



## How to Host a Garage Sale

Garage sales are easy to host—all it takes is creative marketing and organizational skills and you're on your way to turning your junk into someone else's treasure!

**Power in Numbers:** Ask your friends, family, and team members to donate items to your garage sale as you will increase your chances of attracting buyers by having a wide selection of inventory.

**Pricing Your Items:** Generally, you should charge one-fifth of the retail price for working items that are in good shape. For items used once, twice or never, you could charge one-third of the retail value. Remember all of the following when pricing your items:

- Price all items to avoid customer confusion. Be clever by making your price tags or stickers into puzzle pieces reminding people of your mission!
- For similar items, such as paperback books, put up a sign with one price. For example - All Paperback Books - 50 cents each!
- Use quarter-dollar pricing increments to simplify calculating the payment process.

**Advertise:** Real bargain hunters check newspapers early to plan their route. You will need to advertise in the classified section of your newspaper throughout the week before and also the morning of your sale. You can also advertise on Craigslist.com which is a free and popular site, and be sure to post fliers around your community.

### Remember These Important Points When Advertising:

- Date and time
- Street address
- Multi-family or group sale
- Proceeds benefit Autism Speaks
- A brief depiction of items you will be selling such as, baby clothing, toys, arts and craft supplies, artwork, furniture
- Use the name-brand items that are in demand, like BabyGap (size 2t - 4t) or Ethan Allen furniture

**Signage Tips:** On the day of your sale, place signs at high-traffic areas of your neighborhood and nearby streets guiding people to you. A piece of thick cardboard spray painted with your address and sale hours printed large enough to read will bring people to your sale. Making your signs in the shape of a puzzle piece will certainly catch people's attention! Ask your local Autism Speaks office to provide you with plastic banners to hang throughout your sale to attract even more attention.

**Merchandising your Items:** Garage-sale hunters like to have a variety of nice things to choose from, so take the time to think about how and where you will place things.

- Hang clothing like dresses, suits, skirts, blazers, coats and jackets.
- Designate a table for folded clothing like sweaters, t-shirts, jeans, and select baby clothing.
- Make sure your most appealing items are visible from the street to attract those who are driving by your sale.

### Helpful Tips:

- Have calculators, pens, newspaper to wrap breakables, boxes, and bags handy. Have plenty of change and bills.
- Set up a secure area for your sales transactions.
- Have extension cords plugged into outlets to test electrical items.
- If you are short on help, wear a 3-pocket apron or a fanny pack to keep your money nearby while you mingle with shoppers.

**Contact your local Autism Speaks office at for autism-related materials to display at your event, such as brochures and Walk Now for Autism banners.**