

Estate Sale 101

7 STEPS EXECUTORS Need to Know



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ESTATE SALE 101: 7 STEPS EXECUTORS NEED TO KNOW

Running an estate sale sounds simple enough. But if you're the executor, you already know nothing about this process is ever as easy as it looks.

From organizing the contents of an entire household to setting prices, handling crowds, and dealing with what's left behind — the sale itself is just one part of a much bigger job.

This quick-read guide is built for one reason:

To show you what really goes into running a successful estate sale so you can decide if doing it yourself is the right move or if it's time to bring in a professional.

Inside, you'll find the 7 essential steps every executor needs to understand before they open the doors to the public.

By the end, you'll have a clear picture of the risks, the workload, and what it really takes to protect your time, your energy, and the value of the estate.



1

SET FIRM RULES FOR PICKUPS AND HEAVY LIFTING

large item what happens next. Can they return the next day. Do they bring their own help. Can they move it during sale hours.

If you do not have a clear policy in place, you will quickly find yourself overwhelmed. Worse, if someone is injured or damages the home during pick up the consequences fall on you.

Reality check

A gouged floor or dented wall can delay the home's listing. If a buyer gets hurt, you may be held personally liable. Professional estate sale companies use trained teams with insurance and equipment. DIY sellers typically do not.

2

PRICE FOR BARGAIN SHOPPERS NOT ONLINE LISTINGS

It is tempting to price items based on what you see on eBay. But online listings show what sellers hope to get not what buyers actually pay. Estate sale buyers are local in person and expect deals.

You will need to price hundreds of items by hand and have a strategy for markdowns as the sale progresses. Think in terms of what moves items not what feels fair based on what you originally paid.

Reality check

You will spend hours tagging 300 to 500 items. Guess too high and nothing sells. Guess too low and the estate loses significant value. Professionals rely on experience and local pricing data. DIY sellers often guess.





3 TURN THE HOME INTO A STORE AND SECURE IT

spend two to four weeks sorting cleaning, staging and labeling. They transform the house into a temporary retail environment designed to guide shoppers and drive sales.

You will need to do the same. Create clear walkways group items logically set up tables define entry and exit points and assign people to monitor high value zones.

Reality check

You may have 100 strangers walking through the home in a weekend. Without structure you risk confusion property damage and loss. A disorganized space invites chaos and lowers perceived value.

4 MARKET IT LIKE A REAL EVENT NOT A GARAGE SALE

Professional estate sale vendors begin marketing two to three weeks in advance to build anticipation and reach loyal buyers. They post detailed listings with photos to platforms like EstateSales.com and advertise across social media and classified sites.

Closer to the sale they reinforce visibility with reminders and directional signs. The aim is to raise awareness before the weekend.

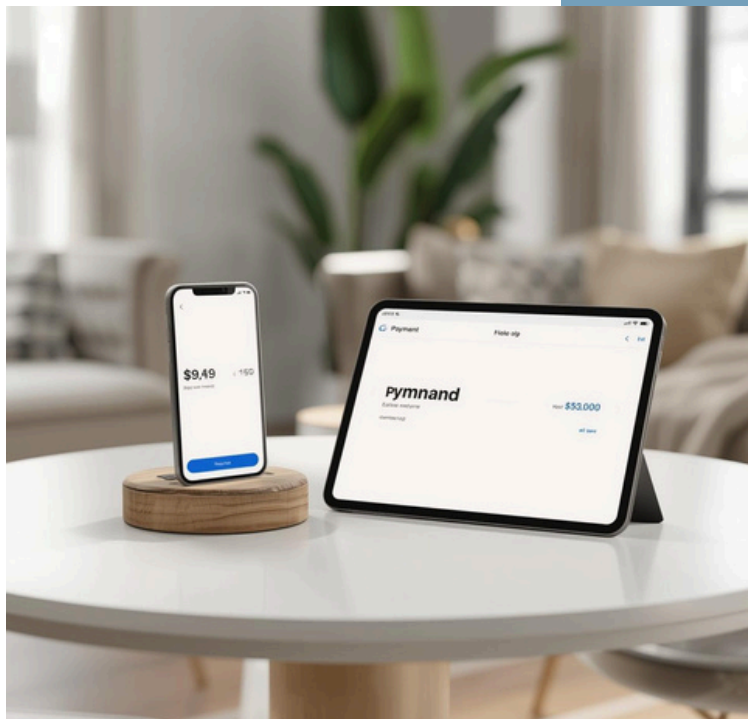
Reality check

No traffic means no sales. Without a marketing plan that starts early and builds momentum your pricing strategy does not matter. Most DIY sellers wait too long to get the word out



5

ACCEPT THE WAY BUYERS PAY



Buyers today expect options. That includes Venmo Zelle Apple Pay and credit cards. If you are not equipped to process digital payments, you will miss out on serious buyers especially those ready to spend more.

You will also need a way to track totals store receipts and reconcile final amounts for estate records.

Reality check

Many buyers no longer carry cash. If you lose even one high dollar sale due to payment limitations the cost of doing it yourself increases quickly.

6

CONTROL NEGOTIATION BEFORE IT CONTROLS YOU

Every estate sale has hagglers. The longer an item has been sitting the more aggressive the offers become. You need a discount plan in place such as full price Day One, 25% Day Two and 50% off Day Three and the discipline to stick to it.

You also need emotional stamina to say no when it matters and yes when it keeps things moving.

Reality check

You will be negotiating early in the morning with experienced shoppers. Without a structure you either give too much away or sell too little. Neither feels good.





7

PREPARE FOR THE WORK AFTER THE SALE ENDS

The sale does not end when the doors close. In fact, that is when the hardest part begins. Expect to be left with twenty five to forty percent of items unsold and those still need to be removed.

You will need to coordinate donation pickups, arrange junk removal and clean every room before the house can be listed or transferred. This final push is often the most exhausting.

Reality check

Most DIY sellers run out of energy before they reach the finish line. But if the home is not cleared completely and quickly it can delay closing or violating estate requirements.



STILL THINKING OF DOING IT YOURSELF

Most executors realize by Step Three they have taken on a high-risk full-time job. The physical labor, the emotional stress, the damage risk and the constant negotiation drain even the most organized families.

Let a professional handle the chaos

Professionals know how to price strategically, manage the crowds, secure the space and leave the home completely cleared while protecting the estate's value.



If your goal is to walk away with the highest return and the least amount of stress professional help is not a luxury it is the smartest move, you can make.



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LET'S CONNECT

We're here to answer your questions and guide you every step of the way.



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