

## Is It Time To Trade & How Does That Work ?

Furs like other items have a residual / trade in value. The used fur market is smaller than new furs because many people keep furs for a lifetime and pass them on to family members. Like most items, they depreciate in value. No matter how nice a fur is maintained, when selling it as pre-owned it is thought of as being used. Consumers know very little about furs. So when selling pre-owned furs, purchasers are usually very skeptical. The maximum value a used fur will sell for is typically \$2,000, no matter how new or outstanding its condition. I feel this is because when someone is considering a \$2,000 fur purchase, they start looking at the options in new furs. There are so many options in new furs, customers will generally pay more to get exactly what they want. So with the nicest pre-owned fur selling for \$2,000, all the other furs will sell for less. I would say the average pre-owned fur will sell for between \$800 - \$900. Even when selling a pre-owned



fur at the right price is not easy because everything else has to work out as well. It has to be the color, style and size that is right for the buyer. I have seen many pre-owned furs that customers wanted to buy, but they weren't the right size. The time is right to trade your fur when you have simply grown tired of the fur, you have had it several years and it just isn't special to you anymore. You have also looked at restyle options, and none of those options change it enough to make it special again. So trading gives you a sizeable savings off the new fur that you are excited about. When you trade a fur at Barnes, we take our great sales price and subtract your trade in price from it. Many fur stores only take trades in when the furs are not on sale, so you are starting at the retail price. We give you the trade price that we think the fur should sell for in the pre-owned market. Not half or less what it should sell for, exactly its sales value. You get all the benefit as if you had sold it yourself, plus the additional sales tax saving on that amount. So if you have a fur that was great many years ago, but it isn't that great today, you should bring it in to trade and start the enjoyment of something contemporary and special that you will enjoy even more than your first fur.

**Why people don't Cold Store or Condition Furs.**

It's easy to see why people don't do the proper services that furs need. Furs never look like they need it. There isn't a warning light that appears. A fur that is several years old and has never been cold stored or conditioned still looks beautiful and new. I think the old term "Cleaned & Glazed" didn't help any. It made the service sound like it was for beautifying the fur. Natural furs are one of the few things you can buy that with summer maintenance will hold their like-new condition for 30 years. Not much of anything purchased today will last that long. So why should you service your fur? It's for the leather / pelt under the fur. You don't see it, but it holds the fur together. It is just as durable as a leather jacket, but the pelt is much thinner. So when it dries out it doesn't just get stiff (and inflexible), it falls apart like confetti. You can't refurbish fur. Once it's

dry, it's dry. If you start Cold Storing and Conditioning an older fur it will stop it from drying out more, but they are never as soft as they were when they were new. The cold storage vault has an



amazing amount of fresh air induction. Far more than any house. That fresh air is both refrigerated and dried. The vault is maintained at 45° and 50% humidity. This is the perfect environment to keep the pelt from drying. With the conditioning process, the fur is put in a fur cleaning machine with a powder that is moistened with a conditioner. As the fur is tumbled in the machine the powder releases the conditioner and it is absorbed by the pelt. This process allows the pelt to maintain its natural moisture. We have only had a couple of customers ask which is more important Cold Storage or Conditioning? While both are important, we think fur gets the most benefit from conditioning. As always at Barnes, we are happy to do whatever you prefer.

## Summer Services

Bring your Furs in as early as April or as Late As July