

MARKETING & ADVERTISING YOUR ESTATE SALE



No amount of beautiful staging will help if nobody shows up. Marketing is the single most important driver of traffic to your sale — and traffic drives revenue. This guide walks you through every channel, tool, and tactic you need to fill your sale with motivated buyers.

KNOW YOUR AUDIENCE

Estate sale shoppers are not casual browsers. They are bargain hunters, collectors, antique dealers, resellers, and interior designers — motivated buyers who plan their weekends around estate sales and arrive early with cash in hand. Your marketing needs to speak directly to that mindset.

WHAT MOTIVATES YOUR BUYERS

- Deals and below-market prices
- Unique, vintage, or hard-to-find items
- Furniture, tools, and household goods in good condition
- Collectibles, jewelry, and antiques

Lead with your best and most interesting items in every listing, post, and sign. A vintage motorcycle, a mid-century dining set, or a working antique sewing machine is worth more in your headline than a generic "great deals on household items."

ESTATESALES.NET: YOUR MOST POWERFUL TOOL

Estatesales.net is the industry's largest platform connecting buyers with estate sales nationwide — and it should be the foundation of your marketing effort. Serious estate sale shoppers check it regularly, often setting alerts by zip code.

YOUR OPTIONS ON THE PLATFORM

- **You can post without a subscription.** This is the lowest-barrier entry point.

HOW TO WRITE A STRONG LISTING

- **Write a descriptive headline that highlights your 2 or 3 most noteworthy items** (brands, categories, or unique finds)
- **Upload at least 15 to 20 photos** — buyers make decisions based on photos before they ever read your description
- **Caption every photo; a labeled image of a signed print or name-brand appliance builds confidence**
- **Include the full address, exact dates and times, and any entry rules** (first-come, numbered tickets, etc.)
- **Mention parking availability and accessibility if relevant**

FREE CHANNELS: COVER YOUR BASES

These platforms are free, fast, and reach audiences that Estatesales.net may not. Use all of them.

1/ FACEBOOK AND FACEBOOK MARKETPLACE

Facebook Marketplace reaches local buyers actively searching for used goods and furniture. Create a listing for the sale itself and post individual listings for your highest-value items (furniture, electronics, artwork, collectibles).

On your Facebook page or personal profile, create an event post for the sale. Share it into local buy/sell/trade groups, neighborhood groups, and any local "estate sale" or "vintage finds" groups in your area. Post a teaser with photos 3 to 5 days before the sale, and a reminder the morning it opens.

2/ NEXTDOOR

Nextdoor is specifically built for neighborhood reach — and estate sales are exactly the kind of local event neighbors engage with. Post your sale in the For Sale and Free section, and consider a brief post in the general feed as well. Include photos and your best headline items.

3/ CRAIGSLIST

Craigslist still drives traffic to estate sales, particularly for buyers hunting tools, furniture, and appliances. List the sale in the Garage and Moving Sales category, and also post individual listings for high-value items. Renew your listing the day before the sale opens to keep it near the top of results.

DIRECTIONAL SIGNAGE: GUIDE BUYERS TO THE DOOR

Online listings bring buyers to your neighborhood. Signs bring them to your driveway. Both matter.

SIGN BASICS

- **Place signs at all major intersections within a quarter-mile of the property, with clear arrows pointing the way**
- **Use large, high-contrast lettering** — buyers are reading from a moving car
- **Include the sale dates and times; "Today Only" or "2 Days Left" messaging can create urgency**
- **Put a sign at the property entrance itself, visible from the street**
- **Check local ordinances:** some municipalities restrict signage on public property or require permits

Remove all signs promptly after the sale ends. Leaving signs up after a sale reflects poorly and may violate local rules.

PHOTOGRAPHY: LISTINGS LIVE OR DIE BY THEIR PHOTOS

Most buyers decide whether to attend based on photos alone. Strong photos can double your traffic. Blurry, dark, or cluttered photos will cost you buyers who would have shown up.

