

National Auctioneers Association

# State of the Auction Industry Amid COVID-19

May 6, 2020



On March 25, 2020, we released the first State of the Auction Industry Amid COVID-19 report, showing data on effects of the COVID-19 pandemic, including the unprecedented number of event cancellations. Surveys are continually improved to gain the most accurate, relevant data for the industry.

As states begin to consider re-opening, auction professionals are entering a new unknown world of limitations and regulations that continue to alter the way they do business. We added a question about whether a respondent's state was planning to lift regulations in the next week—62% responded yes. Anticipating this, we asked respondents to tell us what preparations they were making to re-open, of which there are many. 42% of respondents see these restrictions as a vulnerability.

Nearly 50% of respondents now say they will not participate in government assistance programs.

In this report, we were also able to get our first accurate look at affected asset values with the estate and antique market most negatively affected.

Our next report will be released on June 3, 2020.

#### **Contact**

Hannes Combest, FASAE, CAE, Chief Executive Officer  
[hcombest@auctioneers.org](mailto:hcombest@auctioneers.org)

#### **Media Inquiries**

Erin Shipps, Director of Marketing & Communications  
[eshipps@auctioneers.org](mailto:eshipps@auctioneers.org)

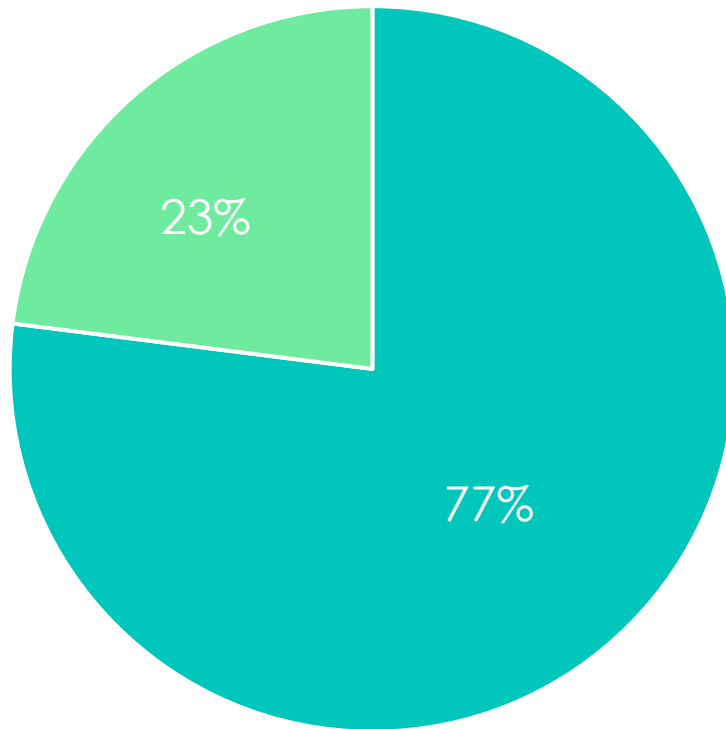
*Please contact us if you did not participate in this survey and wish to be a part of future surveys.*

#### **Methodology**

The National Auctioneers Association sent a 29-question survey built in Survey Monkey via email to 7,336 member and non-member contacts. The survey was also distributed through a targeted Facebook ad. The association received 175 responses. Raw data was collected and tabulated using Survey Monkey.



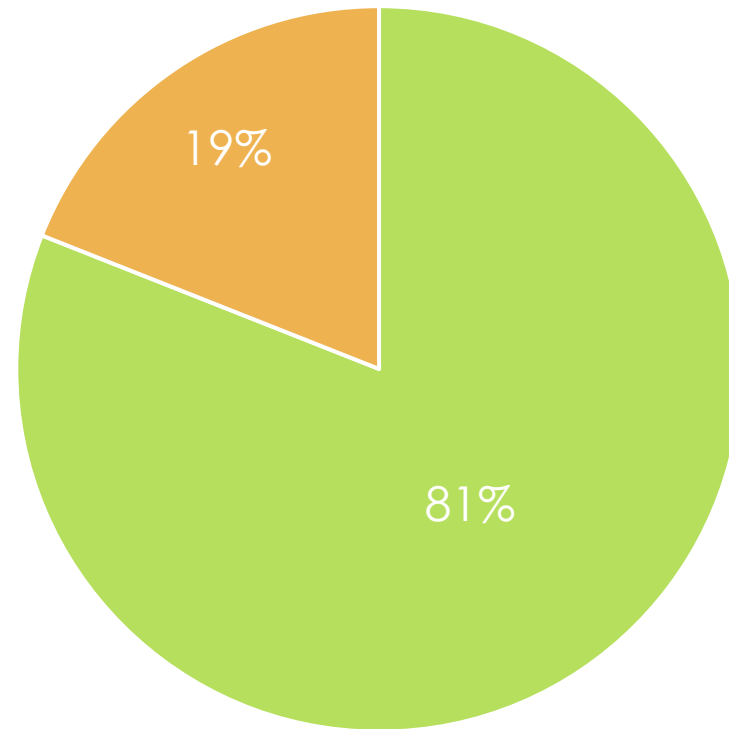
Compliance



■ Yes ■ Mostly

<1% reported "no"

