

RARE FIND

ESTATE SALES

Selling Solutions Guide

Choosing the Right Estate Liquidation Strategy



TRADITIONAL
ESTATE SALES



ONLINE ESTATE &
CONTENTS
LIQUIDATIONS



HYBRID
SELLING
STRATEGIES

*Focus on what you want to keep,
and leave the rest to Rare Find Estate Sales.*



RARE FIND
ESTATE SALES



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SERVING NORTH TEXAS



RARE FIND ESTATE SALES

EVERY STORY DESERVES A Second Chapter.

MORE VALUE. LESS STRESS. BETTER OUTCOMES.

Life transitions can feel overwhelming. You have decisions to make, a home to clear, and countless details to manage. At Rare Find Estate Sales, we turn change into opportunity—helping you honor your loved one, clear the home with care, and maximize the value of what's inside.

OUR MISSION

To honor the home
by creating opportunity
and delivering exceptional
results for you.

Honoring
the past.
Maximizing
the value.
Creating a smooth
path forward.



DISCOVER THE VALUE BEFORE YOU DECIDE.

Before donating, discarding, or moving the contents of your home, allow Rare Find Estate Sales to professionally evaluate your estate.

Items that may seem ordinary to you could be exactly what someone else is searching for. An estate sale is the best opportunity to recover the value you deserve—before the remaining items are donated.



MORE VALUE IN YOUR POCKET

Estate sales consistently return significantly more than donating or taking items to resale shops.



EVERY ITEM HAS A HOME

We connect your belongings with buyers who truly appreciate and value them.



LESS STRESS, MORE TIME

We handle every detail from start to finish—so you can focus on what matters most.



HONOR THE HOME & ITS LEGACY

We treat every estate with the utmost care and respect, preserving memories while preparing for what's next.

WHY AN ESTATE SALE IS THE SMARTER CHOICE



MAXIMIZE FINANCIAL RETURN

Unlock the hidden value in your home and put more money back in your pocket before considering donations.



TARGETED MARKETING THAT DRIVES RESULTS

Our strategic marketing reaches serious, motivated buyers locally and online for maximum exposure and competition.



EXPERT PRICING, PROVEN STRATEGIES

We know the market. Our expertise ensures every item is priced appropriately to sell—without leaving money on the table.



A SEAMLESS, FULL-SERVICE EXPERIENCE

From sorting and staging to pricing, marketing, selling, and cleanup—we manage every step with professionalism and discretion.



GIVE BACK WITH PURPOSE

After the sale, we coordinate donations to trusted organizations, knowing your remaining items will continue to make a difference.



YOUR ESTATE TRANSITION MANAGEMENT TEAM

We are more than just an estate sale company—we are your partners in transition. With experience, integrity, and compassion, we guide you through every step with clear communication and expert care. Our goal is simple: maximize value, minimize stress, and provide results you can feel good about.

We manage the details so you can focus on what matters most.



LET'S CREATE VALUE TOGETHER

Schedule your complimentary consultation today. We'll evaluate your estate and show you the possibilities.



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RARE FIND
ESTATE SALES

HONORING THE HOME. MAXIMIZING THE VALUE. DELIVERING RESULTS.



Three Solutions. One Goal.

MAXIMIZE VALUE. MINIMIZE STRESS.

Every estate is unique. That's why we offer three proven selling strategies designed to meet your goals, timeline, and the specific needs of your estate.



CHOOSE THE APPROACH THAT'S RIGHT FOR YOU



TRADITIONAL ESTATE SALES

Our most popular solution. We expertly stage, price, and market your estate through a professionally managed in-person sale.

- ✓ Maximized exposure to local buyers
- ✓ Competitive bidding environment
- ✓ On-site professional support
- ✓ Proven strategy for top results



Ideal for clients seeking maximum exposure and strong in-person demand.



ONLINE ESTATE & CONTENTS LIQUIDATIONS

We photograph, list, and sell your estate online to a nationwide audience using trusted auction platforms.

- ✓ Access to a national buyer pool
- ✓ Convenient from start to finish
- ✓ Timed online auction format
- ✓ Shipped or local pickup options



Ideal for clients who prefer a convenient, remote selling solution.



HYBRID SELLING STRATEGIES

We combine the power of in-person and online selling to reach the widest audience and achieve optimal results.

