

# GARAGE SALES

## How to Write a Garage Sale Ad

Catch More Buyers With the Right Words, Not Just the Right Stuff

A well-written garage sale ad is one of the most effective ways to boost traffic and get the right buyers to your driveway. Whether you're posting online, in the local newspaper or on community boards, your ad should be clear, specific and inviting. A strong ad does more than say you're having a sale. It helps you stand out from the crowd.

### START WITH THE ESSENTIALS

Every good ad includes the basics: the day, time, address and a rain date if needed. Place this information at the beginning or end of your ad, and make sure it's easy to find. If you're in a neighborhood that's hard to spot from the main road, include brief directions or mention a nearby landmark.

Example: Saturday only, 8 a.m.–2 p.m. — 145 Grant St., near the middle school.

### LIST CATEGORIES AND HIGHLIGHTS

Buyers skim ads looking for the types of items they want. Group your goods into categories—such as furniture, kitchenware, tools, baby gear, clothing or toys—and call out

any particularly appealing or valuable items.

Be specific. “Household items” is vague; “dishes, cookware and small appliances” is clearer. Mention brand names or details if they'll help you attract the right buyers: “Fisher-Price toys,” “Ashley recliner,” or “Craftsman tool set” are all likely to catch someone's eye.

Example: Furniture, home decor, books, baby clothes,

outdoor gear, vintage records and more! Featured items: electric lawn mower, wood dresser, LEGO sets.

### USE CLEAR, FRIENDLY LANGUAGE

Keep your tone upbeat and your sentences short. Use line breaks or bullet points for readability if the platform allows. If your sale is part of a larger event — like a block sale or multi-family sale — be sure

to mention that too. Shoppers love sales with variety.

Avoid overused words like “huge” or “must go!” unless they're truly accurate. Instead, focus on what makes your sale special: “organized,” “clean items,” “priced to sell” or “lots of kids' gear” are all helpful descriptions.

### ADD PHOTOS IF POSSIBLE

If your ad platform allows

images, use them. A few clear, well-lit photos can dramatically increase interest. Highlight your most attractive items or create a group shot to show your sale's variety.

A strong garage sale ad does more than list what you're selling. It gives buyers a reason to show up. With a little thought and the right words, you can create an ad that drives more foot traffic and helps you sell more, faster.



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### SELLER'S TIP

#### Lead With Your Best Items

Mention standout pieces — like furniture, tools or collectibles — right at the top of your ad to grab attention fast.

## AD SPACE