

How to Select an Estate Sale Company

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Chapter 1

Intro

If you are thinking about having an estate sale, you may have the following questions.

1. Should I do it myself or hire a professional company?
2. How much time does an estate sale company need to get ready?
3. How much do they charge, and do I have to pay up-front?
4. How long will the sale be?
5. Can my family & friends attend the sale?
6. How do they price items?
7. How do I know what sold and what price?
8. Can I trust the estate sale company?
9. Can I pull stuff after the estate sale company starts getting ready for the sale?
10. When the sale be finished at the house or online?
11. Can I tell what price to sell items?
12. How will the sale be advertised?
13. Does the estate sale company take credit cards?
14. When will I get paid after the sale, and when will the house be ready to sell?
15. What happens with the leftovers?
16. Can I bring in stuff from another house or family member?
17. How to select the right estate sale company?
18. What do I need to do before the estate sale company starts?

These are some of the questions you may have. We will answer these and more in our book. By the time you are finished, you will have a much better idea of what to do.

Chapter 2

Prep Before Hiring

- Make contact with your estate liquidator ASAP to check availability. It takes 1-2 weeks or more to prepare a sale. Large sales can take longer. Some times of the years are very busy and the next opening may be 2-3 months out.
- Ask about insurance specifics.
- Verify with your neighborhood HOA that an estate sale is allowed at the premises. If it is a gated community, see what the HOA wants to do about the gates the days of the sale.
- Decide which items to liquidate and removed things you are keeping, before the estate sale company looks at the house.
- Do not throw anything away.
- Gather any receipts, sales slips, or appraisals that relate to items being liquidated.
- If a vehicle, boat, or tractor is to be sold, have the registration available.
- Document all items to be excluded from the estate sale. If possible, remove them from the home or at least put in a secure place. If you have a reserve (minimum) price, have them documented also.
- Keep standard homeowner's liability insurance in place. Ensure the Electrical, Water, AC/Heat are on at the premises. Wi-Fi should be on if possible.
- If you are selling the house, have Realtor with flyers to distribute during the sale. Realtor must not move anything without permission of the estate sale company. Do not allow the real estate company to set prices on any items in your home.
- Consider what should be done with items leftover from the sale. Some companies like ours will handle that for you.
- Get everything in writing, so there are no surprises.

- Having realistic expectations. The estate company only has 2-3 days to sell everything, so in many cases, will not get the same as someone who has the same item in their home or store indefinitely. eBay listing prices are not a good guide to what your items will bring in for the sale.
- Gather all personal items including pictures, checks, credit cards, social security cards & more.

Hidden Treasures Checklist

- Behind dressers and art & picture frames
- Under Tables & Chairs
- In Drawers (check under paper lining also)
- Under beds, mattresses and cushions.
- Inside books
- Closets especially top shelves
- In all clothing pockets and drape items
- Inside shoes and shoe boxes
- Dressers, items folded into shirts, in socks or under garments
- Purses and wallets
- Inside old savings books
- Inside file cabinets
- Inside toilet tank
- Fridge / Freezers/ Ice Cube Trays & Jars
- Pantry, inside boxes, baskets and jars
- Garage, jars and tool boxes
- Above the water heater
- Behind works of art

Chapter 3

Types of Sales

There are several options in choosing what kind of estate sale that the estate sale company will manage. We will go over each one and some pluses and minuses for each.

Traditional Sale: This is the most common and it is a 2- 4-day sale at your residence. It will bring in the most people, but there is always a possibility of damage to your house or an accident. These are rare but a possibility.

Sale by Appointment- This type of sale will limit the number of people in your home at one time. It is easier for the estate sale to control. This kind of sale may be your best choice because of HOA's, limited parking, or local restrictions. Some people will not show up, and you are limited by how many people get to see the items.

Online Sale: Items are sold online thru a third party or your estate sale company's website. The shoppers only visit the house for pickup. If you have the right items or the estate sale company has a large list of shoppers who prefer this method, this can be an outstanding way to conduct an estate sale.

