



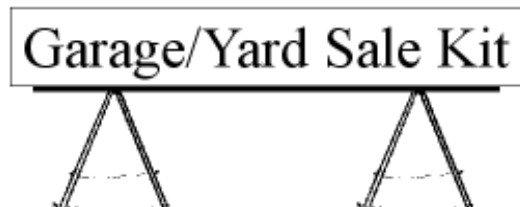
Lionel Hartley, PhD

Garage/Yard Sale Kit



Making your Sale a Success

by Lionel Hartley, PhD



Making your Sale a Success

Lionel Hartley, PhD

This book is copyright. Apart from any fair dealing for the purpose of private study, research, criticism or review as permitted under the Copyright Act, no part of this book may be reproduced by any process without the written permission of the publisher or author.

Concept and Intellectual Property Rights ©1979, 1999, 2001, 2007 Lionel Hartley

Additional information courtesy of www.tutorials.com

This Edition ©2007 L&R Hartley, Publishers

Published by L&R Hartley, Publishers

PO Box 1471, Murwillumbah, NSW, Australia, 2484

<www.lrhartley.com>

Email: admin@lrhartley.com

ABN - 26040604011

Fonts: Arial and Times New Roman (©1995 The Monotype Corporation)

Formatting, layout, and design and cover art by Dr Lionel Hartley

Catalogue reference MSS_B01

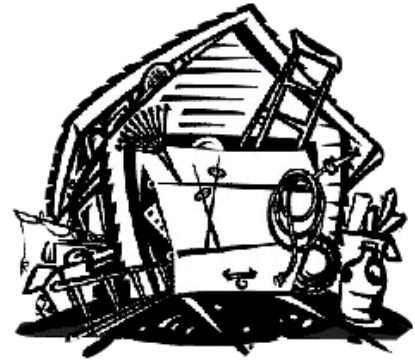
Written expressly for the “Garage/Yard Sale Kit” GSK-P01

<www.users.bigpond.com/lionelhartley/catalog/garage.htm>

Cutter Numbers: Dewey H2551; Sanborn H3321

Contents

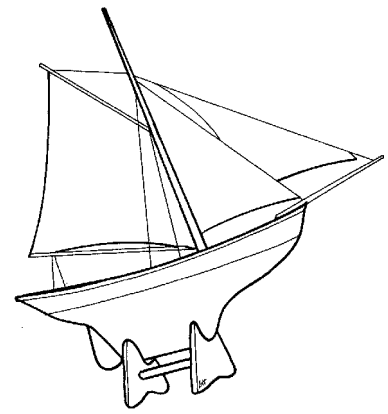
Initial Planning	4
Preparing for your Sale	5
Pricing your Items	6
Bringing People to your Sale	7
On the Day of the Sale	8
The Fun of “Bargaining”	9
Multi-Family Sales	10
After the Sale	11
Reconciliation	11
Setup Checklist	12
Intitial Sales Log	13
Check List	14
Sign Locations.....	14
Re-stocking your Kit	15



Initial Planning

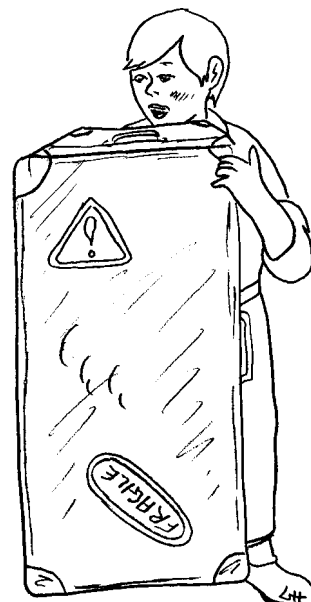
- ☐ Take an inventory of what you have to sell. Do you have enough items to justify having a sale?
 - ☐ Decide whether you want to hold your sale alone or hold it in conjunction with family members or neighbours. Remember the more people you have participating, the more successful your sale is likely to be. The larger selection attracts more buyers and you can share the work and expense of holding a sale. (See page 10)
 - ☐ Decide when to hold your sale. Will it be for one day? Or more?
 - ☐ Check your local council or state ordinances to see if any special permits apply (for conducting a sale, for signage, etc).
 - ☐ Be sure to allow yourself enough time to properly prepare for the sale.
 - ☐ Plan an alternate date or venue in case inclement weather interferes with your sale.
- ' Get Ready; Go Steady; Now Sell!





