



GRASONS
Estate Sales & Business Liquidations

Estate & Downsizing Sales 101

Grasons is a trusted nationwide leader in estate sales, downsizing, relocation, and business liquidation services. With over 30 years of expertise and more than \$5 million in assets sold, Grasons offers a full-service, stress-free process—from professional staging and pricing to strategic marketing and smooth sale execution. Whether you're moving, downsizing, or managing a loved one's estate, Grasons handles every detail with integrity and care to maximize your value and peace of mind.

What is an estate sale?

An estate sale is like a temporary retail store set up inside a home, designed to sell most or all of its contents. These sales are typically held when there's a need—or desire—to liquidate belongings quickly and efficiently.

Why Hold an Estate Sale?

- Generate income for the estate or inheritance
- Clear out the home's contents
- Reduce the cost of trash and haul-away services
- Give items a second life through repurposing, recycling, or reusing (today's shoppers call it "thrifting")



What is a downsizing sale?

A downsizing sale is similar to an estate sale in setup and purpose, but the homeowner is moving to their next stage of life or beginning a new phase in their life. It's perfect for those looking to simplify, scale down, or make a major move.

Reasons for a Downsizing Sale:

- Moving to a smaller home
- Transitioning to independent or assisted living
- Relocating to a new city, state, or country
- Life changes such as divorce



Estate Sale vs. Downsizing Sale – *What's the Difference?*

The most obvious difference? In an estate sale, the homeowner has passed away; in a downsizing sale, they are moving to their next adventure or starting a new chapter.

Other differences:

- In a downsizing sale, the owner often keeps a portion of their belongings, like furniture and clothing.
- The inventory may feature newer, more modern items.

What Sells at These Events?

Everything.

A common myth is that you need antiques or rare collectibles to have a successful sale.

The truth is, most sales feature everyday household items—and they sell!

Think: furniture, kitchenware, home décor, artwork, clothing, tools, electronics, and much more.

Keys to a Successful Sale

Almost anything can find a buyer at these events. The most successful sales typically offer a wide range of items, from budget-friendly finds (50¢) to valuable pieces (\$5,000 or more). This variety draws a larger crowd and ensures shoppers of all budgets can enjoy the hunt.

We know it's so much more than an estate sale... **it's a relationship.**

Grasons of Southwest Denver

Marc & Jelena Agins

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What to Expect: Sale Process and Costs

The Three Stages of an Estate/Downsizing Sale

1. Preparation
2. The Sale
3. Post Sale

Preparation (1–21 days, average 2–4 days)

Before the doors open, your provider will:

- Clean and organize the home
- Group and stage/display items attractively
- Assess and appraise valuables
- Price items strategically
- Prepare signage and mark/tape areas

The Sale (1–6 days, average 3 days)

- Open to the public for **4–8 hours per day**
- Managed and staffed by the provider
- Prices may be negotiated or discounted as the sale progresses

Post Sale

- Detailed accounting of items sold and revenue earned
- Referrals to trusted partners for any next steps
- Discussion of remaining items and best options for removal or donation

Fees & Costs

- Most providers work on a percentage split – in Denver, **60% to the client / 40% to the provider** is common
- Some may charge upfront fees, minimum guarantees, labor fees, or credit card processing fees
- Always request a full breakdown in writing



Insurance Matters

An estate or downsizing sale is considered a commercial retail event—most homeowners insurance policies **do not** cover it.

A professional provider should carry **at least \$1M in General Liability coverage** to protect you from liability for:

- Injuries during the event
- Damage to the home or property

What Happens to Unsold Items?

Every sale leaves some items behind. While it's tempting to hire the same company for both the sale and the clean-out, **avoid this arrangement**—it's a major conflict of interest.

Instead, work with:

- Charities
- Donation centers
- Specialty recyclers
- These options help keep usable items out of landfills.

Experience Counts

Not all providers bring the same level of skill, professionalism, or service to an estate or downsizing sale. **Grasons does.** We pride ourselves on delivering exceptional results, with the expertise, care, and attention to detail that give our clients peace of mind from start to finish.

