



Having a Yard Sale? Here's some advice that's a real bargain.

Knowing your customers means knowing shortcuts to a successful sale. Yard salers are driven by variety-at-a-value. Meanwhile, your motivations to hold a yard sale are extra space and extra money. You're not selling stock, just extra stuff that needs a new home. So, keep practicality in mind and you'll turn an untidy garage into a tidy profit by the end of the day.

Early Birds

"You snooze, you lose" was written for yard sales - and not just for shoppers. Anyone holding a yard sale will benefit from the early wave of business your ad has attracted. An 8 a.m. start time often means 7:30 if not sooner. If you wait till 9 to crack your garage door, you've wasted two lucrative hours.

Note: Early birds are not vultures; they're money in the bank. Be ready to cash-in.



If you really don't want to sell it, don't put it in the sale. For everything else, be wise to wiggle room. **Note:** Sentimental value and cash value are two different things.

Do Your Research:

Go to a few yard sales, notice how they work, how treasures are typically priced and arranged. Good yard sales, like good yards, have character.

Two-Cents' Worth on Pricing

Yesterday's technologies such as film cameras, home phones, record players and now many TVs, won't bring big bucks. No one expects you to give things away, but mark that price tag with common sense.

Can't decide? See the second rule above. **Note:** Often, the space you create is the best profit.



Pricing may be the most time-consuming part of preparing for the sale. Tricks like color coding with sticky dots, a dollar table and one-price clothing rack are time-savers. "Make me an offer" sales can also work to your and the buyer's advantage.



Eye-catching signage with arrows, address, date and sale hours strategically placed will increase business. → You can put these out the night before. ←

Where R U?

As you advertise, give a clear street address. Some customers will find you by GPS.

Yard Sales are habit-forming...

But you have to give the *PROCESS OF ACCUMULATION* a chance to work. Moving sales, just married, estate sales, there are occasions when you quickly come into a heap of stuff, but not every Saturday. Yardsalers are savvy. Hold them too often and most will not take your sale as a serious “must stop.”



Neighborhood Yard Sales

Even if you don't have many items, take part in the larger sales on your block to tap the high traffic flow of customers.

Extras: Be pet friendly. Kids' selling lemonade, bottled water and cookies is a nice touch. Play a radio (especially if it's for sale). Have an electrical plug handy. For select items, let them bring it back if it doesn't work. For a cash register, try a fanny pack.



Don't go it alone. Enlist family members or friends to lend a hand. When business gets busy, you will, too. At some point, you'll need to tend to *other* business in the house, make a lunch run or chase down the remote for the VCR that just sold.

Customer Appreciation Day

The most valuable thing at your sale is a happy customer...so don't be hasty. Female yard salers do buy tools and some men buy baby items. If you say, “Oh, I don't have any guy stuff or gal stuff,” it sounds like you don't welcome their business.

Quitting Time



Just because the sale is over doesn't mean you have to carry leftovers back inside. Consider donating worthy items to worthy causes. Community charities, goodwill-type organizations, church missions, etc. will thank you. There could be a tax-deduction in it for you. Just because it didn't sell doesn't mean it isn't wanted.

Now enjoy your space, profit and peace-of-mind. You've earned it.

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