

BLACK STAR ACA

Family-run businesses are not uncommon in the auction industry, but Black Star ACA (Asset Conversion & Appraisal) is not the typical family business where one generation has spent years preparing the next generation to take over. Instead, the four founding family members have forged their own path and established individual strengths that now collectively provide Black Star with extensive experience in asset conversion, construction equipment, operations, and truck sales. Black Star has built upon its expertise by adding partners who further reinforce the industry experience and values Black Star was founded on. “We’ve accumulated over 150 years of expertise with our core group of eight, and we’re consistently adding to that knowledge with our partnerships,” says Mike LeMaster, director of strategy and business development. Sandhills’ AuctionTime.com and PreAuctionTime

marketplaces have also helped Black Star to expand their reach and give them multiple avenues to move equipment.

A HANDS-ON APPROACH

To give clients complete control over the buying and selling process, Black Star works hand-in-hand with them and always looks over equipment in detail. “We meet with clients in order to understand why they considering buying or selling and what their specific needs are,” explains Mike. “From there, we leverage our combined experience, especially with our knowledge of the lifecycle of equipment and industry expertise, to help a seller maximize their return or a buyer to optimize their investment.” Black Star also has appraisers on staff who are market pricing specialists in their respective fields. “They are tuned in to the market value of equipment, either because of their equipment expertise or technology expertise, to help us get the best possible results.”

REACHING SERIOUS BUYERS WITH SANDHILLS

“What we’ve experienced with the buyers on AuctionTime.com is that they are legitimate and qualified,” says Mike, who adds “They aren’t tire kickers or people that are just trying to educate themselves—the AuctionTime

buyers we’ve worked with are serious, qualified, and looking for equipment they can put to work right away.” Black Star’s relationships with contractors and dealerships has allowed the company to put a focus on high-end equipment that draws a premium on Sandhills marketplaces like AuctionTime.com, TruckPaper.com, and MachineryTrader.com. “The awareness that Sandhills has created puts a lot more people in touch with the quality equipment that we move.”

MULTIPLE SALES CHANNELS

In addition to listing equipment on AuctionTime.com, Black Star takes advantage of Pre-AuctionTime, a sales process designed to provide premium exposure across Sandhills’ retail, wholesale, and auction platforms. “Pre-AuctionTime’s retail exposure on TruckPaper.com and MachineryTrader.com provides us with immediate reach and a big point of leverage to maximize the return,” points out Mike, who also likes that PreAuctionTime gives its customers more options. “We’re able to offer a holistic approach with retail, wholesale, and auction opportunities to our customers.”

Pre-AuctionTime listings are advertised through Sandhills’ nationwide wholesale dealer network, until the selected auction date when they’re automatically transitioned to



The Black Star team, left to right: Lynn Schroeder, Rob LeMaster, Mike LeMaster, Andrew LeMaster, Roger Martinez, Rich Evan, and Vince Blecha. Not pictured: Justin Doucette.

AuctionTime. The limited time frame creates a sense of urgency, encouraging wholesale buyers to move quickly on equipment. Depending on what the customer needs and wants, Black Star might also direct the equipment straight to retail or wholesale. “We ask what our customer’s time frame is and determine if they need to maximize value (with more time) or want an immediate boost in cash flow,” explains Mike. “The different marketplace options with Sandhills allow Black Star to present a strategy to customers—based on exactly what they need.”

INVENTORY ONLINE

To help its customers find inventory for

sale and auction, Black Star worked with Sandhills to host the Available Now and Auctions tabs on its website (<https://BlackStarACA.com>). Buyers can quickly search by category, such as construction, trucks, and attachments, or visit the Online Auction Room to see Black Star’s upcoming online auction listings and register to bid. Ahead of the sale, visitors to Black Star’s website can view details, photos, and videos of the equipment up for auction. “Sandhills technology team was willing to go the extra mile to meet our needs, and we like how seamlessly the online services integrate into our own website.”

A GROWING PARTNERSHIP

“It’s a worldwide economy, and it takes the right partnerships to reach people who you can trust when buying and selling,” says Mike, who notes the relationships Black Star has made through Sandhills and AuctionTime.com have quickly formed into new sales channels. “I think that AuctionTime.com has made the world a lot smaller for Black Star.” Perhaps even more importantly, Mike and Black Star appreciate Sandhills’ hands-on approach. “The level of service and the quality of the product shine through, which is really important for us because it reflects how the family and Black Star do business.”



BLACK STAR™