

Carnaby Estate Sales
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Commission: More Than Just a Fee

We, like most other estate sale companies, work on commission. It is the fairest way to charge for our services – no two sales are alike so charging a standard fee is virtually impossible. Our clients can also be assured that working on commission is an incentive to bring in the most the market will bear for every single item in the sale.

But what do you get for the commission? Unless you've worked in the business, you'd really have no way of knowing just what goes into holding a successful sale. We totally understand!

The most important thing you are buying is our knowledge and experience. We can quantify many aspects of what we do, but this aspect is almost priceless. Virtually anyone can set up and run a sale. But our knowledge and experience brings a high level of expertise to the table. Think of it this way; there are doctors who are general practitioners, and then there are specialists. Which one would you rather have in the operating room if you needed brain surgery? With over 30 years in the antiques and collectibles business, we know the market (and its current trends) inside and out.

We have gone the extra mile to become accredited with the American Society of Estate Liquidators, which involved rigorous vetting and reference checking. We've also received their Service Excellence Award for customer satisfaction. This is part of the professionalism you are getting for your commission.

BUT, that commission also includes much more:

1. All online premium advertising costs (a \$50 value for your sale)
2. All credit card fees (these can range up to \$200 or more depending on how much is charged in the sale – and our ability to offer the use of credit cards definitely adds in more impulse shopping dollars!)
3. Sale set-up and staging labor (\$400 - \$1000 per sale, depending on complexity)
4. Sales staff (\$500 - \$800 per sale, depending on size)
5. Clean-out (\$2-300 per sale)
6. Photography, social media marketing and general sale marketing (20 hours or more per sale)
7. Fixtures and accoutrements needed to properly stage your sale (we have literally thousands invested in these).

The bottom line is this: the average sale entails over \$1500 in hard costs. Some may be less depending on contents, some may be far more. This will be the case for any professional company who is doing the kind of job you would want for your estate sale. So if an estate sale company is offering an unrealistically low commission, perhaps you should ask yourself "why are they not charging more and what kind of job are they going to do?"

On the surface, a low commission may appear to be extra money in your pocket. But it only takes one item to be incorrectly identified, valued and priced and you could lose hundreds, or thousands of dollars. We make sure that does not happen.

As the saying goes, "If you think it's expensive to hire a Professional, just wait until you hire an Amateur!" You only have ONE weekend to have a successful estate sale. It definitely deserves Carnaby Care!