Joneses at Willow

ESTATE SALES · AUCTIONS · ANTIQUE SHOP

A GUIDE FOR FAMILIES

Moving on from a *family home*

A guide to estate sales, clearing the home, and getting it ready to list. We take care of the contents, on your timeline, so your family can focus on what matters.

How we help

Three ways to sell, and everything we handle for you.

From contents to listing

What happens, step by step, and how long it takes.

Questions families ask

Fees, keepsakes, and what happens to what doesn't sell.

647-880-8606 · hello@jonesesatwillow.ca

jonesesatwillow.ca

HOW WE HELP

A lifetime of belongings, handled with care

When a home has to be emptied before it's sold, the contents are often the hardest part. We sort, research, price, sell and clear the home for you. Your family keeps what matters, and the rest finds new owners who will value it.

ON SITE

Estate sale

The home is opened to the public over a weekend, with every piece priced and our team on site. Best for a full household that needs to be sold promptly.

ONLINE

Timed auction

Pieces are photographed, catalogued and offered to bidders across Ontario, closing on a set date. Best for fine furniture, art, silver, jewellery and collections.

RETAIL

Fixed-price shop

Individual pieces offered at a set price through our Bowmanville shop and website. Best for items that don't need to sell by a deadline.

Most homes use a combination. We recommend the right mix at the walkthrough.

What we take care of

- Setting aside family keepsakes, photographs and papers
- Sorting, research and pricing
- Signage, advertising and our subscriber list
- Staff on site for every sale day
- Donation or removal of what doesn't sell
- An itemized statement and prompt settlement
- Leaving the home broom-clean on the agreed date

Families come to us when

- A parent is moving into care and the home is being sold
- An estate needs to be settled by a set date
- They are downsizing and want their things to go to good homes
- Family members live far away and can't spend weeks sorting

> *We treat every home as if it belonged to our own family, and we're honest about what things are worth.*

FROM CONTENTS TO LISTING

What happens, step by step

Tell us when the home needs to be on the market, and we'll plan backwards from that date. Preparation, the sale and the clear-out usually take about a week.

STEP 1

Walkthrough

A complimentary visit, with no obligation. We look at the contents and tell you honestly whether a sale makes sense.

STEP 2

Your keepsakes

Anything the family is keeping is set aside or removed before we begin. Nothing is sold without your agreement.

STEP 3

Preparation

Our team sorts, researches and prices everything in the days before the sale. You don't need to be there.

STEP 4

The sale

Usually a two-day weekend sale, fully staffed, with buyers reached through our website, mailing list and social media.

STEP 5

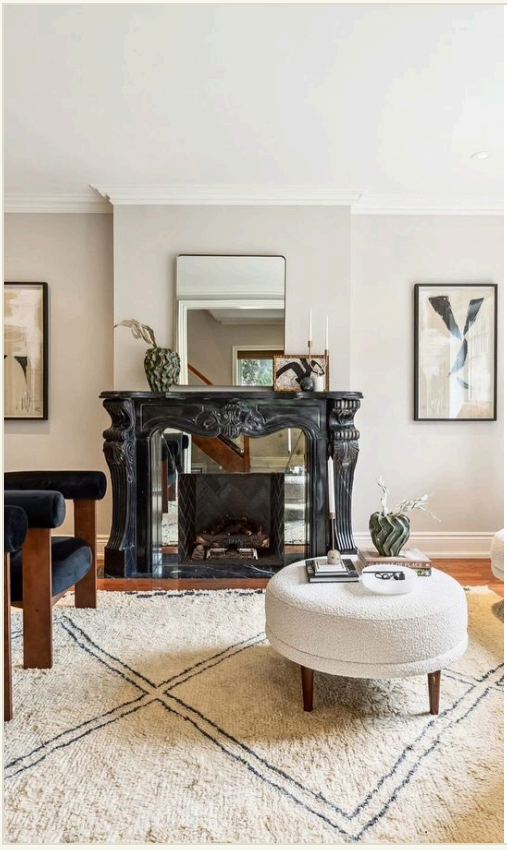
Clear-out and settlement

What remains is donated or removed, the home is left broom-clean, and you receive an itemized statement.

OPTIONAL

Ready to list

With the home empty, it's the ideal moment to refresh and stage it before the photos. See below.



OUR SISTER COMPANY

Refresh and stage it with Willow & Dove Studios

Willow & Dove has staged hundreds of Ontario homes since 2019. Once the contents are gone, the same team can help the home make its best first impression.

- **Simple updates first.** Fresh paint and updated light fixtures are two of the best-value changes before listing. We recommend the colours and fixtures.
- **Trusted trades.** We can suggest painters and electricians in many areas.
- **Staging for photos and showings,** with furniture, art and décor chosen for the home.

One team and one plan, from the first walkthrough to the listing photos.

QUESTIONS FAMILIES ASK

Good to know

What does it cost?

There's no upfront cost. Our fee is a commission on what sells, agreed in writing before any work begins, and it covers research and pricing, staffing, signage, advertising and sale-day management. The rate depends on the size and contents of the home, and larger estates are quoted accordingly.

Do we need to be there?
No. Many families live out of town. We keep you updated and send an itemized statement at the end.

Is there enough to hold a sale?
Not every home needs one. We'll tell you honestly at the walkthrough, and suggest another route if it suits you better.

Can you work to our closing or listing date?
Yes. We plan the sale around your agent's timeline and hand the home back on the agreed date.

What if there are valuable pieces?
Fine furniture, art, jewellery and collections may do better in an online auction, where they reach buyers across Ontario. We'll recommend where each piece belongs.

What about things we want to keep?
We identify them together at the walkthrough. They're set aside in a closed room or removed before the sale.

What happens to what doesn't sell?
We arrange donation or removal, and any removal costs are agreed with you in advance. The home is left broom-clean.

How do buyers hear about the sale?
Through our website and subscriber list, social media, local groups and signage. Your address is shared only shortly before the sale.

Where do you work?
Toronto, Durham Region, Northumberland, Peterborough and the Kawarthas.

BOOK A COMPLIMENTARY WALKTHROUGH

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jonesesatwillow.ca/sell · 610 Darlington-Clarke Townline Rd, Bowmanville

For agents: we work to your listing date, keep you informed throughout, and return the home broom-clean and ready for photos.