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 onsite to discuss the proposed estate sale, assess the items to be sold, and to understand the scope of the sale. Any special considerations or specific items that require careful handling are noted at this time.
- **Proposal:** Information from this consultation will be included in an Estate Sale Proposal. Once both parties agree on the proposal, a formal Estate Sale Contract is presented to detail the timeline and terms of the estate sale.

2. Contract & Schedule

- Once the Estate Sale Contract is signed, your Estate Sale can be scheduled on our calendar and work can begin.

3. Preparation

- **Sorting, Prep and Organizing:** The estate or items are sorted, cleaned (when necessary), 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, bringing in our shelving, tables and displays.
- Well-lit and staged photos will be taken
- **Research and Pricing:** With knowledge of the market pricing is set for each item to ensure competitive yet profitable pricing. Some special or valuable items may require a professional appraisal to determine their accurate market value. Tina may handle this or coordinate with her extensive network of relevant appraisers/experts. These fees are passed on to the client.
- **Secure Permits:** We will apply for and obtain locally required permits.
- **Marketing:**
  - Social Media: We'll use social media to reach a broader audience, including posts with photos of key items, and any additional information of note.
  - Signs: Physical signs will be placed in the neighborhood if the the local municipality allows.

4. Sale Execution

- On the sale day the house is ready for buyers with all items displayed attractively and prices clearly marked. Our team is in place ready to assist with an organized sale. In addition to the signs in the neighborhood, directional signs are displayed in the house to guide shoppers to the cashier, basement, garage, etc.
- **Sale Days:** Typically, estate sales run for one to three days, depending on the size of the estate.
  - First Day: Full price.
  - Subsequent Days: Prices are reduced progressively to move inventory.
- **Transactions:** Managing sales, often with a point-of-sale system or cash/check handling.

5. Finalization

- **Financials:** Provide a 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 sale is finalized.
- **Payment:** Transfer funds to the client once all expenses have been accounted for.
- **Feedback:** We appreciate feedback from our clients and are consistently seeking ways to improve this process.

Post-Sale Services - Fees to be determined as needed

- Unsold Items: Organizing, packing and scheduling donations for pick-up
- Clean-Up: The estate is cleared out, possibly including a clean-out service for any remaining items or debris.
- Junk and Trash Hauling

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.