



ON-SITE ESTATE SALE POLICIES & PROCEDURES

We look forward to assisting you with your estate. We will do a **50/50 Split** with the following preparations:

It will be a 2-Day Sale. We suggest the following dates:

- **PREP DAY:**
- **SALE DAYS:**
- **THE CLEARING OF THE HOME IS AN ADDITIONAL CHARGE RANGING FROM ROUGHLY \$750 TO \$4500.** The fee will be determined based on our estimate of the labor and other costs required to clear the home to the specifications you require. This may include packing and moving labor, trash fees (on-site dumpsters, OW dumpster usage, landfill usage), hazard pay, truck rentals, travel, etc. Items cleared from the home will either be disposed of, donated, or taken to our consignment stores if in sellable condition and you have agreed to our consignment policies. Please keep in mind that clearing a home can be a labor intensive and costly endeavor that may not generate significant additional sales, as the items being cleared are leftovers from the original sale and not the highest demand items. We are willing and able to clear your home, but **you are under no obligation to utilize our clearing services as part of your sale.**

Prep and set up prior to the sale

- This includes merchandising, organizing, and pricing items, with an appraiser reviewing pricing if needed.
- **There will be a \$350 set-up fee to cover our standard labor and admin costs.** If additional setup outside the normal scope of a sale is required, such as movers to move furniture to or from the sale or out of town travel for workers, we may assess a higher fee that will be discussed and agreed upon in advance.

Advertising

- We will place an **online ad** on EstateSales.net and promote it regionally with video and pictures.
- We will send an **email** out to our 10,000+ person database advertising the sale.
- We will do a **Facebook Live video** (18,000 followers) that will be recorded and posted on our Facebook page and EstateSales.net before the sale and will remain until the end of the sale. *Please feel free to share!*
- We will **post pictures** on our social media accounts.
- We will **post flyers** at our store locations and hand out to each customer as they come in or check out.
- We will **place signs** strategically in the neighborhood of the sale, if allowed.

BEFORE THE SALE

We will be on location **WEDNESDAY** prior to the sale to set up. We will do a walkthrough with you to determine any special pricing. We will also require you to advise us on flexibility in pricing—i.e., do you want us to move items quickly, or are we to hold firm on all pricing? In addition, **any items that are not for sale must be clearly indicated and marked or moved prior to the sale.** In order to avoid confusion, **you must make final decisions on items you and your family are keeping prior to the Facebook Live walkthrough and promo photographs.** These are the main promotional drivers for your sale, and customers who come for a specific item to only discover it is not available often leave without making other purchases. **Our Director of Estate Sales, Veronica Cross, will be your main point of contact.** You can reach her at 504-453-4007. She will work with you and our team to review all pricing prior to the sale:

THE OW HOME
2850 Magazine St.
New Orleans, LA 70115
(504) 460-9336

ELMWOOD
5727 Jefferson Hwy.
Elmwood, LA 70123
(504) 481-7006

FRENCH QUARTER
624 Dumaine St.
New Orleans, LA 70116
(504) 422-0704

MANDEVILLE
1675 US Hwy 190, Ste. 1675
Mandeville, LA 70448
(985) 232-1998

PERDIDO
13440 Perdido Key Dr.
Pensacola, FL 32507
(850) 208-1245

Veronica is a visual artist and published writer with a background in antiques, vintage décor, and art. Raised both in the Northeast and New Orleans, Veronica comes from a family of artists, artisans, and antiques dealers, which has informed her fascination with material culture and her ability to identify objects. While living in the Northeast, Veronica dealt in antiques and vintage in venues such as the Brimfield Antique Show (MA), The Garage at 26th St (NYC), maintained her own shop, NY & Maine Antiques in Skowhegan (ME), and worked at two antiques-focused auction houses in Maine. She has worked with The Occasional Wife since 2018 in estate sale services and art and antiques-related projects for clients. These varied experiences have strengthened her abilities to adapt to client and location needs, identify and value a diverse selection of items, and to build long term relationships with a broad range of customers.

Her experience as an arts programming director, arts and writing consultant, exhibiting artist in over 60 shows, and independent curator has developed her organizational eye, comprehensive communication skills, and capacity to successfully direct projects within specific timelines. She is active in the New Orleans arts community in producer, organizer, writer, and editor roles. Veronica holds a BA in Art and Entrepreneurial Studies with a Minor in Art History from The University of Southern Maine (ME) and an MFA in Visual Art from Vermont College of Fine Arts (VT).

SALE DAY

We will arrive at 7:30 am. The sale will begin at 8:00 am. We have a designated checkout area where The Occasional Wife is seated with a cash box and iPad, which has our Square Cash Register app on it. We will ring up every sale via Square. The Worker Bees will walk around the sale, watching all items as well as answering customer questions, pushing sales, and negotiating on pricing if we are able to do so. We prefer to checkout in all areas of the sale to keep the line shorter. We use the Square Cash Register on our phones as well, which all gets added into your grand total. **We do not track individual items during the sale due to the speed and volume of transactions, so there WILL NOT be an itemized inventory of what sold.** The post-sale report spreadsheet will be exported directly from Square and will include a line and price for each transaction, but **not a description of the items sold.**

Please note we accept Cash, Credit Cards, and Checks, which are made payable to The Occasional Wife. **Please note that we cannot in any way guarantee you a certain sales total nor can we guarantee attendance.** Our procedure is to hold all cash, checks, and credit cards for 5 days after the sale to ensure that all checks clear, and there are no chargebacks on credit cards.

AFTER THE SALE

We will email **post-sale reports** to you by the **Wednesday after the sale.** **Post-sale reports will show pricing details for each transaction but WILL NOT include a description or itemization of what sold.** We will issue the **check** for your 50% portion of the total sales **minus credit card fees, setup fee, and clearout fee (if applicable) 10 business days after your sale ends.** Upon completion of the sale, we are happy to take all remaining sellable items to our stores, where they will be sold for you at a 55/45 split, with 55% going to The Occasional Wife. The property can be completely cleared after the sale for a fee as described above. There may be additional fees for chemical disposal, dumpster rental, and other specialty services. Please note we are not responsible for damages to the property during set up, sale days, delivery pick-ups, or clear outs.

I have read the above procedures and I accept them as written.

Contact Name: _____ Signature: _____ Date: _____

Sale Address: _____

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