**TINA CAMERO**
STAGING & ESTATE SALES

Here's an outline of the typical estate sale process as managed by Tina Camero:

# Estate Sale Process Overview

**1. Initial Consultation**

- **Contact:** The process begins with the client contacting Tina for an estate sale.
- **Meeting:** Tina meets with the client, either in person or virtually, to discuss the estate, understand the scope of the sale, and assess the items to be sold.
- **Needs Assessment:** Discuss any special considerations, emotional attachments, or specific items that need careful handling.

**2. Estate Evaluation**

- **Inventory:** A full assessment of the estate items is conducted. This includes cataloging unique and valuable items, taking well-lit and staged photos, and noting any special features or conditions.
- **Appraisal:** Valuable items might need a professional appraisal to determine accurate market value. Tina may handle this or coordinate with her extensive network of relevant appraisers.
- **Pricing Strategy:** Based on the appraisals and market research, pricing is set for each item to ensure competitive yet profitable pricing.
- **Permit Filing:** All necessary local permits will be obtained and submitted to the relevant governing agency.

**3. Preparation**

- **Cleaning and Organizing:** The estate or items are cleaned, organized, and displayed in a manner that maximizes appeal to buyers.
- **Staging for Sale:** Similar to home staging, items are arranged to create an attractive shopping environment.
- **Marketing:**
  - **Advertising:** Creating and running ads online, in local relevant news sources newspapers, or on estate sale platforms.
  - **Social Media:** Utilizing social media to reach a broader audience, including detailed posts with photos of key items.
  - **Signs:** Physical signs will be placed in the neighborhood if the sale is in the home.

**4. Sale Execution**

- **Setup:** On sale day, items are laid out, and any last-minute staging or organization is completed.
- **Sale Days:** Typically, estate sales run for one to three days, depending on the size of the estate:
  - **First Day:** Full price or close to it.
  - **Subsequent Days:** Prices might be reduced progressively to move inventory.
- **Crowd Management:** Handling the flow of buyers, providing information, and ensuring security.
- **Transactions:** Managing sales, often with a point-of-sale system or cash/check handling.

**5. Finalization**

- **Financials:** Provide a detailed report of sales, costs, and net proceeds to the client after all sales have cleared. The check will be mailed no later than 15 days after the final sale.
- **Payment:** Transfer funds to the client after all expenses are accounted for.
- **Feedback:** Discuss the process with the client for any feedback or lessons learned for future reference.

**6. Follow-Up**

- **Thank You:** A thank- you note or call post-sale to maintain a good relationship.
- **Support:** Offer any further assistance like connecting with clean-out services or for future needs.

**Post-Sale Services - Fees to be determined as needed**

- Unsold Items: Decide on unsold items:
  - Donation: Items might be donated to charities.
  - Recycling: Some items might be recycled.
  - Consignment: Valuable items could be taken to consignment shops.
  - Client Retention: Some items might be kept or returned to the client if desired.
- Clean-Up: The estate is cleared out, possibly including a clean-out service for any remaining items or debris.

This process ensures that estate sales are conducted with respect and efficiency, aiming to achieve the best possible outcome for the client. Tina Camero's approach emphasizes compassion, understanding the emotional weight of items, and ensuring the estate's history and the client's wishes are honored throughout.