



# TAG IT

## Nancy Baldwin makes it her business to sell your stuff

If you're in the market for a second-hand bargain or hoping to earn a little cash from household castaways, you can learn a thing or two from Nancy Baldwin. Her Mooresville-based business, Tag Sale Treasures, helps people sell their belongings — from attic antiques to basement bargains.

Baldwin started Tag Sale Treasures in Winston-Salem in 1989, targeting the growing retirement communities where seniors were faced with downsizing. "I enjoy helping people sell things," says Baldwin, who likens her business to a Realtor, where "they sell the house and I sell the contents."

The term "tag sale," tends to take a geographic turn, more commonly used in the Northeast. According to Baldwin, who grew up in the Washington D.C. area, the big difference is that a tag sale tends to be inside and organized.

As part of her turnkey service, Baldwin organizes and prices items fairly (based on years of experience), targets her advertising, hires helpers and conducts the sale in return for a small piece of the profit at the end. Her clients include families who have lost a loved one and need to sell their belongings, seniors who are downsizing, and families on the move. She is currently working with a Mooresville couple relocating to Florida who would rather liquidate than pay lofty freight fees.

Baldwin conducts at least two tag sales a month up and down the East Coast. "If there are valuable items left," she says, "I also work with my client to decide if it's best to take them to consignment, donate or carry through to my next sale." **ENC**

Nancy Baldwin founded Tag Sale Treasures to help people sell their belongings.

### Sell, Sell, Sell

For those interested in holding a successful sale, mark down these tips from Nancy Baldwin.

**Price your items fairly** — Let's face it, you can get a beautiful new lamp from Home Goods for \$30. ...It's all about realistic value.

**Advertise** — I place classified ads, email friends and followers on Facebook, and have good signage on sale day.

**Be organized at the sale** — Have plenty of help — stationed throughout the house if it's inside — and a cash box to make change.

**Saturday is best** — I recommend an 8 a.m. start. Most people are done shopping by noon.

#### THE SCOOP

For more information, call 704.607.6225 or visit [www.tagsaletreasures.com](http://www.tagsaletreasures.com).