

THE ESTATE SALE HOUSE

ANNUAL MARKET REPORT

2026 SOUTHERN CALIFORNIA MARKET REPORT

Real pricing data from hundreds of actual transactions

A concise field report built from 12 months of actual transactions across Southern California. Use it to set expectations, understand discount behavior, and see what buyers are really paying in today's market.

The Estate Sale House

12 months

ACTUAL TRANSACTION
DATA

100+

INDIVIDUAL TRANSACTIONS

\$7M+

GROSS SALES PROCESSED

These are real sale results. Not appraisals, insurance values, or internet asking prices. The numbers in this report come from items that actually sold, to real buyers, at professionally run estate sales.



THE
ESTATE SALE
HOUSE

WHERE EVERY ESTATE IS HANDLED WITH CARE



What families need most is not a guess. It is a reality check.

This report is based on actual transaction data from The Estate Sale House. Over the last 12 months, the company processed approximately 100 individual estate sales totaling more than \$7 million in gross sales across Orange, LA and Riverside Counties.

100+

Individual
Item-level
transactions

\$7M+

gross sales
processed

**Real
buyers**

real sale
results rather
than estimates
or
asking prices



HOW TO READ THE REPORT

- These figures reflect what items actually sold for at estate sale, not retail replacement value, insurance value, or auction guarantees.
- Category pricing is shown as a typical sold price with a practical range. Condition, brand, rarity, and timing still matter.
- Neighborhood, storage depth, and the presence of valuables can meaningfully change how a full-home sale performs.

WHY THIS MATTERS

Families usually lose money in two ways: by donating or discarding categories they do not realize are valuable, and by anchoring to original purchase price on categories the market no longer wants. This report helps correct both problems.

SECTION INDEX

01 About this data

02 What a full home
actually grosses

03 Typical sold prices by
category

04 The discount reality

05 What's strong in 2026

06 What's soft in
2026

07 Seasonal trends
+ takeaways

WHAT A FULL HOME ACTUALLY GROSSES

The whole house is rarely worth what the family fears or hopes.

Across hundreds of full-home estate sales, results tend to cluster into four practical bands. These ranges assume a professionally run estate sale in OC, LA or Riverside Counties and exclude insurance value, private-party value, and any emotional value attached to the contents.

Modest home

Typical gross:

\$3,000 – \$8,000

2–3 bedrooms, basic furnishings, minimal collectibles.

Average Home

Typical gross:

\$8,000 – \$20,000

3–4 bedrooms, decent furniture, some antiques or collectibles.

Well-furnished home

Typical gross:

\$20,000 – \$45,000

Quality furniture, art, collections, and a meaningful garage or basement.

High-end / collector estate

Typical gross:

\$45,000 – \$150,000+

Fine art, antiques, designer items, or extensive collections.



KEY FACTORS THAT MOVE THE NUMBER

- Quality and age of furniture. Mid-century modern and antique pieces outperform mass-produced goods.
- Presence of jewelry, coins, and firearms. These categories can materially lift a sale total.
- Depth of the garage, basement, and attic. Undisturbed storage usually means stronger results.
- Geographic location Orange County and Riverside County often trend higher.
- Time of year. Spring and fall typically outperform summer and winter in Michigan.

TYPICAL SOLD PRICES BY CATEGORY

Page one of pricing: furniture and wall-driven categories.

The figures below reflect the middle of what we routinely see in actual transactions, with ranges showing the normal low-to-high spread when condition, brand, and demand vary.



APPROX. \$924,000 ANNUAL FURNITURE SALES

Furniture

CATEGORY	TYPICAL	RANGE
Sofas & loveseats	\$85	\$25 - \$400
Recliners	\$65	\$25 - \$500
Dining tables with chairs	\$175	\$50 - \$800
Bedroom sets	\$225	\$75 - \$600
Mid-century modern pieces	\$350	\$100 - \$3,000+
Dressers	\$95	\$30 - \$400
Bookcases & shelving	\$55	\$15 - \$200
Office desks	\$75	\$20 - \$500
Patio furniture sets	\$120	\$30 - \$400

APPROX. \$277,000 ANNUAL ART SALES

Art & wall decor

CATEGORY	TYPICAL	RANGE
Original oil paintings	\$185	\$25 - \$5,000+
Watercolors	\$75	\$15 - \$1,000
Signed / numbered prints	\$45	\$10 - \$300
Mass-produced prints	\$12	\$3 - \$30
Sculptures / bronzes	\$225	\$25 - \$5,000+
Mirrors	\$65	\$15 - \$800

Clothing, accessories, kitchen, and dining still surprise people.

Smaller categories often outperform bulky furniture. The strongest upside usually comes from jewelry, handbags, sterling, and select kitchen brands rather than from the largest pieces in the room.



