

# GARAGE SALES

## Psychology of Sale Pricing

Learn How Small Pricing Changes Can Help to Boost Sales

**P**ricing items at a garage sale is more than just guessing what something is worth. It's about understanding what makes buyers feel they're getting a deal.

By using a few pricing strategies rooted in psychology, you can increase sales and keep customers coming back for more.

### USE ROUNDING TO YOUR ADVANTAGE

Rounded prices — like \$1, \$5 or \$10 — are visually appealing and easy for buyers to process. This simplicity makes it easier for shoppers to make quick decisions and reduces hesitation. For smaller items, grouping them into bundles at a set price (e.g., “3 for \$5” or “fill a bag for \$10”) can create a sense of value and encourage bulk purchases.

For higher-value items, like furniture or electronics, consider using prices that feel like a bargain. Listing an item for \$49 instead of \$50 might not seem like a big difference, but it creates the impression of a better deal. The “just under” pricing technique plays into buyers' perception of savings, even if the difference is minimal.



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### APPEAL TO THE BARGAIN HUNTER MINDSET

Garage sale shoppers are motivated by the thrill of finding deals, so pricing should reflect this. Starting items at a reasonable price — one that leaves room for negotiation — makes buyers feel they're getting a good value. Clearly marking prices helps avoid confusion and keeps buyers engaged instead of distracted

by unclear costs.

Using signs to highlight deals or discounts can also attract attention. For example, a sign reading “All clothing \$2 each” or “50% off all toys after 2 p.m.” creates urgency and excitement, encouraging shoppers to act quickly.

### PRICE TO MOVE, NOT TO KEEP

It's tempting to overprice items you feel are valuable,

but remember the goal is to clear out clutter. Items priced too high may turn buyers away, leaving you with more unsold goods. Researching similar items online or at other garage sales can help you set realistic prices that match buyer expectations.

At the same time, avoid undervaluing rare or collectible items. If you're unsure about an item's worth, consider setting a slightly higher

price and being open to negotiation. This approach allows you to find a balance between making a sale and maximizing value.

By understanding buyer psychology and adjusting your pricing strategy, you can create a sale that feels rewarding for both you and your customers. Thoughtful pricing not only moves items quickly but also enhances the overall shopping experience.



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#### SELLER’S TIP

#### Keep Prices Simple

Using rounded prices like \$1 or \$5 makes it easier for buyers to calculate costs and more likely for them to make a purchase.

# AD SPACE