Online Auction: There are several variations to this. There are many platforms to choose from also. The lower the starting bid, the more engagement your auction will received. There can be a minimum amount to bid, or product will not be sold. If you can get two or more people interested in an item, this can bring in the most money. Also, the winners of the auction can shop the small items during pickup resulting in more sales.

Hybrid Sale: This is a combination of the above methods. You could have a traditional sale and then either an online

sale or auction as a possibility. This gives you the best sell thru and money, but not many estate sale companies offer this option.

Another option is to have a few hours for shopping after the sale is over and allow shoppers to fill a basket for \$15-\$25 per basket. This is better than getting nothing from those items. Also, if you have to pay for a cleanout, this will reduce your expense.

Chapter 4

Selecting a Company

Estate Sale Company can relieve your stress and maximize your revenue if you let them do their job. There are many good-great estate sale companies in San Antonio, but there are some you may not be happy with the results. The advice below should help you select the perfect estate sale company for you.

If the estate sale company has an upcoming sale, go to it. Do not let the estate sale company know. You want to see how they are staffed, priced, organized, signage, and interact with customers. The best day to go is the last day of the sale to see how much is still left and inquire how they plan to sell the remainder. You want a company that is proactive in selling items, and something is better than nothing. This is the best method for selecting an estate sale company.

References & Testimonials are a double edge sword. They could be from friends or family, or perhaps their goals are different than yours. While you should consider them, do not put all your weight into selecting based on this.

Competitors or unreasonable customers or clients could have left unfair reviews. I put less emphasis on the star rating but more on the words of the reviewer. Also, I would look to see how the company responds to negative reviews. For example, someone is mad about having to wear a mask and leaves unfair negative reviews about the company. Another example is the client did not follow the terms of the contract and then gets upset at estate sale company unfairly.

The same can go for experience. While experience is generally preferred, it can be an issue if the company is not always looking to improve. Many businesses are creatures of habit. No company is perfect and should always be looking to improve their business.

We went shopping at many of the estate sale companies in town to see what they did well and what they could improve. In some cases, newer companies did a better job. I have been a liquidator since 2003 and always looking to improve my methods to get better results for clients.

The amount that the client is charged depends on several factors, but the two most important is how much revenue the sale will generate and how much labor will be needed to get ready and managed the sale. Most companies charge a commission based on sales. While some people are looking for the lowest fee, it could result in less dollars at the end.

The company charging less may be paying their employees with merchandise or pricing items high to take them at the end. For example, I went to see a house, and the client picked another company. This company had sales on back-to-back weekends, and knowing roughly how much sales they would make, they either made very little or lost money. Unless they were doing something else to make more money, like not having enough staff.

Asking a company to give you a discount on their quote might not be such a good idea. We give a fair price and on two occasions had to lower our fees for the contract. This meant we had to cut costs elsewhere, so the hours we give to free cleanup were reduced, so the client really did not save money and cost extra time in getting house ready to sell.

If any company gives you a % rate without seeing the estate or at least a lot of pictures, do not use them. They are either overcharging you or taking shortcuts to reduce expenses or take some of the house items. That is the same reason, never use a company that has the lowest rate. You will probably regret it and, in the end, net less after expenses.

You should get a written contract, and all expenses should be explained. There should be no surprises. San Antonio Estate Sales LLC does not charge upfront and takes from the proceeds. Some of the things you could be charged extra for are cleaning up after the sale, credit card fees, and donating items, to name a few.

Many estate sale companies would charge you their commission rate if you pulled items after the contract is signed. Their rates are based upon the expected revenue of the sale, and if you start taking stuff, it isn't fair. Most companies will allow you to take items after the contract is signed, but you will be charged the full commission rate.

One estate sale company thought that he would do about \$50,000 in a sale. When he returned, about \$30,000 was gone that the family had sold in a garage sale for \$1,100. He walked away, and the family took a massive hit by being greedy. So, take whatever you want before the contract is signed. If there isn't enough, the estate company may add items from another sale that they previously finished or offer another suggestion such as online or auction.

Reports are helpful to be able to verify what is sold. San Antonio Estate Sales LLC uses electronic scanning and reporting for more accurate checkout and detailed reports. Lots of times hard to read hand written receipts, and who has the time to go thru hundreds of receipts.

