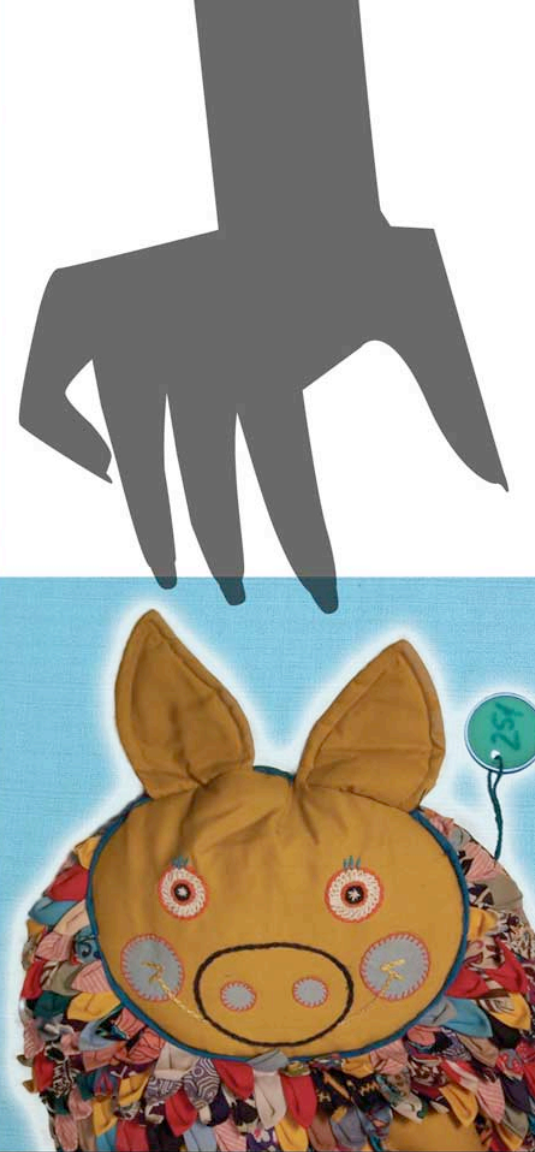


Based on the hit movie "G-Sale"

G-Sale

*The Ultimate Guide to
Garage Sale Success*

By Jessi Badami Edited by Vicki Holt



G-Sale

The Ultimate Guide to Garage Sale Success

by Jessi Badami
Edited by Vicky Holt

Bogwood Films
www.bogwoodfilms.com

Copyright ©2005 by Bogwood Films, Inc.

All rights reserved. No part of this book shall be reproduced, stored in a retrieval system, or transmitted by any means, electronic, mechanical, photocopying, recording, or otherwise, without the prior written consent of the publisher.

No patent liability is assumed with respect to the use of the information contained herein. Although every precaution has been taken in the preparation of this book, the publishers and author assume no responsibility for errors or omissions. Neither is any liability assumed for damages resulting from the use of information contained herein.

CONTENTS

INTRODUCTION.....	5
GARAGE SALE VERSUS ESTATE SALE.....	7
THE VALUE OF ORGANIZATION.....	10
CHOOSING WHAT TO SELL.....	13
TIMING AND TACT.....	21
PRICING.....	24
ADVERTISING.....	30
SIGNAGE.....	34
LOCATION, LOCATION, LOCATION.....	37
THE ART OF LAYOUT.....	39
MANAGING CASH.....	47
GENERAL POLICIES FOR THE SALE.....	48
TIMELINE.....	55
APPENDIX A: Tips for Garage Sale Buyers.....	61

INTRODUCTION

Who needs a book about garage sales? How difficult could it be? You pick a day, put a sign up, haul your unwanted belongings out onto the driveway and wait for people to come along and buy stuff, right? Sure, that's one way to do it. But if you're going to go through the hassle—yes, it can be quite a hassle, not only spending a full holding the sale, but also putting in the preparation time, moving, lifting, sorting, boxing, pricing, displaying—then why not maximize your earnings?

As far back as we have recorded history, human activities haven't really changed all that much. While the objects have changed, the activity of trading has always been with us. The garage sale probably existed long before garages were invented. These sales are as much a social activity as a practical one, and fans of garage sales come in all shapes, sizes, sexes, and economic backgrounds.

