

GARAGE SALES

Pricing Big-Ticket Items

Maximize Profits Without Scaring Away Buyers

Big-ticket items — like furniture, tools, exercise equipment or appliances — can be the stars of a garage sale. They draw attention and can account for a large portion of your profits. But pricing them right takes strategy. Too high, and shoppers walk away. Too low, and you risk underselling valuable items. Here's how to find the sweet spot

DO YOUR RESEARCH AND KNOW THE MARKET

Before you set a price, check what similar items are selling for. Look at Facebook Marketplace, Craigslist or resale apps to get a ballpark range. If your item is in excellent condition or comes from a well-known brand, you may be able to ask for more — but remember, garage sale shoppers still expect a deal.

Factor in wear, age and functionality. If an item is gently used and works perfectly, aim for 30 to 50 percent of its original retail price. If it has visible wear or is a little outdated, expect to go lower. For broken or non-functional pieces, it's best to list those in a "free" section or price them for parts only.



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SET PRICES WITH ROOM TO NEGOTIATE

Buyers often want to haggle, especially on big items. Start by pricing slightly above your lowest acceptable number — this gives you wiggle room without feeling like you're giving the item away. For example, if you want at least \$40 for a chair, price it at \$50. That way, if a buyer offers \$40, it still feels like a win for both of you.

Use bold, visible pricing tags so people don't need to ask, and consider adding "Firm" or "OBO" (or best offer) to signal how flexible you are. For especially nice items, you can include a short note like "Barely used — retails for \$200" to help justify your price.

DISPLAY WITH VALUE IN MIND

Presentation can make a

big difference. Clean and polish furniture, test appliances in advance, and display tools or electronics neatly to show that they've been cared for. Set big-ticket items in a visible spot near the front of your sale to catch attention early and bring in serious buyers.

If an item doesn't sell by midday, be ready to lower the price or offer a discount to those who seem genuinely

interested. Many shoppers return later hoping for a better deal — being flexible in the afternoon can help you avoid hauling items back inside.

With the right approach, pricing big-ticket items becomes less of a gamble and more of a win-win. A little research and flexibility can help you turn larger goods into big rewards at your next sale.

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SELLER’S TIP

Start High, But Reasonably

Price big-ticket items slightly above your minimum to leave room for negotiation while still signaling value to serious buyers.

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