



What to Sell

- Antiques and memorabilia.
- Furniture, chests of drawers, bookcases, and tables are very successful sale items.
- Appliances, tools, and garden equipment labeled “working” or “needs repair.”
- Clothing (should be clean, easy to see, and preferably on hangers). Label sizes.
- Baby clothes, toys, and games.
- Plants, sports equipment, pet accessories.

Safety

- Lock all doors.
- Do not let people inside of your home to use the restroom.
- Keep your money safe by using a fanny pack or an apron with pockets. Do not keep large amounts of money on you.
- Watch shoppers closely to ensure that no items are stolen. Be sure that when totaling up an amount for the shopper that all items being purchased are accounted for in your total.

Setting Up Your Sale

- Start planning two or three weeks ahead of time. Use this opportunity to clean out your garage, closets, and attic. Don't wait until the last minute!
- Clean sale items. Soap, water, and a little elbow grease can really improve the appearance and value of your items.
- Make it easy for shoppers to find your great deals: create attractive displays, hang clothing on racks organized by size, group merchandise by price (“everything in this basket \$1”), or by function (garden supplies, kitchen supplies, etc.).
- Call attention to your garage sale: place yard sale signage in front of your house, place an unusual or especially interesting item in a high visibility area, advertise “free lemonade with purchase,” or do whatever you can do to distinguish your sale from others.
- Rope off an area, or put up a “Not for Sale” sign on those things you want to keep.
- Set up a “freebies” box for items you wish to give away.
- Be prepared for early shoppers.

Supplies Needed

- Stickers to price items.
- Tape measure. Customers may need to know the exact dimensions of an item (especially furniture).
- Extension cord. Customers may want to test electrical appliances.
- Calculator to total up purchases.
- Grocery bags and newspaper to bag and wrap fragile items you sell.

Pricing your Merchandise:

- As a general rule, start pricing at 20-25% of retail for items that are in good shape.
- Group items by price and type (e.g., a clothing rack organized by color with items selling for \$1, \$5, \$10, etc.).
- If you are participating in a group sale, inventory and mark items using color coded stickers so that profits go to the right person.
- Prepare to discount and negotiate prices.
- Advertise “cash only” if that is your preference.
- Have plenty of change for sale day. Most people come with \$5, \$10, and \$20 bills.

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- Price your items lower to free by the end of the day to reduce leftover unsold items.

After Your Sale:

- Donate unwanted, leftover sale merchandise to a reuse organization. This may also be done at SouthWood's Dump Day, October 3rd, from 5:30-8:30.

Other Ideas:

- Consider holding a group sale with friends or family. Share the work and have fun!
- Give kids a chance to have their own table and responsibility for pricing and selling their merchandise.
- Get out that radio! Listening to music makes shopping and selling more relaxing.

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