

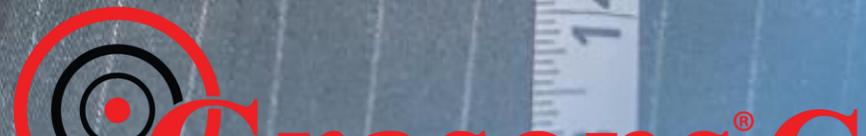
Commercial/Business Liquidation

Virtual Training with Q & A segment



Contract Signing

- 1. Use same contract adding amendment reference: Business/commercial liquidation sale to be performed in commercial building. All other terms and conditions apply**
- 2. Commission can be negotiated sometimes higher than residential sales**
- 3. Check with your insurance agent to assure you are covered to perform liquidation in a commercial setting, if not have added prior to sale and provide to Corporate office**
- 4. Ask owner the process he/she has already done to liquidate inventory if any. Prior sales, discounted inventory etc.**



Marketing

Extremely important that your client & you work together in marketing their business liquidation

- Ask the owner to provide you with their mailing/customer list. (if they will not provide ask them to send out flier from you advertising the sale)
- If owner has phone numbers of customers call the customers & invite them to come to the sale for the final liquidation of the business.
- Search locally on the internet for businesses similar to your client's business model. Contact & invite them to the sale.
- Speak to current business owners within the complex your seller is located and invite them to the sale/leave advertisement of sale with them. Ask if they would invite their clients to the sale.
- Advertise sale on Grasons, .net, .org, .com & constant contact also local newspaper of location of sale.
- Highlight "BUSINESS LIQUIDATION SALE" on advertisement
- Ask owner how long they have been in business & any background information of the store. Example: Family owned, generations, passion when opened, why closing etc.





Different types of businesses:

- Clothing stores
- Mechanics shops
- Staging/furniture accessory stores
- Hair salons
- Frame shops
- Food industry
- Specialty shops
- Pool/boating supply
- Yoga / gym studios
- Vitamin shops
- Offices
- Pet shops

- Shops we can not liquidate: Hazard materials & Dry Cleaners

Staging & Pricing



Each business will be different on the way you set up/stage and price: Below is an example of the most common you will receive.

Clothing Stores

Make signs “professional looking a must” for sections. Example: All long sleeve shirts/blouses \$20 All short sleeve shirts/blouses \$18 Make sure all clothes are hanging if possible. If folded you will need at least one employee constantly refolding and staging all during the sale. Retail stores **can not ever** look like a closet at an estate sale after the rummage.

Hair Salons:

All unopened product to be displayed face front with pricing easily readable to avoid a mess during the sale. One bottle in front with price for other bottles sold next, behind or underneath. Signage for each product if needed. The best way to sell salon chairs, sinks, cabinets is pre sale if possible. Review advertising slide for examples.

Offices

Having at least 2 weeks prior to advertise will be the key to your success. Advertise on Craigslist “office liquidation” Facebook groups and pers page. Local paper on line. Friends & Family, other business owners in the immediate area. Almost every business owner would love to upgrade especially at liquidation pricing. Pricing is based on the amount of desks, supplies etc. There are on line used commercial office liquidation retail sites you can verify pricing. Do not use the desk to put supplies. Tables you bring in to organize or shelving.

Specialty Knick Knack

All items will be random and similar to their already staged look in the store. Stage items together as lots, either by all the same item and sell as bulk or stage different items together to make a theme and sell the theme as a lot. Selling these items one at a time is usually not going to be successful and majority of these stores have already been holding many discount sales before they approached you. Use your best judgement on pricing as you would in any other sale.

Best Time to Sale

Business liquidation sales have a much different clientele at times than residential estate sales.



Best Days to Open

Retail shops best days for sales is Saturday & Sunday. Friday may be an excellent day if in a heavy traffic area. Office liquidation sales are best during the week and during work hours starting no earlier than 9 – 10 am. These are examples based on experience

Presales

Presale is encouraged on business liquidation sales. Many types of business will have all the same inventory to sell. Bulk purchasers will be prevalent.

Acquire Sales

How to advertise for business liquidation sales:

- Contact Commercial brokerage brokers/agents and pitch your services
- Bizbuysell.com Businessbroker.net Join the local association of Business brokers
- Set up a time to speak at a commercial brokerage firm
- Put together a presentation for your speaking engagements and advertising pieces to hand out to firms, brokers, agents and potential clients





Thank you for joining us!

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