

Survey of Major Yellow Pages Advertisers *

Antique Dealers

Comparative Ad Analysis for _____

Primary Products & Important Services Offered:	Antiques & Collectibles Sell/Buy/Trade/Appraise Furniture: Tables, Chairs, Rockers, Desks, Chests, Dressers, Sideboards, Beds, Dry Sinks, Cupboards, Bric-a-Brac, Hall Trees, Rolltops, Parlor Furniture Estate Services/Tag Sales Estates/Households Bought Real Estate/Antique Cars Wholesale/Retail Architectural Antiques Antique Mall – No. of Dealers Old Lace & Linen/Art Exhibits	Auctions/Auctioneer Service Consignment Sales/Booth Rentals Restoration/Repair/Upholstering Lamps - Brass, etc. (Rewiring) Books/Sheet Music/Whimsies Toys/Dolls/Trains/Signs Rugs-Domestic/Oriental Quilts/Clothing/Furs/Teddy Bears Tools/Guns/Fishing Gear Musical Instruments (List) Sinks/Tubs/Fixtures/Hardware Advertising Items/Autographs “Always Buying & Selling” “Anything Old or Collectible” Period Clothing (Specified)	(Estate) Jewelry/Clocks/Watches/Coins Art – (Oil) Paintings/Prints/Frames Childhood Memorabilia/Radios Fireplace Tools/Irons/Mantels Stained & Beveled Glass / Pottery China/Silver/Glassware/Urns/Porcelains Nautical/War Items (Listed) Flea Markets – Booths Available Full Appraisal Service Music Boxes/Victrolas/Old Records Antiques From Other Countries (List) Gift Emporium / Photographs/Postcards Carved Furniture/Fine Used Furniture SOME ADS EMPHASIZE BUYING Serving Lawyers, Bank Trusts, Ins. Cos., etc.	
Product Features - Materials, Types, etc.:	Pine/Walnut Oak - American Oak Specialty Mahogany Some Brands - Hummel, Stickley, etc.	Cast Iron/Porcelain Brass/Bronze/Pewter American Folk Art Gold/Silver Hotel Decor Marble/Bronze Statuary	18th, 19th Century, etc. Native American/Western Primitives/Shaker Victorian/Empire/French English Reproduction Persian/Chinese/Oriental	Art Deco/Crystal/Imports Wicker/Tapestries/Carpets Chippendale, Queen Anne, Georgian, Other Styles Stained Glass/Fine Porcelains LISTS OF SPECIFIC ITEMS
Confidence Factors:	Years in Business State Auctioneer License Licensed/Bonded/Insured (Excellent) References Specialty - Art, Glass, etc. “We Pay More”	Expert Restoration Family Business Association Memberships International Clientele “Satisfaction Guarantee” Only Buying (No Selling)	Knowledgeable Dealer/Buying Only Reputable and Experienced Buyers Size of Inventory/No. of Sq Ft or Booths Crystal Matching Service (Investment) Quality Merchandise ISA Accredited Appraiser	
Convenience Factors:	Hours/Days Open Location Data/Maps By Appointment/Open 7 Days (Free) Pickup & Delivery	Parking Area (Free) Online Showroom/Store Home Visits (Day or Evening) Invitation to Visit Website	Free Verbal Appraisal / Multi Locations Web Site/E-Mail Address Gift Registry Available / Shipping Credit Cards/Toll-Free/Fax Number	
Related Services or Extras:	Unusual Pieces/Ephemera Furn. Stripping/Refinishing Insurance/Estate Appraisals Interior Design Service Antique Cars/Old Radios	Buy Partial or Full Estates Architectural & Garden Pieces Tramp Art/Buy Wringer Washers Chair Caning / Buy Broken Furn. Woodwork/Columns/Fixtures	Cleanout Service - Attics/Basements/ 24-Hour Pick-Up & Delivery "Sold As Is or Refinished" / Prop Rentals Decorators/Browsers Welcome "Free Verbal Appraisal in Store"	
Typical Related Headings:	Antiques - Repairing & Restoring	Auctioneers Appraisers	Furniture Dealers - Used Surplus & Salvage Merchandise	

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