- **Shoot in natural light whenever possible; open curtains and avoid flash**
- **Clear clutter from the frame before photographing** — one item at a time for featured pieces
- **Photograph maker's marks, hallmarks, signatures, and labels on collectibles and artwork**
- **Take wide shots for furniture and room overviews, close-ups for detail items**
- **Edit for brightness and clarity on your phone before uploading** — most phones have a basic editor built in

TIMING YOUR MARKETING PUSH

A strong listing posted the morning of your sale is not enough. Build a cadence in the week leading up to it:

- **7 days out** — Post on Estatesales.net and Craigslist. Share on Facebook.
- **3 to 4 days out** — Post teaser photos on Facebook and Nextdoor. Add Facebook Marketplace listings for individual standout items.
- **Day before** — Renew your Craigslist post. Post a reminder on social media with your address and start time. Put up all directional signs.
- **Morning of** — Post a "doors open" update on Facebook and Nextdoor. Verify all signs are still in place.

QUICK TIPS FOR BETTER RESULTS

- **Always post dates and times in every listing** — incomplete listings lose clicks
- **Price items before opening day; unmarked items create friction and slow down sales**
- **Mention free parking if available** — buyers with trucks and vans need to know
- **Multi-day sales benefit from a reduced pricing announcement on day two, posted across all channels on day one**
- **If you have a large book, record, or media collection, call it out specifically** — there is a passionate buyer community for each

ESTATE PROS MARKETING & ADVERTISING CHECKLIST

Use this checklist for every sale. Check off each item as you complete it.

7 Days Before the Sale

- CREATE YOUR ESTATESALES.NET LISTING INCLUDE HEADLINE ITEMS, EXACT DATES/TIMES, AND FULL ADDRESS
- UPLOAD AT LEAST 15 PHOTOS TO ESTATESALES.NET LABEL KEY ITEMS; PHOTOGRAPH MAKER'S MARKS AND SIGNATURES
- USE GOOGLE LENS TO IDENTIFY ANY UNKNOWN OR UNMARKED ITEMS
- POST THE SALE ON CRAIGSLIST GARAGE & MOVING SALES CATEGORY
- CREATE A FACEBOOK EVENT OR POST FOR THE SALE
- SHARE THE FACEBOOK POST INTO LOCAL BUY/SELL/TRADE AND NEIGHBORHOOD GROUPS

3–4 Days Before the Sale

- POST TEASER PHOTOS ON FACEBOOK WITH A PREVIEW OF STANDOUT ITEMS
- POST ON NEXTDOOR IN THE FOR SALE & FREE SECTION
- CREATE FACEBOOK MARKETPLACE LISTINGS FOR YOUR HIGHEST-VALUE INDIVIDUAL ITEMS FURNITURE, ELECTRONICS, ARTWORK, COLLECTIBLES
- CONFIRM ALL LISTING DETAILS ARE ACCURATE: DATES, TIMES, ADDRESS, PARKING

Day Before the Sale

- RENEW YOUR CRAIGSLIST LISTING TO PUSH IT BACK TO THE TOP OF RESULTS
- POST A REMINDER ON FACEBOOK AND NEXTDOOR WITH ADDRESS AND START TIME
- PUT UP ALL DIRECTIONAL SIGNS AT MAJOR INTERSECTIONS NEAR THE PROPERTY
- PLACE A SIGN AT THE PROPERTY ENTRANCE, VISIBLE FROM THE STREET
- VERIFY SIGNAGE IS READABLE FROM A MOVING CAR – LARGE TEXT, HIGH CONTRAST
- CONFIRM ALL ITEMS ARE PRICED AND LABELED

Morning of the Sale

- POST A "DOORS OPEN" UPDATE ON FACEBOOK AND NEXTDOOR
- VERIFY ALL DIRECTIONAL SIGNS ARE STILL IN PLACE
- CHECK THAT THE PROPERTY ENTRANCE SIGN IS VISIBLE

Photography Checklist

- SHOOT IN NATURAL LIGHT – OPEN CURTAINS, SKIP THE FLASH
- CLEAR CLUTTER FROM FRAME BEFORE PHOTOGRAPHING ITEMS
- PHOTOGRAPH MAKER'S MARKS, HALLMARKS, LABELS, AND SIGNATURES
- TAKE WIDE SHOTS FOR FURNITURE AND ROOM VIEWS
- TAKE CLOSE-UPS FOR DETAIL AND COLLECTIBLE ITEMS
- EDIT PHOTOS FOR BRIGHTNESS AND CLARITY BEFORE UPLOADING

After the Sale

- REMOVE ALL DIRECTIONAL SIGNS FROM INTERSECTIONS
- REMOVE THE PROPERTY ENTRANCE SIGN
- MARK ESTATESALES.NET LISTING AS COMPLETE
- DELETE OR EXPIRE CRAIGSLIST AND FACEBOOK MARKETPLACE LISTINGS