



ESTATE SALE PREP 101



How to Prepare for an Amazing Estate Sale

What is an estate sale used for?

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An estate sale is utilized to sell any and all contents that remain in a home after a major life transition. These items are organized, priced, advertised and sold to customers who freely walk throughout the home during a 2 - 4 day span.

Who qualifies for an estate sale?

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Anyone who has a home that will be for sale. Situations where estate sales make sense:

- **Downsizing to a smaller home** - Estate sale happens in the larger home you are leaving once you have moved.
- **Moving to senior living** - Estate sale happens in the home after you have moved to the facility.
- **Loss of a loved one** - Most often the property is vacant and a sale can happen once friends and family have determined what they are keeping.
- **Combining of two or more homes (or home and storage unit)** - Estate sale happens in the home that will be for sale. Items from both properties can be added to this estate and can happen once that home is vacant.
- **Divorce** - Estate sale happens after the splitting of any assets, once both parties have found new locations.
- **Moving out of state** - Estate sale happens once all items have been moved to the new location.

What can be sold?

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We can sell everything from household cleaners, clothing and linens to cars, luxury items such as fine jewelry, artwork and designer goods, and so much more. We have an educated staff and a wide network of appraisers to properly price and sell any item within a home.



How It Works: The Initial Consultation

The consultation consists of a general tour of the home where items that are for sale are easily identifiable. It is coupled with time for us to answer any questions you might have about your unique situation and how we can help set you up with a successful sale with Poof. During this appointment you will show us everything that is for sale along with everything that is not for sale. This tour will give us the information we need to tailor a plan that is the best fit for you.



Recommended Prep

Identify items in the home that you would like to keep or will be going to family and friends. We ask that you place a sticky note on these items so they are easily identifiable during the consultation tour. If you do not want the item, please leave it where it is and we will handle it when our team gets started with staging and organizing. You do not need to organize, group items together, donate, toss, or box items up. Keep in mind that we can sell virtually anything and if you are unsure about the item and if it has value, leave it behind. We are here to help and make those decisions for you.



- **Closets** - Sort through and select the clothing you would like to keep. Once determined, separate those garments to a particular side or section of your closet. The remainder of the clothing you do not want can stay right where it is. You do not need to remove it from the closet at all. The same goes for shoes, accessories, linens, coats, etc.



- **Kitchen** - Look through cabinets and drawers to select the items you would like to take with you. Dedicate particular cupboards and drawers for those items and leave anything you are not taking with you in the remaining cabinets and drawers.

This same process can be repeated throughout the entire property. By leaving all items in their original location it helps us paint the most accurate picture of what is for sale and allows our team to access the items efficiently once we begin our process of setting up for our estate sale.

More About the Consultation Appointment

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If we are not able to host the estate sale we will give you a referral to a company in the area that we trust during the consultation. Some reasons we may not be a good fit to host your estate sale:

- There may not be enough for an estate sale.
- We may not be able to accommodate your deadline.
- The items for sale may not appeal our customer demographic.

We will propose a commission for the services, talk potential dates with you, determine whether or not the estate sale should be two days or three days, and whether or not your sale would be best for a midweek or weekend estate sale. Each day during the week has its own unique benefits based on the area you're located in, what time of year and the types of items for sale. On certain occasions, weekdays perform better than weekends.

*Tailoring Estate Sales Like They
Were Made Just for You*

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