Preparing for your sale

- ☐ Collect your “merchandise” into one area.
- ☐ Sort it by type (clothing, toys, tools etc.).
- ☐ Clean any items that are soiled or dusty. The better your items look, the more likely they are to sell at a better price.
- ☐ Test any electrical items.
- ☐ Gather the supplies and tables etc. that you may need (See the handy checklist on page 12).
- ☐ Most people underestimate the number of bags, boxes and wrapping material that they will need. Gather as many of these items as possible.
- ☐ Photocopy extra copies of the Sales Log— enough copies so that you have one line for each item that you wish to sell.
- ☐ Order extra price stickers from the L&R Hartley Website if necessary (www.users.bigpond.com/lionelhartley/catalog) (see page 16)
- ☐ Price your items (see page 6)
- ☐ Get Ready; Go Steady; Now Sell!





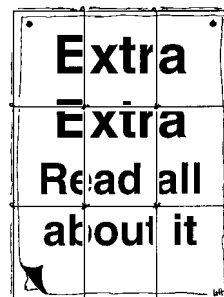
Pricing your items

- ☐ If possible visit other sales in your area. This will give you an idea of the going rate for similar items.
- ☐ If you suspect some items may be antiques or collectibles, consult price guides at the local library or research them online.
- ☐ Remember the original price of the item has little bearing on the resale price. A lounge-chair that originally cost \$500 may only be worth \$25 or \$50 on the used market.
- ☐ As a rule of thumb, think about how much you'd pay for such an item in such a setting.
- ☐ Build some flexibility into your pricing to allow for "bargaining". (See page 9) Many buyers expect you to negotiate with them and many people consider this part of the fun of garage or yard sale shopping.
- ☐ Know the minimum price that you will accept for each item. You may wish to lower your prices later in the day.
- ☐ Ask a reasonable price. There's nothing worse than a garage sale that charges full price for used goods (excepting antiques, of course). Unless you're prepared to offer department store services like credit cards, customer service, and returns, you may not sell much of your stuff if you price it too high. So you have a decision to make: if you don't want to part with the items, keep them — but if you do, price them to sell.
- ☐ Price every item. Many people will not ask the price of an item even if they are interested in it. With larger items it is a good idea to provide additional information ("Works well" "Only Worn Twice" etc.) along with the price.
- ☐ Volume Pricing (Example: "25 cents each or 5 for a dollar" or "All items on this table, 50¢ each") will stimulate the sale of more items.
- ☐ Be Ready; Stay Steady; Go Sell!



Bringing people to your sale

- ☐ Let as many people know about your sale as possible. It is a simple equation — the more people who attend your sale the more likely you are to sell all of your items.
- ☐ Use your network; personally invite your friends and family to your sale. Word of mouth is possibly the most effective marketing tool.
- ☐ Post signs in your neighbourhood six days prior to your sale. (You should check local ordinances regarding posting signs before doing this). Keep a list of where the signs are placed to facilitate removing them after the sale – a form is provided on page 14 to record this information. Give some thought to where you place them: the optimal spot will be on a corner that sees sufficient traffic, yet is a safe place where drivers will have time to turn and also read your sign. The signs and posters in the kit are re-usable and can be written on with a white-board marker. Attach colourful balloons and ribbons.
- ☐ Place classified ads for your sale. Remember to check publication deadlines so that you allow enough time to get your ad published.
- ☐ In your ads, give lots of details, list major items (“Electric chair”, “Lots of children’s clothing”, “Plastic coffin” etc.)
- ☐ Give clear directions from major landmarks or highways.
- ☐ The more descriptive you are in your advertising, the more people you will attract to your sale.
- ☐ Be Ready; Stay Steady; Go Sell!





