#### Paid Advertisement

# BOULEVARD

and advertises on estate sale-specific web sites, all with photos of sample merchandise.

"You'll find things at a fraction of the cost of what you would purchase new," Petersen said. The company is paid a percentage of the sales.

Schiff Estate Services has a second model as well, at its sprawling site on Del Paso Boulevard. "This building meets the needs of people who can't have a sale in their homes," Petersen said, which may be in a gated community or an apartment building.

"We want to bring in fun, eclectic items. We sell on consignment or we purchase outright. The very first sale we brought in was from a mobile home, with some really great Victorian furniture."

Petersen and Schiff "never know where an estate sale will be or what we'll find," she said.

What about discovering hidden treasures? There's that, too. In 2011, for instance, "we had a fantastic find that was a major piece of history."

She and Schiff went to the home formerly occupied by two women who had no family or heirs, to gather merchandise, and discovered a sword in a closet. It turned out to be an Ames goldand ruby-accented piece that had been presented to a hero from the Mexican-American War. They sent it to an auction specializing in historic items, where it sold for more than \$100,000. The women's estate was bequeathed to the SPCA.

At another estate sale, they rummaged through a pile of trash in the garage and found three camera-ready "Peanuts" strips, 36 inches by 12 inches, used in the photo offset printing process in the 1960s, for the Charles Schulz comic strip's reproduction in newspapers.

"We sent those to a historic auction and they brought \$44,000," Petersen said.

Beyond that, though, Petersen looks at the day-to-day business as "a service that helps families in need get through (a trauma)," she said. "Helping people is the part I really like."

# SCHIFF'S ESTATE SALE BUILDING

1309 Del Paso Blvd., Sacramento 916-206-4458, 916-923-1443 www.schiffestateservices.com

### **UPCOMING EVENTS**

# **SATURDAY DEC. 28**

Adult Painting

11 A.M. | FREE

Explore your inner artist! Participants are provided with the paint and canvas, as well as tea and coffee. Adults only. Registration is required.

North Sacramento-Hagginwood Library 2109 Del Paso Blvd. Sacramento

#### TUESDAY, DEC. 31

Stoney's New Year's Eve 2020 **5 P.M.** | \$15 - \$350

Round out 2019 at Stoney's Rockin Rodeo. The country dance club and restaurant is offering a night of hearty food, karaoke, country dancing, a midnight champagne toast and a balloon drop with prizes. Table reservations and VIP tickets are available.

Stoney's Rockin Rodeo
1320 Del Paso Blvd., Sacramento

#### TUESDAY, DEC. 31

Woodlake Tavern New Year's Eve Dinner 4 P.M. | \$85

Indulge in a four-course prix fixe menu and after party with live music by Big Sticky Mess on New Year's Eve! Free valet parking and one bottle of Brut Rose per two people are included. Call (916) 514-0405 for reservations.

♥ Woodlake Tavern1431 Del Paso Blvd., Sacramento

# WEDNESDAY, JAN. 1

12<sup>th</sup> Annual Customer Appreciation Party 11 A.M. | FREE

Enjoy small bites, libations, free games and some New Year's cheer at this annual customer appreciation event!

Schiff's Estate Sale Building 1309 Del Paso Blvd., Sacramento





