

HOW TO HOLD A MOVING SALE

WHY HOLD A MOVING SALE?

There is no better time to sort through your household items than when you are preparing to move. You can easily decide what you want to keep and what you want to get rid of. You will save money on moving costs (if you are using a moving company) by reducing your shipment weight. A moving sale is a great way to put a few extra dollars in your pocket as well.

Anything you no longer use, have outgrown, or that you will be replacing at your new home should be included in the sale. Remember, one person's trash is another person's treasure!

Have the entire family get involved in the sale. Ask each person to choose items from among their own things for the sale. Create a "master list". You may even want to invite friends or neighbors to participate in your sale and make a few bucks for themselves. Bigger sales attract bigger crowds. You may even consider having a Bake Sale during your Moving Sale to make even more money and to attract lots of happy customers!

WHEN TO HAVE A MOVING SALE

Once you have decided to have a moving sale, choose a date, time, and location for as soon as possible. Weekends are best, but avoid holding your sale on a holiday weekend. Consider setting a Rain Date if inclement weather is a possibility. When choosing a start time for your sale remember that many shoppers prefer to come early.

WHERE TO HOLD YOUR MOVING SALE

Once a location has been chosen for your sale, take the address to the local City Hall to inquire about any stipulations regarding sales in the neighborhood where your sale will take place. Be sure to choose a location with ample parking and enough room for shoppers to walk around.

PUBLICIZING THE SALE

Place a classified ad in your local newspaper with all the details of the sale. Once it is published, double-check the ad for accuracy. Also be sure to take advantage of social media to spread the word of your sale. When you are preparing to place the ad you will want to gather the following information:

- How does the newspaper determine ad cost? (Number of words, lines, etc?)
- Cost to run the ad on Friday & Saturday as opposed to Saturday & Sunday

- Is there an additional cost for bold-print headline?
- How soon should the ad be submitted?

Make sure to mention the most prominent items that will be available at the sale--furniture, baby/children's items, electronics, etc.

If you live in a hard-to-find or remote location, consider including your phone number in the ad so people can call for directions.

Remember to make and display fliers in local stores, restaurants, etc. Make sure the information (event, address, dates, times) is large and easy to read.

Word of mouth is one of the very best advertising tools. Tell your friends and family all about the sale and ask them to help spread the word.

Last but not least, you will want to display signs prominently in high-traffic areas on the day of your sale with the address and arrows pointing the way to you. Remember to be responsible and take them down immediately after the sale.

PREPARING FOR THE SALE

- Take your master list of items you will be selling and visit the local retail and thrift shops to determine a good price for each item.
- Write the price of each item legibly on a brightly-colored sticker and place it in an easy-to-see spot next to each item. If more than one family is taking part in the sale, use different colored stickers for easy identification of each family's items.
- Start saving shopping bags and ask friends and family to donate theirs for your sale. Shoppers will tend to buy more if they have a convenient way to carry things. Have tissue paper and newspaper on hand to wrap delicate items.
- Display sets or groups of items that are being sold as a single unit together. Place all loose game pieces inside a Ziplock baggie and secure it inside of the game box.
- Make sure your sale area has separate areas for items that are for sale and those that are NOT for sale.
- Set up displays according to type of item being sold, or by room. If possible hang clothing on a rack or a clothesline so items stay neat and can be easily viewed.
- Have your "cashier's table" completely stocked with a calculator, scissors, tape, markers, a cash box and adequate change.
- Be prepared for any sudden change in weather. Have several sheets of plastic to cover up everything just in case a shower pops up.

- Get the kids involved and keep them busy at the same time. A few hours before the sale begins, fill a cooler with ice, soft drinks and bottled water. Set a fair price and tell the kids they can keep all of the money from any drinks they sell to your thirsty shoppers.
- Make sure everyone has an assigned responsibility for the event--cashier, bagger, someone to carry purchases to the customer's car if they wish.

You are all set for your moving sale. Have fun and here's to a wildly successful Moving Sale!