

## **Hosting the Perfect Yard Sale!**



- **Advertise, Advertise, Advertise-** Skip homemade signs and go viral. Consider placing a small ad in a community newspaper and listing your sale on Web sites such as [Craigslist.org](http://Craigslist.org) or [Yardsalesearch.com](http://Yardsalesearch.com).
- **Consider a theme-** Make your yard sale fun! Consider a theme: Do you have tons of old Christmas decorations and ornaments and lots of fun gift items? What about a Christmas in July sale?
- **Get friends to help** - It makes a huge difference having friends there to help, if only to thwart people with sticky fingers. Plus, you can't be everywhere at the same time.
- **Set up your sale like a department store-** Placing like items with like items will help you sell twice as much as you normally would. Also, remember to place your best stuff -- meaning anything that's in great condition -- on the front part of the lawn so people can see those items when they drive by.
- **Price high, but be willing to negotiate down-** If you want something to go for \$10, price it at \$25 and let them have it for \$10. And be sure to price an item at what you genuinely think it is worth. People are at yard sales for bargains, so keep that in mind when pricing.
- **Have an extension cord on hand-** Electric items, such as games and small appliances, are big sellers, but inevitably someone will ask if the item works. Have an extension cord handy to demonstrate that what you are selling is operable. If it doesn't work, be up front about that, and price accordingly.
- **Sell items by the bag-** If you have massive amounts of children's toys, books or beauty products, a quick and easy way of being rid of them is to sell them by the bag.
- **Keep customers happy by offering something for free-** People love getting things for free. On super-hot days, hand out lemonade juice boxes and bottled water. Or offer a free gift with purchase.
- **Arrange for a charity truck to pick up leftovers-** The last thing you want to do is to drag your dregs back into your house. Not only will you make money at the yard sale, you will get a tax write-off.