

First Saturday in MAY

Pomfret Town Wide Tag Sale

Pointers for Success

Start preparing NOW for the First Saturday in May Pomfret Tag Sale. Not only are you recycling, reusing and making \$\$\$, but also getting physically fit and de-cluttering – It's a win-win situation. The Pomfret Proprietor's website www.VisitPomfret.com will soon has all the info for registration and advertising. Here are some pointers for success:

Big Ticket Items – strollers, furniture, lawn mowers: place these near the street so drivers can see them.

Guy Table – put guy item or table next to the street. Include tool, gadgets and yard items. If a man sees only high chairs and toys, he won't stop

Spacing – place tables so items are neatly displayed and there's room so people can view the items. Boxes below a table make it difficult for customers.

Clothing – Baby & kids clothing sells the best. Hang other clothes from garment racks, clothesline strung between trees or pole between 2 ladders. Hanging clothes are easier to look through and make refolding unnecessary.

Media – keep all books & CD with spines showing.

Electronics- have an electrical outlet or extension cord available to test electric products. If it works, it will sell. Have batteries handy too.

Price Each Item – Check out area tag sales to see what the going prices are. If you want to purge your items, price to sell. General rule is to price $\frac{1}{4}$ of what you paid or less. Attach a bright sticker with the price clearly written at the top of each item.

Size Matters – Put a larger price tag on a big item. If selling a couch put a full sheet of paper with the price and any additional info ie: from smoke-free home, great college piece, etc.

The Night Before:

1. **Tidy up the yard:** Customers are more likely to buy something if it looks like it came from a well-cared home.
2. **Ready set:** Put everything you can in the garage the night before so you can just push things out in the morning. People arrive early...try not to turn them away.
3. **Cash:** Get plenty of cash for making change, use a fanny pack, lockbox or carpenter's apron – dollar bills and coins.
4. **Bags & Boxes:** Stock up on empty grocery bags and boxes so people can carry home their purchases.

Day of Sale:

1. **Cashier:** Some sellers prefer to be stationed at the end of their merchandise. It prevents people from "forgetting" to pay for items & they can also easily answer drive by questions about the merchandise .
2. **Refreshments:** If it's hot, sell water, soda from a cooler or set kids up with a lemonade stand. If it cool sell hot coffee, tea, donuts etc
3. **Give it away:** If you have junk or broken things that may be good to repurpose, put them in a box with a "FREE" sign on it.
4. **REMEMBER TO HAVE FUN!!!!**

Get on the Map!

The registration fee will advertise your tag sale to **hundreds of potential customers**. **Hundreds of maps sold!** Plus you will be supporting your town since all profits are donated back to community groups.

Public relations efforts by the PPA should land Pomfret's Town Wide Tag Sale on the calendars of Yankee Magazine, Country Living Magazine, CT Magazine, Hartford Courant, Providence Journal, and the Norwich Bulletin, Craigslist, Woodstock Villager, Pomfret Times, Yardseller, etc.