

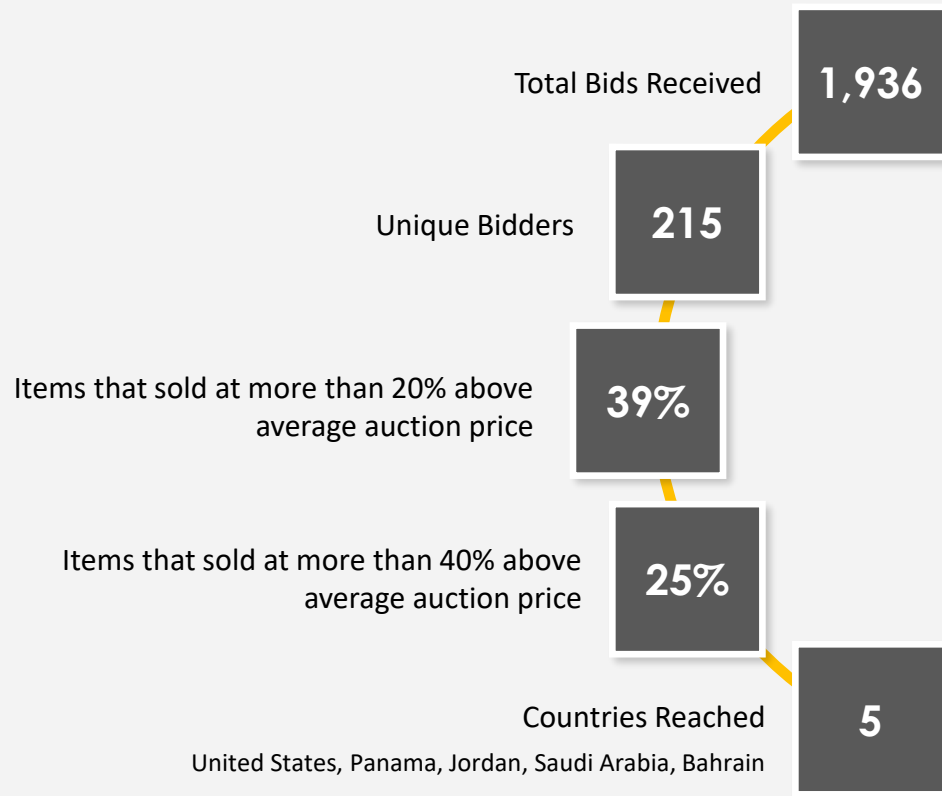


# 2020 End-of-Year Online Auction

December 30<sup>th</sup>

A LOOK BEHIND THE RESULTS

# FAR-REACHING RESULTS



# SUMMARY

Black Star closed out 2020 with a final online auction.

Independent contractors, business owners and financial institutions seeking resolutions to unique situations or motivated to address equipment needs and prepare for 2021 commitments, engaged us to assist.

Our activities included appraising, inspecting, listing, marketing and selling all items consigned to address the needs of those who reached out to us.

Purchasing and selling activity provided good, strong competitive bidding for buyers and great returns for sellers.

**10.7%**

Items sold at over 70% above auction average

**42.8%**

Items that went into pre-auction and sold in pre-auction



This 2007 Drum Roller sold for \$18.4K – 40% above auction average.

The lot received a total of 151 bids, and the final 24 seconds resulted in 27 of those bids.