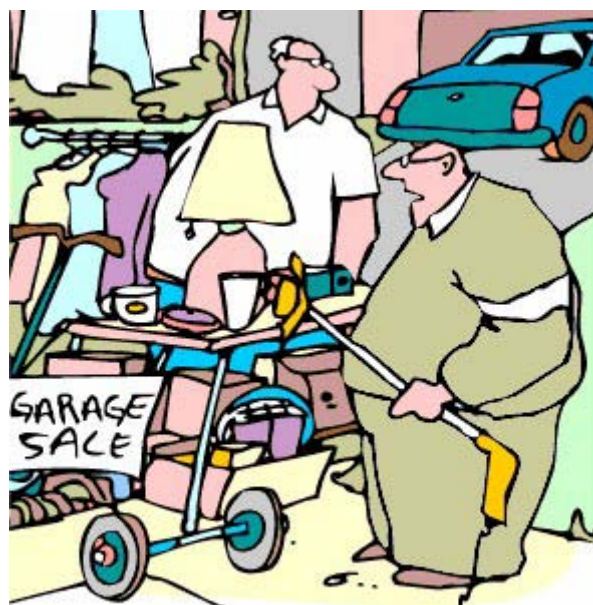
On the day of the sale

- ☐ Get an early start: Sale-hoppers can be pretty impatient. If you've priced to sell, you might even be sold out by noon. The night before, it's a good idea to lay everything out on tables in your garage or home. In the morning, you can simply take them outside to greet the masses.
- ☐ Plan to be set up at least ½ hour prior to your opening time.
- ☐ Spread out your merchandise so that it is easy to see all that you have to sell. Group similar items together. Locate the most appealing items with strategy: placing them in the forefront may draw more people from the street, but placing them in the back will draw people more deeply into the heart of your sale. So distribute these treasures of the sale equally among your tables. For clothing items, hang them on hangers and whatever real or makeshift clothing racks you can find.
- ☐ If you have the capability to deliver large items such as furniture, mark them with a "Local Delivery Available" sign and budget this into the price or charge an additional fee.
- ☐ Set up a cash-and-wrap area. A canvas carpenter's apron or "belly-bag" is a convenient and secure place to keep bills and coins for giving change.
- ☐ When people arrive at your sale, greet them and ask them if they are looking for anything specific.
- ☐ If you see someone with an armful of merchandise, ask if you can hold it for them at the checkout area. Once their arms are full they are much less likely to buy additional items.
- ☐ When a large item is purchased, immediately mark it "sold". Stickers are provided in this kit, and more can be ordered from our website.
- ☐ Be sure to thank your customers for visiting your sale and for purchasing your items.
- ☐ Always Ready; Go Steady; Continue to Sell!



The fun of “bargaining”

- ☐ Most customers expect some flexibility in your pricing.
- ☐ Do not lose sight that one of your goals is to dispose of the items on sale. Even if you do not sell an item for as much as you had intended, it is still out of your way.
- ☐ When a customer makes an offer, make a counter-offer that falls in between their offer and your asking price. When making the counter-offer also make a value statement praising the attributes of the item in question: “They don’t make them like this anymore” or “these are becoming quite collectible” etc.
- ☐ Most sales are made in the early hours of your sale. Later in the day you may wish to reduce your prices on the remaining items.
- ☐ Always Ready; Go Steady; Continue to Sell.



“You spelled garbage wrong.”