- ✓ In-person sale for local demand
- ✓ Online auction for extended reach
- ✓ Strategic approach to maximize value
- ✓ Flexibility to fit your estate's needs



Ideal for clients who want the best of both worlds.

Different strategies. One commitment.
We are here to help you achieve the best possible outcome.



RARE FIND
ESTATE SALES



Compare Your Selling Solutions.

THREE SOLUTIONS. TAILORED TO YOU.

Every estate is unique. During your consultation, Rare Find Estate Sales will recommend the selling strategy that best aligns with your goals, timeline, and the type of property and contents being liquidated.

	 TRADITIONAL ESTATE SALES	 ONLINE ESTATE & CONTENTS LIQUIDATIONS	 HYBRID SELLING STRATEGIES
 OVERVIEW	Professionally managed multi-day estate sale conducted at your home and marketed to local buyers.	Professionally cataloged and marketed online through trusted auction platforms, reaching buyers across the country.	A customized strategy combining Traditional Estate Sales with Online Estate & Contents Liquidations to maximize overall returns.
 BEST FOR	Estates with strong local demand and time to host a sale.	Estates needing a fast, convenient solution or wide buyer reach.	Estates with a mix of high-value items and large volumes.
 AUDIENCE	Local buyers and neighborhoods.	National and global buyers.	Both local buyers and online bidders.
 TIMELINE	Typically 2–4 sale days after preparation is complete.	Typical auction length 7–14 days from start to finish.	Varies based on estate goals and inventory.
 SALE FORMAT	Shoppers browse and purchase items in person.	Items are listed, photographed, and sold through online bidding.	Select items sold in person; others online.
 MAXIMIZES VALUE	Yes—through local demand and competitive bidding.	Yes—through a larger competitive buyer pool.	Yes—strategic approach to achieve top results.
 CONVENIENCE	Our team manages setup, staffing, checkout, security, and customer service from start to finish.	We handle all photos, listings, shipping, and pickup coordination.	We manage both in-person and online processes.
 IDEAL GOAL	Maximize returns through a successful in-person sale.	Reach the widest audience quickly and efficiently.	Achieve the best of both worlds for maximum results.



Our Commitment to You

No matter which selling solution is selected, Rare Find Estate Sales is committed to maximizing value while treating your home, your belongings, and your family with professionalism, respect, and complete transparency. Our recommendation is always based on the strategy we believe will produce the strongest overall results for your estate.

“Focus on what you want to keep, and leave the rest to Rare Find Estate Sales.”



ESTATE TRANSITION EXPERTISE
Years of experience serving families across North Texas.



INTEGRITY
Honest communication and transparent processes.



COMPASSION
We handle every estate with respect, care, and discretion.



RESULTS
Proven strategies designed to achieve the best outcomes.



Traditional Estate Sales

A PROVEN APPROACH. PERSONAL RESULTS.

Traditional Estate Sales remain one of the most effective ways to maximize the value of an estate. Our team professionally stages, researches, prices, markets, and manages every aspect of the sale—creating an organized shopping experience that attracts motivated buyers while helping families achieve the strongest possible return.

KEY BENEFITS



MAXIMIZED LOCAL EXPOSURE

Attract motivated local buyers and neighbors through effective marketing and signage.



COMPETITIVE ENVIRONMENT

In-person shopping creates excitement and encourages strong offers.



IMMEDIATE SALES

Buyers take items home the same day, reducing handling and shipping.



PROVEN STRATEGY

Ideal for estates with strong local demand and time to host a multi-day sale.



HOW IT WORKS

1

CONSULTATION & PLANNING

We discuss your goals, timeline, and scope of the sale.

2

STAGING & PRICING

Our team organizes, stages, and prices everything for maximum appeal and value.

3

MARKETING & PROMOTION

We promote your sale through multiple channels including email subscribers, online listings, social media, and local signage.

4

THE SALE

Buyers shop and purchase during the scheduled sale days. We manage everything on-site.

5

SETTLEMENT & CLEANUP

Following the completion of the sale, we coordinate the agreed-upon clean-out, donation services, and final reconciliation. Your Final Settlement is typically issued within two (2) weeks after the estate has been completely cleared and the project finalized.

