



Finding Your Hidden Treasures

- 1. Selling your treasures -- what's hot and what's not?**
- 2. What to do with your treasures?**
- 3. Which Venue to use for selling; Person to Person, Online or 3rd Party?**
- 4. How to price?**

What makes items valuable?

It is not because it's old, beautiful, rare, and was expensive to buy
VALUE is based some on Supply and mostly DEMAND of that item

1. Selling Your Stuff: What's hot, and what's not?

What's Hot

- Costume jewelry, and of course the real kind. Tip –if it is magnetic it's not a precious metal. Gold, Sterling and Platinum will always be HOT. Sterling silver jewelry mostly should not be scrapped; it is worth more as jewelry. We buy both costume and sterling, also we buy gold and pay 75%
- Garage Tools –Vintage and new power and hand tools; gardening tools
- Vintage Camping
- Mid-Century Modern
- Antique Chinese items , except anything with ivory, must authenticate- many reproductions are hard to catch
- Vintage Stereo, especially turntables, speakers, amps etc.
- LP's- Rock and Roll Rules
- Electronics, vintage and new-anything to do with IPHONES & IPADS

- Toys, any Lego's, Rare Hot Wheels, Vintage Star War
- Outdoor Wrought Iron Furniture and Yard Art
- Practical items- bikes , ladders, sports equipment
- Lladro figurines
- Vintage Kitchen-Pyrex and Corning Ware, Kitchen Aid stand mixer
- Vintage Perfume Bottles
- Signed crystal with coveted names in both white and colored - Lalique, Steuban, Baccarat, Waterford, St. Louis, and Val St. Lambert etc.
- Brand name Purses and wallets in very good condition-Coach, Dooney Burke, Brighton, Gucci, Louis Vuitton etc. Also very high end such as Chanel, Chloe, Jimmy Cho, Valentino, St. Laurent, Burberry, MCM Watch for fakes!
- Comic Books
- Cars and Motorcycles- don't sell to CarMax
- Major Appliances
- Vintage Art Glass-Value is determined by Maker, the style and the time period. Beware of reproductions and mass production items. Signed pieces are most coveted such as Galle, Daum Nancy and many more
- Some very old antique furniture, but be aware most are not moving in Orange County
- American Coins in most cases (any quarters, dimes, half dollars and silver dollars pre 1965 are worth more than face value,), foreign coins have little or no value

What's Not

- Most furniture from the 70's, 80's, 90's or Victorian. But, some teak and wicker furniture is still very desirable. The Millennials buy Ikea first, and then replace it later with better contemporary furniture from Crate and Barrel, Pottery Barn etc. Old big names like Henredon, Thomasville, or Ethan Allen mean heavy and hard to move. There is very little demand for this type of product. If the Millennials have money they buy authentic Mid-Century Modern.
- Silverplate is often obsolete; also many China sets with silver or gold around the edge bring \$60-&75 a set in an estate sale. But there are exceptions-Wedgewood

What's Not, continued

- VHS (with some exceptions such as Horror, Pre 1996 Star Wars, Old Disney) and cassettes.
- Upright pianos and organs.
- Collectors Plates, Beanie Babies (with some exceptions).
- Many rugs & tapestries. BUT SEE AN EXPERT, re American Indian and some Persian rugs.
- Twin and Full size beds and headboards/footboards
- Any clear glass without a signature
- Paperback books, contemporary hard cover books, mass market books, dictionaries, encyclopedias and magazines (except first Playboy magazine with Marilyn Monroe in excellent condition).
- Newspapers, again with rare exceptions
- Almost anything chipped and/ or cracked, again with some exceptions
- First Day of issue Stamps, most stamp collections unless VERY old
- Most MADE IN CHINA contemporary mass produced items. Junk from T.J. Max and other stores with similar product
- Most stuff from QVC and HSN including loose stones
- Depression and Carnival Glass , with some exceptions as always