It would be best if you had insurance on the house during the sale. However, the estate sale company should be licensed, bonded, and insured. If the estate sale company is not incorporated, most likely don't have insurance either.

Credit cards should be taken during a sale. They account for 40-70% of our sales, which would be lost otherwise. We don't like paying about 2.7% of the sales in fees, but without them sales would suffer a lot. The customers are not fond being charged for using a credit card, and it will hurt the sales, so we do not pass this on to the shopper.

Estate sale companies should not bring in items from outside sources unless it is a small sale or something not competing to bring in more customers. However, family members should be allowed to bring things to sell during the sale. San Antonio Estate Sales LLC can track the sales of each family member. We may bring in non- competing items if we think it will help the sale.

There are a lot of ways to market the sale. The biggest three to bring customers in are estatesales.net, estate company customer list, and road signs. Make sure the estate sale company does that at a minimum.

It is a big debate about whether to allow purchases before the sale start. If customers go to your sale and are among the first and several items gone already, it can lead to significant problems. San Antonio Estate Sales LLC will allow selected items to sell before the sale online. These are generally high-ticket items, which often need more time to sell and can be purchased a week before the sale starts. This gives all customers who have seen the details of the sale a chance to purchase any items.

One of the biggest things is when the sale is scheduled. The estate sale company may not be able to get to yours until several weeks if they are busy. It generally takes at least one-two weeks to be ready for a sale. The date should be listed in the contract.

Many estate sales companies do not want family members present during the sale. They are not trying to hide anything, but family members have caused many problems in the past for estate sale businesses, such as interfering with sales, getting upset with customer comments, and taking items off sale. This results in lower revenue for the company and the family and the estate sale company can get a bad reputation.

You should know how the estate sale company determines prices. We research items and learn from experience our sales and other professionals. We use numerous places to research, such as Etsy, eBay, Kovels, Worthpoint and Mercari, to name a few. We only look for the items that have been sold, not items listed, and still for sale. The most important factor is our experience selling the item before and what price it takes to move the item.

Here are some questions you might consider asking the estate sale company.

- What is your percentage rate?
- Are there any other fees?
- Are you insured?
- Do you charge tax?
- Do you take credit cards?
- Where do you advertise and at what level?
- How effective is your mailing list?

- Do you have a website?
- How many people come to your sales?
- Do you price every item?

Chapter 5

Estate Company Prep

This is critical to the success of your sale. Proper time must be given to display items in a way that is appealing to shoppers. They must be easy to shop and get as many items as possible at eye level.

Part of the prep is to get pictures right way and place on the advertising sites. We take as many pictures as possible, because often 1 item will be the difference between going to your sale or another one. As we stage areas, we retake photos for the customers to see a more appealing view.

Normally, we clean up and stage items first. After all, done is when we research and price items for sale. Going to eBay is not the right way to research items. We used it occasionally but use our experience, subscription sites and advice from other liquidation companies first.

Our goal is to price items right so they can sell at full price. Inflating a price and hoping to sell at half off is foolish and you have wasted a day or two of customer's shopping. Many customer's who shop the first day do not come back because in a normal weekend in San Antonio there can be 20-30 active sales.

If we find something of exceptional value, we may take it to auction to maximize the return. It will take longer to get your money, but the return can be tremendous.

Sometimes, we will bring items in to increase the marketability of the sale. These are non-competing items, that will help get more people to the sale to buy these and your items also. We had people pick up auction items from

other sales and we were surprised how much they would spend at our current sale that was a totally different theme.

We use tables and racks on tops of table to get more items on a table and more items at eye level.

We collect all personal items, but in some sales, there is way too much mixed in with trash, so we just bagged it all. You be surprised how many social security cards or copies, credit cards, check books, passports and especially personal photos we find.

Chapter 6

Estate Company Policies

Many estate sales companies' policies are made to create less stress, increase sales and prevent shoppers from not buying.

One of the biggest issues is having family members at the sale. They can get upset when someone talks negative about the home or items located in the house. Also, some family members can't let go and try to prevent items from selling.

