

# GARAGE SALES

## The Art of Garage Sale Signage

Create Eye-Catching Signs That Bring In More Shoppers

A well-placed, well-designed sign can mean the difference between a slow garage sale and a busy, profitable one.

While online listings help, many buyers still rely on street signs to find sales. Making your signs easy to read and strategically placing them can dramatically boost your traffic.

### DESIGNING SIGNS THAT GET NOTICED

Simplicity is key when designing garage sale signs. Use large, bold lettering that can be read from a distance. A thick black marker on a bright background — like neon yellow or orange — helps signs stand out.

Limit text to the essentials: “Garage Sale”, the address and an arrow pointing in the right direction. Additional details, like the sale date and time, should be smaller but still legible.

Avoid cluttering the sign with too much information. Drivers only have a few seconds to read it, so keep wording minimal and direct. If space allows, adding a brief highlight—such as “Furniture, Kids’ Items, Tools”—can entice shoppers to stop by.



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### PLACING SIGNS FOR MAXIMUM VISIBILITY

Where you place your signs is just as important as how they look. Position them at busy intersections and along main roads leading to your sale. Signs should be at eye level and securely attached to poles, stakes or cardboard to

withstand wind or rain.

At key turns, make sure arrows are clear and accurate to prevent confusion. Placing additional smaller signs closer to your location reassures drivers they’re on the right path.

If possible, drive the route yourself before the sale to ensure the signs are easy to

follow.

### FOLLOWING LOCAL RULES

Before putting up signs, check local regulations—some neighborhoods or cities have restrictions on signage. Avoid placing signs in areas where they could obstruct traffic views or violate rules.

Once your sale is over, remove all signs promptly. Not only is this courteous, but it also prevents confusion for drivers looking for sales that no longer exist.

With well-made, strategically placed signs, you can attract more buyers and ensure your garage sale gets the attention it deserves.

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#### SELLER'S TIP

##### Keep It Bold and Simple

Use large, clear lettering and minimal words on your signs to ensure drivers can read them quickly.

## AD SPACE