

Survey of Major Yellow Pages Advertisers *

Auctioneers

Comparative Ad Analysis for _____

Services Offered or Problems Solved:	<p>Estates/Businesses/Farms Antiques - Furniture, China, Glassware, Tools, etc. Households/Dry Goods Business Liquidations - Inventory, Vehicles, Office Equipment/Furniture, etc. Real Estate - Land & Buildings Farms/Livestock/Equipment "We Also Buy...(List)" Consignment Auctions/Sales Certified Appraisals Collectibles Antique Cars Computer/Hi-Tech Equipment Persian/Chinese Rugs Commercial Property Warehouse/Factory Closings Types of Businesses Listed Internet Auctions Surplus Asset Management</p>	<p>Construction Equipment Restaurants & Equipment Bankruptcies/Foreclosures Appraisals - Estates, Tax, Insurance, etc. Fine Arts - Paintings, Tapestries, Sculpture, Ephemera, etc. Household Buyouts/Cleanouts Oriental Rugs, Figures, etc. Tag Sales/Estate Sales "Fine Household Furnishings" Coins/Stamps LIST – ITEMS/CATEGORIES Industrial Plants/Machinery Acquisitions/Mergers Trucking Service Restaurants/Pizzerias/Delis Bakeries/Groceries/Retail Stores Toys/Model Trains Office Furniture/Showroom Complimentary Verbal Appraisals</p>	<p>Charity Auctions/Fund Raisers Jewelry/Gold Books/Maps/Prints/Photos Autos/TVs/Boats Liquidating Agents for Banks, Stores, Insurance Companies, School Surplus, etc. (Industrial) Machinery/Heavy Equipment Repossessions/Liens Styles - 18th Century, Victorian, Art Deco, etc. Amusement/Theme Parties "Seeking Quality Antiques" (Details) Stocks/Securities/Aircraft Single Items Bought Partial Estate Liquidations Porcelain/Silver/Bronze "No Charge to Sellers" French/English Antiques Art – European/American/Oriental</p>
Confidence Factors:	<p>Years In Business References/Certified Appraiser Licensed/Bonded/Insured Computerized Confidentiality/Discretion State Lic. # (Where Appl.)</p>	<p>Expertise in Antiques, Fine Arts, etc. Experience - # of Sales/Year Dun & Bradstreet Rated National Auctioneers Assoc. "Asset Conversion Specialist"</p>	<p>State Auctioneers Assoc. / Realtor ® Name of Owner-Auctioneer(s) Buy Outright – Prompt Payment Itemized Bookkeeping / Prompt Payment Full-Time Certified Auctioneer Specialization - Farms, Antiques, etc.</p>
Convenience Factors:	<p>Office Hours/Days On-Site Services Location Data/Areas Served Telephone Quotes Free Market Analysis Website/E-Mail Address</p>	<p>Time/Day of Regular Auctions Non-Smoking Auction Gallery Free Appraisal/Consultation Moving & Packing Service Credit Cards (A Few) Number of Collecting Areas</p>	<p>Computerized Clerking/Pickup & Delivery Invitation/Inducement to Visit Website Large, Comfortable Gallery/Showroom Auctions Held ... (Monthly, etc.) Toll-Free/Fax/Cell Number / Mailing List Same Day Action/Service</p>
Special Services or Extras:	<p>Real Estate Brokers Mailing Lists Weekly/Monthly Auctions Free Antique Classes Asset Recovery</p>	<p>"Dealers Welcome" "Your Place or Ours" Dental/Medical Facilities Free Market Analysis "Fortune 500 References"</p>	<p>Storage Facilities (Secure) Used Furniture/Appliances Daily Consignment Appraisals "We Travel Anywhere" Electronic Instrumentation</p>
Typical Related Headings:	<p>Antiques - Dealers Appraisers</p>	<p>Liquidators Collectibles</p>	<p>Auction Houses Real Estate Brokers</p>

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