IDEAL FOR ESTATES WITH:



Strong local demand and neighborhood interest



Time available to plan and host a multi-day sale



Larger homes with well-curated or unique items



Clients who prefer in-person shopping experiences



Goal to achieve maximum return through local sales



Parking is available



Properties with good public accessibility



Neighborhoods where signage is permitted

“From consultation through final settlement, we manage every detail—allowing you to focus on your family while we focus on maximizing your results.”



TRADITIONAL & PHYSICAL ESTATE SALES

COMMISSION STRUCTURE & GUIDELINES

Our Traditional Estate Sales are conducted in person at your home over multiple days, allowing local buyers to shop and discover treasures in a professionally managed and well-organized environment.

Clear terms.
Better results.
Complete
peace of mind.



OUR COMMITMENT

We are committed to providing exceptional service, transparent communication, and the highest level of integrity while maximizing your return.

COMMISSION STRUCTURE – TRADITIONAL & PHYSICAL ESTATE SALES

ESTATE SALE CONDITIONS	CLIENT RECEIVES	RARE FIND RECEIVES
 Within 30 minutes of Plano • Signage permitted • No HOA restrictions	50%	50%
 Within 30 minutes of Plano • HOA or signage restrictions	45%	55%
 More than 30 minutes from Plano • Signage permitted	45%	55%
 More than 30 minutes from Plano • HOA restrictions and/or signage prohibited	40%	60%

TRADITIONAL ESTATE SALE PRICING PHILOSOPHY

The commission schedule above represents our standard commission baselines. Every estate presents different opportunities and challenges. Because of this, all Traditional Estate Sale commissions are variable and may be adjusted based on the scope and complexity of the project.

FACTORS THAT MAY INFLUENCE THE FINAL COMMISSION



PROPERTY & LOCATION

- Distance from Plano, Texas • Travel time and transportation
- Parking availability • Ease of loading furniture and large merchandise



MARKETING CONSIDERATIONS

- HOA restrictions • Municipal signage restrictions • Gated communities
- Limited public visibility • Reduced marketing opportunities



ACCESSIBILITY

- Multiple stories • Staircases • Basements and attics • Long driveways
- Difficult access points • Limited parking • Elevator requirements



PROPERTY CONDITION

- Hoarding situations • Excessive clutter • Unsanitary conditions
- Smoke, pet, or mildew odors • Safety hazards • Deferred maintenance
- Environmental concerns



OCCUPANCY

- Client remaining in the residence • Family members occupying portions of the property • Restricted access • Limited working hours



ESTATE COMPLEXITY

- Volume of contents • Specialty collections • High-value assets
- Extensive research requirements • Additional staffing
- Longer preparation periods



ESTATE SALE ENHANCEMENT PROGRAM

In certain situations, Rare Find Estate Sales may recommend enhancing a Traditional Estate Sale by incorporating carefully selected consigned merchandise. This strategy may increase buyer interest, encourage larger purchases, and create a stronger shopping experience.

When Rare Find Estate Sales supplies additional inventory to enhance the sale, an additional **5% commission** may apply to compensate for sourcing, transportation, merchandising, inventory management, and operational coordination.

This recommendation is always discussed with the client before implementation.



FINAL SETTLEMENT – TRADITIONAL ESTATE SALES

Following the completion of the estate sale, Rare Find Estate Sales will complete any agreed-upon donation coordination, clean-out services, and final reconciliation.

Your Final Settlement will typically be issued within two (2) weeks after the estate has been completely cleared and the project has been finalized.



SETTLEMENT REPORTING

To maintain efficient checkout lines during busy estate sales:

- Furniture and large merchandise are individually recorded
- Individual items selling for \$50 or more are generally itemized
- Merchandise selling for less than \$50 may be grouped together as general merchandise sales

This allows our checkout process to remain efficient while maintaining accurate accounting of total estate proceeds.



*“We handle every detail so you don’t have to—
allowing you to focus on what matters most.”*





Online Estate & Contents Liquidations

REACH MORE BUYERS. MAXIMIZE RESULTS.

We list, market, and sell your items online through trusted auction platforms, connecting your estate with a nationwide (and even global) audience. It's a fast, convenient, and effective way to liquidate an estate from start to finish.

