



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 are extra space and extra money. You're not selling real estate, 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.



Be legal. Some cities and neighborhoods are rather relaxed toward these little business ventures while others have ordinances. They may apply, but aren't limited, to sale hours, sale days, number of consecutive days, frequency, posting directional signage, types of merchandise and whether you are required to pay a fee and display a permit. Call or Google it first. This article presumes the relaxed approach. So, with the legalese out of the way...we're open for business.

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 just kissed two lucrative hours good-bye. **Note:** Early birds are not vultures; they're money in the bank. Be ready to cash-in.

NEGOTIATE

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 tube-type TVs won't bring big bucks. Sad, but demand fades with usefulness. So price these gizmos knowing that times have changed. Bumfuzzled? 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 both your and the buyer's advantage.

SIGNAGE

If permitted, 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. Yard sales 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.

Make Your Sale the Right FIT Kids outgrow clothes quickly. Be parent-friendly in your ad by giving size/age ranges for the duds you want to discard.



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 respected customer...so don't be hasty. Female yard sales 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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