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ALL YOU NEED TO KNOW TO PARTICIPATE:

**Fri & Sat • August 2 & 3, 2019 • 8-4p
Venetian Village Neighborhood Yard Sale**

**CONTACT: Kass Johns • 460-2117 • yardsales@kassj.com • 3106 Templeton Gap
Facebook: Venetian Village Neighborhood Yard Sale • http://kassj.com/yardsale/**

WHERE: Area bounded by North Hancock, Templeton Gap, Columbine and the Floodway + Simms Rd
HOW MUCH: \$10 per house number (We don't care how many groups/friends/neighbors sell at your house.)
SIGN UP & PAY: Kass Johns • 460-2117 • yardsales@kassj.com • 3106 Templeton Gap (house w/no driveway & metal star on front)

WE WILL NEED THE FOLLOWING INFO: name, address, phone & email (phone for reference only, not distributed). ALSO, (only if you have no Facebook) list your featured items (if any) for your sale (limit to 15-20 or so words) or you will be listed as "miscellaneous household."

*Don't Throw This Away! Keep it handy for needed info weeks from now!
And that Last Minute "What-the-heck, Let's Sign Up!"*

FACEBOOK, FACEBOOK, FACEBOOK!

Share the announcement from there (Venetian Village Neighborhood Yard Sale) to YOUR page. Post whatever you have to sell (text & or pix) on that VVNYS Facebook page. I will be promoting that page in the ads for buyers to get a sneak preview. **Find the image of your street name, then "comment" on that street name image: your house number and whatever you plan to sell!**

VENETIAN VILLAGE NEIGHBORHOOD YARD SALE Seller Signup Form

To sell, Mail or Deliver with your \$10 to: Kass Johns, 3106 Templeton Gap Rd, CS, CO 80907

Envelopes, pens, extra forms on Kass' front porch. Use mail slot on front door for secure delivery.

PRINT Name:

Address:

Phone (not distributed):

Email (not distributed):

List your featured sale items on Facebook with street address (or on the back of this form... limit to 15 or so words if Kass has to type it in)

• Ads & Fees

Signup form is attached for your convenience. Mail it or drop it by 3106 Templeton Gap with your payment ASAP. **Share the announcement image from the VVNYS Facebook Page to your page!**

We request \$10 per sale address for the Gazette* special-bordered ads, the "week of" & the "1 more week until..." ads, Thrifty Nickel ad, and to help cover the cost of the photocopying, new signs, and handouts, plus various sign materials, tape, and staples. We only ask enough to cover our costs. We hope you understand that \$10 is a bargain compared to you placing your own ad in the Gazette (not to mention the crowds that the signs and media blitz attract). If you know someone who has a sale but does not pay the requested fee, please let them know it is not fair to everyone else for them to gain the value of our signs and publicity without paying their share.

Each household is responsible for setting up their own sale (at their own house!). In addition to the classified ads, and Craigslist, we will be contacting the media (radio, TV, newspaper, etc) for some free publicity. Boy Scouts will be receiving any funds leftover after the expenses are covered for their help in flyer distribution.

- **Sell on Fridays!**

If you aren't familiar with yard sale money-making, by far, the best day to sell is on Friday. That's when all the big buyers are out with handfuls of cash — especially dealers (yard sale and flea market vendors, etc). Saturdays tend to be “lookee-loos” who don't buy a whole lot, but still give you foot traffic. If you can take the day off work, the Friday buyers make it worthwhile. Trust me, the buyers are frantic to spend money on Fridays. You can move, if priced right, up to 70% of your goods between 7am and noon on Friday. You may want to have help for selling on Friday so you can take breaks. Usually, most furniture is sold by noon on Friday.

- **Specialty Items to Feature**

If you have some big ticket items or specialties, let everyone know on the **VVNYS Facebook Page**. When a buyer asks if someone has antiques, tools, watches, teapots, cookie jars, collectibles, Avon, large appliances, baby stuff, or whatever, they can be directed to the appropriate seller. (FYI: Antique = 100 years old or more, Vintage = 50 years or more)

- **Fund Raiser?**

If you will be hosting a group in your yard fundraising for a cause, let Kass know on your form so it can be added to the press release to the media.

- **Lunch Concession?**

You or your civic/church/non-profit group may plan to sell hot dogs, burgers &/or sloppy joes for lunch in your yard. Set up the BBQ grill — grill hot dogs and burgers. Sell store brand soda pop, chips and cookies. Don't forget to put out pickles, relish, mustard & catsup. A \$2.50 “Lunch Deal” could buy a burger or hot dog, soda, chips and a cookie! Put your picnic table out (in the shade!) for a place to sit and eat. Realize that if we can keep the shoppers in the neighborhood, even for lunch, the more they will shop!

