

SELL IT NOW

REAL ESTATE & PERSONAL PROPERTY AUCTIONEERS

2315 Badger Drive, Unit 1, Waukesha, WI 53188

414-727-0600 | questions@sellitnowstore.com

What Happens When You Call

Reaching out to a real estate and auction firm is often the first step in a major transition, whether it involves an estate, a property, or a time-sensitive sale. Whether you are ***downsizing, preparing for a move, settling an estate, or planning ahead***, our role is to bring expertise, structure, and confidence from the very first conversation.

We specialize in ***real estate, personal property, and asset sales***. As a locally owned firm with over ***20 years in business***, we have the experience and market knowledge to guide clients through complex transactions with clarity and professionalism.

1. We Start With the Full Picture

Your initial call is a no-obligation consultation — not a commitment.

We take time to understand:

- The assets involved, including real estate and personal property
- Timelines, constraints, and your concerns
- Family members, advisors, and decision-makers involved
- Whether the situation is an estate, downsizing, business liquidation, or transition

2. We Help Define the Right Strategy

An auction is one of several tools — there is no one-size-fits-all solution.

Based on your objectives, we evaluate:

- Traditional real estate sale versus Real estate Auction
- Assess personal property and real estate
- assembling a coherent game plan to maximize exposure and value
- Timing strategies designed to maximize exposure and value

We provide clear guidance, transparent reasoning, and the information to make informed decisions.

3. We Manage the Logistics

Once a plan is established, we routinely handle a turn-key execution.

This can include:

- On-site evaluations, appraisals and detailed inventory
- Home staging recommendations and coordination to enhance presentation
- Coordination with clean-out services, movers, and contractors if needed.
- Alignment with needed real estate timelines
- Communication with attorneys, trustees, and other industry professionals

Our clients are not left to manage the details — we can help coordinate the process

4. We Market Personal Property and Real Estate With Proven Strategies

We do not simply list items or properties.

Each sale is supported by:

- Professional photography and detailed descriptions
- We deliver a worldwide market for personal property auctions
- Targeted outreach to qualified buyers
- Online and email marketing campaigns to established bidder networks
- Strategic timing is designed to create buyer competition

Our objective is true market engagement — not passive exposure like many real estate agencies.

5. We Deliver a Multi-tier Successful Solution

After the sale, we manage the final steps with the same attention to detail.

This includes:

- Buyer communication and personal property payment processing
- Title company and closing communication
- Coordinated pickup, shipping, removal, and clean-up
- Clear accounting and settlement
- Final reporting outlining results and next steps

You remain informed from beginning to end.

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