KEY BENEFITS



NATIONAL & GLOBAL REACH

We connect your items with thousands of active buyers beyond your local market.



CONVENIENCE

No need to host an in-person sale. We handle every detail online.



MAXIMIZED VALUE

Competitive bidding drives the best possible prices for your items.



TIMED & EFFICIENT

Auctions run on a set schedule, so you know when results are final.



FULL-SERVICE MANAGEMENT

We photograph, list, ship or coordinate pickup, and manage it all for you.

ONLINE LIQUIDATION PROCESS

1

CONSULTATION & REVIEW

We review your estate, discuss goals, and determine the best online strategy.

2

PHOTOGRAPHY & LISTING

We professionally photograph and carefully list your items with detailed descriptions.

3

MARKETING & PROMOTION

Your auction is promoted to our buyer network and across multiple online platforms.

4

THE AUCTION

Bidders compete online. We manage all questions, bids, and communication.

5

BUYER PAYMENT PROCESSING

Winning bidders are invoiced and pay securely through the auction platform.

6

BUYER PICKUP & SHIPPING COORDINATION

We coordinate shipping or local pickup, ensuring items reach buyers safely.

7

FINAL SETTLEMENT

We provide a detailed settlement report and disburse proceeds according to the agreed terms.

IDEAL FOR ESTATES THAT:



Need a fast and convenient solution



Are out of town or managing from a distance



Have unique, collectible, or high-value items



Want access to a larger buyer pool for maximum results



Prefer not to host an in-person sale



HOA-restricted communities



Condominiums, Townhomes, etc.



Clients who wish to remain in the estate



Storage Units



Overfilled garages, workshops, sheds, etc.



Downsizing, Decluttering or Partial Liquidation projects



Properties with good public accessibility and neighborhoods where signage is permitted



We bring the estate sale to the online marketplace—so you get the best results, without the hassle of hosting an in-person sale.

Every Online Estate & Contents Liquidation utilizes a transparent sliding commission structure based upon the final selling price of each lot. The following page explains how commissions are calculated.

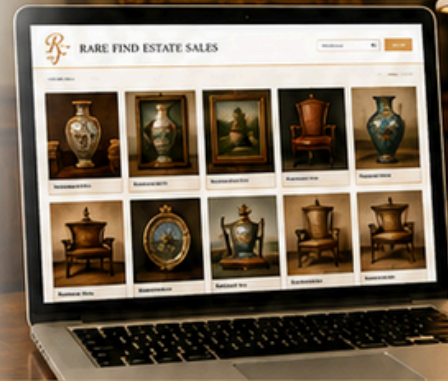
FOCUS ON WHAT YOU WANT TO KEEP,
AND LEAVE THE REST TO RARE FIND ESTATE SALES.



ONLINE ESTATE & CONTENTS LIQUIDATIONS

COMMISSION STRUCTURE & GUIDELINES

Our Online Estate & Contents Liquidations connect your estate with a nationwide (and even global) audience through trusted auction platforms, delivering maximum exposure and top results—from start to finish.



NATIONWIDE EXPOSURE. MAXIMUM VALUE.

We leverage leading auction platforms and powerful marketing to attract competitive bidders and achieve the highest possible return.

COMMISSION STRUCTURE – ONLINE ESTATE & CONTENTS LIQUIDATIONS

FINAL LOT SOLD (PRICE RANGE)	CLIENT RECEIVES	RARE FIND ESTATE SALES RECEIVES
 \$1 – \$50	50%	50%
 \$51 – \$500	60%	40%
 \$501 – \$1,000	70%	30%
 \$1,001 AND ABOVE	80%	20%



CUSTOMIZED COMMISSION AGREEMENTS

Luxury watches, fine jewelry, rare coins, fine art, vehicles, investment grade collectibles, and other specialty assets may qualify for a customized commission agreement.



BUYER PAID PREMIUM

- Buyer paid premium is a standard practice and is paid by the successful bidder in addition to the winning bid.
- The seller's commission is still calculated from the final selling price.



ONLINE LIQUIDATIONS INCLUDE A STANDARD BUYER PAID PREMIUM

As stated, online liquidations include a standard buyer paid premium, which is paid entirely by the successful bidder and does not reduce the seller's proceeds.



