

Treasure Sales

By Johnny Duncan

Estate sales signs are seen nearly every weekend in East Orlando. Some estate sales are put on by homeowners and others are managed by businesses whose sole purpose is to run the event, handling everything from organizing a home's contents and pricing, to completing the sale and cleaning up. When it's done right, all parties involved – the home owner or executor of the estate, the business running the sale and the customers picking up the bargains – are all satisfied with the outcome.

But choosing the right sale to go to or the right company to handle your sale is no easy task, particularly since it's not something we find ourselves doing very often. Fortunately, Class Act Estate and Moving Sales is here to help and provide superior service every step of the way.

In September of 2005, Donna Weinrub, a single mother of seven children, was trying to figure out how to support her family. She thought she would open a bistro, but then she remembered the advice of her mother: "Don't do anything that you would not love doing every hour of every day." So, it was back to square one.

Weinrub knew she loved garage sales and picking up good deals. She sold on eBay for extra money and she and a friend opened a booth in downtown Sanford to sell their plunder. After seeing how successful she could be at doing something she loved, it was time to learn about running estate sales. "I began to run estate sales with a friend. I did it for an income and my friend

did it as a hobby," she says. "I always wanted to run it with complete integrity from day one."


Every year she sets a goal for her business. "This year it is to put on three or four estate sales per month," she says. Business comes from real estate agents, banks, attorneys handling short sales and foreclosures and word-of-mouth. Her repeat business is because of how well she treats her customers. She strives to provide the best for all parties involved, opening sales at 7:00 a.m. with hot coffee awaiting customers and she doesn't offer numbers for those in line like some other estate sale businesses do. Instead she creates a warm, relaxed atmosphere.

It would be easy for Weinrub and her staff to take the unsold items from an estate sale and sell them on eBay or elsewhere, but instead she offers them for free to college students to use in their apartment or dorm. "One of my goals is to have a warehouse where I can place items that didn't sell for college students to come and browse for items they might need," she says.

As for her staff, all of her children are working with her (or have at one time) to help with the estate sales, making it a true family business. "The first step in the estate sale process is to go in and organize the entire house," she says. "We pull out everything so that it can be sorted and priced. Then we tag everything with prices and prepare for the two or three days of the sale."

After the sale, Class Act will collect and remit state sales tax, provide Estate Sale Summary and Payment, provide receipt for

items donated to charity for tax purposes, offer trash removal, and leave the home completely emptied, vacuumed and swept clean.

If you want to know what sales are coming up or if you're a current college student, you'll definitely want to check out her site at www.TheBestActInTown.com. Or, you can look for her hot pink signs in the area—you can't miss them! 

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Class Act Estate and Moving Sales is a family-run business that continues to grow because of its top-notch, personal service