Consignment shop caters to lake residents

BY LINDSEY JOHNSTON
THE JOURNAL

SENECA — For Sherrie Williams, opening a new consignment shop gives her a chance to meet people and have something to look forward to in the future as well.

"I recently turned 50, and I'm not getting any younger, so I wanted something fun to do for when I retire," said Williams, who works as an administrator at a local assisted living community. "I've always loved antiques, and I thought the store would be a great way to meet people."

Consignments by the Lake is a 50/50 consignment store. Half of the profits from each sale go to Williams, and the other 50 percent goes to the person who brought in the consigned item. She consigns a little bit of everything at her store — furniture, antiques, clothing, jewelry, shoes and a variety of other items.

"I wanted to open something that would cater specifically to the lake community," she said. "I sell anything as long as it's in good condition."

The store has been open for about three weeks, and Williams said she is already getting a good amount of business.

"The people that live on the lake really enjoy the store, because they are not allowed to have yard sales," said Williams, "I had a woman who brought me four truck loads of items last week. She brought me almost 200 pieces of jewelry."

Williams said that the store is full and if business continues at this rate she may decide to expand.

"I'm thinking about opening another store on (U.S. Highway 123), especially if business continues to go this way," she said.

Consignments by the Lake is located at 501 Rochester Highway, Suite C1, in The Village shopping center. It is open Tuesday through Friday 9:30 a.m.-6 p.m. and Saturday 9 a.m.-3 p.m.

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Sherrie Williams, left, will be spending her retirement running a consignment shop with the help of sales associate Jessica Williams.