

The Sell-Out Sale Checklist

12 field-tested tips + day-of essentials. Print, check off, sell out.

BEST PRACTICES

- Plan two weeks out**
Pick a date, check the weather window, gather inventory, and have a rain plan. Multi-family sales pull bigger crowds.
- Signage that actually works**
Big arrows, bold marker, contrasting color. Place at intersections 2-3 blocks out with address + QR to your Sellabout page.
- Label and price clearly**
Untagged items kill sales. Use color-coded stickers for speed. Price to move — most items go for 10-30% of retail.
- Lock in buyers with deposits**
Use Sellabout reservations so serious buyers hold an item with a small non-refundable deposit. No more no-shows.
- Presentation matters**
Tables beat tarps. Hang clothes on a rack. Plug in electronics so buyers can test them. Clean items sell better.
- One link, everywhere**
Your Sellabout sale page is your single source of truth. Updates propagate instantly across every channel you shared it on.
- Advertise early and everywhere**
List on Sellabout for the map + photo browse. Cross-post to Facebook Marketplace, Nextdoor, Craigslist, and Instagram stories.
- Organize by category**
Group like with like — tools, kids, kitchen, decor. Shoppers scan in zones. Mixed piles get ignored.
- Showcase your specialty items**
Photograph the vintage camera, the designer bag, the antique dresser. Feature them on your sale page to pull targeted buyers.
- Hours that match your shoppers**
Early-bird (7-8am) for resellers. Mid-morning for families. Run a 2-day sale, discount 50% on day two to clear out.
- Variety pulls a crowd**
Mix furniture, kids, kitchen, tools, decor — keeps shoppers walking through. Niche sales work too if you advertise the niche.
- Go Pro for serious volume**
Multiple sales, a permanent storefront, or a reselling business? Sellabout Pro adds boosted discovery and reservation analytics.

DAY-OF ESSENTIALS

- Cash box with \$40-60 in small bills and coins
- Calculator or phone for quick totals
- Tape measure for furniture buyers
- Sunscreen, water, and a chair
- Backup tags and a marker
- Mobile payment ready (Venmo / Cash App / Zelle QR)
- Shopping bags and a few boxes for buyers
- Extension cord to test electronics
- Phone charger — you'll be checking Sellabout messages
- A friend or family member to help during rush hours