SELLING STRATEGY MATTERS

- Some items achieve stronger results during a traditional estate sale, while others perform significantly better in an online liquidation where they are exposed to competitive bidding.
- During your consultation, Rare Find Estate Sales will recommend the selling strategy we believe will maximize the value of your estate.
- No items will be published online or assigned to a selling method without the client's review and approval.



FINAL SETTLEMENT – ONLINE ESTATE & CONTENTS LIQUIDATIONS

Following the conclusion of the auction, Rare Find Estate Sales will coordinate buyer pickups, payment reconciliation, and any agreed-upon clean out services or deliveries that need to be made.

Your Final Settlement will typically be issued within two (2) weeks after the buyer pickups have concluded, and the estate has been completely cleared, and the project has been finalized.

Because every lot is cataloged before the auction is published, items are inventoried and tracked from cataloging through final sale.

Clients will receive a detailed spreadsheet showing the final selling price of every lot sold.

This provides complete transparency throughout the online liquidation process.



THE HYBRID ESTATE SALE PLAN

A COMBINATION OF TRADITIONAL & ONLINE STRATEGIES

In some cases, the greatest results come from using both the Traditional Estate Sale and Online Estate Sale methods together. Our Hybrid Estate Sale Plan allows us to strategically place each category of items in the environment where it will **perform best** and achieve the **highest value**.



TRADITIONAL
ESTATE SALE



ONLINE
ESTATE SALE



MAXIMUM
VALUE

Two powerful methods. One strategic plan. Your best outcome.

HYBRID COMMISSION STRUCTURE

Commission is based on the final selling price of each lot and is determined by the method of sale.

TRADITIONAL (PHYSICAL SALE) ITEMS

Applies to all items sold during the in-person estate sale.

ESTATE SALE CONDITIONS	CLIENT RECEIVES	RARE FIND RECEIVES
Within 30 minutes of Plano • Signage permitted • No HOA restrictions	50%	50%
Within 30 minutes of Plano • HOA or signage restrictions	45%	55%
More than 30 minutes from Plano • Signage permitted	45%	55%
More than 30 minutes from Plano • HOA restrictions and/or signage prohibited	40%	60%

ONLINE (LIQUIDATION) ITEMS

Applies to all lots sold through the online auction.

FINAL LOT SOLD (PRICE RANGE)	CLIENT RECEIVES	RARE FIND RECEIVES
\$1 – \$50	50%	50%
\$51 – \$500	60%	40%
\$501 – \$1,000	70%	30%
\$1,001 AND ABOVE	80%	20%



ONE ESTATE. A CUSTOMIZED STRATEGY.

Every estate is unique. Some items shine in a traditional sale environment, while others attract national (or global) buyers through online bidding. Our Hybrid Plan ensures each item is placed where it will create the **greatest opportunity and return**.

WHEN WE RECOMMEND A HYBRID PLAN

- ✓ When both traditional and online options are available
- ✓ Large estates with a mix of everyday items and specialty or high-value assets
- ✓ When maximizing total value is the primary goal
- ✓ When certain items benefit from local, in-person shopping while others need national exposure
- ✓ When clients want the strongest overall outcome with the best possible technique

EXAMPLES OF HOW WE USE BOTH METHODS



TRADITIONAL ESTATE SALE

Furniture, décor, kitchenware, linens, books, household items, clothing, seasonal décor, and other high-traffic categories.



ONLINE LIQUIDATION

Jewelry, watches, fine art, coins, collectibles, vehicles, tools, vintage items, specialty antiques, and investment-grade assets.

OUR PROCESS

- 1 We evaluate your estate and discuss all available options.
- 2 We recommend the best selling strategy (or hybrid plan) to maximize value.
- 3 You review and approve the plan and items to be sold by each method.
- 4 We prepare, market, and execute the plan with precision and care.
- 5 You receive transparent reporting and your final settlement.



TRANSPARENCY IS OUR PROMISE

No items will be published online or placed in any selling method until you have reviewed and approved the strategy and the plan. You are always in control — and always informed.



