Joy Blue Estate Liquidators

Brand Guide

**Mission, Vision, Values**

Mission: Joy Blue Estate Liquidators (JBEL) provides a convenient solution to people looking to liquidate their possessions. We do this by combining our passion for people and our creative methods to assure the best outcome for everyone involved.

Vision: Joy Blue Estate Liquidators is committed to providing transparency and innovation to our stakeholders and holds an unwavering promise of respect and love to all.

 Values: At Joy Blue Estate Liquidators we feel we have a duty to provide a family environment for everyone involved. We also believe that a well-supported community is what makes everyone stronger and safer.

**Value Disciplines**

Product Leadership 19 – JBEL is committed to changing the face of the auction and estate sale business. Their versatility on sale opportunities and their solid commitment to customer service is what is leading their charge. No other company will provide the versatility and transparency to their customer like JBEL will. This is what makes them a leader.

Customer Intimacy 18 - JBEL is not without a constant flow of happy customers and clients. Attention to detail is very import to this brand. They will bend over backwards to assure a client a fair and profitable outcome.

Operational Excellence 16 – While this may be tertiary it is by no means ignored. JBEL has a process in place to assure consistent results. Their ability to keep the flow of goods is key to their model.

**Who, What, Why**

Who – JBEL is the only auction and estate sale company that provides versatility in their liquidation options to assure the best return.

What – JBEL is not just another auction company. There is a deeper altruistic undertone to them. As they grow one can expect to see them not only provide great service, but also create a culture of respect and rewards for hard work. JBEL is here to create a family among its people.

Why – The auction liquidation business is antiquated on so many levels. JBEL is here to bring a new and innovative way of doing business to this outdated industry. They are here to provide peace of mind and to always help as many people as possible.

**Attributes**

See Spreadsheet Labeled Attribute Matrix JBEL

**Target Market**

Edna: JBEL’s average client is an elderly person that is ready to transition or an heir that is ready to move beyond the death of their loved one.

The Movers and Downsizers: These people are middle aged and older and are simply looking to get rid of their collectable, furniture, etc… so they can either downsize or move a long distance. This includes people in high-rise and assisted living situation where they are prohibited from holding on site estate sales.

Millennial Jane: Our typical buyer is going to be a person that enjoys antiques and collectables. They enjoy the nostalgic and more than likely live a middle class to high class lifestyle. They are intelligent and deal savvy.

Thrifty Reseller: This person is middle aged and looking for a treasure to resell on other sites. They are shrewd and crafty.

Real Estate Karen: There is a huge market in catering to real estate agencies. They have a constant flow of clients that are downsizing or who have passed on. This is an angle that needs attention.

Mom & Pop Estate Sellers: We do buyouts and cleanouts for traditional estate sale companies of the items left over from their traditional estate sale (Another reason we are more efficient, as we have a 90% sell rate.)

**Value Stacking**

Versatility: No one else in the industry offers multiple options for selling their items. At JBEL we will offer an in-home estate sale, or an online auction in the home or gallery, or a combination of the two.

Burden: All too often companies only care about the high dollar and easy to sell items. At JBEL our goal is to sell everything, at the same time we will work steadfast to make sure our clients are not inconvenienced.

Trust: Trust is everything. At JBEL we believe that transparency is the only way to do business. We pride ourselves on this.

Reputation: JBEL has built a strong reputation and works daily to maintain it.

Most Value: Everyone wants to most money they can get. Our mission is to do just that, even if it means holding multiple sales.

Liquidation of Goods: With the baby boomer generation retiring there is a massive surplus of personal items that are ready to be recycled into the hands of the younger generations. We are here to facilitate this.

**The Passion**

Elderly: From Grandma Peggy to the nursing home residents, we are here to help our elders. We respect them and appreciate the privilege to honor their memory and life by getting them the highest value possible for their long-stored treasures.

Children: The least among us must have a champion. JBEL is that champion. We are here to always help children grow and succeed.

**The Promise**

We Promise to treat you like family.