Another issue is when family members or other people having access to the house such as neighbors and realtors take items from the estate. Many estate sale companies have clauses that once the sale contract is signed anything taken from the house, the estate company gets the commission of the full value of the item. Our commission rate is determined by the items the company saw when previewing the house.

Most companies will gather your trash but often the client is responsible for removal.

Chapter 7

Estate Sale Pricing

The best thing about estate sale pricing is experience. We know certain items will sell at a specific price. In addition, we look to see what other estate sale companies are selling items for. Unique high- ticket items we will ask our private Facebook group of estate professionals for price suggestions.

Some items like pianos, used printers and analog TVs are hard to sell. Every sale has furniture and medical equipment making them an iffy sale. It is definitely a buyers' market for most furniture, but we have sold online or the first hour certain high-priced furniture for \$1,000 or more.

Some collectibles have gone down in price since the 80s and 90s, but still have a following. Items like Elvis, Selena, Beatles and rare sports card still have a great following. Items like ceramic planters especially with plants, metal ladders, Kitchen Aid Mixers, costume jewelry, gold & silver sell quickly.

Electronics tend to sell for lower prices, because there is no warranty. If the item dies the next week, the customer is out of luck.

Chapter 8

DIY

Some people think it isn't that hard to do their own sale and save on the commission. While, you can do your own sale, most people will net less than with having an estate sale company managed the estate.

Some of the things that need to be done for a successful sale:

1. Staging the items that are easy to shop for customers. Prep hours are often way more than the hours used for the sale itself.
2. Knowing what items have value and which are trash. There are countless stories of people throwing valuable stuff away and keeping low value items or thinking they are worth a small fortune.
3. Knowing how to price to sell items. If you think looking at eBay listing prices is what you are going to use, that will probably lead to a poor sale. For example, we saw one item listed for \$795 and history shows most sales between \$20-\$50. There was another item with two listings for \$95 each with most sales from \$10-\$15. Sometimes, we do see some items listed too low on eBay.
4. You must advertise the sale to the right places and have the right descriptions, photos and more.
5. Accept credit cards. 40-70% of our sales are credit cards.
6. Customer lists can bring a lot of sales in an estate sale. We had sales with over 40% of our sales from

our customer list. These are the people who will shop the first day and pay full price. They know we have fair pricing to them and for our client. We have found text messaging to be superior to email marketing and a quicker response.

7. How are you going to get rid of the stuff at the end? Even giving away stuff for free can be difficult because many people will only take selected items.
8. Signage can be a huge draw in many sales. You need to maximize this and make sure in the right location. We have special signage for the last day of the sale.
9. Some days and times are better than others in running a sale.
10. Having the right number of people to work on the sale that you can count on.
11. Having a plan to reduce shoplifting and price switchers.

If after reading all of this and you want to do your own sale, I wish you good luck. You should go to at least 3 different companies to see how they conduct a sale and price. It is not as easy as it looks.

Real Life Examples

The purpose of most of the anecdotes below is to demonstrate the amount of time and money lost by those who decide to handle the personal property from estates on their own. These stories are the experience of a long-time estate professional who let me use these real-life examples.

These same people will hire a Realtor to sell the house and an attorney to handle the will, but lose significant time and money by not hiring a professional to assist with the liquidation of the personal property. As you will read below, not only is time and money spent to lose money, but many items of monetary and historical value are destroyed in the process.

These stories are not anomalies, and they are not something that "used to happen." Despite TV shows like **Antiques Roadshow, The Collectibles Show, Cash In The Attic, American Pickers, Pawn Stars, Storage Wars, Auction Hunters, Buried Treasure, Salvage Hunters, The Collectors**, and many more, there are still millions of dollars' worth of items thrown in the dump and destroyed nationwide every day.

It's all just math...

I recently received a call from a university professor that was retiring after forty-five years. This is what he told me: He had been an avid collector of books and had collected almost 20,000 of them. Since he was moving a considerable distance and to smaller quarters, he could only keep about 3,000. With that in mind he had called the garbage company and had them drop off a large dumpster which he filled with books several times (at a cost of over \$500 per dumpster). He was really glad to have all that "taken care of"

but was calling me because he had a large dining room set that he wanted to sell for top dollar.

