

# GARAGE SALE TIPS



Whether you're a "first-timer," an experienced "garage seller," or part of an organization raising funds, these tips will help you bring success to your door.

- Decide if you want to hold your sale solo or have a block event. Group sales are fun—join with neighbors and friends.
- Promote your sale! Advertise online, in the newspaper, and with signs in the neighborhood. Choose a combination that is right for you.
- Visit the City's website for additional information about holding and promoting a sale.

## ADVERTISE & PROMOTE YOUR EVENT

Getting the word out about your garage sale is one key to a successful event! Options include online advertising of your event, classified print/newspaper ads, signs to guide buyers to your location, flyers posted on local bulletin boards (libraries, college campuses, grocery stores, etc.), and more. Your place of business may have an intranet with posting options. Explore your creativity!

### Online Advertising

Some websites offer no-cost or low-cost advertising for garage sales. Some of these sites are listed below, but you may find others by doing your own searches.

- [www.craigslist.org](http://www.craigslist.org)
- <http://garagesale.nearu.com>
- [www.thepennysaver.com](http://www.thepennysaver.com)
- [www.yardsalesearch.com](http://www.yardsalesearch.com)
- [www.recycler.com](http://www.recycler.com)
- [www.garagesalehunter.com](http://www.garagesalehunter.com)



### Newspaper Advertising

Low-cost ads in local papers and shoppers can guide buyers to your location—utilize them as your budget allows. Check deadlines in advance; some papers (weekly publications, for example) may need your ad at least a week before the event.

### Make sure your ad includes:

- All dates and hours of the sale
- Specifics about items you are selling
- Location of the sale
- Any information that can help to set your sale apart

### Garage Sale Signs

- Use bold writing
- Add arrows to provide direction
- Respect the local City sign ordinances without cluttering the streets and neighborhood
- Please remove ALL signs when the event is over



## PREPARATION & SALE TIPS

### What to Sell

- Furniture in general, especially dressers, bookcases and tables
- Nostalgia items sell well—display them prominently
- Antiques
- Appliances, tools, garden equipment labeled "working" or "needs repair"
- Clothing
- Baby items
- Toys and games
- Sporting goods
- Plants
- Anything that still has usability and value



### How to Price

- Use price tags for all items
- Garage sales are for bargain hunters; price accordingly
- Higher prices are reasonable for brand new items and antiques
- When in doubt, check online pricing guides or auctions to see how similar items are priced
- Consider regrouping items or reducing prices on items that are not moving
- Be prepared to consider offers

### How to Set It Up

- Select and prepare articles for sale in advance
- Group related items
- Clean items will sell better; remove dust, wash clothing, etc.
- Hang clothing if possible
- Set up convenient, attractive displays so shoppers can easily find merchandise
- Choose a highly visible location, such as your yard or driveway
- Provide a power source (extension cord) for testing appliances and power tools
- Have a central place to pay and sufficient change
- Make receipts available if requested
- Have bags available (grocery bags)
- Remember the rules of conduct used by successful retailers: courtesy, friendliness, fair dealings and willingness to offer service



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