

# WHEN THE INVENTORY DOESN'T NEED AN ONSITE CROWD



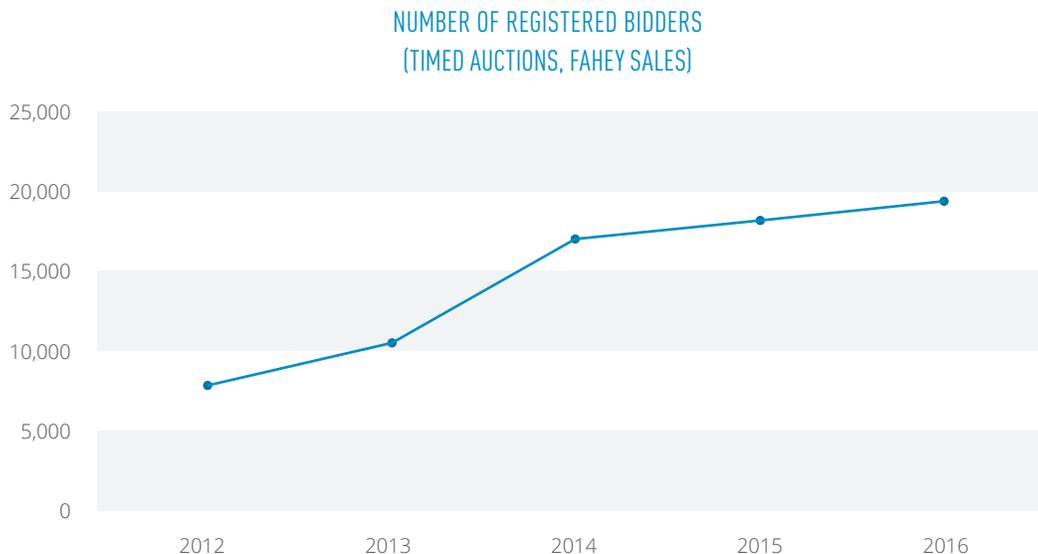
## PROXIBID'S TIMED AUCTION TECHNOLOGY LOWERS OVERHEAD COSTS

Fahey Sales Auctioneers & Appraisers (Fahey) began hosting auctions on Proxibid in 2004, selling in both live and timed auction formats across multiple categories. The company's experience spans Commercial & Industrial, Real Estate, Heavy Construction Equipment, Art Antiques and Collectibles, Farm Machinery and much more.

In several categories, Fahey has found Proxibid's timed auction solution highly effective in liquidating assets quickly, removing the cost and time constraints of hosting a live event. By adding more than 100 events per year in a timed format, rather than live, Fahey has kept the cost of hosting an onsite event off the books, while capitalizing on the additional time and resources to maintain the company's live auction presence.

## FIVE YEAR COMPARISON: FAHEY SALES EXPERIENCES RAPID GROWTH

From January 2012 to December 2016, Fahey's online sales in timed auctions increased 9,200%. In addition, the company experienced a lift in registered bidders – 146% increase over 5 years.



## WHY MOVE ONLINE-ONLY?

The live auction isn't going away. The excitement of bidding live onsite is a thrill unlike any other. But what happens when the items are.... Less than exciting? Not all inventory demands an onsite crowd—for example Commercial & Industrial auctions often take place online only. Buyers have become increasingly comfortable bidding in an online format, and bidding exclusively on Proxibid simply opens auctions to more people in more places, while reducing overhead costs.

"Timed, online only auctions have made a tangible impact on our business," said Jim Fahey. "Now, we can sell inventory where it is, and work with a bidder after the sale to ship items wherever in the world they need to go. Overall, the timed auctions require less resources to coordinate, allowing us to run more auctions and sell more inventory each year."

Taking smaller auctions that might have less exciting inventory, or where the onsite attendance might be low, to a timed, online only format has many advantages. An auction company can focus more time and attention on larger, more lucrative opportunities. And don't worry—for both live and timed auctions, Proxibid has your back. Not only can Proxibid provide logistics agents to assist with complete principal photography, we can also equip auction companies with a variety of marketing options to entice new and existing buyers and provide customer support for buyers on the platform.

By implementing the right mix of live and timed auctions, with strategic services provided by Proxibid, sellers like Fahey have found both types of events grow substantially on the Proxibid platform.



*We've found success in selling real estate, collectibles, commercial equipment, & more leveraging Proxibid's timed auction technology. Having more than one method of liquidating inventory allows us to be more flexible and take consignments we may not otherwise be able to accommodate.*

**Jim Fahey**

Owner, Fahey Sales  
Auctioneers & Appraisers

## READY TO TRY TIMED AUCTIONS?

Proxibid's Timed Auction solution is an efficient and effective way to liquidate assets and maximize return on investment. Through timed, online-only auctions, sellers save time and money, while receiving the same level of service, support, and marketing from Proxibid. The extra profit margin helps sellers re-invest in their business and capitalize on every opportunity for growth.

### Need Help Getting Started?

Existing Proxibid Sellers:

» [AccountManagers@proxibid.com](mailto:AccountManagers@proxibid.com)

New Seller:

» [Sales@proxibid.com](mailto:Sales@proxibid.com)