- **Rain or Shine**

As always, the sale takes place rain or shine. Some folks sell from 8am “til the rain falls”... it's up to you for your own sale. Be aware that many shoppers stick around and wait out short showers. It's up to you for your own sale. (I buy clear plastic “visqueen” at Home depot to sheet over my tables so shoppers can see through it to continue to shop in the drizzle should they be inclined.)

- **Cash or Checks?**

If you don't want to take a personal check, point the shopper to the ATM at 7/11 on Hancock & Fillmore.

Don't forget to also use this event to meet your neighbors, renew old friendships, or help out a senior near you. And remember to go to your neighbor's sale and buy back the junk they bought from you two years ago! After all, wasn't that part of the original bargain?

- **Sale in alley/garage or some other NOT obvious place?**

Put up streamers, balloons, etc to draw attention curbside when looking from the end of your street!

- **WEB SITE: <http://kassj.com/yardsale/index.html>**

There are more tips, handouts and information on the VVNYS web site if you need more info. Much of it was removed from this handout to get it down to one page. New at selling at the sale? FAQ on the website for you.

Promote the Sale — Tell All You Meet! Share the Web & Facebook addresses to get word-of-mouth going!

Web site: <http://kassj.com/yardsale/index.html>

Facebook: <https://www.facebook.com/VenetianVillageNeighborhoodYardSale/timeline>

--Good luck with your sale!

(Envelopes and writing instruments available on porch to complete form at 3106 Templeton Gap)

2019 is Kass' Last Year. I'm done.

I am no longer able to do this for physical (and financial) reasons.

Plus...

1. I have had my fill of snarky remarks from people on Sausalito and one on 4th Street. For some reason, these people seem to think that we, in the actual Venetian Village, are keeping shoppers from visiting those two streets. They are under the gross misconception that we have had thousands of shoppers at our sales and they only get a few at theirs. WRONG! Last year, with only a bit over 30 sales, I guesstimate we had a grand total of less than 250-300 shoppers over the two-day sale. NONE of us had large numbers of shoppers. Ten streets averages 3 sales/street, but our blocks are unusually LONG!

As always... CROWDS attract CROWDS! In order to attract large numbers of shoppers, we need to have a large number of sellers! ***Are you encouraging your neighbors to also sell?*** In our heyday, it was the large number of sellers on 4th Street that was the big attractant. There was always at least ten sellers on 4th!

2. I can no longer afford to hemorrhage money on this enterprise. I still have more than \$400 in signs and materials in my "not reimbursed yet column." I also donate \$150 to the Boy Scouts to distribute this "invite" flyer.

Estimated costs per year:

\$150-\$180 "Week of" classified ad in Gazette (Double border, wow punch burst)

\$130+ "Only one week until" classified ad in Gazette (large border)

\$10 Thrifty Nickel Ad

\$40 photocopying for "invite to participate" handout

\$20 pink paper purchase for "invite to participate" handout

\$150 (minimum) for Boy Scouts to distribute "invite to participate" handout

\$330 That means 33 homes would have to sell just to break even (this does not even include materials for signage)

PLUS:

\$100-\$150 assorted sign making materials (xtra fat markers \$6 ea, pink duct tape, pink vinyl tablecloth, substrate)

If buying rainproof Coroplast for signs, can be as much as \$400.

I had to pay someone to put up the signs for me as I drove them around (all day Thursday) to make sure they are placed where they need to be by 4pm Thursday for rush hour to see. Then I go back and check to see that signs did not get taken or blown over on Friday evening.

We had 33 houses sign up for selling in 2018. Compared to other neighborhoods, that is big. Compared to the 70-90 houses I used to have when I ran it, that is tiny. We have ten streets. This averages just over 3 sales per street.

I have all the instructions and sign placement map ready to share with whoever wishes to take this over. Whoever takes this over needs to understand that the signs* are a critical part of this event. If the intersection of Fillmore and TGap is not BURSTING IN PINK SIGNAGE, people will not come. All four corners of that intersection are critical to catch shoppers' attention.

This job also requires online posting to local Facebook Groups for selling and yard sales, plus Craigslist and more.

*The signs I had printed two years ago at a total of around \$400 are mine. They have not been purchased/reimbursed to me. I am willing to negotiate a deal for rental/purchasing.

In order to stay in touch as a neighborhood, if you are not already a member, please join **Next Door** (https://nextdoor.com/neighborhood_feed/) **Venetian Village**. It is free. It does not get the nastiness like Facebook can get sometimes. You can have it give you a simple weekly digest of the posts from the week. Great for staying abreast of crime, missing pets, curb alerts, and other info about where you live. The city police, as well as other gvt entities communicate via this site. Excellent resource.

This site would be a good place to discuss continuing **The Sale** and how it could be handled. (without the hassle of setting up a meeting, etc).