

The Active Consumer

Off-Season Shopping Trends Save Time And Money

(NAPSA)—White before Memorial Day, a hammock in December and skis in June. Many would consider these shopping scenarios a disaster, but they actually present one of the smartest and trendiest ways to save time and money. According to shopping expert and blogger Eva Yusa, also known as Eva the Shopping Diva, there are simple steps to getting the best deals on items such as clothing, electronics and home goods. The trick is knowing when and where to find them.

“Generally, if items are seasonal, like outdoor grills or snow tires, you’ll find the best deals when the season is over,” says Eva, who recommends conducting product and price comparisons on Web sites such as ShopLocal.com before heading out to stores. “Patience and preparedness are crucial when shopping during any season but are especially important when searching for the perfect off-season bargain.”

Capitalizing on and predicting a retail sale by season is easier than you may think. Many product incentives are due to stock surplus, a lull in consumer demand, competition and even the climate. Eva offers these tips to find great deals any time of year:

• **Mark Your Calendar**—Half the battle is recognizing the prime season for unbelievable savings. For example, spring and summer clothing will go on sale in March. Then in late July and August, shoppers see deep discounts again on spring and summer clothing.

• **Do Your Homework**—Use the Internet to compare seasonal



prices, styles and products by region. Sites such as Shop Local.com can do all the legwork and offer short- and long-term planning, complete with online deals and sales at stores near you and nationwide. Also featured are weekly circular ads and research tools to help cut down on time spent finding the right deal.

• **Map It Out**—Stay focused on your mission: saving time and money. When entering stores, go directly to the clearance section.

• **Plan Ahead**—Your best friend’s birthday was just last month. You know she is going to have another one next year and loves to snowboard. So what if it’s only July? Take advantage of seasonal sales and be ready to wow them with an impressive future gift.

For more information, the latest news in off-season shopping trends and a seasonal “sale” calendar, visit Eva the Shopping Diva’s home page at www.ShopLocal.com.