STRATEGY
APPROVAL
FIRST



ITEMS REVIEWED
BEFORE BEING
PUBLISHED



OPEN
COMMUNICATION
ALWAYS



FULL
TRANSPARENCY
EVERY STEP



SPECIALTY ASSETS MAY QUALIFY FOR A CUSTOMIZED COMMISSION AGREEMENT

Luxury watches, fine jewelry, rare coins, fine art, vehicles, investment grade collectibles, and other specialty assets may qualify for a customized commission structure based on the scope and complexity of the sale.



FOCUS ON WHAT YOU WANT TO KEEP,
AND LEAVE THE REST TO RARE FIND ESTATE SALES.





What's Included

FULL-SERVICE. END-TO-END.
SO YOU DON'T HAVE TO.

No matter which selling solution you choose, you can count on our expert team to handle every detail with care, professionalism, and discretion.



OUR FULL-SERVICE APPROACH INCLUDES:



CONSULTATION & PLANNING

We listen to your goals, evaluate your estate, and create a customized plan that fits your needs and timeline.



STAGING & PREPARATION

We organize, clean, stage, and price items to highlight their value and create an inviting shopping experience.



PHOTOGRAPHY & LISTING

Professional photos and detailed listings showcase your items in the best light—online and in person.



MARKETING & PROMOTION

We promote your sale through email, social media, online platforms, and local networks to attract more buyers.



SALE MANAGEMENT

We manage every aspect of the sale, including customer service, sales, security, and on-site operations.



PAYMENT PROCESSING & REPORTING

We handle all payments securely, provide detailed sales reports, and ensure accurate reconciliation.



PACKING & SORTING

We carefully pack items, separate donations, and prepare everything for a smooth transition to the next step.



COORDINATION & LOGISTICS

We coordinate pickups, deliveries, and shipping to ensure items reach their new homes safely and efficiently.



CLEANUP & PROPERTY CARE

We leave the home clean, tidy, and ready for its next chapter, respecting your space as if it were our own.



PEACE OF MIND

From start to finish, we handle the details so you can focus on what matters most during a transition.



OUR PROMISE TO YOU

We treat every estate with the care, respect, and attention it deserves. Our commitment is to provide honest communication, exceptional service, and results you can trust.



YOU CAN EXPECT:

- ✓ Clear communication every step of the way
- ✓ Honest pricing and fair offers
- ✓ Professional, respectful, and trustworthy service
- ✓ A smooth, organized, and stress-free experience
- ✓ Results that honor your estate and your family



We're here to help, guide, and support you. Every step of the way.



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FOCUS ON WHAT YOU WANT TO KEEP,
AND LEAVE THE REST TO RARE FIND ESTATE SALES.





RARE FIND ESTATE SALES

The Rare Find Difference

EXPERIENCE. INTEGRITY. RESULTS.

At Rare Find Estate Sales, we don't just sell items—we protect your time, honor your legacy, and deliver exceptional results. Every detail matters, and every client matters.



— WHY CLIENTS CHOOSE RARE FIND —



EXPERIENCED & PROFESSIONAL
Our team brings years of experience, market knowledge, and a passion for what we do.



HONEST & TRANSPARENT
Clear communication, fair pricing, and no hidden fees—ever.



PERSONALIZED SERVICE
Every estate is unique. We tailor our approach to fit your goals, timeline, and priorities.



PROVEN RESULTS
Our strategic pricing, staging, and marketing consistently maximize returns.



TRUST & CONFIDENTIALITY
We treat your home, your items, and your family with the utmost care and respect.



**SERVING DFW FAMILIES.
CONNECTING WITH BUYERS
NATIONWIDE.**

Local expertise. National exposure.
Maximum results.



100+
ESTATE SALES
SUCCESSFULLY
MANAGED



85%+
AVERAGE
SELL-THROUGH
RATE



**MAXIMUM
RETURNS**
THROUGH STRATEGIC
PRICING & MARKETING



100%
COMMITMENT
TO OUR
CLIENTS



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READY TO GET STARTED?

Let's create a personalized plan that works for you. Schedule your complimentary consultation and discover which selling strategy will maximize your estate.

FOCUS ON WHAT YOU WANT TO KEEP,
AND LEAVE THE REST TO RARE FIND ESTATE SALES.



rare find

ESTATE SALES
SELLING SOLUTIONS

THOUGHTFUL SALES. MEANINGFUL RESULTS.

RAREFINDESTATESALES.COM