

# GARAGE SALES

## The Best Time of Day to Sell

Learn When the Real Buyers Show Up and How to Prepare

**G**arage sale success isn't just about what you're selling — it's also about when. Timing can make a big difference in how much foot traffic you get, how many items you sell and how smoothly your day goes. Understanding buyer behavior throughout the day can help you make smart decisions and boost your results.

### MORNING IS PRIME TIME

The majority of garage sale shoppers are out early. Many experienced buyers make a habit of showing up within the first hour of a sale — sometimes even before the official start time. These early birds are often looking for specific items, and they come prepared with cash and a game plan.

If you've advertised furniture, tools, electronics or collectibles, be ready for questions and quick decisions. Make sure you've got change on hand, your layout is organized and your prices are clearly marked before opening your driveway.

Some sellers choose to charge a small fee for early access (known as an "early bird fee"), but most simply welcome the traffic. If you



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want to avoid pre-open shoppers altogether, consider stating your firm start time in your newspaper ad or social media posts.

### MID-MORNING TO NOON: CASUAL BROWSERS

Between 9 a.m. and noon, garage sale traffic tends to broaden. Families with kids,

casual browsers and neighbors out for a stroll often drop by during this window. While they may not be hunting for anything specific, they're still potential buyers — especially if your setup is inviting.

This is a good time to play soft music, offer refreshments or consider bundling deals ("3 for \$5" or "fill a bag for \$10")

to encourage impulse buys. Keep your checkout area tidy and visible, and make sure high-interest items are still easy to access.

### AFTERNOON: LAST-CALL BARGAIN HUNTERS

As the day wears on, foot traffic usually slows. But there's still opportunity —

especially if you're willing to lower prices. Afternoon shoppers may be less motivated but more open to browsing and negotiating. They're often looking for deep discounts or last-minute treasures.

If you're ready to move inventory, consider marking down prices during the last hour of your sale. You might post a sign that says "Half Off After 1 p.m." or "Everything Has to Go!" This creates urgency and clears out what's left.

### KNOW YOUR SCHEDULE — AND STICK TO IT

Most garage sales taper off by early afternoon. Plan your energy accordingly: keep your setup simple, take short breaks when needed and consider wrapping up by 2 or 3 p.m. to avoid dragging out the day.

If you've coordinated your sale with others on your street or joined a neighborhood-wide event, find out what hours others are observing so your timing aligns with them.

With a smart, time-based approach, you can maximize each phase of the sale — and give your best effort during the hours that count most.



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#### SELLER’S TIP

##### Offer Early Bird Deals

Shoppers who arrive in the first hour are often the most motivated — reward them with a few clearly marked bargains to get things moving.

## AD SPACE