Job Status

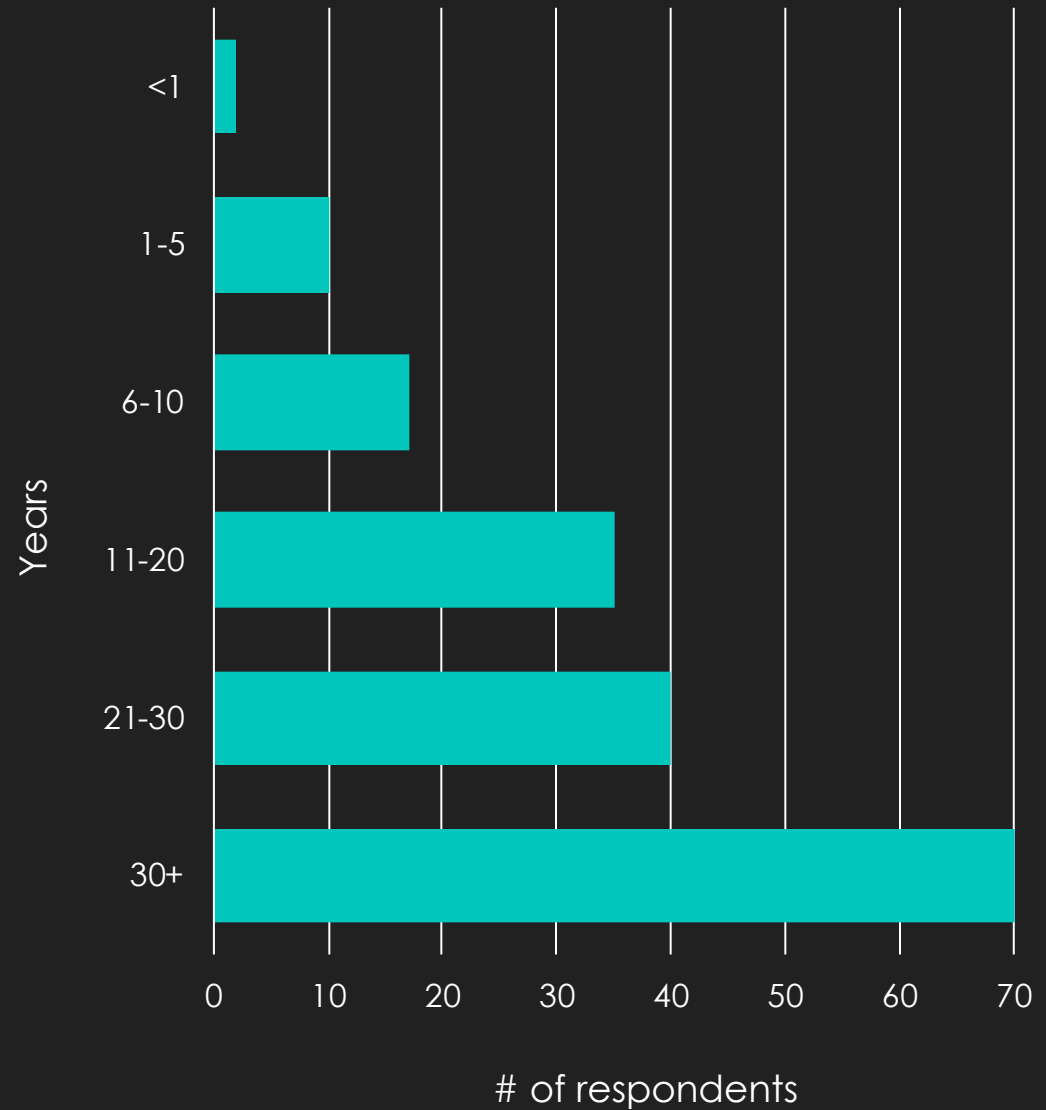


■ Full-time ■ Part-time

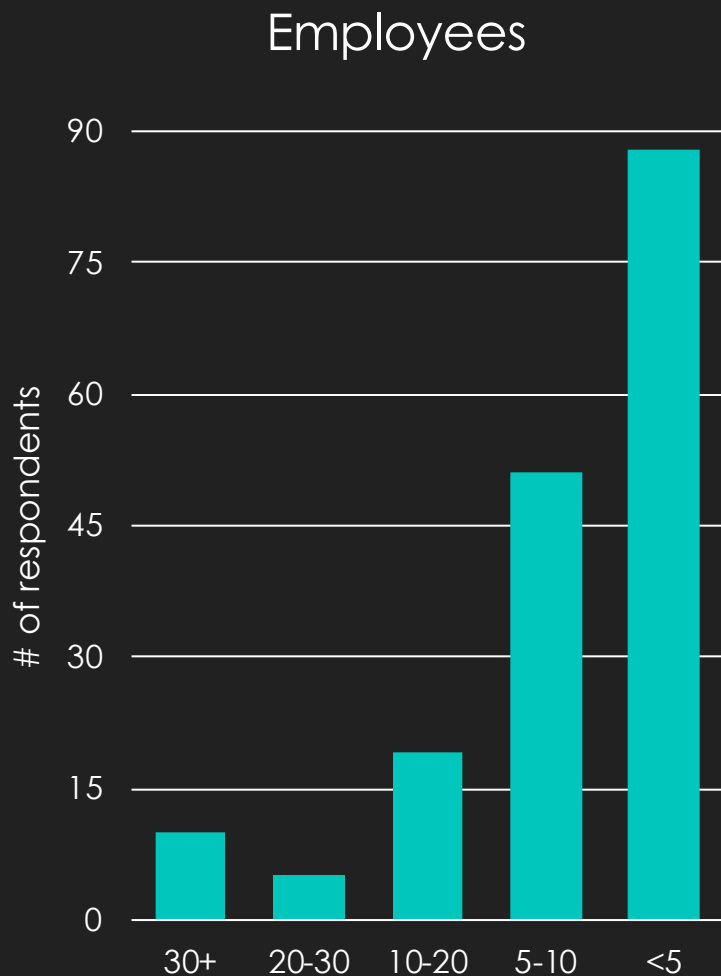
**Are you following  
CDC guidelines?**

**Are you a full-time  
auctioneer?**