For the past 12 years, I have been attending garage sales and holding garage sales. Most recently, I have been researching garage sales for the film, "G-Sale" that my husband and I produced. I have learned a few things along

the way that can help you get the most out of your garage sale and have fun in the process. So make yourself a cup of tea (or a gin martini or a double espresso) and read along while I take you through my method of garage sale success.

P.S. If you like garage sales, you will love “G-SALE” the movie! Visit www.gsalemovie.com for more information and to view the trailer.

GARAGE SALE VERSUS ESTATE SALE

The Law and G-Sales

Driving around a neighborhood packed with sales every sunny weekend in the summer, you might be surprised that in many communities, checking with your local government would be necessary. Some municipalities regulate the types, sizes, and even shapes of signs allowed. Some regulate the number of sales you can have per year. And still others regulate whether or not you can sell new merchandise. It's best to check with your town's authorities just to be sure.

The first step is to decide whether you are having a garage sale or an estate sale. One of the worst disappointments for a buyer is to head out to an “estate sale” only to arrive and find a small, poorly-stocked garage sale. Many people will be so disappointed they won't even bother to stay and look through your goods.

Garage sales and estate sales are distinctly different. In most cases, an estate sale can accurately be described as a sale of a deceased person's possessions. While it isn't necessary that someone actually be deceased to hold an estate sale, it is expected in most cases that the sale will be an entire house full of

items, from the front door to the back door. Never call a garage sale an estate sale unless you really are selling everything or nearly everything in the house.

G-SALE TIP #1

You must have enough merchandise to warrant holding a garage sale. Having a garage sale with too few items is not worth the effort for you and a time-wasting disappointment for potential buyers. Have a single-car garage or spare bedroom full of merchandise? You're ready to go.

Garage Sale

Items can be displayed in a garage, driveway, or yard. They can be varied or predominantly one category, such as baby and children's items.

Estate Sale

The sale will be located in the house and is likely to cover the entire house or several rooms. Merchandise will be abundant and varied.

THE VALUE OF ORGANIZATION

Just the topic of organizing can make some folks cringe. But, luckily, organization—at least when it comes to garage sales—is easy. Much easier than you might think.

Let's imagine a disorganized, last-minute sale for a moment. You've waited until the night before to gather your sale items. You make decisions quickly as you race to beat the clock. Aunt May's old toaster? Sure, sell it. Does it work? Maybe. Just put it in the pile. Clothes, shoes, old purses—all dumped in a cardboard box. Books you've had in a pile to sell for the last couple of months are easy—but maybe there's more you can part with on the downstairs bookshelf? Grab, dump, and run. By morning, if you've had enough sleep, you're lugging piles out to the driveway. Your spouse throws some hastily-made signs into the back seat and zips down the street realizing he forgot a stapler before he reaches the end of the block. He keeps going, figuring the tape in the trunk should work fine.

Before he gets back, you notice several people walking up your driveway. You're still bringing things out, running back and forth from the driveway to the living room, but now you'll have to stop and wait until these people leave. They pick up a rusty egg-beater. They thumb through your collection of decorating magazines. One man glances at your boxes filled with assorted stuff and disgustedly walks away. One lady finds a retro napkin holder and heads over to you. "I don't see a price on this. Will you take 25¢ for it?" Somewhere in the recesses of your early-morning memory cells, you recall that this was a collectible. You hesitate, unsure what to say. More people start walking up your driveway. You're still thinking about the boxes in the den that are waiting to be brought out. "Sure," you tell her, anxious for your husband to get back. She smiles, hands you a quarter, and before she can even walk away, you have two more people standing in front of you, wanting to know prices. It is 8:20 a.m. and your headache is just beginning.

Now contrast this scenario with a well-organized retail environment, such as a successful department store. Think about how this environment makes it easy on the buyers. Shoppers can clearly see what the store is selling, they can find what they're looking for, and they can make their purchases as quickly or as leisurely as they prefer.

You can apply that same logic to your garage sale. By providing an organized, easy-to-navigate sale, you will be creating an atmosphere that encourages people to buy. And that is the goal of your sale, isn't it? You want to create a happy spending mood to maximize sales. That means:

- Display similar objects together
- Make sure items are clean and in good working order (or marked otherwise)
- Price *everything* except items in your “free” box
- Have change, bags, and boxes available at checkout
- Make sure that everything you want to sell is ready to go when the sale begins

We hope you enjoyed your free sample of the G-SALE book.
To purchase the full version (66 pages), please visit:
www.gsalemovie.com/book