Graduate Student Life Yard Sale Tips & Information

1. Be Strategic about Pricing Items
   - Put a price tag on everything to avoid on-the-spot haggling.
     - Graduate Student Life (GSL) will provide stickers and tape for pricing.
   - The general pricing rule is 50-30-10.
     - New, unused items are priced at 50% of their retail cost.
     - Slightly used items = 30% of retail.
     - Used items = 10% of retail.
   - If you’re selling books, CDs or other small items, try a “Buy 1, Get 1!” or similar package deal.
   - Try to price things in convenient amounts, e.g., 25 cents instead of 15, $2 instead of $1.80. You’ll avoid juggling loose change and making math errors when calculating totals.
   - For bigger items like furniture, make large signs so shoppers can clearly see the price.
   - As closing time nears, don’t be afraid to lower prices.

2. Don’t Forget Cash to Make Change
   - Try to bring at least $20 in small amounts (i.e., ones, fives and quarters).
   - GSL will also have some cash to make change.

3. Consider Your Layout
   - When it comes to rummaging through other people’s used stuff, presentation matters.
     - Arrange like items together.
     - Make it easy to navigate between sections.
   - Instead of throwing books into a box, line them up on a bookshelf for easy browsing.
   - Hang up clothes. No one wants to dig through piles of precariously stacked t-shirts, and you don’t want to be the one stuck folding and refolding them. GSL will provide some rolling racks for hanging clothes; bring your own hangers.
   - Place popular items near the road to lure in customers.
4. Be Thoughtful about Checkout
   - When your customers are ready to pay, tally up their items.
     o Keep a ledger of what you sold and for how much.
   - Make sure to use good customer service—offer to bag items or to help carry items to their car.
   - Keep your money with you at all times (pockets with money envelopes work best).
     o GSL will provide all participants with envelopes for cash sales.

5. Bring a Helper
   - Having an extra hand or set of eyes to help sell items can be beneficial to your customers and your bottom line.
   - GSL will have extra staff available, but having a friend or family member might help you to get the best deal for your items.

6. Stay Hydrated and Fed
   - GSL will provide breakfast and lunch for participants.
   - Make sure to bring extra water to stay hydrated during the sale.

7. Bring a Chair
   - Make sure to bring a lawn chair to relax between customers.
   - GSL will have some chairs available for participants.

8. Consider Donation
   - GSL is coordinating a pick-up truck for donation to the Salvation Army for all items that are not sold.