

# Shadow Mountain Ranch

## Community Yard Sale

### *Selling Tips*

#### *Setting up your sale*

- Start planning ahead of time. Use this opportunity to clean out your garage, closets, and spare bedrooms. 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, and group merchandise by price ("everything in this basket \$1"), or by function (garden supplies, kitchen supplies, etc.).
- Call attention to your garage sale: 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.
- Consider offering "Buy one, get one free" deals.
- 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.
- Price your items lower to free by the end of the day to reduce leftover unsold items.

#### *After Your Sale:*

- Remove any posted signs (no need for extra signage – Shadow Mountain Ranch will advertise for you!).
- Donate (drop off or request pick-up when possible) unwanted, leftover sale merchandise to a reuse organization.

#### *Other Ideas:*

- 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.