



Guidelines for a Successful Yard Sale

Yard Sale Across America lets you eliminate items you no longer need. Get your neighbors, friends and relatives involved by donating items to your sale and volunteering their time to support a worthy cause. Here are some tips to help make your sale a success.

Getting Started

Date, Time and Location: You can host a **Yard Sale Across America** anytime throughout the summer. Make sure that the date doesn't conflict with dates that compete for attendance, such as holidays, special events or the start of summer vacations. Pick a date one to two months in advance so you have enough time to prepare.

Keep in mind:

- Weekends are more successful than weekdays.
- A common time to start a sale is 9 a.m. Start early since most sales end at 1 a.m. or 2 p.m.
- The best place to set up your sale is a location that is easily seen from the closest road.



Rules and Regulations: Many people aren't aware of, or don't follow, their local ordinances regarding yard sales. You may be required to have a permit. It's your responsibility to find out and follow the rules pertaining to your area.

The Bigger the Better: More people helping equals less work and more items equals more shoppers. Holding a multi-family yard sale can increase the number of visitors to your sale. Your customers will think: **more families = more selection = more bargains**

Collecting and Organizing Items: Just about anything and everything can be sold at a yard sale.

- Start collecting items early. Organizing a yard sale requires some advance planning. Collecting unwanted and accumulated items from your closets, attic, garage and basement takes time.
- Separate like items into categories. You may separate them by type of item, price, etc.
- Appliances, furniture, toys, tools, dishware, books, DVD's and other such practical household items are popular.
- Clothing does not have a high resale value, although kids' clothing may be an exception.
- Clean everything. Nice looking items turn more heads.



- If you have items that you do not think would sell, try a FREE BOX. You'd be surprised what people will take.
- Make sure your items are working. If not, label them as such. It's a good idea to have an electrical outlet or extension cord available so people can test an item.

Pricing Items:



- Put prices on everything.
- Don't leave pricing to the last minute. Pricing your items will take longer than you think. If you do, you may be up very late the night before your sale!
- Don't price items too low because people will bargain with you.
- A general guideline is to price items at a quarter or fifth of the retail price. However, this is a VERY general guideline.

Promote Your Sale

Advertise in Local Newspapers: To make your yard sale a success, you have to let people know about it, bring them to your sale, and get them out of their cars. Make sure that you find out newspaper deadlines ahead of time. Ad samples follow below.

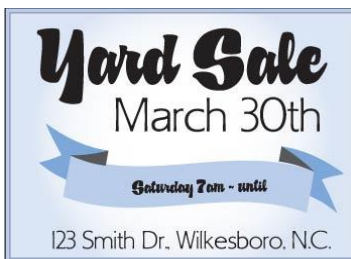
Sample Ad 1: Multi-family yard sale; antiques, clothes, collectibles, furniture, kitchenware, linens, paintings, tools, toys, much more, NO early birds. Friday/Saturday 9 a.m. to 2 p.m., 129 First Street. (25 words)

Sample Ad 2: Liquidation sale, 40 years accumulation; antiques, furniture, kitchenware, linens, records, tools, too much to mention. Friday only, 9 a.m. to 3 p.m., 129 First Street. (21 words)

Sample Ad 3: Multi-family yard sale, Sat. 8 a.m. to 1 p.m., toys, books, tools, exercise bike, maple bureau, decorative household items, kitchenware and more. 129 First Street. (25 words)



Yard Sale Signage: Many people fail to realize how critical signs are to the success of their sale. Yard salers often drive around and follow signs to find the next sale in their area. These are your potential customers. You want them to find you easily, so make sure your signs are legible and easy to follow. You must make the construction and strategic placement of your yard sale signs a top priority if you want a successful sale.



Sign Wording and Content: Keep in mind that your sign has just a couple of seconds to communicate to someone driving by in a car. Make sure the letters are **THICK**. This means you should limit the information on your sign to three key pieces of information:

What: YARD SALE

When: SAT 8AM - 2PM, TODAY 9AM - 5PM

Where: 20 Knob Hill Road

Make sure you leave enough space on the bottom of your sign to adhere a *Yard Sale Across America* label (4" x 4") provided in your kit.



