

## **Pricing Guidelines**

### **Various Media**

Books: \$0.50 - \$1.50  
Paperbacks: 10¢ - 50¢  
Videos: \$1 - \$3  
DVDs: \$5 - \$15  
Software CDs: \$1 - \$20  
LPs: 50¢ - \$2  
Paperbacks, 50 cents to \$1.  
Hardbound books, \$1 to \$2.  
Children's books, 25 cents to \$1.  
CDs, \$2 to \$5.

### **Children's Clothing**

Shirts: 25¢ - \$1  
Pants: \$1 - \$2  
Jackets: \$1 - \$3  
Outfits (two-piece), \$1.50 to \$3.

### **Clothes**

Jeans: \$2 - \$5  
T-shirts: 50¢  
Shirts: \$1 - \$2  
Sweatshirts: \$1  
Leggings: 50¢ - \$2  
Sweaters: \$3  
Dresses: \$2 - \$5  
Shoes: \$2 - \$5  
Jewelry: 50¢ to \$2  
Mens/womens suits, \$5 to \$25

### **Electronics**

Color TV: \$30 - \$50  
Black and white TV: \$5 - \$15

VCR: \$10 - \$25

Radio: \$0 - \$3

DVD players: \$5 to \$50.

Radios, \$1 to \$4.

### **Toys and Games**

Table games: \$1 - \$3

Action figures, dolls: 10¢ - \$1.50

Stuffed animals: \$1 - \$7

Electronic and video games: \$1 - \$20

Action figures, 25 cents to \$1.50.

Fisher-Price toys, electronic toys and video games, 25 percent of cost.

Complete games or puzzles, \$1 to \$3.

Stuffed animals, 25 cents to \$10.

Tricycles, \$3 to \$10

### **Kitchen stuff**

Plate: \$1 each, (add few bucks to a total if you have a full set)

Pots and pans: \$1 - \$4

Glasses, cups: 30¢ - \$1

Microwaves: 30% of the original price

Dishes (setting for four), \$5 to \$15.

Gadgets (slicers, sifters), roughly 50 cents.

### **Miscellaneous**

Power tools, 25 to 30 percent of cost.

Sporting goods, 20 to 30 percent of cost.

Bicycles, 25 percent of cost.

Lamps, \$3 to \$25.

Furniture, 25 percent of cost.

Picture frames, 25 cents to \$3.

Costume jewelry, \$1 to \$5.

## Garage Sale Tips

1. Go through your closets, basement and garage to gather items you have not used within the past year.
2. Have a back-up plan in case of bad weather – is there enough space in the garage if you need to move everything inside?
3. Use neon poster board and deep-black markers. Make the directions and signs big.
4. List on Craigslist.com
5. Clothing hung on display sell better than a pile of miscellaneous clothing. Hang outfits together, especially for children's clothing.
6. Price every item for easy checkout and less haggling. If you do have a table of all cheap items for the same price have it near where you will be collecting money from your shoppers. Place stickers or tape on top of item, easy to find and read.
7. A general rule of thumb is  $\frac{1}{4}$ - $\frac{1}{3}$  of the actual retail price.
8. Start collecting plastic bags to give to your customers for their purchases.
9. Bundle similar items together (sets of china, sets of bookshelves, etc.)
10. Cover or drape any items you don't plan on selling if hosting the sale in your garage.
11. Group your items together according to theme or use – kitchenware, accessories, electronics, summer/winter clothing.
12. Have easy listening music playing in the background, shoppers may purchase more if they feel more relaxed.
13. Display books spine up in small boxes to allow for easy browsing.
14. Keep items at arm's reach not on the ground. Leave these areas for larger items. Place a few larger items near the end of the driveway to attract shoppers.
15. For larger ticket items print off a copy of the latest price and specs from a local or online retailer. Gather instruction manuals and remotes and bundle together.
16. Have at least \$20 in small bills and change for customers.
17. Offer free coffee or sell bottled water or soda to shoppers.
18. Run a lively sale, don't just sit and wait for customers to make purchases – talk with them and let them know how great the item is they are looking at but “just didn't go with your décor” or “fit your anymore”....etc.
19. As items sell, fill in spaces so tables look full.
20. Better to have 2 people at your sale, one to keep things organized and interact with customers, the other to add up sales, bag and collect money.
21. Remember to take down any signs you may have posted at the corners.
22. Offer a half price sale for the last hour or two of your sale to clear out items you don't want to lug back into the house or to the thrift store.