

# What You Need to Know About Holding an Online Estate Sale

Prepared for you by  
Donna Davis Estate Sales, LLC



Having an online estate sale can be a good alternative to an in-home sale, especially if you aren't selling all or most of your personal belongings. Even so, it can be difficult to know where to start and how to coordinate the various elements of a sale. Donna Davis Estate Sales, LLC is a professional, insured company working with families and in homes around the Greater Metro Atlanta area. We know the ins and outs of holding an online sale, so let us take the work and stress off of you.

Donna and her team have extensive experience and knowledge researching and selling in the Atlanta resale market, and that makes the difference for our clients and customers. Our team includes a former personal property appraiser, a former auctioneer, antique dealers, an interior designer, and a professional stager. Our team has over 30 years of experience and has been featured on the 11Alive News report "How to choose an estate sale company."

We will never have a conflict of interest with your sale since we don't buy out estates or hold inventory for later sales. Our company is founded on honesty and transparency, and we always work to get you the most value for each item while liquidating as much of the estate as possible.

## HAVE QUESTIONS?

If you have any questions about hiring Donna and her team, please call us at (770)235-7638 and we'll be happy to walk you through the process of assessing the home's contents and signing a contract.

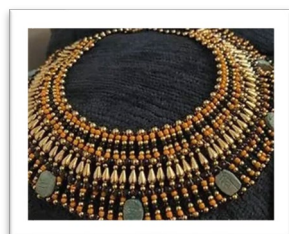


# Things to Do Before Signing a Contract

Before having an online sale, there are some things you need to do.

- Make a list of the items you will be selling to give to your estate sale team when they come to take inventory for the sale.
- Do NOT throw anything away until your estate sale team has taken inventory and determined what is and is not sellable in the current resale market. This includes linens, clothes, shoes, purses, costume jewelry (even if broken), old post cards, cleaning supplies, yard and garden supplies, garden pots, etc. You might be surprised what estate sale shoppers will buy.
- If the home is rented or leased, contact the owner and get permission to hold the sale. Your estate sale agent will want written permission from the owner before the sale begins.

When you call us to arrange the sale, together we will decide on the best dates to hold it. Generally, online sales are held for two to three weeks.



# What You Can Expect When You Hire Donna Davis Estate Sales, LLC.

Once you have signed the estate sale service contract, we will get to work. This is what we will do to prepare for your sale.

- Photograph items for sale and take measurements if necessary. We'll group like items together for maximum value, such as kitchen items, garden yard décor, home accessories, etc. In some cases depending on the types and number of items being sold, we will prepare a video promotion.
- Research all items to determine their current resale value, calling on our group of experts if needed. Prices will be included with the photographs in our marketing.
- Advertise the sale on our website, [estatesales.net](http://estatesales.net), [estatesales.org](http://estatesales.org), Facebook, Google, and other appropriate social media.
- Email our extensive list of shoppers and customers announcing your sale.

During the sale, these are the things we will do.

- Shoppers will purchase items online or by phone using a credit card and we will negotiate prices for individual items when necessary.
- We will schedule pickup days at the residence with designated hours and give purchasers the location and parking directions if needed.
- Our staff will monitor shopper activity throughout the sale. We can arrange for security or police presence if needed at an additional expense.
- We maintain records of items sold, handle all transactions, and reconcile funds collected at the end of the sale.
- Collect sales tax from shoppers and submit appropriate records to the Georgia Department of Revenue.
- At the conclusion of the sale, we will provide you via FedEx with original receipt books, a settlement statement, and a cashier's check from Chase Bank for the net proceeds.

Donna Davis Estate Sales, LLC holds a \$1,000,000 liability insurance policy for all sales that we conduct. This is in addition to the homeowner's insurance policy.



# Things to Do to Prepare for Your Sale

Once you have hired Donna and her team, you'll need to do a few more things.

- Ensure that the home is properly insured and obtain proof of insurance.
- Gather any receipts, certificates of authenticity, provenance, or prior appraisal documents for items which are unique or of higher value, as well as registration, title, etc. for any vehicles, boats, trailers, tractors, etc. which will be for sale.
- Your estate sale agent will give you guidance about what types of items cannot be sold and which you should remove or throw away. These include furniture damaged by pets, broken and/or heavily damaged items, soiled clothing, used undergarments, over-the-counter and prescription medications, food items, alcohol, etc. Homes with heavy smoke and/or mold odors will need extra attention and may need professional cleaning.
- Electronics should have batteries and be in working order.
- Machinery and vehicles need to be tested to ensure they are working so they can be sold at maximum value. Please let your team know if anything is in need of repair.
- Ensure that all utilities remain on until after the sale is concluded, including Wi-Fi internet service, TV cable or satellite service, water, electricity, gas, heating/air conditioning and restroom facilities. Your estate sale team will need these utilities and facilities operational during preparation for the sale, and may need to postpone the sale if they are not available.
- If you are the executor of the estate, you'll need to provide your estate sale agent with a copy of the court-issued paperwork verifying you have authority to hold the sale.

## What's Next?

Call Donna at (770)235-7638. We will visit the home, review with you the items to be sold, and answer any questions you may have.

You can also visit our website [DonnaDavisEstateSales.com](http://DonnaDavisEstateSales.com) and our [Facebook page](#) for more information.



## What Do Our Clients Say About Us?

"I highly recommend Donna Davis and her staff. Donna was extremely helpful and handled our sale like it was her own property. I have already recommended Donna to two of my friends."

- James Wooten, Buckhead

"Donna Davis runs a top-notch operation. From the second I met her and her team, I knew that I had found the right people for the job. I interviewed several estate companies before making my decision and I can say with 100% certainty that she is the best in the business. Donna's expertise and professionalism coupled with her upbeat and friendly manner made this difficult process a breeze. I would not hesitate to use Donna's services again and I will absolutely recommend her to my friends and colleagues. Thank you, Donna, for everything that you and your staff did to make our estate sale such a success."

- Tiffany Lindsley, East Cobb

"I lost my home to foreclosure. I didn't know how I would handle not only the emotional stress of losing my home, but the aspect of selling my furniture and household goods. Donna helped me not only sell my personal property but also gave me the encouragement I needed to go on to the next step of my life. I highly recommend Donna and her staff to anyone looking to make a move."

- Carmen Roberts, Lawrenceville

"I want to thank you and Diane for conducting a fabulous estate sale in our home! As you know, this was the third sale that you did for Sara and me. The results from this sale were incredible, to say the least. Your professionalism and knowledge cannot be understated as you are the best in your profession. I can truly say you are the personification of excellence and would HIGHLY recommend you and Diane to anyone who wishes to have an estate sale. Thank you!"

