

How Fairlight Estate Sales Used AuctionNinja to Thrive in 2020

A case study on the transition to online estate auctions in the wake of COVID-19

The Challenge

Fairlight Estate Sales realized that their business model of in-person estate sales could not survive the COVID-19 pandemic. They had months of sales already booked, but no viable option for liquidating homes as it would not be safe to host large groups of people indoors as in normal estate sales. They needed to adapt quickly, and sought a viable solution which allowed them to provide a safe and valuable service to their clients and customers. Otherwise, they would no longer be able to continue doing business.



Goals

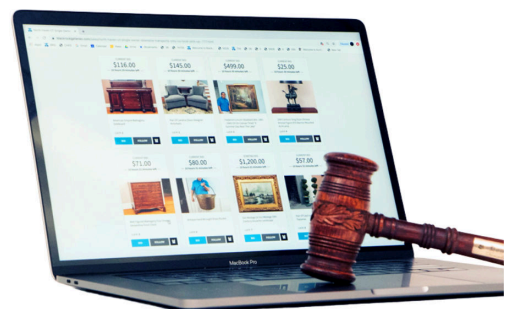
- To find a safe alternative to in-person estate sales during the COVID-19 pandemic
- Grow 2020 sales volume and revenue, despite an unprecedented and challenging operating environment

"We had wanted to try online auctions for some time, and we knew that if we didn't adapt quickly, we wouldn't be able to continue doing business."

Jessica Benjestorf, Fairlight Estate Sales

Discovering a better way to operate

Fairlight quickly converted its traditional estate sales to online estate auctions hosted on AuctionNinja in March 2020.



Results

50%

Reduction in sale turnaround time

6

of months it took to
match 2019 revenue

2x

Increase in efficiency

200%

Increase in sales volume

After transitioning from in-person estate sales to offering online auctions via the AuctionNinja platform in March 2020, Fairlight Estate Sales **met its 2019 sales volume in nearly half the time**, experiencing significant year-over-year (YoY) growth.




Real-time auctions. Real-time growth.

As compared to their traditional in-person model, the majority of their online **auctions can be completed in 2-4 days [less than half the time it takes to run traditional in-person sales]**.

In addition to successfully converting their existing customers to bid online, Fairlight **expanded their customer base** by capturing local estate sale shoppers who exclusively shop online auctions.

“Especially on smaller sales, the time savings is pretty incredible.” - *Jessica Benjestorf*



"This was a scary decision to make and a leap of faith, but we are so thrilled! We weren't sure if we would have enough bidders to be profitable. However, from the minute we started using the software, we knew that wasn't the case. Not only did we have many of our regulars who joined, but we captured a whole new group of Colorado estate shoppers that exclusively shop online auctions."

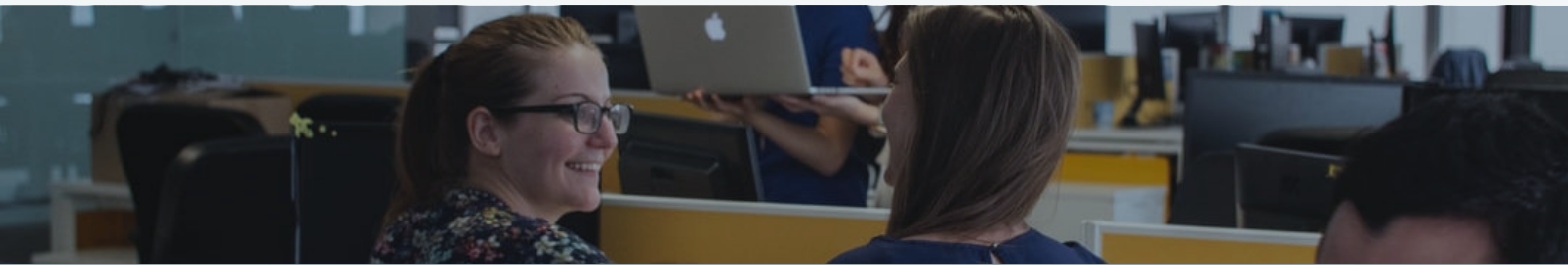
Jessica Benjestorf

Fairlight Estate Sales

Who we are

AuctionNinja is a technology solution and online marketplace designed by estate sale pros, for estate sale pros.

We specialize in estate liquidation software that simply put, is the most user friendly auction & estates inventory management software available in the industry. Our people are experts at understanding the needs and goals of businesses like yours and are tirelessly dedicated to the success of our customers.



Don't be a stranger

Let us help your business take the next step on your path to growth with online auctions.

info@auctionninja.com

We'll respond to you within one (1) business day.

[Website](#) | [Facebook](#) | [LinkedIn](#) | [Instagram](#)

AUCTIONNINJA

