

Do you need to clear some clutter? Want to pocket some change at the same time? The Garage Sale Gal is here to help. She has advice for:

- Garage Sales - selling and buying
- Pawn Shops, Auctions, and Estate Sales
- Online selling - eBay, Etsy, Bidz, Craig's List, etc.
- Antique and Consignment Stores
- Flea Markets

You name it; the Garage Sale Gal will help you sell it!

Holding a garage or yard sale is probably the single easiest and most effective way to bring in cash-FAST.

\$12.99 U.S.
Reference

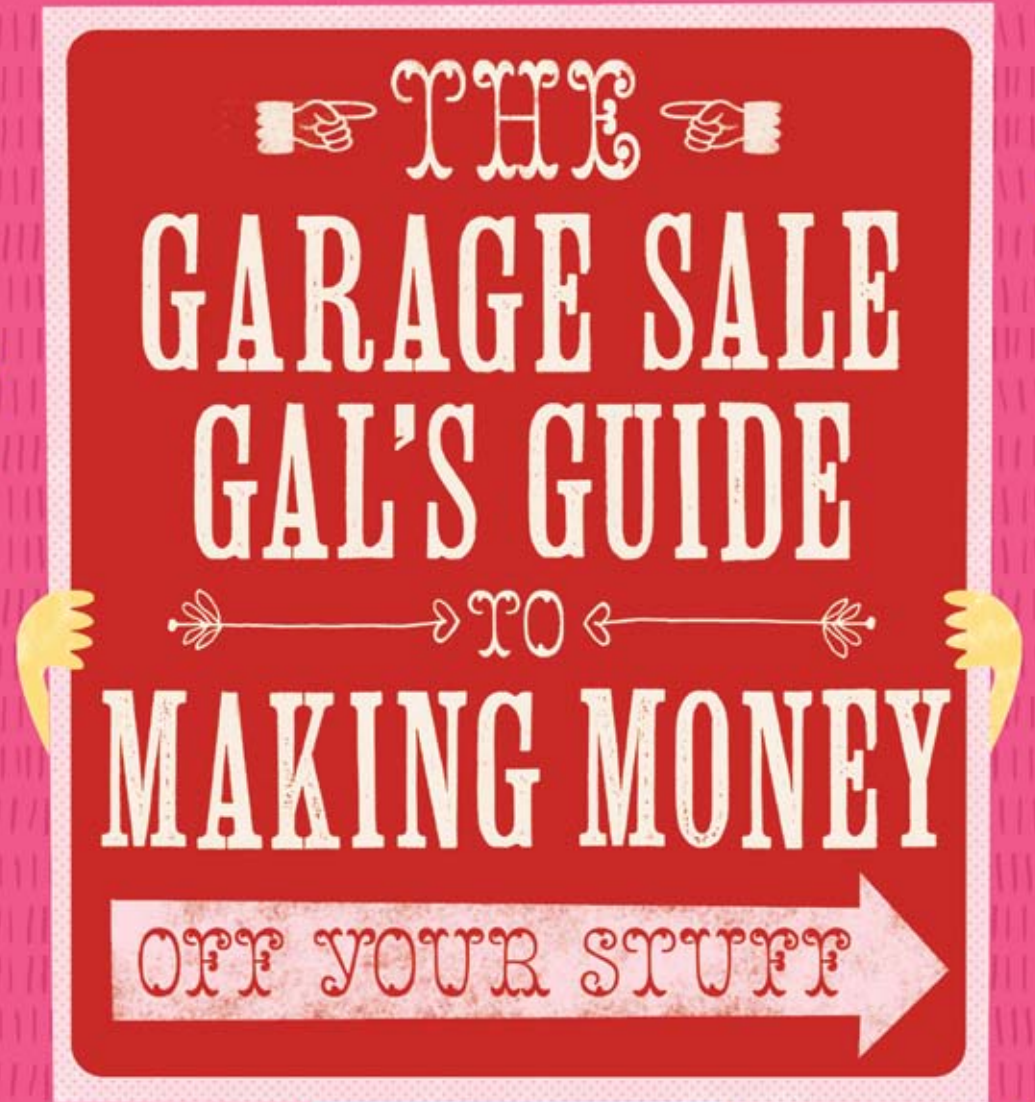
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THE GARAGE SALE GAL'S GUIDE TO MAKING MONEY OFF YOUR STUFF

