

| ESTATE LIQUIDATOR - COMPANY COMPARISON CHECKLIST | | | |
|--|--------------|--------------|-------------------------|
| | company name | company name | ESTATE SALES EVER AFTER |
| Offers Full & All Inclusive Services for a flat commission. Client pays zero additional or upfront costs | | | YES |
| Client needs and priorities are identified to ensure they are met and the sale is conducted to maximize value and to relive the stress and burden from the Client and family | | | YES |
| Specializes in conducting On-Site Estate Sales (minimum of 3 years) | | | YES |
| Offers & Provides References with Contact information from Past Clients | | | YES |
| Owns a Store, Gallery, Thrift Shop, Antique Booth, etc. (potential conflict of interest) | | | NO |
| Personally conducts every aspect of the Preparation & Set Up of the Sale | | | YES |
| Schedules Sale Dates to avoid other sale competition and maximize buyer turnout (NO sales conducted Thurs, Fri, Sat) | | | YES |
| Personally Present during the entire course of the Sale | | | YES |
| Maintains Up to Date - User Friendly Web Site | | | YES |
| Offers Client Only Web Site for communicating sale & donation photos and relevant documents | | | YES |

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| Advertises across a variety of platforms including Social Media & Item Specific Targeted Ads | | | YES |
| Posts & Updates Numerous High Quality Photos in advertising | | | YES |
| Posts Video Tour of Sale in Advertising | | | YES |
| Maintains a Mailing List for Customers & utilizes Email Marketing Campaigns | | | YES |
| Offers Pre-Sale Appointments for Furniture & Large Ticket Items | | | YES |
| Withholds the Property Address until the day of the sale from advertising to minimize risk to property & contents | | | YES |
| Charges Additional Fees for advertising, set-up, staffing and/or removal of unsold items | | | NO |
| Provides Tables & Other Professional Staging Fixtures | | | YES |
| Pricing every item using professional tags & stickers (not tape) | | | YES |
| Cleans and Organizes the home & contents to create a pleasant shopping environment | | | YES |

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| Provides a Comprehensive Contract that does NOT transfer the ownership of the contents to the Liquidator | | | YES |
| Supervises Donation of unsold items & Leaves Home Broom Clean for no additional fee & provides family with donation receipt | | | YES |
| Provides Family Resources to ensure an emotionally healthy experience | | | YES |
| Offers family review of set up & allows family to be on-site if they desire | | | YES |
| Over prices items and discounts items to 50% on second day of sale | | | NO |
| Has Complaints filed with the BBB & other negative online reviews | | | NO |
| Researches all items to ensure correct pricing and address market trends | | | YES |
| Isolates any personal, financial, historical or familial related items for the family to review & retain | | | YES |
| Allows friends and staff to purchase items before the sale | | | NO |
| Conducts sale with respect and dignity for the contents that represent one's life | | | YES |

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| Provides daily summary to the family during the sale and final distribution of funds the last day of the sale | | | YES |
| Works in conjunction with Realtor to ensure a successful sale/closing | | | YES |
| Offers customizable services to meet the needs and priorities of the Clients and family | | | YES |
| Available to communicate by phone, text and email | | | YES |
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