

Tips for Sellers

- **Early Arrivals.** Some bargain hunters may arrive at your home earlier than the starting time. You are not required to offer a preview. There will be many shoppers throughout the day, so do not feel that you have lost a sale.
- **Pricing.** Shoppers may arrive at your home at the same time. Having items previously marked with prices can help maintain peace among the shoppers and maximize your sales. Put price tags on items, if you have the time. Customers may assume that items without a tag will cost more than you planned to charge. Your customers are bargain hunters, so price accordingly. Be prepared to consider offers. Garage sale enthusiasts love to haggle. If you really do not want to reduce the price, simply tell the customer: "I won't go down in price". It may be helpful to make an "inventory sheet" with two columns, one for item description and one for selling price to help you to organize your items and decide on pricing. It may be necessary to re-arrange items or reduce the prices on things that are not moving. Reducing prices late in the day is traditional.
- **Change and Checks.** Have plenty of change available, many guests may arrive fresh from the ATM with \$20 bills. If you are uncomfortable with personal checks, have directions to the nearest ATM.
- **Proceeds.** Keep your money in a fanny pack or a pocket to prevent loss. If you are selling like gangbusters you may wish to bank your cash in a safe place inside your home.
- **Sale items.** Nostalgia items sell well, so display them prominently. Antiques are usually highly sought after. Furniture such as dressers, bookcases and tables are popular. Appliances and tools should be labeled "working condition" or "needs repair". An extension cord will expedite the testing of appliance functionality. Clothing should be clean and easy to see. Piles of clothing can be overwhelming. Baby clothes, toys and games do well. And plants are good sellers too!
- **Display.** Display items so they can be easily identified and prepare articles for sale. A valuable treasure may seem worthless if it's dirty. Also, it's helpful to have free items placed in a different area from the items you would like to sell. It could be confusing to the shoppers if they are combined.
- **Advertising and Signage.** The Diamond Valley Community – Parade of Garage Sales, will be extensively advertised on the Gateway Gazette Digital Newspaper site. Participants can help promote the event by announcing it in church or club newsletters, by e-mailing friends, and by posting flyers on community or employee bulletin boards. Sellers may post signs on private property only (not on public property). Be sure you receive permission before posting on private property other than your own. Consider mounting your signs on wooden stakes or on freestanding a-frames. Nailing signs on trees is not recommended; it is bad for their health.
- **Sale Helpers.** Sale helpers provide more hands for helping customers and more eyes for keeping your goodies from walking away during busy times. Try to keep your smaller items nearby. These items are often more valuable and more likely to be taken.
- **Conduct.** Successful retailers are courteous, friendly, fair and willing to offer service. We hope that everyone taking advantage of the day will be kind and considerate. However, be prepared for a few ruthless shoppers.
- **Bags, Boxes and Newspaper.** It is a good idea to have bags and boxes available to assist shoppers in carrying their purchases. Having some newspaper handy for packing breakable items is also helpful.
- **Neighbourhood Sales and Group Sales.** Consider joining forces with your immediate neighbours to have multiple sales or a large group sale in your neighbourhood. Larger sales and multiple sales in close proximity tend to attract more prospective buyers and they are a lot of fun. If multiple neighbours are selling items at the same house, using different colored price tags is an easy way to keep track of sales for each neighbour.

- **Unsold items.** If you find yourself with unsold items at the end of your sale, you may want to give them away by identifying them with a “FREE” sign. Alternatively, the Salvage Centre located five kilometers south of the Town of Okotoks on Range Road 783 is open Monday through Saturday between the hours of 8:30 a.m. to 4:30 p.m. to receive unsold items that are in good condition.

Relax. Enjoy the day. This is your opportunity to make new friends, renew old contacts, reduce clutter, contribute to resource conservation and enhance your income.

When it's Over

- **Remove Signage.** Please remove ALL signs promptly when the event is over.
- **Donate or Recycle Unsold items:** The Foothills Regional Landfill has a Salvage Centre on site for the disposal of used items that may be recycled for use by someone else.
- **Electronic Waste Collection (E Waste):** E-waste roundup runs for the months of April and October. *Only* the following will be accepted: Televisions, Computers, Monitors, Printer/fax combo, and Laptops. (Note: *all cables, keyboards, and mice are included.*)
- **Chemlock Storage Facility:** Located at the transfer site along the River Rd west of the Black Diamond bridge. Summer Hours of Operation April 18 to October 31 Monday, Tuesday, Friday & Saturday 10:00 a.m. to 4:00 p.m. Available for all Household Hazardous Waste (HHW), including fluorescent tubes (not compact fluorescent bulbs). Note that materials that fall into Class 1 (Explosives) and into Class VII (Radioactive Materials) cannot be accepted. The following items are not accepted but can be taken to the Foothills Regional Landfill Site: batteries, empty containers and propane tanks.

Garage Sale Participant Listings

Turner Valley and Black Diamond residents who have registered before noon on Tuesday, September 23rd will have their garage sale location included in the Gateway Gazette Parade of Garage Sales Feature online at www.gatewaygazette.ca.

More Information Contact Gateway Gazette

- **Email:** gazette@telus.net
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