

Blue Moon Estate Sales

Franchise Summary

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Category: Senior Services

Subcategory: Estate Sales

Corporate Office: Troy, MI 48084-1600

Contact: Morris Shamouni

Phone: 310-901-5611



Website: <https://americasgreatestfranchises.com>



Franchise Fee: \$57,000

Royalties: 5.5% Standard | 8% Reduced

Cash Investment: \$60,000

Total Investment: \$57,015 - \$113,325

NetWorth: \$125,000

VetFran: Yes

Veterans/Minorities/First Responders Discount: Yes

Home-based: Yes

SBA approved: Yes

Master Franchise / Area Developer Opportunity: No

Founded: 2009

Franchised: 2013

Additional Details

Blue Moon Estate Sales began out of a demand in the market for a quality home liquidation service. The founders have over 50 combined years of antique buying, selling, and appraisal experience. We sell cars, fine jewelry, furniture, right down to the pots and pans and the Beanie Babies. 80% of our clients are downsizing, rightsizing and about 20% are deceased and we work with the executors.

A Blue Moon Estate Sales franchise provides a tremendous opportunity. You are joining a growing, in-demand industry that for years was run by small estate sale companies that provided a lot of variability in service to their clients. Part of our mission is to bring standardization to the industry in the form of reliability, integrity, honesty, promptness, and professionalism – all with a caring touch, as this is often a very stressful time in people's lives.

The industry is growing largely due to the daily increase in the number of Baby Boomers, many of whom have lost one or both parents or are in need of downsizing their own possessions. In sharp contrast to the size of families and the limited amount of tangible assets 50+ years ago, today's families are smaller and families have a lot more "stuff" - often more than can reasonably be passed on to their heirs. This creates a lot of opportunities for our franchisees.

WHY Blue Moon Estate Sales?

Home-Based Business - No retail/office space needed
Direct Pay Customer Base – No chasing down people for money
Large, Protected Territories

OUR IDEAL FRANCHISEE

Strong sales, marketing, and relationship-building skills
Knows how to build and run a team
The candidate will be seeking to be in the senior, real estate, retail, event management, or service-based space
No experience in personal property or antique sales necessary
Days of hobbyist are gone, now for FT owners: multi-unit owners that conduct multiple sales a week

Semi absentee model:

The franchisee needs to put at least 20 to 30 hours per week into marketing, networking, and client interaction (which could happen all throughout the day). They are required to hire a full-time manager to handle the

BACKGROUND

Year founded: 2009
Year Franchised: 2013
Number of franchises currently operating: 131
Number of corporate owned franchises: 0

Home Based: YES
Semi-Absentee ownership available: YES
Accepting Master Franchisor and Area
Developer Referrals: NO
Average number of employees required: 5-10 all part-time employees
E2 Visa Friendly: YES

FINANCIAL DETAILS

Single Unit fee options: \$57,000 Standard | \$24,500 Reduced

Providing earnings guidance in Item 19 in FDD: YES
Total investment range: \$57,015 - \$113,325
Net worth requirement: \$125,000
Royalty: 5.5% Standard | 8% Reduced
Additional fees: 1% Ad Fund
Financial assistance available: YES - 50% of

operations from day one. We require at least \$100,000 in liquid capital.

The franchisees that keep their job that are the most successful are 100% work from home in a project based role. This allows them to step away and work on anything that they need to for their business at any time and work on whatever they need to do for their job and a flexible schedule.

AVAILABLE MARKETS

US markets available: ALL major US markets, except Colorado, Minnesota, and Puerto Rico

HOT Regions/Desirable:

AL - Birmingham and Huntsville

AZ - Phoenix metro and Tucson

CA - Los Angeles metro and Long Beach metro

CT - entire state

IA - Des Moines

NJ - North

NY - NYC and Upstate

OH - Cincinnati and Columbus metro

OK - Tulsa and Oklahoma City

OR - Portland metro

TX - Dallas/Fort Worth

FDD Pending Registration: Registered in all 50 states

NOT Available: Puerto Rico

Canadian Referrals: NO

International Referrals: NO

Military/Veteran and First Responder Discount is 20% off the first territory's franchise fee (both options) and that commission for the consultant is not affected - they receive the full amount.

Last updated: 1/6/2026

the \$57,000 standard franchise fee

VetFran program: YES

Veterans/Minorities/First Responders

Discount? Yes, 20% off the first territory's franchise fee (both options)

SUPPORT & TRAINING PROVIDED

Training and support program details:

Blue Moon Estate Sales will provide franchisees with two full weeks of initial training at their home office (virtual), beginning 1 to 3 weeks before the franchisee is scheduled to open for business. This training pertains to administrative, operational, and sales/marketing matters. This training will be provided for 1-3 people

Cost for Training: \$2,500

Lodging and airfare included: NO

Site Selection Assistance: NO

Lease Negotiation Assistance: NO

Mentor following training: NO

Length of mentoring Franchisee: We provide ongoing support for operational questions that arise.