

GARAGE SALES

Holiday Weekend Garage Sales

The Pros and Cons of Selling When Others Are Off Work

A three-day weekend might seem like the perfect time to host a garage sale — after all, people are off work and often looking for things to do. But should you set up shop when others are heading out of town or firing up the grill? The answer depends on your goals, your location and the kind of holiday you're dealing with.

FREE TIME AND LESS COMPETITION

One major benefit of a holiday weekend sale is the built-in availability. Shoppers with an extra day off may be more willing to browse at a relaxed pace. Some even use long weekends to go “garage saling” in nearby towns, especially if the weather is nice.

You might also face less competition. Many sellers avoid holiday weekends altogether, which means your sale could stand out more in newspaper classifieds, online listings or local signage. If you're the only one holding a sale in your neighborhood, that can work in your favor.

And if you're selling in a popular vacation area or a neighborhood that gets lots of visitors, holiday traffic might help you reach new customers



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— especially those looking for something to do between events.

DISTRACTIONS AND TRAVEL PLANS

Of course, not everyone sticks around on holiday weekends. Some shoppers are busy with family gatherings, sporting events or road trips. If your community tends to empty out during long week-

ends, you might not get the foot traffic you're hoping for.

Weather can also be unpredictable — especially during early summer or fall holidays — and you may be competing with parades, barbecues or other events that pull attention away from your sale.

Major holidays like the Fourth of July or Thanksgiving weekend are generally poor choices. Most

people have full calendars or are traveling, which means even the best deals might go unnoticed.

MAKE IT WORK WITH THE RIGHT TIMING

If you decide to move forward with a holiday weekend sale, time it carefully. Start early in the day — 8 a.m. is ideal — to catch people before they head out.

Emphasize in your advertising that you're holding a sale “Saturday only” or “before the holiday rush.” This helps set expectations and lets buyers know you won't be competing with fireworks or family dinners.

Keep your signage clear and up to date, especially if you're near busy streets or tourist routes. Include the words “holiday weekend sale” in your newspaper ad to attract bargain hunters who are actively looking for sales in the area.

THINK LIKE A BUYER

Put yourself in a shopper's shoes. Would you go to a garage sale on this weekend? If so, what would draw you in — extra-low prices, unique items, bundled deals?

Use those insights to your advantage. Consider offering a holiday-themed discount or a cooler of cold water for shoppers. Little touches like these can turn casual browsers into buyers.

Holiday weekends can be a gamble, but they're not off-limits. With smart planning and a clear strategy, your sale can still succeed — even when others are busy with the grill.

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SELLER’S TIP

Skip Major Holidays but Consider Long Weekends

While the Fourth of July might be a bust, weekends like Memorial Day or Labor Day can draw serious shoppers — especially early in the morning.

AD SPACE