

**WE ARE STANDING BY TO ASSIST YOU RIGHT NOW. MAKE THAT PHONE CALL AND TAKE THE STRESS OUT OF YOUR DAY. LIBERATE YOURSELF! WHAT ARE YOU WAITING FOR?**

**IN ILLINOIS CALL  
618.233.1000**

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314.690.1978**

***WE'RE PLATINUM AUCTIONS!  
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**LET OUR TEAM OF PROFESSIONALS DEVELOP A CAMPAIGN STRATEGY TO MARKET YOUR ASSETS TO OUR DATABASE OF BUYERS.**



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# A GUIDE TO DOWNSIZING

*"I AM OVERWHELMED WITH ALL THIS STUFF. WHAT CAN I DO? WHO CAN HELP ME? I DON'T EVEN KNOW WHERE TO BEGIN."* WE HEAR THIS EVERYDAY. WE'VE BEEN IN THIS POSITION OURSELVES! IT'S TIME TO LET THE PROFESSIONALS TAKE THE WORRY OUT OF WHAT TO DO AND HOW TO DO IT. WE'VE BEEN DOING THIS FOR OVER 10 YEARS.

LET US HELP YOU WITH THE UNDESIRABLE DECISION OF WHAT TO KEEP AND WHAT TO SELL.



## BENEFITS OF DOWNSIZING

- RELIEF FROM THE CONTINUING BURDEN OF CARING FOR THEM
- BENEFIT FROM THE MONEY RECEIVED FROM THEM
- KINDNESS TO YOUR FAMILY WHO MIGHT OTHERWISE BE BURDENED WITH THE TASK OF DISPOSING OF THEM AFTER YOU DIE; OR WORSE YET, FIGHTING OVER THEM.

## OPTIONS TO CONSIDER

- ONLINE SALES (EBAY, CRAIG'S LIST)
- TAKING ITEMS TO FLEA MARKETS OR ANTIQUE FAIR SALES
- ON-SITE YARD SALE

CHOOSE THE OPTION THAT YOU BELIEVE YOU WILL HAVE THE ENERGY AND TIME TO OBTAIN MAXIMUM VALUE WITH MINIMUM COST FOR YOUR HOUSEHOLD ITEMS.

## ADVANTAGES TO OPTIONS

- YOU CONTROL THE PACE OF WHAT YOU SELL AND WHEN YOU WANT TO SELL IT.
- YOU GET MAXIMUM PRICING FOR YOUR ITEMS.
- SOCIALIZE AND SHARE INTEREST IN PEOPLE INTERESTED IN YOUR ITEMS.

## DISADVANTAGES TO OPTIONS

- THIS COULD TAKE YEARS TO ACCOMPLISH.
- THE SALES PROCESS INVOLVES HASSLES RELATED TO BUYERS (I.E. BOUNCED CHECKS, DISPUTES OVER ITEM DESCRIPTIONS, SHIPPING)
- SALES PROCESS COULD INVOLVE A LOT OF PHYSICAL STRENGTH MOVING ITEMS.

## FINAL OPTION

### THE **DO IT NOW** METHOD

#### CALL A PROFESSIONAL

SOMEONE WHO HAS THE EXPERIENCE AND KNOWLEDGE TO GET THE JOB DONE WITH MINIMAL HASSLE FOR YOU.

USE THIS METHOD WHEN YOU SIMPLY WANT TO RID YOURSELF OF THE BURDEN OF DOING IT YOURSELF.

## ADVANTAGES

- YOUR ITEMS ARE SOLD QUICKLY WITH DEFINED MARKUP FOR THE PROFESSIONAL SERVICE TO THE COMPANY YOU CHOOSE.
- YOU WORK WITH ONE OR TWO VENDORS, NOT DOZENS OF BUYERS AND YOUR PRIVACY IS MORE EASILY PROTECTED.
- IF A SALE IS CONDUCTED ON YOUR PROPERTY, IT IS CONDUCTED BY A KNOWLEDGEABLE PERSON WHO WILL KNOW HOW TO PROTECT YOUR PROPERTY.