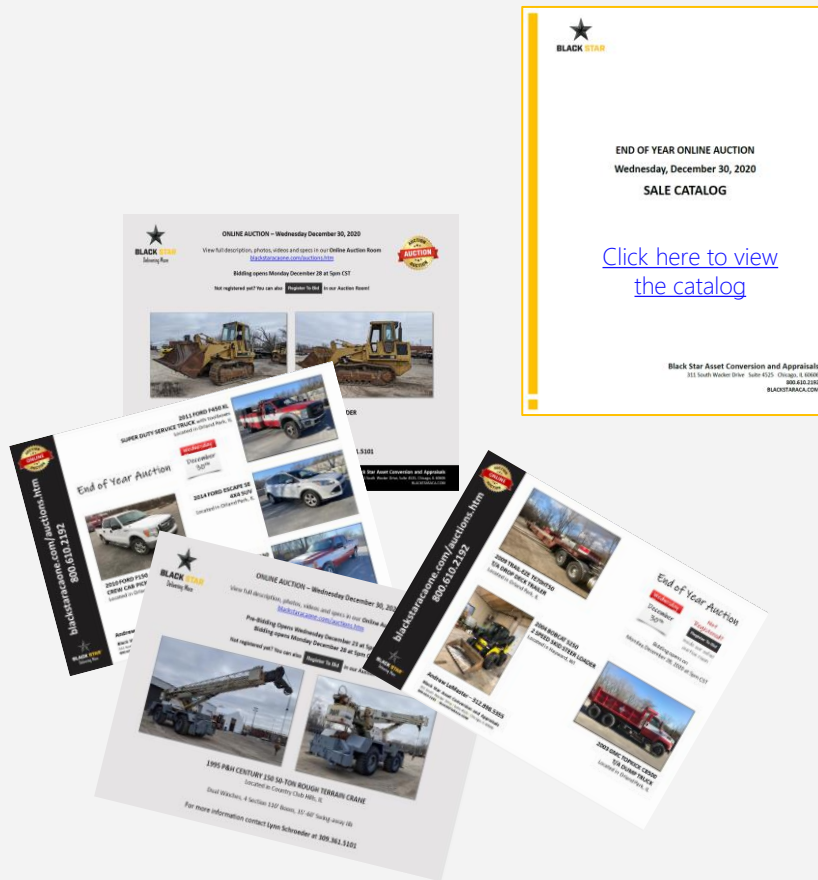
2015 Kenworth T370 Stake Bed Truck  
Sold for \$42.7K, which exceeded expectations



2012 New Holland L220 Skid Steer Loader  
Sold for \$21.6K – 74% above auction average



2012 John Deere 4940 Sprayer  
3744 Hours  
Sold 20 days before auction for \$75K



To attract new and repeat sellers and buyers to this year-end event, the Black Star team reached out to our network of connections. We leveraged our strong partnerships and their advertising capabilities, our technology tools and other resources to further extend our reach to maximum capabilities.

We conducted direct outreach to prospects and contacted buyers from past sales in the same or similar industries using the type of equipment we were listing for sale.

With an eye on timing to achieve best value returns for our sellers, we continually uploaded lots to our auction platform well in advance of the auction, so there was immediate and extended visibility for all pre-auction and direct-to-auction listings.

Other actions included:

- Publishing a dedicated equipment catalog which we emailed out and made available on our website
- Conducting an ongoing social media campaign for the period leading up to the auction utilizing multiple marketing flyers, reaching thousands of potential bidders/buyers
- Launching email blast advertising to 10,000+ decision makers inside our proprietary database
- Assisting potential buyers with the “Register to Bid” process
- Answering many interested-buyer inquiries and, if requested, referring to our preferred transportation partner for quotes



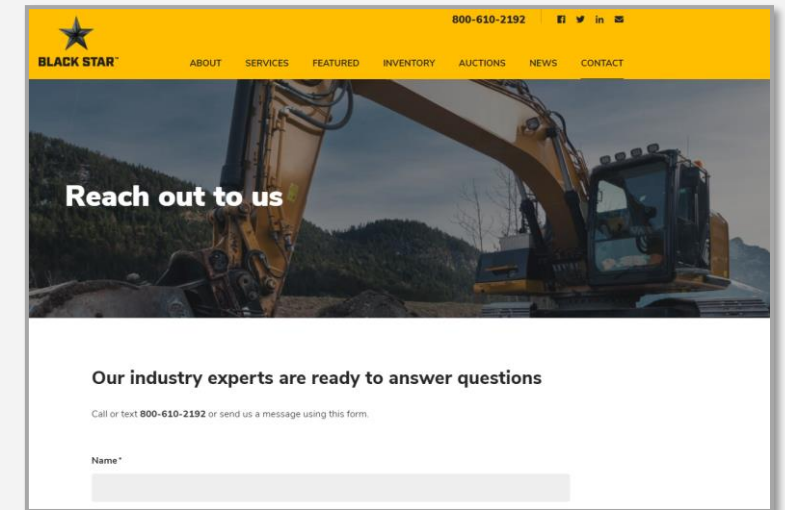
# ABOUT BLACK STAR

Black Star Asset Conversion and Appraisals operates with well over a century of combined experience, expertise and visibility in the construction, agriculture, transportation and financial services sectors.

Our services and expertise:

- Appraisals – IDOT and USPAP Compliant
- Asset Conversions – Private Treaty and Online Auctions
- Asset Verification
- Complete Dispersals
- Fleet Realignment
- Storage and Transportation
- Transition Consulting

Visit our [website](https://www.blackstaraca.com) to find out more about Black Star and our services.



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