

Flea Market Secrets of High Profit Vendors

Many flea market vendors do not know the number one tip on the flea market secrets list. They know about finding wholesalers, setting up their table professionally, and researching markets. But if they really want to explode their sales, there are other flea market secrets to consider.

What is the top flea market secret? Know your customers... and then give them what they want.

Flea Market Secrets - Economic Demographics

It all comes down to money if you want to profit from your flea market business. Figuring out the economic levels of the flea market customers can help you choose not only what to sell, but how to sell it. People in higher economic brackets would respond better to name brand items and collectibles. Those in lower economic groups can be lured with sale offers such as "buy one, get one half off." They are also more apt to buy used goods.

Flea Market Secrets - Gender Differences

That men and women shop differently is not one of the top flea market secrets. In fact, stereotypes about men and women shopping abound. For the most part, the stereotypes are true: men hone in on the particular item or items they want and buy nothing else. Display tools, automotive goods, and other masculine themed items prominently. Women often like to browse and enjoy searching for treasures on your table.

Flea Market Secrets - Age Groups

One of the top flea market secrets to high profits is to always market to children. Parents often give kids a dollar or two to spend on whatever they want at the flea market. Older kids and teenagers represent a huge shopping group. Use the flea market secrets wisely and place trendy teen products or toys on the front corner of your table or booth where kids can find them.

Do not forget about the older folk at the flea market, however. Baby boomers and older folk make up a large portion of flea market traffic. Flea market secrets of high profit vendors dictate that you offer products they will like and you will make sales.

About the Author

Learn how to start your own flea market business at <http://www.FleaMarketMama.com>. Find hot wholesale flea market items at <http://www.PopularFleaMarketProducts.com> and explode your profits.

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