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Okay, drum roll please...here is my single best tip for making the most money at your garage sale: Don't price anything! I know, I know. This advice is often met with resistance. Shaking your head? Rolling your eyes? Are you ready to close this book? Wait. Hear me out. I can explain. Really! Pricing items is the most annoying, tedious, and time-consuming task associated with having a garage sale, and if you can cut out this step you'll save time and make more money. Here's how to make your sale a "priceless" success and why I'll never price anything again.

PRICING AT AN UNPRICED SALE

When naming a price on the spot—attitude and state of mind and a bit of finesse all play a key part. Sellers and buyers may see the same items sitting in the driveway but the way they view them can be as different as night and day. Say a 1950s McCoy cookie "house" is perched on a table with no price tag. The seller may think, "I just want to get rid of that old thing." But when the buyer eyes it she can't believe her good fortune. She'd been looking for one for years. The cute house with the roof for a lid tugs at the heart strings, recalling the times she'd reach into the cookie jar for one of Grandma's sugared delights. With that pleasant connection to the past, the buyer wants that cookie jar shaped like a house and will likely offer a price higher than the seller would've even considered putting on it. This scenario won't play out every time, but when it does; it'll offset any sales you may have lost because things weren't priced.

HAGGLING

Garage salers are frugal and proud of it and if we can succeed at getting a lower price, it's a badge of honor. Buyers feel victorious if the seller comes down in

price. Haggling is part of the fun. Gosh, \$5 is a great price, but if we can get that antique cake plate for \$3, now that's a deal. Remember, garage salers usually don't need what we're buying. Instead, we just like it or the price is too low to pass up—or even better—a combination of the two. It's a hoot to buy a Coach designer handbag at a garage sale for \$10, but it wouldn't be the same thrill to pay \$80. So sellers should be prepared for the pricing game. Build some wiggle room into your prices. Here's how negotiating should go from a seller's prospective: If you're hoping to get \$5 for something, suggest \$8. If the buyer then comes back at \$5 it's okay to split the difference and get \$6. If you have something marked \$2, buyers are simply wired to ask if you'll take \$1. So quote \$3 or \$4 in order to settle on \$2.

👉 **Ask the buyer to name her price. Often times it'll be higher than you would have marked it. Remember, the buyer wants the item; you want to get rid of it.**

👉 **Consider the buyer when quoting a price. If a woman gets out of her shiny new BMW, is well-dressed, and carrying a Gucci bag (yes, I have seen this), quote a higher price on whatever she picks up. Plan to charge more when you see shoppers arrive in style.**

Okay, so you've heard my side, but if you still feel more comfortable pricing things—no problem. But do this: Don't price anything under a buck. I often see price tags of fifty cents or less on candles, vases, or clothing. Chances are most buyers would pay a buck for a decent unused candle or a barely worn sweatshirt. So, don't undercut yourself on the price.

👉 **Going priceless forces conversation and that's part of the fun. It's more rewarding to purchase things at a sale where the seller is friendly and kind, so talk to your buyers.**

👉 **If you're firm on the price then you're less likely to get rid of it. Remember, the buyer doesn't care what the seller paid; she only cares what she is about to pay.**



POKER FACE

If a buyer spots an item, picks it up and walks around with it, that's a "tell," as they say at the poker table. I can "tell" they want it.



REASONS NOT TO PRICE

- Stressful, time-consuming
- You'll make more money
- Price tags get taken off, blow off, or peel off.
- Buyers don't see price tag and ask anyway
- Pre-printed price stickers cost money—about \$8 for 50.

REASONS TO PRICE

- Don't have to come up with a price on the spot.
- If it's a sale involving multiple sellers, pricing items by using different-colored stickers can help keep profits separate.