Postscript: The amount he spent throwing away the books (which I would have loved to have) was far more than the value of the dining table (which he will never be able to sell at his asking price). Funny thing is, he was a math professor.... go figure!

Three strikes you are out!

The mother was an antique collector, so when they had to move her to assisted living, they had a garage sale (didn't call me). Their quote: "I was surprised that antiques aren't worth anything anymore, most people didn't want to pay much of anything and we didn't sell much except to a couple of people that came early". (This means a couple of pushy dealers got everything they priced too low and they couldn't sell the stuff they priced too high). When the mother passed away a few months later they paid a moving company almost a thousand dollars to move everything from her apartment into storage (didn't call me). After paying a hundred dollars a month for storage for six months, they decided to sell the stuff that was in storage (bed, couch, chairs, clothes, encyclopedia set, entertainment center, old TV, etc.). So now they call me, want me to "Just pay what it cost to get it moved and stored (\$1,600)" and want it gone in three days.

Strike 1: Hold your own sale when you don't know what you are doing or what things are worth.

Strike 2: Pay to move stuff you don't want into storage.

Strike 3: Pay storage on it for months and then think someone will bail you out for your mistakes.

Postscript: I referred them to a guy that does hauling. He charged them another \$200 and took everything to charity

except the items they would not take. The old TV had to go to e-waste, the encyclopedia set to recycling, the mattress and box springs to the dump (charities are prohibited from taking beds because of the bedbug problem).

Now wasn't that convenient.....?

I was in Spokane (about 80 miles from home) on business when I saw a barely legible Estate Sale sign on a corner. Having a little free time in my schedule I decided to take a look.

What I found was a yard completely full of stuff for sale next to a forty cubic yard dumpster. I quickly found a fishing tackle box full of old wooden lures, an apple box full of mostly Sun label 45 RPM records, a couple of quarts Ziplock bags full of rhinestone jewelry and two large Roseville vases.

I waited around while the only other customer at the sale paid \$10 for an armload of vintage dresses and military uniforms and then started up a conversation with the cashier. I said "Wow, by the size of that dumpster, you must have had a lot of garbage to throw out, was this your parent's house"? She gave me kind of a strange look and then told me the story.

The dumpster was actually in her **neighbor's** driveway! The older couple that had lived there had passed away and the relatives had come to town, ordered the dumpster, and thrown virtually everything in the house away. When they were done and getting ready to leave, she had asked them if they minded if she took some of the stuff they had thrown away. They had been fine with that plan, since every pound removed from the dumpster saved them money. The garbage truck was coming the next day, so she only had about 24 hours to get what she wanted. She had gotten out

enough stuff to fill her yard and then put up a couple of Estate Sale signs.

Postscript: As I was leaving, she said "You know those funny looking vases you bought?" "I didn't get all the way to the bottom of the dumpster, but I must have seen at least a dozen others like them that which got broken when they threw them in". (The two I bought sold for \$200 each.)

BUT HE IS SUCH A NICE GUY....

When I spoke to the daughter of a man who had passed away in a nearby town, she told me that her family had lived there for 50 years and they had "a lot of stuff they need to get rid of" so they could sell the house. Both the daughter and son lived hundreds of miles away, so they assured me they would not be "hauling much home".

I made an appointment and met with them at the house. Although the large living room was filled to the brim with things they had decided to keep, it was a large house and I still had hopes that there would be sufficient value remaining to make it worthwhile.

As usual, I was wrong! The place had been picked clean and the only remaining items were destined for the dump or the thrift store. At the end of the tour, they took me out to the garage to show me a stack of paint and pesticides that would have to go to "hazardous waste". The rest of the three-car garage was crammed with antique furniture, guns, World War II memorabilia, a vintage Harley motorcycle, trunks, crocks, etc.

When I asked what was happening with those items, they explained that the father's caretaker was a "nice guy" and they had said he could have "anything he wanted". These were the items he was keeping.

Postscript: Even though he was a "nice guy" and had performed a service for the family, he had already been paid for that service. I doubt that they would have willingly written him a bonus check for many thousands of dollars as a bonus. That is in effect what they were doing by letting him strip all the value out of the personal property.

