



THE TURNAGE PLACE

Since 1970 – 52 Years of Business Selling Our Brand

**The Turnage Place Team of Experts
Will Tailor Each Sale For Your
Specific Needs & Circumstances.**



In 1970, I started a unique antique business called The Turnage Place Ltd. I rented a large warehouse in Atlanta and filled it with English antiques. I had a great team to help with my thriving business and we won "Best of Atlanta" multiple times. Every sale was a fun event and every customer a dear friend. By 2007, we expanded Turnage Place to include estate sale services for families and businesses throughout the Southeast. Turnage Place

Estate Sales was born. Our vast experience and industry connections made the perfect transition to providing a hands-on estate sale business.

Our goal is to consult with and advise our customers about the best options for making the most profit on the sale of their prized possessions. With every step of the estate sale process, we treat your items as if they are our own.

We look forward to meeting with you soon.

Helen Deasy

Come on In!

Welcome to The Turnage Place Estates Sales Company, a leader in estate services for over **50 years**.

Founded by Helen Deasy, we specialize in estate sales, downsizing, and relocation.

In the next few slides, we'll unpack the rich history, financial strengths, and unique selling points of The Turnage Place—a business with 52 years of branding, a great location, and community impact

The Origins



- **1969 Journey:** Helen and her friend, Joy Turnage, traveled to Mississippi to furnish Helen's husband's new real estate business.
- **The Destination:** Went to Joy's brother-in-law's well-known antique warehouse, The Turnage Place in Jackson, Miss., with a plan in mind.
- **First Purchase:** Acquired select inventory and shipped it to Atlanta, sparking Helen's vision for a new venture.
- **Initial Success:** Quickly sold off the first batch of furniture, prompting multiple return trips.
- **Business Formation:** In 1970, Helen, along with Odell Turnage and Mike Deasy, invested \$40,000 each to kick-start The Turnage Place Ltd. in Atlanta.

The Evolution



- **Direct Buying Rights:** A pregnant minority, Helen secured an SBA loan in 1978, to buy the right to buy direct from Mike Deasy Ltd. This empowered the company to expand its offerings, for Mike Deasy Ltd. would only ship direct from one dealer in America.
- **Big Move:** Relocated to a larger warehouse at 1001 Brady Ave, allowing for more inventory and services.
- **Best of Atlanta:** Won the “Best of Atlanta” award in the 80s
- **Passing of Co-founders:** After the loss of Odell Turnage and Mike Deasy, a moment of transition and reflection.
- **Rebranding:** Helen used this moment to rebrand and form The Turnage Place Estates Company in 2007. For Helen is not a buyer, she’s a seller!
- **Service Expansion:** From initial consignment and estate sales to offering a wide range of services, including relocation, downsizing, and complete liquidations.

Helen Deasy Then & Now



“It’s the Lord’s mission to me to help other people.”

Built-In Benefits



- **Seamless Transition:** The following slides will introduce you to the Turnage Place's built-in advantages that insure a seamless transition.



- **Prime Location, Expert Team:** Every element, from our prime West Midtown location to our specialized team, is already in place.



- **Ease of Operation:** Our established network, systems, and team are tailored for smooth running, all built-in to ensure a hassle-free transition for the new owner.

Prime Location



West Midtown Atlanta: Central hotspot in the city, known for its artsy warehouses, stylish boutiques, and trendy eateries, drawing a diverse, upscale crowd.

High-Traffic Area: Positioned off Howell Mill Road, a busy area ensuring great visibility

Built-In Advantages: Benefits from the bustling, urban environment of Atlanta's West Midtown

Proximity to Monday Night Brewery: Located on a street that dead-ends into one of Atlanta's popular breweries, attracting additional traffic.



EXPERT STAFF

“What can I do? How can I help?” – Our Seasoned Staff

Mary Jo - The Architect Behind Staging

- **Administrator & Stager:** Consultation lead for clients. Picks and stages items for the warehouse.
- **Skilled Salesperson:** Known for her warm spirit and positive attitude.
- **Research & Pricing:** Great at appraising items and determining market value.
- **Client Relationship:** Builds long-lasting relationships with clients, adding to the company's reputation

Baas Fraser - The Digital Maestro

- **Marketing & Ads:** Manages ad copy for emails and social media platforms.
- **Communication:** Liaison between clients, auction houses, and the marketing team.
 - **Tech-Savvy:** Built and maintains the Turnage Place website.
 - **Admin Tasks:** Handles miscellaneous tasks like federal taxes and Excel sheets for accounting.

Lisa Krebs - The Life of the Party

- **Staging Partner:** Works closely with Mary Jo to set the stage.
- **Customer Relations:** Popular for her vibrant, fun-loving character.
- **Pricing Support:** Assists in research and setting the right prices for items.
- **Team Synergy:** Known for her ability to boost team morale and productivity.