APPROX. \$232,000 ANNUAL CLOTHING SALES

Clothing & accessories

CATEGORY	TYPICAL	RANGE
Designer handbags	\$175	\$25 - \$5,000+
Fur coats	\$85	\$15 - \$300
Vintage clothing, per piece	\$18	\$3 - \$500
Designer shoes	\$25	\$5 - \$200
Luxury watches	\$1,200	\$100 - \$20,000+
Non-luxury watches	\$25	\$5 - \$100
Costume jewelry, per piece	\$8	\$1 - \$500
Fine jewelry	\$450	\$50 - \$50,000+

HOUSEHOLD BASICS ARE COMMON. BRAND, METAL CONTENT, AND RARITY MATTER MOST.

Kitchen & dining

CATEGORY	TYPICAL	RANGE
Sterling flatware, per set	\$800	\$200 - \$3,000+
Silver plate flatware	\$18	\$5 - \$40
China sets, complete	\$85	\$20 - \$200
Crystal stemware, set	\$45	\$15 - \$150
Cast iron, Griswold / Wagner	\$95	\$15 - \$500
Vintage Pyrex, per piece	\$35	\$5 - \$300
KitchenAid mixers	\$110	\$50 - \$200
Copper cookware, per piece	\$45	\$10 - \$400

Garages, collections, and media create the widest gap between expectation and reality.

This is where families most often overlook upside. Garages, basements, and specialized collections can add materially to the sale total, while common books and media usually remain low-value unless there is clear rarity.



GARAGES, WORKSHOPS, AND BASEMENTS FREQUENTLY OUTPERFORM EXPECTATIONS.

Tools & garage

CATEGORY	TYPICAL	RANGE
Power tools, per item	\$55	\$10 - \$500
Hand tools, lots	\$35	\$5 - \$300
Riding mowers	\$650	\$150 - \$1,500
Fishing equipment, lots	\$75	\$10 - \$500
Sporting goods	\$40	\$5 - \$500

SMALLER CATEGORY, BUT STILL WORTH CHECKING FOR STANDOUT PIECES.

Books & media

CATEGORY	TYPICAL	RANGE
Books, common, per lot	\$8	\$1 - \$25
First editions / rare books	\$125	\$20 - \$10,000+
DVDs / CDs / VHS, per lot	\$5	\$1 - \$15

THESE CATEGORIES CREATE THE BIGGEST UPSIDE AND THE BIGGEST SURPRISES.

Collectibles & specialty

CATEGORY	TYPICAL	RANGE
Coins & currency	Varies	\$50 - \$50,000+
Firearms	\$425	\$100 - \$10,000+
Vinyl records, per lot	\$45	\$5 - \$500
Vintage toys	\$35	\$5 - \$2,000
Military memorabilia	\$85	\$10 - \$3,000
Art glass	\$65	\$10 - \$2,000
Musical instruments	\$175	\$20 - \$5,000



READ THE RANGE, NOT JUST THE MIDDLE

Large ranges usually signal a category where condition, maker, or documentation makes all the difference. Firearms, coins, musical instruments, and art are the clearest examples. Those are categories to flag for closer review before anything is sold or donated.

The markdown curve is not a problem. It is part of the model.

One of the biggest misunderstandings in estate sales is the difference between the initial tag and the realized sale price. Discounts are standard, expected, and necessary to clear inventory over the course of the event.



68%

of all items sell at some discount over the course of the sale.

32%

is the average total markdown from the initial tagged price across all transactions.

\$100 tag

often realizes about \$65 – \$85 after negotiation, discount-day pricing, or both.

WHAT A TAGGED ITEM REALLY MEANS

If an item is initially marked at \$100, a typical realized outcome may land closer to \$65 – \$85 once negotiation, scheduled markdowns, or final-day pricing are factored in. That is normal. Professional teams price with this curve already in mind.

WHAT THIS MEANS FOR FAMILIES

- ☐ Day 1 captures the highest prices because the strongest collectors and dealers arrive first.
- ☐ Day 2 often brings 25% to 50% markdowns, depending on sell-through and category depth.
- ☐ If a sale runs into a final day, remaining contents may be discounted 50% to 75% to clear the house.
- ☐ Professional estate sale companies price with the discount curve in mind. The markdown is not a surprise; it is part of the strategy.



WHAT'S STRONG IN 2026

Buyer demand is concentrated, and some categories are still excellent.

The best-performing categories right now tend to share one or more traits: design relevance, metal value, collector demand, or scarcity. These are the categories families should slow down for.



Mid-century modern furniture

Still the strongest common household category. Herman Miller, Knoll, Heywood-Wakefield, and Danish imports remain in demand, though price growth is flattening after a long run.

Gold & silver

Precious metal prices remain elevated. Sterling flatware, gold jewelry, and coins continue to benefit from metal value and collector demand.

Vintage clothing & designer accessories

Designer pieces from the 1960s through the 1980s, plus strong handbag brands, continue to sell quickly.

Vinyl records

Original pressings in clean condition keep moving, especially jazz, classic rock, blues, and soul.

Art glass & pottery

Murano, Blenko, Steuben, Lalique, and pottery remain strong niche categories.

Vintage tools

Stanley, Starrett, and well-kept woodworking tools have active buyers.

Vintage advertising

Porcelain, tin, and neon signs continue to attract collectors, restaurants, and design buyers.

