

# GARAGE SALES

## Selling Specialty Items

Get the Most for Collectibles, Antiques and Brand-Name Goods

**G**arage sales are great for clearing out clutter, but some items require extra care to get the best price.

Specialty goods — such as collectibles, antiques and brand-name fashion — can bring in serious buyers if they're priced and marketed correctly. Here's how to make the most of your high-value items.

### KNOW WHAT YOU HAVE AND PRICE IT RIGHT

Before pricing rare or specialty items, take time to research their market value. Search eBay, Facebook Marketplace or collector forums to see what similar pieces are selling for.

Pricing too low could mean missing out on potential profit, while pricing too high may turn away garage sale shoppers.

If an item is particularly valuable, consider setting it aside for online sale rather than including it in the garage sale.

However, if you do offer specialty goods at your sale, clearly label them and provide any relevant details, such as brand names, production years or unique features.



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### ATTRACT THE RIGHT BUYERS

Advertising specialty items ahead of time can help draw serious buyers. In your garage sale listings, highlight unique items such as “Vintage Vinyl Records,” “Antique Furniture” or “Designer Handbags” to catch the attention of collectors and resellers.

Posting photos of these items can also boost interest

before the sale begins.

On the day of the sale, display specialty goods prominently so they don't get lost among everyday items. Keeping collectibles on a separate table or placing brand-name clothing on a rack can help them stand out.

### BE PREPARED TO NEGOTIATE

Buyers looking for specialty

items often expect to haggle, but that doesn't mean you should accept the first low offer. Have a bottom-line price in mind before negotiating, and be willing to explain why the item is worth more than a typical garage sale find.

If a collector shows strong interest but isn't ready to commit, consider offering your contact information in case they decide to buy later.

Sometimes, specialty items take longer to sell, but the right buyer will pay a fair price.

With a little preparation, you can turn your garage sale into a profitable event for rare and valuable items. Researching, marketing and displaying specialty goods properly can attract the right buyers and help you get the best return on your items.



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**SELLER’S TIP**

**Research Before You Sell**

Check online marketplaces for similar items to make sure you’re pricing specialty goods competitively.

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