Multi-family sales

- ☐ Decide whether you want to hold your sale alone or hold it in conjunction with family members or neighbours. Remember the more people you have participating, the more successful your sale is likely to be. The larger selection attracts more buyers and you can share the work and expense of holding a sale.
- ☐ Prior to the sale determine each family's responsibilities (advertising, providing tables etc.).
- ☐ Decide where the sale will be held.
- ☐ Create a coding system so that everyone knows whose item is being sold. This can be done by colour coding (e.g. coloured dot stickers or coloured ink) or placing initials on the price stickers.
- ☐ Maintain a log of sales for each family. Photocopy extra copies of the Sales Log — enough copies so that you have one line for every item that you wish to sell. Use your coding system
- ☐ Be sure everyone who will be selling knows the minimum acceptable price on every item.
- ☐ Always Ready; Go Steady; Continue to Sell!





After the sale

- ☐ If you have unsold merchandise, consider placing a classified advertisement in the local paper to sell the remaining items.
- ☐ If you wish to donate unsold items to charity, be advised that some charitable organisations do not accept merchandise with price stickers attached, and if this is the case, remove all prices before packing. (Other smaller charities may welcome your pre-pricing). Many donations are tax deductible, so ask for a receipt.
- ☐ Remove all signage and advertising. (Check the list that you filled in on page 15). The signs in the kit are re-usable, so store them all together in the kit packaging for your next sale.
- ☐ Tally your sales sheets and divide up the earnings among the sellers.
- ☐ Sit back, relax in your uncluttered home and count your new pocket money.
- ☐ Consider making a cash donation to your favourite charity or a tithe to your local church.

Reconciliation



Total of all monies at the end of the day:	\$ _____.
<u>Minus</u> our cash "float" (the change that we began with):	\$ _____.
Subtotal (income received):	\$ _____.
<u>Minus</u> expenses (Advertising, the Kit, etc):	\$ _____.
Rewards for the day:	\$ _____.



Setup Checklist

DISPLAY

- Tables/trestles
- Chairs or stools
- Plastic tarp. or blankets for items displayed on the ground
- Plastic for rain protection (eg. clear plastic painter's drop-sheets)
- Additional cardboard or poster board for signs
- Price stickers & signs from the kit
- Marker pens
- Masking or packaging tape
- Container for rubbish
- Extension cords
- Clothes hangers
- Batteries to test toys, radios etc.
- Safety pins for clothing price tags
- Clothesline or garment rack for displaying clothing
- Balloons & streamers

CHECK-OUT

- Cash box or money belt
- Change
- Sales record
- Pens
- "Pay Here" sign from your kit
- Bags & Boxes
- Newspaper for wrapping
- Sellotape or similar
- Sold signs from your kit
- Receipt book
- Magnifying glass (for closer inspection of goods)
- Cloth measuring tape & tape measure
- Paper towels/tissues

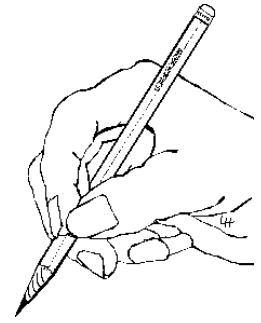
PERSONAL ITEMS

- Wide brimmed hat
- Sun block
- Additional items of warm clothing
- Small cooler for drinks/snacks
- Mobile 'phone

Check list: Sign Locations

Always write down where you put your signs so that you can take them down later.

Sign number	Location	Sign posted	Sign Removed
1.			
2.			
3.			
4.			
5.			
6.			
7.			
8.			
9.			
10.			
11.			
12.			
13.			
14.			
15.			
16.			
17.			
18.			
19.			
20.			



Re-stocking your Kit

- ☐ A garage sale can be a great social event. Many people use garage sales as an opportunity to meet their neighbours, while others sell the same junk they bought at the neighbour's sale six months ago.
- ☐ To order additional kits, additional stickers, or additional signs, go online to www.users.bigpond.com/lionelhartley/catalog
- ☐ Click on "G" for Garage Sale, and select the Garage/Yard Sale Kit page.

