date and place. Bear in mind that most people have a GPS in their pockets; there's no need for convoluted directions unless you know mapping apps routinely get your place wrong. In that event, consider holding your sale somewhere more accessible or joining a community or organization's sale.

Your signage should be easily read at a glance. Make sure signs along roadways are legal, first of all, as many municipalities have regulations forbidding signs in certain areas. Once you've got the all-clear, your sign should be legible and concise. Resist the urge to add flourishes to your letters; it can make it difficult for people to read.



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### USE TECHNOLOGY

Signs aren't the only way to get the word out. You can use social media, such as Facebook or Instagram, to let people know about your sale. Facebook's Marketplace is great for this, and even has mapping features and places to add photos and videos of your merchandise.

Your photos and video should be clear, well-lit and properly oriented (please don't upload sideways videos).

Include all the same information you would in a printed ad: Time, date, place and a general idea of what merchandise you'll have. Big draws are toys, furniture

and anything collectible. Monitor your posts and answer questions promptly and politely.

### PRICING OBSTACLES

It's hard to be objective when you're pricing items for sale. Try to separate your emotions from the merchandise and instead, think like a shopper. It's not how much would you pay for Aunt Mable's coffee mug collection that she left you; it's how much would people pay for this 1970s vintage Corningware cup.

If you're stuck, a good rule of thumb is 10% of the new retail price. You can

also search for like items on online marketplaces and see what they're going for. Bear in mind that there may be regional differences; ski boots will probably fetch more in Colorado than in Florida.

Your pricing should be clear. Having to ask about the price may be enough social contact with a stranger to put some shoppers off buying completely. If you're using stickers or a similar method, make sure your prices are easily legible. If you're using a color scheme (all the blue stickers are \$1, for instance), make sure there are multiple copies of your pricing key posted where everyone can see.

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### SELLER'S TIP

#### Easy Payments

Have multiple ways to take payments, including apps such as Venmo, Square, PayPal or CashApp. Print out the codes to make it easy for shoppers to just scan and pay.

## AD SPACE