

GARAGE SALES

Signs That Bring More Shoppers

How Simple Signage Can Lead More Buyers to Your Garage Sale

Even the best garage sale won't succeed if people can't find it. Good signage is one of the most important — and often overlooked — parts of hosting a successful sale. A few clear, easy-to-read signs can bring in far more shoppers than you might expect.

Many experienced garage sale hosts say that signs are responsible for a large portion of their traffic. People often make spontaneous stops when they see a sign while driving through a neighborhood. Making sure those signs are visible and easy to follow helps turn passing drivers into paying customers.



USE BOLD, SIMPLE MESSAGING

Garage sale signs should be easy to read from a distance. Use large, bold lettering with simple information such as "Garage Sale," the date and an arrow pointing toward your location. Avoid cluttering signs with too much text, which can make them difficult to read for drivers passing by.

Bright poster board or neon colors work well because they stand out against the surroundings. Thick black markers are usu-

ally the easiest to read from the road. Some sellers also add balloons or streamers to their signs to make them even more noticeable.

Keep your message simple. Drivers only have a few seconds to read your sign, so focus on the most important information. A clear arrow pointing in the right direction can make all the difference.

PLACE SIGNS AT KEY INTERSECTIONS

Strategic placement matters

just as much as the design. Put signs at major intersections and turns leading to your neighborhood. Arrows should clearly guide shoppers along the route so they never have to guess which direction to go.

Think about the route someone unfamiliar with the area might take. Placing signs at several points along the way creates a path that leads shoppers directly to your sale. If possible, place signs on both sides of busy intersections so they're visible from multiple

directions.

Make sure your signs are secure and won't blow away in the wind. Tape, stakes or zip ties can help keep them in place. Always check local regulations or neighborhood rules about signage before putting them up.

MAKE THE FINAL TURN OBVIOUS

The last sign leading to your home is often the most important. Place a clear marker right at the entrance to your street or driveway so

shoppers know they've arrived. Balloons, streamers or a brightly colored flag can also help your location stand out once people are nearby.

Once shoppers reach your house, they should be able to spot the sale immediately. Tables set up in the driveway or yard help signal that they're in the right place.

When your signs are easy to follow, shoppers are more likely to stop and browse. A few minutes spent making clear, visible signs can turn a quiet sale into a busy one.

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SELLER'S TIP

Make Your Sale Easy to Find

Clear, well-placed signs help guide shoppers straight to your garage sale and can dramatically increase traffic.

AD SPACE