



Case Study

Unreserved Auction

Client needs

A requirement was the uplift and cost effective salvage operation of all new equipment in timely manner

Overview

- \$1M of new commercial gym equipment fit out to be salvaged as a result of a fire
- Client required a solution that required the cooperation of other stakeholders to provide a seamless salvage to minimise delays
- Commercial gym equipment requiring specific knowledge for uplift and presentation for sale
- Several hundred items, condensed into approximately 250 lots to maximise auction performance

Challenges

- Items needed to be classified , then organised for uplift to a secure site for sale
- Items had to be lightly cleaned, quite a task given the nature of items, metallic gym equipment
- We had limited space for storing and preparing items for sale
- Numerous smaller items needed to be consolidated so as to maximise auction performance

How Can We Help?



Call George Endacott on 0422 313 707 to find out how we can maximise insurance salvage outcomes on your next claim.

Outcome



All assets sold



There was significant interest for inspections and pre auction offers meant Hilco had to manage customer expectations



Salvage auction was a resounding success with a highly competitive activity



Overall results significantly exceeded original expectations, with our targeted campaign driving 10,159 unique visitors (11,694 sessions) and 76,421 total hits at a 42.8% engagement rate. This generated 124 key conversions



Our client was both impressed and pleased by our efforts to maximise returns for their insurer client , providing for 'win win' scenario