Vaughn Linder - The Detail Oriented Sales Expert

- **Sales & Staging:** Not just a great salesperson, but also keen on staging.
- **Eye for Detail:** Known for aesthetic arrangements and placements.
- **Client Relations:** Always leaves a lasting impression with her kindness.
- **Problem-Solver:** Quick to troubleshoot issues and find effective solutions.



Raul & Nacho - The Backbone of Turnage

- **Logistics:** Responsible for loading, unloading, and moving furniture and hanging artwork.
- **Repairs & Polish:** From fixing to polishing, they keep everything in tip top shape.
- **Advertising:** Handle local advertising by putting up signs around the area.
- **Multi-tasking Maestros:** Adapt at juggling various tasks, ensuring the warehouse is always running efficiently and effectively.



TESTIMONIALS

Hear It from the Heart: Our Clients' Experiences



My history with Helen and the Turnage Place goes back decades to the beginning, when Helen agreed to sell furniture from an uncle's estate. When friends need to sell furniture from family estates, I always refer them first to Helen, knowing that they will be treated fairly and with respect. I can always count on a fun and often rewarding visit in a welcoming environment at the Turnage Place.

- **Richard O Flinn, Customer & Client of Over 50 Years**



If you haven't met Hellen at Turnage Place and the wonderful staff that work there, I highly recommend the experience. The collection is ever changing of one-of-a-kind pieces! I enjoy the experience of meeting Helen and the team every chance I get! We always have a great laugh and enjoy great conversation over an oasis of unique fines!

- **Sara Gagnon, Turnage Customer**

For decades Turnage place has been and is the best place in Atlanta to consign and shop for quality antiques and the unexpected—the staff is always so kind and helpful.

- **Perry Benson, Benson Estate Sales & Liquidations**

I have enjoyed shopping Turnage place for over 15 years. Many items in my house are from Turnage place. I especially remember a beautiful dining room chandelier that I purchased. Helen was kind enough to store it for me, until my house was done. I like to do business with friends, and that is what I consider Turnage place.

- **Drew Payne, Turnage Customer**





I greatly appreciated your work and the effort of your whole team in selling my brother's personal effects. Thank you for all the time you put in.

- **Polly La Duc, Turnage Client**

Helen and her staff at The Turnage were great! Bought our first dining table in 1974 from the Turnage and was extremely excited to see Helen is still in business. Great inventory and will go back regularly to check for other pieces! Tons of dishes and even beautiful jewelry! Thanks for our serendipitous connection again. Will enjoy the nightstand! Thanks to all!

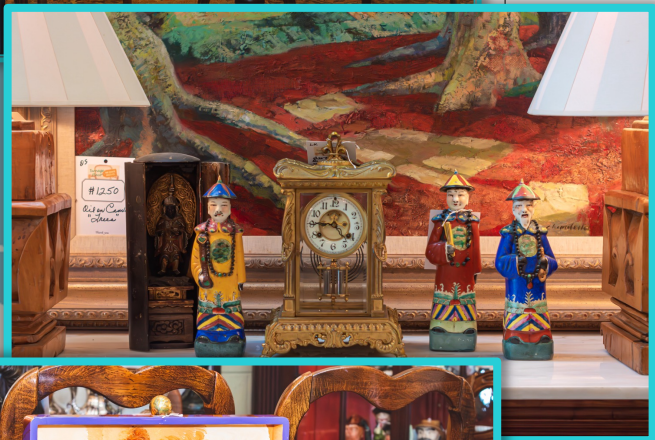
- **Jodie Lee Shepard, Longtime Turnage Customer**

We received the check today and were pleasantly surprised. We can't thank you enough for all the help in cleaning out our house. We could have never done that by ourselves!

- **Michael Render, Turnage Client**

What a find! Turnage Place...is such a fun shopping destination with a little bit (actually a lot) of everything! My purchase...is better than I expected and found more treasures that I didn't know I needed! Loved it and will be back.

- **Joan Horton White, Turnage Customer**



What Turnage Needs

- On-site estate sales
- Online auctions
- Online store
- Inventory Management system
 - Barcoding system
- Structured Inventory Tracking
- Advertising and Marketing Inspiration and Ideas
- Competitor Research

Turnage Needs Someone ...

- ...with a knowledge of antiques, vintage items, and home furnishings
- ...with passion who can bring visions to life
- ...willing and able to engage with the community
- ...who can tap into both sides of their brain
- ...who can take this business and run with it!

Why Turnage Place Is Your Next Best Career Investment

- **52-Year Legacy:** A profitable brand that's stood the test of time with unwavering quality and trust.
- **Ready for Transition:** A seasoned, dynamic team in place, ensuring a smooth handover.
- **Location, Location, Location:** Centrally located in one of Atlanta's busiest areas.

Thank you for considering The Turnage Place