



# Yard Sale Success: Tips for a Great Sale

Yard/Garage/Moving sales are all about recycling your unwanted items and allowing others to give it new life.

- Use the money for a family treat, an item the whole family can experience or use it toward a family vacation.
- When the sale is over, estimate the market value and donate items to a local charity and get a tax receipt. Don't take items back in the house!

## Yard Sale Advertising:

- Post large, bright, waterproof signs at least four days ahead of time. List date and arrow pointing the direction.
- Post an advertisement on Facebook, Craig's List, your local newspaper and other small or weekly publications.
- Put up signs at local libraries and grocery stores.
- Start as early as possible (early birds can come at 6:30!). Early shoppers are more serious and willing to spend money.
- End your sale at noon or 1 p.m. and one day is ideal.
- If you live in a neighborhood, encourage your neighbors to have a multifamily yard sale. Split the cost of the advertisement.
  - List your location first. This is how many shoppers plan their day.
  - List high value items: unusual antiques, big items, use the word "bargain".
  - Provide directions or popular landmarks if necessary.

## Yard Sale Basics:

- Set up in your driveway, garage or on the lawn. Look for large flea markets in your area that allow families to set up their own tables.
- Gather price stickers, marking pens, plastic shopping bags, and a cash box (with change).
- Take the time to clean the dusty/dirty items for sale so they look desirable again.
- Use pre-priced tags available at stores. Price ALL items low, but fair and do this ahead of time (if in new condition, price at ¼ to 1/3 of what it would sell for new); price all large items; group small items on tables with one set price for all; reduce prices mid-morning.
- Use tables to display items (not the ground); set up by price/type of item.
- Clothing looks great and sells best on racks and grouped by categories.
- Sell food such as coffee, doughnuts, lemonade, water, or cans of soda. During a multi-family yard sale, food brings people to your table.

## Get the kids involved!

- Engage your children by having them sell their own items or staff the food table.
- It's a fun learning experience and you can allow them to use the money for their own spending or donate the money to their favorite charity.

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