2. What to do with your items?

Now that you have decided to clear out the question is how

- Give away to family and friends (if they want)
- Give away to charity or throw away. Don't do this until you have a professional opinion
- Craigslist has a Free Stuff section where you can post a Curb Alert. Place your stuff on the street, take a picture, load it onto their website and hope that it disappears
- Most cities have a bulk item pick-up for free 3-4 times a year, usually 4-20 items per load and/ or contact a scrap metal guy, he will pick up for free
- **OR SELL**

3. Which venue for selling: Person-to-Person, Online, or 3rd Party?

PERSON-TO-PERSON SALES

- **Craigslist** Free
- **Let Go** Free, good app
- **Next Door** Free, local folks only
- **Offer up** Free
- **5 miles** Free and local

Conclusion to selling person-to-person:

The downside to these face-to-face transactions is you may need to have buyers come into your home to show the product. I am not a big fan of this procedure as I don't want a stranger to see my home or garage. If we sell something person to person we commonly meet the buyer at a Starbucks or say, the parking lot of the police station. Sometimes the buyer doesn't show up, or if an agreed upon price is \$75.00; the buyer may bring \$60 and say that is all he has. Annoying and frustrating can be common.

ON-LINE SALES

- **eBay** Requires an account with eBay and PayPal., fees together average 13%.
- **Ruby Lane.**
- **eBid**
- **Sell.com**
- **EBluejay** .
- **Ooodle**
- **Facebook** Must have a business Facebook page to set up store
- **Amazon** Must set up a store, complicated table for fees
- **Shopify**
- **Etsy**
- **Niche Sites** - perfect for sellers who only have items from a specific category
- **Bonanza and RealReal for clothes**
- **AbeBooks for books**
- **ValoreBooks** For old textbooks, novels, biographies and nonfiction books

ON-LINE SALES, continued

- **Blue Sky Rare Books** Based in Palm Springs, CA
- **OpenSky for jewelry**
- **Decluttr to sell DVD'S**
- **sellDVDSonline.com**

Conclusion to selling online:

The downside to selling online is it requires you to take on a project that you may not have time to do, in other words you probably will not get around to making it happen.

3RD PARTY SELLING, the least painful way to sell

- Auction Houses, nearby is South Coast Auction in Santa Ana but you will get pennies on the \$, largest is Heritage in LA. Good for art items such as California Impressionist Art is John Moran's in Alta Dena. Most Auction houses charge around 35%++.
- Consignment brick and mortar store, usually 50% but selling price decreases over time and by the time you pay for the trucking etc. many times your net profit is quite small
- Selling directly to stores such as Crème Tangerine for LP'S 714-932-0552
- Selling thru my company, Treasure Hunt Estate Services. I can buy an item outright, or take it on Consignment. It is not necessary to have a sale in your home; I take consignments at 25% for high ticket items, 35-40% for other items. Also I take items that most consignment stores won't take such as garage, kitchen and vintage stereo. I am the Orange County Picker!
- For larger ticket items we handle our own on-line Auctions, I have an Auctioneers license with State of California, and we bypass fees such as eBay and PayPal at 13%

Conclusion to selling via 3rd party:

This way is great for those that just don't have time and/or expertise to deal with their treasures

4. How to price

This is the most important step. Most consumers price by what they paid for the item, this is mostly not relevant. PRICING SHOULD BE BASED ON SUPPLY AND DEMAND. To get an idea, do some appropriate research. Do not go to eBay and just look at the listings. You must click on the “advanced” button. It will give you a drop down list; choose “Completed Listings and Sold Listings” which will then tell you the amount an item has already sold for, as well as the asking prices for unsold items. You should also note if the sales were recent, and the overall number of sold versus unsold items. Another good source is **Live Auctioneers** Subscription sources, such as **Worthpoint** and **AskArt.com**
Common sense -- what would you pay for it?

Conclusion to pricing: It is worth what someone is willing to pay for it.

Another source of pricing is Treasure Hunt Estate Services, send a picture and I can help. Or if it needs a formal appraisal for insurance or IRS purposes I can do for an hourly fee as I am a Graduate Certified Appraiser. It would be my pleasure to help you with any services needed.