

# Tips for a Successful Sale

- 1) **Plan Ahead** – Safety first, then everything else. Write a list of things to do. Speak up if you aren't ready to open.
- 2) **Be present** – never leave your items, or cash box left unattended. Lock your front door and keep an eye out for wandering people. While it's generally not a problem, it's never a bad idea to be cautious.
- 3) **Relax & Enjoy** – Plan to have a cold beverage, maybe a little sunscreen, a comfortable chair, and a positive attitude. Your garage sale is an excellent way to get rid of old items, make some extra \$\$, and meet new and interesting people. *Have fun and enjoy!*
- 4) **Posting Directional signs** – is an important way to help customers find your sale. Even if it's made on plan paper and says "Garage Sale" with an arrow, "Sale in Back," or "More stuff in here" signage helps! Place them early, like the night before, not when people begin showing up. Place them in easy to see places. **(The City of Rock Falls does not allow signs to be posted on electrical or telephone poles, please use other ways to post your signs)**
- 5) **Have start up cash for change.** Plan to get your change no later than the weekday before your sale...and get it from a bank. Many grocery stores will not provide change for more than \$20. If you have a lot of small, low priced items, around \$50 or \$75 is a good amount. (Two \$10 bills, four \$5 bills, 25 \$1 bills, 1 roll of quarters (\$10). BUT, if you have a lot of furniture or higher priced stuff start with more money. **WHEN MAKING CHANGE** – leave the bill given by the customer out on the table while you figure out how much change they get. This way, you both remember what was handed to you.
- 6) **Are you responsible for accidents?** Most Garage Sale hosts do not want to be responsible for items that buyers may break, or for their injury. Post a sign that says "Not responsible for accidents," and fix any hazards, like holes, or debris to avoid potential problems.
- 7) **Is your lawn mower for sale?** To help customers know what is and is not for sale cover or clearly mark any items you do want to sell. That way a friend or family member helping with your sale won't sell your items on accident.
- 8) **Nice items sell with a nice price** – The cleaner & more attractive an item looks, the more likely it will sell for a high price
- 9) **Draw Attention** - Display some of your more attractive items at the end of the driveway to entice more buyers.
- 10) **Electrical Items** – Make it easy for buyers to test out electrical gadgets and make sure they work before you place them in your sale
- 11) **Would you take a dime, or how much is this, and this, and that, and those? - Pricing is an important part of a sale.** Post signs that say "no haggling" if you're the kind of seller who doesn't want to negotiate. Garage Sellers are bargain hunters, so do not be insulted if they offer you a lower price. It just means they're looking for a good deal. **Say yes or no depending on what's most important, getting rid of the item, or getting its value.** To avoid a constant bombardment of questions, be sure everything is labeled clearly. Place bigger tags on bigger items, so they are easy to see. There are several different systems for pricing. Some people mark a price on each item. Others post signs, like "All clothes \$1.00" (make sure you have a list of prices @ your checkout table). Some mark items with colored stickers and post signs indicating the cost for items with each sticker (ie. Red - \$1, Blue \$2, Green \$.50).
- 12) **Mark your items EARLY** – It can be a lot of work to make each item, so start early. Consider doing all clothing for one price, or using color coded labels. (Ie. All pink labels at \$1, blue \$5. – Be sure to make a sign with prices).
- 13) **Set a goal & your prices accordingly** - Is your goal to have an empty garage, or get top dollar for your items. Low prices will ensure you have nothing left to haul away which is very valuable! Higher pricing may give you a good value on your items and leave many leftover items to handle later. Be ready to adjust. If you want to clear out some space, but items aren't selling post signs that say make an offer, or consider lowering prices.
- 14) **Parking** - Make space for shoppers. Move your car around back, down the road, and don't plan to park in your driveway and get out 10 minutes later....it may be blocked by a shopper. New grass in your yard, or your neighbor's? Be sure to mark off areas where you wouldn't want people to park.
- 15) **Early Birds** - If your sale is in town, or you have listed a hot item in an ad, expect Early Birds...Early Birds are excited shoppers who come before your sale opens looking to pay top \$ for your best items. They're great if you're wanting to make \$, but a pain if you value sleep. If you're not interested in selling early, post a sign that says "no early birds".
- 16) **Children** – Have a plan for how you will care for children during your sale, especially with COVID restrictions.
- 17) **Dogs are a man's best friend...but not every man's** - Be considerate of your shoppers. Some shoppers may be afraid of even the friendliest dog. Some dogs like everyone, but may react unexpectedly to someone they don't know. You'll be busy and may not be able to watch your dog closely during your sale. It's a good idea to keep your dog leashed, during your sale to keep him and your shoppers safe and comfortable.

# COVID Safety Guidelines for Sellers

Please Note: COVID safety is recommended and following CDC guidelines is advised at all times. Sellers assume all responsibility for following safety guidelines and for shoppers on their property.

## **Give Some Space**

- Make it easy to keep space between people by doing the following:
- Set tables with six feet of space between them.
- Keep the majority of items in your yard – instead of inside your garage.
- Mark an entrance and exit point.
- Use heavy tape or signs to indicate the direction people should move through the sale.
- Keep your check-out away some space away from the sale, so a line does not backup into your sale.
- If state, or regional guidelines change during the week of the sale, please follow the updated guidelines.
- Post a sign at the entrance of your sale / end of your driveway with guidelines with special rules, like masking, to inform your customers.

## **Keep it Clean & Safe**

- Wash hands, use sanitizer, or wear washable/sanitizable gloves, especially when handling money.
- Use aerosol Lysol / or / Disinfecting spray to spray your sale items regularly.
- Be sure to have enough help to ensure a safe and productive sale.
- **SPEAK UP** – if someone is not following guidelines, speak up, or ask them to leave. It is your property, your sale, your rules to enforce.

## **Mask Up**

- Masks are recommended when transmission rates are high.

**PRINTABLE SIGNS FOR SELLERS AVAILABLE AT:**

[www.rockfallschamber.com/garagesales](http://www.rockfallschamber.com/garagesales)

# Have a great sale by keeping it safe!

Reduce stress & confusion by planning ahead and posting signs.  
Ensure safety by following guidelines above.