DON'T YOU THINK A LITTLE BELL WOULD HAVE GONE OFF?

A few months ago, I received a call from a lady who had found me through the internet. She lived out of state and was the personal representative for her brother who had passed away in Colfax (a small town just down the road from me). According to the woman, her brother had collected things for decades, and had left a double wide trailer full of "old stuff" about which she knew nothing.

I made an appointment to meet with her at the trailer the following Friday. I explained that all she had to do was to keep those things that she wanted, and I would purchase everything that remained, leaving the trailer empty, clean and ready to be sold.

The day before our appointment she called me to cancel. When I asked her why she had changed her mind, she explained that the neighbors wanted to buy the trailer and would even take everything in it if she knocked a little off the price. When I explained that it was reasonable that someone buying a trailer might want the purchase to include the appliances and furniture, but not all the miscellaneous personal property, she said " No, they want it all" (this is when the bell should have gone off).

POSTSCRIPT:

A couple of months later I was talking to a friend of mine that

does auction sales, and he told me that he had just had one of the best sales in his 30 years in business (over \$100,000). The funny part he said, was that all of this great stuff had come out of a trailer in Colfax!

IT WAS ONLY JUNK.

Despite my advice that people spend 100% of their time dealing with the items that they want to keep, the first thing they usually do is to throw things away. When I ask them why, they assure me that "It was only junk, not anything of value." So, as undignified as it is, the first thing I have to do is to go through whatever garbage cans, garbage bags, dumpster, etc., is still there when I purchase the contents of the house. ALL of the items shown in the banner at the very top of each of the pages on this site (as well as many more) were salvaged from the garbage.

My favorite example of just how easy it is to mistake items of value as being "garbage" is a pasteboard soap box from the 1960s that my sister found in a garbage can. On the back of the box was a coupon that you could cut out and mail in with \$1.50 and three soap wrappers to get a set of inflatable Beatles dolls. The set of dolls recently sold on eBay for \$75.00 but the empty soap box sold on eBay for \$288.00

The box was sold to a Beatles memorabilia dealer who sent me a note saying he had never seen another one, and that I didn't want to know how much he would have been willing to pay!! Why is that item so valuable? Because people think they are "junk" and throw them away!

Pet Peeves of Estate Sale Professionals

When the family leaves 50 picture frames with family photos inside the frames.

**How much is this worth? We are thinking of keeping this, what is it worth? How much can you get for this?
All before contract is signed**

Or my family still need to come over.

You stage everything first and then we select what we want

Leaving garbage & packed refrigerators!

Taking things after the contract is signed

Clients think they are "helping" by boxing up absolutely EVERYTHING they didn't take with them, then stacking everything on the floor.

Clients that take all the clothes off hangers and place on the bed or floor in a pile

Realtors interfering in sale by moving or have stuff moved for photos, selling stuff to themselves or clients for cheap or even free.

Chapter 9

Our Differences

Some of our differences from many estate sale companies in the area are as follows:

1. We use barcoding to scan all items for more detailed client reports. We know what the total sales are once the sale is done.
2. We can sell your stuff online at the same time with real-time inventory. In addition, we can sell selected items before the sale starts to maximize sales price. During the big Texas freeze, we sold \$1700 online from a 900 square foot house and dealing with power outages and bad weather.
3. We can track individual family member's items if needed. For example, if a family member decides to add some stuff to the sale. It is easy for us to know the total sales.
4. You get your money in 3 business days or less.
5. Most homes are cleanout for free and in 48 hours or less.
6. We belong to a private Facebook Group of some of the best estate sale professionals in the country. We are able to run ideas especially with pricing on selected unique items.

Contact us today for a free consultation at 210-664-5050 or email: Jerry@saesllc.com or visit <https://saesllc.com>

Closing Words

If you refer any person to do an estate sale with us, we pay you \$50 upon completion of sale. You cannot refer yourself or a significant other.

The only thing standing in your way now is getting all of this implemented in a timely and efficient manner. Please let me know if this is something you would like us to help you with!

You can contact us by website: <https://saesllc.com>

Email: Jerry@saesllc.com

Phone: 210-664-5050