

Meadowbrook's 2nd Annual Neighborhood Yard Sale

September 10, 2011 From 8-2pm

The Home Owners Assoc will Advertise the Yard Sale, put out signs and provide balloons for your mail box. Individuals will have sales at their home. All you have to do is price your Junk (Treasure) to Sell!

If you are interested in participating in the neighborhood sale
Email your name, address and phone # to janejohnson2004@gmail.com
Or leave a message at 770-617-4383

Running a yard sale is not rocket science. But if you put a little effort into creating an environment where it is pleasant to browse and easy to find junk/treasures, you'll make a lot more money!

Here are some tips to help you have a successful sale:

1. **Be clear on the purpose of your sale.** Are you selling to make money or to get rid of stuff? Surprisingly, you can often make *more* money (and get rid of more junk) by pricing things low. (If your goal is to get top dollar, you should really be selling on eBay or Craigslist.)
2. **Get cash.** Get a roll of quarters, a stack of twenty-five \$1 bills, and a few \$5 bills. Do this two days before the sale, so that if you forget, you can still get the change on the day before.
3. **Prepare your staging area.** People will be more inclined to stop if you set up shop in your yard or driveway. Some people are reluctant to enter a dark garage. You can lure customers by placing highly-desirable items near the road.
4. **Think like a customer.** Walk through your sale as if you were there to buy something. Are things clearly marked? Is it easy to move around? Are your books on the ground in boxes or on shelves & tables? .
5. **Play background music.** I find it a little uncomfortable to visit a garage sale (or to host one) when there's complete silence in the yard or driveway. But don't play offensive music either — play something appropriate for your audience.
6. **Promote expensive items.** Big-ticket items can be tough to sell, but you can do it with a little extra effort. For example, I have a digital camera I wanted to sell. I gathered all the bits and pieces and placed them together on a table along with a printout of the Amazon page for the camera.
7. **Make it easy for shoppers to test electronic items.** If you're selling electrical items, make sure you have an extension cord handy so that people can test them. No smart person is going to just take your word that your television "works great". Also, have some batteries on hand.
8. **Be ready to go the night before** so that you don't have to rush around in the morning.
9. **Be friendly.** Greet people as they arrive — chat if they're chatty.
10. **Be willing to bargain,** but be less flexible at the start.
11. **Do not use a cash box. Keep your money on you at all times.**