

Yard Sale	Estate Sale
Is about getting rid of unwanted, no longer used items, thinning out the house.	Is a fast, powerful way to clean out an entire home, which requires great planning, training and organization.
Mostly common household items, lower quality items; old toys, clothing, etc.	Everything from antiques, vintage, collectibles, silver, collections, furniture, vehicles, china, decorative, bric-a-brac, tools, etc.
Small scale endeavor, no prestige.	Large scale endeavor; collectors and treasure hunters wait in line to gain access into the home.
Setting up is simple, no specific organization required.	Set up is complicated and must be organized by a professional who knows merchandising, how to ease the flow of foot traffic, minimize hazards, maximize the most valuable items and sale proceeds, keeping security and safety in mind at all times.
Pricing is usually low dollar. Many items are bargain basement prices. Typically does not include higher end/higher dollar items.	Pricing varies from low end to high end. Typically not bargain prices and negotiation generally does not occur immediately, and is at liquidator's discretion.
Little skill or knowledge needed.	Liquidators are savvy and knowledgeable in how to price and conduct a sale. They know what sells and at what prices according to their region.
Conducted by homeowner, need one or two people to conduct.	Conducted by a professional estate liquidator with experience and knowledge that takes years to acquire. It takes a staff, or team of people under the liquidator to successfully conduct an estate sale.
Random sale attendees, fewer in quantity, not willing to spend as much.	Targeted buyers. Most attendees are active buyers and collectors, coming in droves to attend. Liquidators bring in a larger audience; professionals, collectors, etc., that may be looking for quality, higher end items.
Condition of item may not be good. Most items are well-used. Very used, and not necessarily desirable to buyers. They may be outdated or damaged.	Condition is important, and a determining factor in values and pricing. Most estate sales will have a variety of fine items, good condition items and some average items. Anything less is donated, discarded, or sold in box lots. Liquidators try to choose estates that have a variety of items that are in good condition and desirable to buyers.
Normally 1/2 day event only.	An estate sale can be a 1, 2 or 3 day event. In some cases, it can be more than one weekend.
Dependent on weather.	Not as dependent on weather as the majority of items are inside the estate.
Payment is strictly cash.	Payment forms can be cash, check, credit card depending on the liquidator.
Advertised by a couple of directional signs, small ad in local paper.	The liquidator has private buyers' lists with established clientele and will professionally advertise

	on estate sales sites. They attract attendees to maximize the sale.
Savvy know-how not needed, but one runs the risk of mistakenly selling a treasure due to lack of knowledge. Often people search the internet <i>incorrectly</i> for pricing and do not understand what things actually sell for in today's market.	Liquidators are savvy and knowledgeable in how to price. They are proficient at research and have colleagues to assist them if need be. They know what sells, what doesn't sell, and how to set prices that are fair to the sellers as well as the buyers.
Usually unwanted items piled in garage, many of which can be easily disposed of at local Good Will or charity of choice. Some will not be sellable due to outdated technology, styles, etc.	Estate items are not necessarily unwanted and it is not about thinning out a home. The personal property has to be sold for many reasons; death, debt, divorce, downsizing, moving residences, helping long distance heirs through the process, etc.
Car traffic, crowd control and security not a concern.	Plans are made ahead of time for crowd control, parking issues, and security, if the estate warrants it.

©2014 The American Society of Estate Liquidators®

All content is the exclusive property of American Society of Estate Liquidators® and protected by U.S. copyright laws. The reproduction, modification, distribution, transmission, republication, display, or performance, of the content and software accessed is strictly prohibited. Written permission is required to re-blog.