The Hidden Value Challenge

How much money could be hiding in your surplus inventory?

THE CHALLENGE: Walk through your warehouse, storage room, job trailer, or shop and find **five items** that are no longer needed for an active project. Don't dismiss them as leftovers. They may be saleable inventory.

Step 1 — Find the Hidden Inventory

Look in the places where surplus tends to get forgotten: warehouse corners, shelves, jobsite leftovers, unopened boxes, discontinued products, over-ordered quantities, and materials that were purchased for a project that changed.

Item	What is it?	Qty.	Condition	Where is it?

Step 2 — Ask the Five Value Questions

1. Is it usable? Could another contractor, supplier, builder, flipper, or DIYer use it?

2. Is it in sellable condition? New, unopened, unused, lightly used, or otherwise serviceable materials may have value.

3. Is it hard to find? Discontinued products, special-order items, or materials with long lead times can be especially attractive.

4. Does the quantity matter? A large quantity may be valuable to one buyer, while a small leftover quantity may solve another buyer's immediate problem.

5. What would a buyer save? Think about replacement cost, time, freight, and the hassle of sourcing the material.

THE BIG QUESTION: If you didn't have this material today, what would it cost you to replace it — and how long would you have to wait?

Step 3 — Put a Number on the Hidden Value

You don't need an exact appraisal. The goal is to make a reasonable estimate of what each item could bring in today's market.

Item	Replacement / Market Value	Your Asking Price	Potential Recovery

Step 4 — Don't Forget the Cost of Keeping It

Surplus has a cost even when it isn't being sold. It takes up warehouse space, requires handling, can be damaged, becomes harder to identify over time, and ties up money that could be used elsewhere. A sale doesn't have to recover the original purchase price to be a good business decision.

- ■ Warehouse or storage space
- ■ Handling / moving the material
- ■ Risk of damage or deterioration
- ■ Time spent tracking or relocating it
- ■ Money tied up in inventory

Your Hidden Value Total

Potential value of Item 1	
Potential value of Item 2	
Potential value of Item 3	
Potential value of Item 4	
Potential value of Item 5	
TOTAL POTENTIAL RECOVERY	

THE HIDDEN VALUE TEST

If these five items could turn into even a few hundred dollars of recovered value and free up useful space, would it be worth listing them?

Next step: Use your completed worksheet to create a BuildSmart Surplus listing. A buyer may be looking for exactly what you've been storing.