WHAT STRONG CATEGORIES SHARE

The best-performing categories usually offer one of four advantages: design relevance, scarcity, collector demand, or direct metal value. When a category has one of those advantages, buyers will still travel and spend for it.



Some categories are not coming back, and families should reset expectations early.

Formal dining, decorative collector lines, and bulky commodity furniture continue to weaken. These are the categories most likely to disappoint families who still anchor to original purchase price.



Formal china & crystal

Demand continues to weaken. Most complete sets sell far below original purchase price, even when beautifully cared for.

Formal dining furniture

Large, ornate dining sets are slow. MCM and simpler casual styles still do better.

Mass-produced furniture

Ashley, IKEA, Rooms To Go, and similar brands typically lose 60% to 80% of value almost immediately.

Electronics

TVs, home theater gear, and computers depreciate quickly. Vintage audiophile equipment is the exception.

Collectible plates & figurines

Franklin Mint, Bradford Exchange, Hummel, Precious Moments, and similar lines remain soft.

Exercise equipment

Treadmills, ellipticals, and home gyms rarely bring more than a small fraction of original retail.

Pianos, non-premium

Unless it is a premium grand in strong condition, moving cost often exceeds sale value.

WHAT SOFT CATEGORIES HAVE IN COMMON

They are usually bulky, easy to find elsewhere, or tied to buying habits that have changed. The family may have paid a premium years ago, but the current resale buyer is comparing them against a flooded secondary market.



Timing matters, and a few broad rules still drive the best outcomes.

If timing is flexible, spring and fall still produce the best buyer traffic in Southern California. Pair that seasonal advantage with realistic expectations and the right handling strategy, and the sale result is usually much stronger.



SEASONAL TRENDS

April – June

STRONGEST SEASON

Best weather, highest traffic, and better performance for garages, patios, and outdoor categories.

September – November

SECOND PEAK

Buyers are active again after summer and often stock up before winter.

December – February

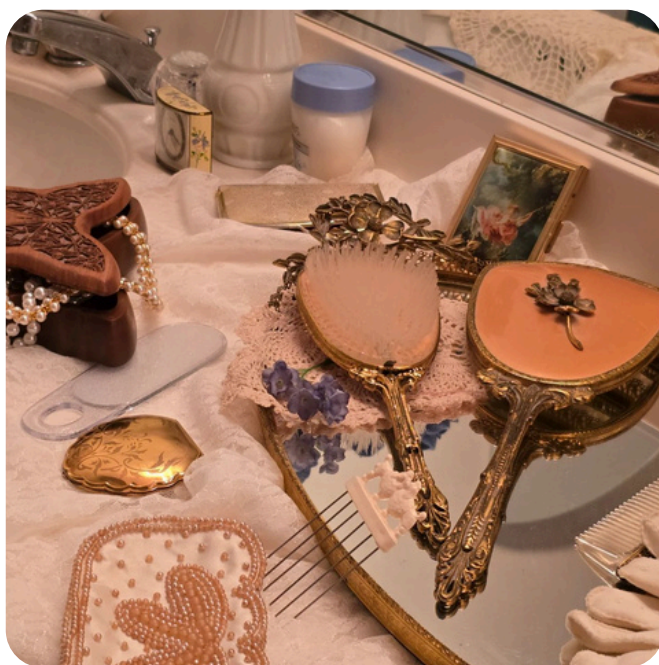
SOFT SEASON

Snow, holidays, and colder weather reduce turnout and make clean logistics harder.

July – August

VACATION DRAG

Attendance is usually lighter because buyers and families are traveling.



KEY TAKEAWAYS

1

A professionally run full-home estate sale with quality contents in a good neighborhood often grosses about \$8,000 to \$20,000.

2

Jewelry, coins, and firearms create the most frequent surprise upside. These categories should be professionally reviewed before they are sold or donated.

3

Mid-century modern furniture remains the best-performing common household category. If you have it, the market is still favorable right now.

4

Do not overvalue china, crystal, or ornate dining furniture. The market shift is real and ongoing.

5

Expect meaningful markdowns during the sale. Discounting is standard and professional pricing is built around that curve.

6

If timing is flexible, spring and fall remain the strongest windows for Michigan estate sales.

WANT A PERSONALIZED ESTIMATE?

Book a free walkthrough.

The Estate Sale House
theestatesalehouse@gmail.com
949-677-1233

Free walkthrough · No obligation



THE ESTATE SALE HOUSE

NEED A HOME-SPECIFIC ESTIMATE?

Turn the report into a real plan.

If you want a practical estimate for one specific house, the next step is a walkthrough. We can help you understand the likely sale band, flag the categories that deserve closer review, and map out the best timeline for the contents and the home.

CONTACT

949-677-1233

theestatesalehouse@gmail.com

www.theestatesalehouse.com

Free walkthrough - no obligation.

Jewelry, antiques, art, cleanouts, estate sales, and real estate.

One team can help sort the contents, protect the value, and move the process forward.

Built from real Orange County, Los Angeles & Riverside Counties

Not a price guide built from asking prices, but a field report from actual completed transactions.



THE
ESTATE SALE
HOUSE

WHERE EVERY ESTATE IS HANDLED WITH CARE