

Top 40 Ultimate Yard Sale Tips

Timing Is Everything

- Most of your traffic and money will be made in the **first two hours**. Be prepared for it. Don't be sitting there in your jammies trying to have a cup of joe and ogling Pinterest. It's game time!
- If your community has a community yard sale day where the whole town is encouraged to have sales, TAKE ADVANTAGE OF IT. It's normally free advertising, plus there will be more people tooling around town checking out the sales than on a normal day.
- In this part of the country, prime yard sale season is April through June. After that it slows down, so try to have your sales during the months when the most people are in the "mood".
- If you're adventurous, try having a late winter or very early spring sale to monopolize on less competition. Hardcore salers are always up for a sale and will trek through a snowbank to get to the first sale of the season.
- Start your sale early in the morning. 8:00 am is optimal, but if you can start earlier you might catch some early worms. Or birds. Or whatever.

Advertise That Sale!!!

- You've put a lot of time into gathering all this stuff, pricing it and displaying it, now make sure people will come!
- Advertise on Craigslist, list on Facebook yard sale groups in your area and the local newspapers too.
- Use photos in your ads where allowed.
- Include list of types of things your selling including hot items you think might draw people in.
- Be creative and memorable. Write catchy titles and phrases in your ad like calling your sale the Help Me Not Become A Hoarder Sale or saying "I have to make room for my husband's car in the garage", etc. You want YOUR sale to stand out in the sea of 1,492 other sales that weekend.

Signage

- If your town allows, place signs up the day before.
- Use the word SALE, an arrow, a street address and the start and end times. ONLY. I've seen yard sale signs that list everything they are selling and that is just way too much busyness on a sign.
- Use BIG signs.
- Make them out of cardboard or thick posterboard. You get extra points for using those neon foamboards you can find at the craft stores, because it's all about visibility.
- I would avoid the small 8x10 plastic signs you can buy at the hardware store. They just aren't unique enough to catch the eye and are way too small for me.

The Money

- Go to the bank the day before and get enough change. Normally I try to have at least \$30 in ones and \$50 in fives along with a roll of quarters.
- And hey, if you don't charge less than a quarter for any item, you won't need to get any dimes and nickles. It's not 1954 anyhow.
- Keep the money with you at all times. Maybe in a cute little apron or a tool belt thingie from the hardware store? Or a fanny pack if you want to be uber-stylish. And of course, pockets will always do.
- If you want to get all fancy, you could get a [Square Reader](#) for your phone and accept credit cards (I believe it's 2.75% fee per card swipe, but don't quote me).

PRICE YOUR STUFF

- And yes I am yelling! As a yard sale junkie I have to say my number one pet peeve is a yard sale where nothing is priced.
- My number two pet peeve, and what will make me walk away in a hot second flat, is when I then ASK how much something is and you say "Make me an offer". Are. You. Kidding. Me!!!
- So if you want people to BUY something (sort of the point of a yard sale), put a price on it. The end.
- If you are having a two day sale you may want to think about having a 1/2 off sale on the second day after Noon. Traffic will have slowed down by then and it is a chance to at least get a little something for your remaining items.

Clean It Up

- Don't sell broken stuff and stuff that doesn't work. There's lots of odd things that people like to buy at yard sales, but your broken blender that shoots sparks out of it when you plug it in is not one of them.
- If you are selling gardening supplies, hose them off prior to the sale. Dust off any items you've had stored in your basement. Windex that priceless antique mirror that you have suddenly found a price for.
- It's a good idea to have an extension cord hooked up and batteries available so people can test appliances.

Staging

- If you are setting up in the morning, start at least an hour before your opening time. I prefer to set up everything on tables in my garage the day before so I can just take carry them out of the garage in the morning.
- Don't even think about throwing some tarps on the ground, throwing piles of clothes on it and calling it a day. Your clothes will get damp and no one wants your old damp clothes. Instead, hang your clothes on a rolling clothes rack or assuming you don't have one, you can make a hanging "rod" by putting a broomstick or clothesline between two stepladders.
- Organize all like things together. All lamps together, all books in one place, all weed wackers in one place. The bonus is that if you make it organized and maybe even a little pretty, people will buy more. And, come on, you want people to buy more.
- If you're selling furniture, don't use it to hold other items for sale. A person needs to look at a table and see a table, not see four legs sticking out from beneath a pile of 64 Beanie Babies.

Good Customer Service Is Not Dead

- Be pleasant and approachable. But not constantly over their shoulder and creepy. When I go to a sale I like to be able to recognize who is running the show and then have them leave me alone to shop in peace.
- A clear and obvious check-out table is a great idea. How many times have you had to hunt down the homeowner to PAY.
- Have bags and boxes available to wrap larger purchases.

- Don't be offended if people try to haggle, reality tv has pretty much made this a "thing" now. I normally price larger items at least \$5 - \$10 more than I am actually willing to accept.
- Think about having a lemonade stand or selling bottled water and pop. One of the cutest yard sales I've been to recently had a cute little kid set up in the front yard with a lemonade stand. I couldn't help but buy a cup and it made the sale more of an "experience" than just a typical yard sale.

After Sale Wrap Up

- Count your cash and subtract the amount you put in for change this morning.
- Pat yourself on the back for a job well done!
- Don't be a dork and a litterer - take down all those signs you put up yesterday. Your conscious will thank you. The world will thank you.
- Return any borrowed tables.
- Box up your left-over stuff and send it off to the thrift store. DO NOT bring it back in your house. I repeat, you didn't want it this morning, so just because it didn't sell does not make you want it any more. Just cut your losses and donate it to a good cause.