

GARAGE SALES

Using Color to Attract Buyers

Visual Tricks to Make Your Sale Pop From the Street

You don't need a design degree to make your garage sale stand out — but a little color can go a long way. Whether you're trying to draw more shoppers from the street or make it easier for buyers to browse once they arrive, smart use of color can boost your success and make your sale feel more inviting.

With a few supplies and a little planning, color can help you communicate clearly, guide attention and even encourage sales.

BRIGHTEN UP YOUR SIGNAGE

The first place color really counts is your signs. A small cardboard square with black pen might not catch a driver's eye — but a neon poster board with thick, bold lettering can.

Stick with simple color backgrounds like hot pink, lime green or bright orange. These contrast well with black lettering and are easy to read from the road. Avoid too many words — just write “GARAGE SALE,” the address, and an arrow pointing in the right direction.

For multiple signs leading to your location, use the same color on each one so buyers know they're on the right trail. Consistency builds trust — and



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helps shoppers feel confident they'll find your sale.

USE COLOR TO GROUP AND ORGANIZE

Once buyers arrive, color can help guide them through the sale. Try grouping similar-colored items together for a pleasing visual flow. A table with blues, greens and grays feels more organized than one with mismatched clutter.

If you're selling clothing, use colored bins or racks to separate by size or type. For example, red hangers for men's

clothing, blue for women's, green for kids'. The same goes for toys, tools or kitchenware — grouping by color makes it easier for the eye to find.

You can also use colored tablecloths or price tags to set a tone. A yellow table might hold all items \$1 and under, while a green table offers newer or nicer items.

CREATE VISUAL ANCHORS

Large, colorful items like bicycles, art, or children's toys can act as “anchors” that draw

people in. Place them near the front of your sale or along the driveway to catch attention and break up the view.

Even smaller items — like bright books, painted signs or patterned linens — can add visual interest when placed strategically. Just make sure things are clean and in good condition; color only helps if the items look appealing.

If you're crafty, consider adding a splash of color with balloons, banners or streamers. These extras don't cost much, but they add life to your

setup and make it feel more like an event.

COLOR EQUALS CONFIDENCE

A colorful, tidy setup signals to buyers that you care about your sale — and that your items are worth a look. It also makes the experience more enjoyable for shoppers, especially those who are browsing with family or kids.

You don't need to overdo it. Just a few pops of color in the right places can make a difference.

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You don't need to overdo it. Just a few pops of color in the right places can make the difference between a quick glance and a parked car.

SELLER'S TIP

Use Bright Colors for Signage

Neon signs or bold color blocks help buyers spot your sale from a distance — especially when driving by quickly.

AD SPACE