



Yard Sale Success: Tips for a Great Sale

Yard sales are all about recycling your unwanted items and allowing others to give it new life: Reuse instead of landfill!

- Use the money for a family treat or buy an item the whole family can use such as a camera, DVD player, recreational equipment, or a family outing.
- When the sale is over, make a list of the items, estimate the market value and donate it to a local charity. 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.
- Send an advertisement to your local newspaper and other small or weekly publications.
- Put up signs at local libraries and grocery stores.
- Start as early as possible for early birds. Early shoppers are more serious and willing to spend money.
- Encourage your neighbors to have a multifamily yard sale, especially in a development. Split the cost of the ad.
- List your location first. This is how many shoppers plan their day.
- Start as early as possible (early birds can come at 6:30!) and end at 1-2 p.m. One day is best.
- List attention grabbing items: unusual antiques, big items, use "bargain".
- Provide directions 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 cash box.
- Take the time to clean your dusty/dirty items 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 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 selling 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. 5/12