

FREE PLAYBOOK · FOR SMART SHOPPERS

The Never-Pay-Retail Playbook

How to tell a real deal from a fake one in 30 seconds, when 'brand-name overstock' is literally the same product at half price, and the buying calendar that tells you which month everything actually goes on sale.

The fake-deal economy (and the 10-second test)

"70% OFF!" is a marketing decision, not a price. The most common trick is the inflated compare-at price: invent a high "original" price, slash it, and the discount is fiction. Your defenses:

- **The 10-second price-history check:** search the exact model number plus "price history" (or use a tracker site). If it never sold at the compare-at price, walk away — or buy knowing the REAL discount.
- **Model-number games:** big-box "derivative" SKUs (a TV model made only for Black Friday) are built cheaper than the model they imitate. The model number tells the truth.
- **Countdown psychology:** a timer that resets when you refresh isn't urgency, it's theater. Real closeouts have real inventory counts instead.

When overstock IS the same product

Liquidation and overstock from real brands — surplus production runs, packaging changes, retail returns of unopened stock — is **the identical item** that sells at full retail elsewhere. The discount exists because a warehouse needs space, not because anything is wrong with the product. That's the inventory worth hunting.

One honest caveat: overstock is finite by definition. When a lot sells through, it's gone — which is why deal hunters work from alert lists, not by browsing occasionally.

The buying calendar + the 30-second checklist

What really goes on sale, and when

CATEGORY	BEST MONTHS	WHY
TVs & home theater	Jan–Feb · Nov	Pre-Super-Bowl + new-model clearouts
Kitchen & small appliances	May · Nov	Graduation/wedding season + holiday resets
Audio & headphones	Mar–Apr · Nov	Model refresh cycles
Vacuums & home care	Spring · Sept	Spring-cleaning promos + back-to-school resets
Anything overstock	Whenever it lands	Liquidation doesn't follow a calendar — alerts beat timing

The 30-second pre-purchase checklist

- ☐ Price history checked — discount is real against actual selling prices
- ☐ Exact model number matches the mainstream SKU (no derivative games)
- ☐ Seller states condition plainly: new / open-box / refurb
- ☐ Returns and warranty terms readable before checkout
- ☐ Compared against the overstock market — not just retail vs retail

SKIP THE HUNT

We do the price-history homework for you.

DealSupplies lists real overstock and closeouts from brands you know — Conair, Sennheiser, Poly and more — at prices that survive the 10-second test. New lots land unpredictably; the early list hears first.



Browse live deals

What is in stock right now, savings shown honestly.
dealsupplies.com



You are on the early list

Notable lots get announced to subscribers before they sell through.

[Check your inbox](#)



Real brands, real stock

Overstock ≠ knockoff: same item, warehouse pricing.

dealsupplies.com



Use the calendar

Buy the category in its season; buy overstock when it appears.

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