

Tips for Sellers

By Daniel Sanders





Organizing an Estate Sale:

4 Myths, 4 Benefits & 4 Ways to Know What to Keep and What to Sell

Are you thinking about selling personal property? At Four Sales, we have helped thousands of people plan, organize, and profit from an estate sale. Whether you are looking to prepare for the sale of your home, clear space, make money, deal with the personal property of a loved one, or just have a unique and enjoyable experience.

Regardless of your situation, if a home needs cleared, such as to sell the property, an estate sale is a great place to start. Why throw out so many items that could be sold for a profit? Better yet, *why do the clearing yourself* when you could sell items to others, letting them do all the heavy lifting for you?

We understand that the process can be tough on a family or individual at times. This is not an easy process for most people. We understand you may be parting with the collections of a lifetime. At Four Sales, we take great pride in making the process as simple and enjoyable as possible for our clients. When you look back at the event, we want you to be satisfied with the results.

Here are 4 common estate sale myths:

- **Donate:** I should donate items that are not going to fetch a lot of money. False. There is nothing wrong with making donations, however, it is important that you never assume an item has no chance of selling.
- **When:** Estate sales only make sense during the spring and summer months. False. While you may have the largest number of buyers during this time, consider that the fall and winter months mean less competition with other estate sales. The chance of attracting large numbers of potential buyers is very real. When you [consult with us first](#), you will have a clear understanding of which items will sell and which ones to put in the “donation pile”.
- **What:** Furniture is the only thing that sells well. False. Don't overlook the fact that other items can carry big time value. This includes collectibles, kitchenware, tools, and household items among others. We are actively looking for items like crystal, china, silver, porcelain, figurines, glass paperweights, stamps, coins, artwork, jewelry, antiques, collectibles, tools, hardwood furniture, and many other items. You may be surprised at the items that bring you the most money.



- **Why:** People don't want my "stuff". False. Yes, people do really want to buy your stuff! Hire an estate sale company to provide assistance from start to finish. Often times, our average attendance is 1400 people per sale per weekend. Take a long walk through your home. Pay attention to everything you see, making note of what you use and what you don't. Soon enough, you will realize there are plenty of items you can sell. Just because you no longer have a need for something doesn't mean nobody else will.

Don't overlook these 4 benefits:

1. **Free your mind and cut back on clutter.** Can you think of anything worse than the clutter in your home that continually gets in your way? Believe it or not, some of these items may be worth selling, as opposed to putting on the curb for trash day or stowing away in a storage unit. There is something to be said for how good you will feel after your estate sale comes to an end. You may have had mixed feelings about selling some items, but in the end it is nice to know that you made money and cleared space in your home.
2. **You don't have to do any of the work.** If you decide to de-clutter on your own, without having an estate sale, you are responsible for everything from sorting through your items to hauling everything to the curb or storage. With an estate sale, you get plenty of support. When somebody buys something they will take it from the property. All you have to do is watch it go and collect the money.
3. **Quality customer service.** At Four Sales, we take great pride in providing the best estate sale customer service. We want every visitor to every sale to enjoy their experience, even if they walk away empty handed. Good customer service is so important at our estate sales because it makes people feel welcome, gives people the confidence they need to part with their money (which is not always easy to do) and it improves the overall atmosphere of the estate sale, adding to the fun for all.
4. **Preparing for a new transition.** When the time comes to hang up your work boots and enjoy life in *retirement*, what do you see when you look at your home? You will be entering a new phase of your life, and you don't need clutter from the past holding you back. Anything that is bogging you down can be sold.



Organizing an estate sale can be a great way to clear space and make money ... even for the *vacation home* you were wanting or helping the *empty nesters* design their home and bedroom into a space for the whole family. Or do you still need a big home despite the fact that your children are gone? If your answer is no, don't be shy about considering all your options. You may find that a move to a condo or townhouse best suits your current situation. You can combine your kids' stuff with what you have, making the estate sale a great way to not only clear the clutter but to also make some money.

4 Questions to Help You Differentiate Loved Items from Resalable Items:

When it comes time to plan an estate sale, it is your choice on what stays and what goes. While some people are willing to sell pretty much everything, others take a more cautious approach. Instead, they take the time to differentiate between loved items and those that are considered resaleable. So, how will you differentiate between the two?

Here are a few important points to focus on:

1. **Do you have a connection to the item?** Maybe a family member gave you the item, meaning that it holds a special place in your heart. Or maybe you feel that it has the ability to increase in value, prompting you to hold onto it for a while longer. If something has sentimental value, such as a piece of jewelry that has been passed down from a relative, there is nothing wrong with keeping it in your possession.
2. **Do you use it?** If the answer is no, there is a good chance it should be sold at your estate sale. For example, you may love the look of your older solid wood dining room table, but if it has been replaced by a newer piece you should consider selling. It is better than the alternative of sticking in your basement to collect dust.
3. **Would you sell the item for enough money?** It's a trick question you see, because money should not be a core decision factor. The decision to keep or sell should be based on an emotional yardstick. If an item is truly loved, there is a very good chance you would not part with it regardless of what you are offered from a buyer. On the other hand, if you are willing to sell at the right price, the item is definitely considered resaleable. Tip: you don't want to set prices so high that people are scared away. At the same time, you don't want to sell so low that you are leaving money on the table. We can help you with this! Four Sales



has a team of [pricing professionals](#) that will establish the price for each item in an estate sale.

4. **Are you being too picky?** You have the right to do whatever you want with your belongings, but if you are overly picky you may soon find that you have nothing to sell. Holding onto some items is to be expected, but you must be willing to part way with others.

Take a deep breath. We are here to support you.

Make decisions about which items to keep based on either practical use (lawn mower, sofa, KitchenAid mixer, etc.) or because it has emotional significance (use the emotional litmus test below). Consider **The Emotional Litmus Test**, like this: I remember when (fill in the names of two people, e.g. Mom and Dad) went to (fill in name of place visited, e.g. Heidelberg, Germany) and bought (item in question, e.g. Hummel figurine) and (fill in story of what made the item special, e.g. best day ever). The Emotional Litmus Test is a straightforward way to determine if you should consider keeping an item.

There is a big difference between having an estate sale and having a *successful* estate sale. Find a company that has achieved success for others in the past. Our [testimonials and reviews](#) prove to potential customers that we have what it takes to get the job done. Take the time to realize that the proper organization and management of an estate sale will ensure success. The bigger the estate sale the more difficult it can be to stay organized. If you aren't ready to deal with this on your own, let us guide you through the process.

About Four Sales

Four Sales (<http://www.foursales.com>) presents estates with energy, integrity and intelligence. The company has over 40 years in the estate sales business and is backed by over 3000 satisfied clients. The company consistently sells 90-95% of the value and 80-85% of the contents of each estate sale event. Four Sales, Ltd. presents a wealth of experience and valuable advice to heirs and/or executors facing the task of liquidating an estate. Our services also meet the needs of people who are downsizing to a retirement community, moving, or relocating. In fact, about 50% of Four Sales' clients are simply moving or downsizing.

Four Sales' method of disposing of household contents helps the seller realize top dollar for the sales household property, and helps buyers get household goods for a fraction of the price. The Four Sales team understands that the liquidation of a lifetime of possessions - be it one's own or a loved one's - can be a traumatic event. Four Sales brings not only compassion but also the ability to resolve the situation.