

# Online resale shop offers treasures

**Observer:** Tell us about your business, including the types of services and/or products you feature.

**Johnson:** The Upscale Garage Sale is a new online resale store that offers bargain prices on vintage and contemporary merchandise, including, but not limited to, jewelry, handbags, belts, autos/accessories, apparel for men, women and youth, collectibles/toys, crystal/glass, health and fitness equipment, home accessories/furniture and real estate.

Periodically we will offer items on sale, as well as, some auction items. Many of our items come from people who don't want the hassle or overhead of operating their own store. We carry the entire overhead, do the work and take a commission once the item sells. In the near future we plan to offer ad space for other businesses who want to advertise on our site.

**Observer:** What makes your business unique?

**Johnson:** We offer an array of items from the 60s, 70s and 80s especially clothes and shoes that many youngsters today have not seen, but are fascinated with from stories their parents told them. Also, our business is family owned and operated.

As with any venture, if you want to be successful, it's all about customer service. We offer a full refund and return policy on any item that is not what was advertised on our site. To date we have a 100 percent customer satisfaction on items we have sold. We recently sold a 3-piece ornate bedroom set that originally cost around \$3,000; we sold all three pieces for \$450. The buyer was thrilled and she got items removed from her home to make room for a new set. The set is still pictured on our site with a SOLD underneath, check it out.



Gerri Johnson, president of The Upscale Garage Sale, is excited about her new online business that serves as a virtual resale store.

## THE UPSCALE GARAGE SALE

**Business Name:** The Upscale Garage Sale

**Business Address:** 33228 W. 12 Mile Rd., Farmington Hills, MI 48334

**Your name and title:** Geri Johnson, President

**Your hometown:** Farmington Hills

**Business opened when:** November, 2008

**Number of employees:** 3

**Your business specialty:** General Merchandise, Autos, Real Estate

**Hours of operation:** 8 a.m. - 8 p.m. (24-hour online orders)

**Business phone toll free:** 1-877-419-7505

**Web site address:** [www.theupscalegaragesale.com](http://www.theupscalegaragesale.com)

**Observer:** How did you first decide to open your own business?

**Johnson:** I'm an attorney by training and although I loved the study of law, I don't particularly like the practice of it — too confining. I have always been an entrepreneur at heart. This is about my

third business venture. My husband has been the best in supporting and financing all of my previous business ventures, but this is the first one I have tried to fund almost entirely on my own, but his unwavering support still sustains me.

**Observer:** How did you decide to locate in the Farmington/Farmington Hills community?

**Johnson:** My husband and I have been Farmington Hills residents since 1994 and we love it, so it was natural to start my business here. This is a place where businesses are encouraged to become a part of the community and we love the support we have and continue to receive. This is vital since my business is home based with a mail drop for correspondence.

**Observer:** Do you have a unique story to tell us about your business?

**Johnson:** Yes, it just happens to involve that 3-piece bedroom set I just mentioned. The lady had planned to set it out for garbage pickup just to get rid of it and we talked her into letting us put it on our site. It sold in one day. So she made \$450, minus our commission on something she had planned to leave for garbage pickup.