Sign Placement:

- Signs leading to your sale on the local streets are a must.
- Set your single-sided signs five to ten feet before an intersection so your visitors can slow down or change lanes as necessary in order to safely make the turn.
- Each four-way intersection will require at least three signs to effectively divert its traffic to your sale.
- Once again, your local authorities may have restrictions regarding where you can put your signs, the quantity that you can display, and when you can put them up and have to take them down. Don't put a sign on anyone's personal property without getting their permission first.

Now, go out and place your signs, or better yet, delegate this job to other people.

Display Your Stuff

Ensuring your merchandise looks its best largely impacts the success of your yard sale. An organized yard sale is more appealing and makes it easier for shoppers to see what you have for sale.

You will need plenty of surfaces to organize and display your items neatly. Also, be sure to include an information table to *raise awareness of CdLS*. Below are some ideas to help you maximize your space and find usable display surfaces in and around your house.



Relocate and Reorganize: Periodically during your sale move items that haven't sold to another table or re-locate them on the same table. You will find you have many empty spaces on your tables, clothes become mixed up and unfolded, items are moved from table to table, and categories become intertwined. You will need to rearrange your items to fill those gaps, refold and reorganize clothing, put your like items back together, etc.

Supplies

Preparation is key to a successful and lucrative yard sale. Below is a list of inexpensive or free items that you will need to gather before your sale.



Bags (paper or plastic)

Boxes

Calculator

Cash box/money apron

CdLS *Yard Sale Across America* labels

CdLS information sheets and brochures

Extension cord

Hammer/nails

Labels and tags

Old newspapers

Permit

Poster board

Stapler/staples

Tables (don't forget the cashier)

Tablet

Tape measure

Plastic baggies

Getting Change

One thing that can be easily overlooked while preparing for a yard sale is to make sure you have enough change to give your customers. It's frustrating (and costly) to lose a sale just because you can't break your potential customer's \$50 bill.

Here is a suggested breakdown:

\$20 bills - 2	Quarters - 10
\$10 bills - 2	Dimes - 10
\$5 bills - 3	Nickels - 10
\$1 bills - 10	Pennies - 50



You can eliminate the use of the smaller coins if you price your items so that they only end in .25, .50, .75, and .00.

Providing Refreshments

It's a nice touch to have cold beverages (bottled water, soda, lemonade) available for your customers. Chances are, they have been out in the heat that morning looking at other sales and could use a cold drink.

If you are a member of one of a club warehouses, like Costco or BJ's, you can pick up a case (24 to 36 cans) of soda or water for about 25 to 30 cents per can. You should be able to sell them for one dollar each and add to your bottom line.

After the Sale

Smile! You cleaned out your household and unwanted items, raised money for the CdLS Foundation, and made someone else's day. Once your sale is over, it's a courtesy to all your neighbors to promptly clean up.

- Segregate leftover items into keep, give-a-way, or toss boxes.
- Repack and store unsold items you want to keep for future sales. Label the box "yard sale items."
- Donate unwanted items to charity. Be sure to get a receipt, as it's a legal tax deduction for you.
- Throw away items that have no further use.
- Take down tables; stack, store or return if borrowed.
- Take down your fliers, banners and signs. Store for future use if they are in good shape.
- Recycle leftover boxes and packing materials.
- Tally your money (be sure to subtract your starting cash).

To send your proceeds to the CdLS Foundation, cash should be converted to a money order or personal check made out to the CdLS Foundation and mailed to:

The CdLS Foundation
Yard Sale Across America
302 West Main Street, #100
Avon, CT 06001

Thank you!

Cornelia de Lange Syndrome Foundation
302 West Main Street, #100 | Avon, CT 06001 | 860.676.8166 | toll free 800.753.2357 | fax 860.676.8337 |
www.CdLSusa.org