

TIPS FOR HOSTING A GREAT YARD SALE

Hosting a yard sale is a nice way to de-clutter your home AND generate a little extra cash along the way. But there's a big difference between an average yard sale and a GREAT yard sale! Here are some easy tips for improving your sale:

- **Be clear on the purpose of your sale.** Are you selling things to make money or to get rid of them? This question affects everything you do, from how you price things before the sale, to how willing you are to negotiate during the sale, to what you do with things after the sale.
- **Consider a group sale rather than selling alone.** Join forces with another family member and people are more likely to stop for your sale because it looks even bigger.
- **Mark your house clearly.** Post a clear and simple sign in front of your home or on your car and park it next to your driveway. The "I Supported The Closter Food Pantry" sign is a great way for shoppers to know your house is the place! Consider posting a few days before the sale so shoppers can plan to stop by.
- **Price items clearly.** While many people try to "price on the fly", oftentimes there are large crowds at a sale and the confusion results in people saying things like "it's yours" or "just take it for \$1" while it may be worth much more and would have brought in \$5 or \$10 if you had priced in advance. Plus, many buyers don't want to ask prices – they prefer to see a price and make a decision without having to wait to speak to the person in charge of the sale.
- **Be prepared.** Wear comfortable clothing. Have water and snacks at hand. Get plenty of one-dollar bills and a roll of quarters the day before. Move things out early and make sure they are well-organized. Make plans in case of inclement weather. Good preparation will help things run smoothly.
- **Display items to their advantage.** People will be more inclined to stop if you set up shop in your yard or driveway. Some folks are reluctant to enter a dark and dreary garage. Make your sale inviting and easy to browse. Placing highly desirable items in a visible location near the road will draw people to your sale.
- **Think like a customer.** As soon as you've opened and fielded the initial flood of shoppers, walk through your sale as if you were there to buy something. How does it feel? Are things clearly marked? Is it easy to move around? Are your books on the ground in boxes? Or are they placed neatly on shelves or tables? Would *you* pay \$10 for that vase?
- **Do not bad-mouth your stuff.** Sometimes it's easy to say things like "Oh, that book was awful" or "That skillet didn't heat very well" but remember, the goal is that you sell the items. Don't lie. If someone asks you specifics about an item, you should answer truthfully but don't volunteer negative opinions either.
- **Be willing to bargain, but be less flexible at the start.** On the first day, you want to get as much as you can for each item. Most people will still buy the item at \$5 even after they ask you if you'll take \$3. Bargaining is a sport. But if they're bargaining, it's because they want the item. Don't be completely rigid, but don't give your stuff away either, especially at the start of the sale.
- **Do not use a cash box.** Carry your money with you at *all* times (pocket apron, fanny pack, pockets). Casual thieves and professional swindlers can both make off with cash boxes in an instant.
- **Have a plan for what you'll do with your unsold merchandise.** Charities like the Vietnam Vets will pick up unsold items that are boxed or bagged after the sale. Do some research ahead of time and find an organization you can support rather than just putting everything at the curb.

...but most of all, HAVE FUN!