

Organizing Tips For A Successful Yard Sale

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With National Garage Sale Day quickly approaching (August 9th), this is a perfect time to start planning to earn some extra cash during the summer. Following are a few tips for organizing and having a successful yard sale:

Tip #1: Advertise!

Advertising is an important key to driving people to your yard sale. Here are a few things to remember:

- Place an advertisement in the classified section of your local newspaper. Use key words people would look for such as antiques, furniture, baby clothing, and so forth.
- Place an online advertisement on Craig's List. Include photographs of big ticket sale items to generate public interest.
- Place yard sale posters with directional arrows approximately every 50 yards apart. Be sure to check with your local authorities on signage placement to avoid violation fees.
- On the day of your sale, place balloons on your mailbox or in a prominent location to help shoppers quickly identify your location.

Tip #2: Price it to Sell

Shoppers love to haggle at a yard sale so be prepared to accommodate this tendency. Here are a few guidelines to help you with the financial end of a yard sale:

- Price items a quarter of its original cost if the item you are selling is in good condition.
- Mark items up a bit to allow shoppers to haggle.
- Keep at least \$50 in coins and small bills in a fanny pack to make quick change.
- Slash prices by 50% during the last hour to encourage shoppers to buy.
- Make certain all items are clearly marked. Use pre-printed colored stickers found in your local grocery store for easier pricing.

Tip #3: Spruce it Up

Items sell faster and for more money if they are clean and look their best. Take the time to really spruce up items before your sale begins. For instance, clothing should be clean and pressed and either hung up or neatly folded.

Tip #4: Make it Easy to Shop

- Set up card tables as if running a store for the day. Shoppers tend to spend more time shopping if items are attractively displayed on tables instead of having to bend over to inspect items strewn on the lawn.
- Group items together depending on category such as house wares, clothing, furniture, toys, and so forth.
- Bundle smaller items together in an attractive way to be sold as a unit.
- Run an extension cord from an outlet so shoppers can test electrical items.
- Have spare batteries for testing hand held electronics.
- Have a mirror handy for shoppers to see how hats, scarves, and jewelry look on them.
- Have grocery bags and/or boxes available. Shoppers tend to buy more if they have an easy way to carry away their purchases.

Tip #5: Print & Post Monthly Organizing Checklist

Each month there will be a new checklist for you to print and post in a visible location. These checklists will include the most common tasks to accomplish each month to help keep you on track all year long. This month's checklist can be found at www.simplyinorder.com