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Why Hire a Professional Estate or Downsizing Sale Provider?

Yes, you could do it yourself—but here's why you shouldn't.

While it's possible to run an estate, downsizing, or garage sale on your own, a professional provider can save you time, reduce stress, and generate far more revenue.

Speed & Efficiency

A seasoned provider has the team, systems, and experience to prepare and run a sale in days instead of weeks—from staging and pricing to hosting and closing.

Built-In Audience

Professionals bring a loyal following of shoppers ready to buy. They also know exactly where and how to advertise your event for maximum exposure and attendance.

Objective Pricing & Expert Appraisal

Without emotional attachment, a professional can separate treasures from trash and set fair, profitable prices. Their expertise covers both everyday household goods and high-value antiques or collectibles.



Where Professional Service Meets Maximum Return

Customer Review

"We needed help running an estate sale for my mom's house. We are located out of state and needed someone who is trustworthy and good at what they do. Marc and Jelena met with and advised us on how they could help us. The process and the sale went off without a problem. Highly recommended!" - Daniel D.



Choosing a Compassionate Partner

Tools of the Trade

From folding tables, tablecloths, and jewelry displays, to pricing machines, point-of-sale systems, and credit card/e-payment capabilities, a professional arrives fully equipped to run an efficient, attractive sale.

Industry Connections

Need to sell niche or specialty items? Professionals have the right contacts to reach targeted buyers who will pay top dollar.

Perception Equals Profit

Garage and yard sales often attract bargain hunters expecting rock-bottom prices. The same items, sold in a professionally staged estate sale, are perceived as higher in value—and sell for more.

The Grasons Difference:

At Grasons, we bring all of this—and more—to every sale. With our expertise, network, and proven systems, we turn your items into maximum returns while giving you peace of mind every step of the way.

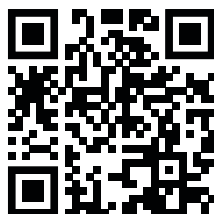
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Independently Owned and Operated



Questions to Ask Before Hiring an Estate or Downsizing Sale Company

Choosing the right partner matters—here's how to spot the pros from the amateurs.

General Experience & Expertise

- How long have they been running estate/downsizing sales in your area?
- How many sales have they completed?
- What qualifications do their staff have in assessing and pricing items?
- Do they have a certified appraiser on staff?
- What's their pricing strategy?

Fees & Commissions

- What is their commission rate?
- Are there any upfront fees or minimum guarantees?

Marketing & Promotion

- How will they promote your sale—and to how many potential buyers?
- What's the average attendance at their sales?
- What type of signage will they use to draw in shoppers?

At the Sale

- What payment types are accepted?
- Is there a minimum charge amount for credit card purchases?

Discounts & Pricing Control

- Do they offer discounts and have a strategy for them?
- How low will they negotiate—and will you have input?
- Can you set reserve prices on key items?

Loss Prevention

- How do they deter shoplifting?
- What's their policy if theft occurs?



Insurance & Liability

- What insurance do they carry, and can you see proof of coverage?
- Who's responsible if someone is injured or the home is damaged during the sale?

Keeping the Peace

- Will they coordinate with the HOA?
- How will they handle neighbors or potential disputes?

Post-Sale Process

- What reporting will you receive and when?
- How quickly will you get your proceeds?
- How will they handle unsold items?
- Do they offer clean-out or haul-away services?

Before You Sign...

Attend a few of their sales in person. You're not there to shop (though you might find something you love!)-you're there to observe:

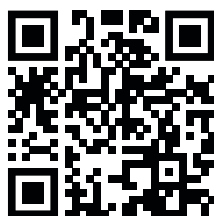
- Are there clear, professional signs leading to the home?
- Are you greeted and made to feel welcome?
- Do staff share details on the home, sale, or discounts?
- Is pricing clear and appropriate?
- Are items displayed attractively?
- Are staff easy to identify and actively assisting?
- Is the environment lively and inviting?
- Are there security measures in place, such as cameras?

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Grasons Tip:

While not every provider can check all these boxes, Grasons does—bringing professionalism, experience, and proven results to every sale we conduct.