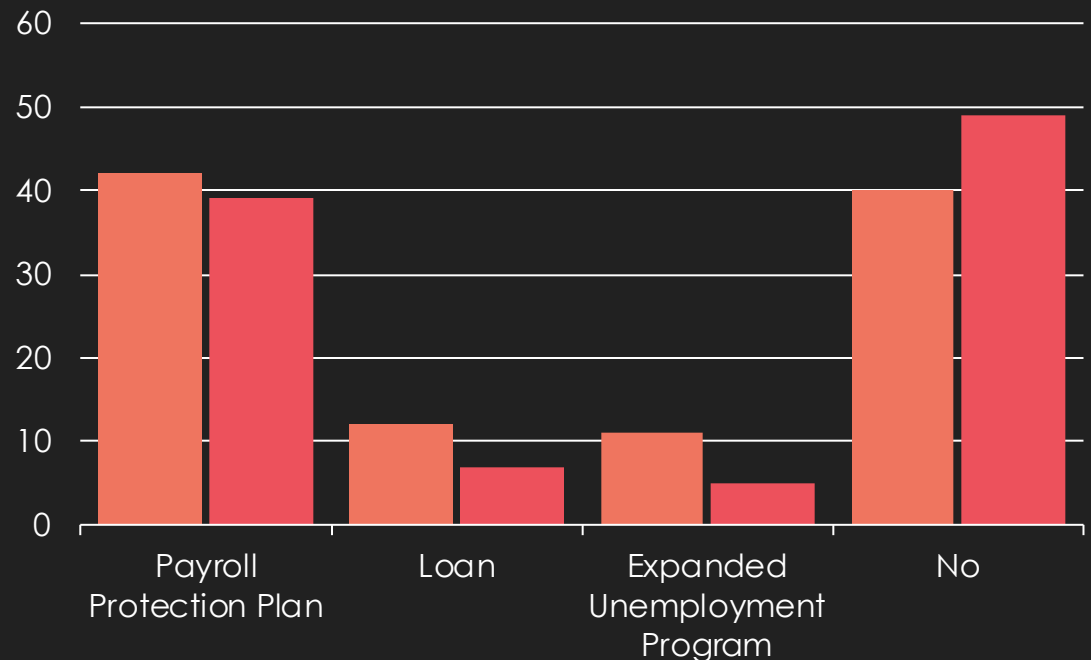
**How long  
have you  
been in the  
auction  
industry?**



# How many employees are in your company or the company you work for?

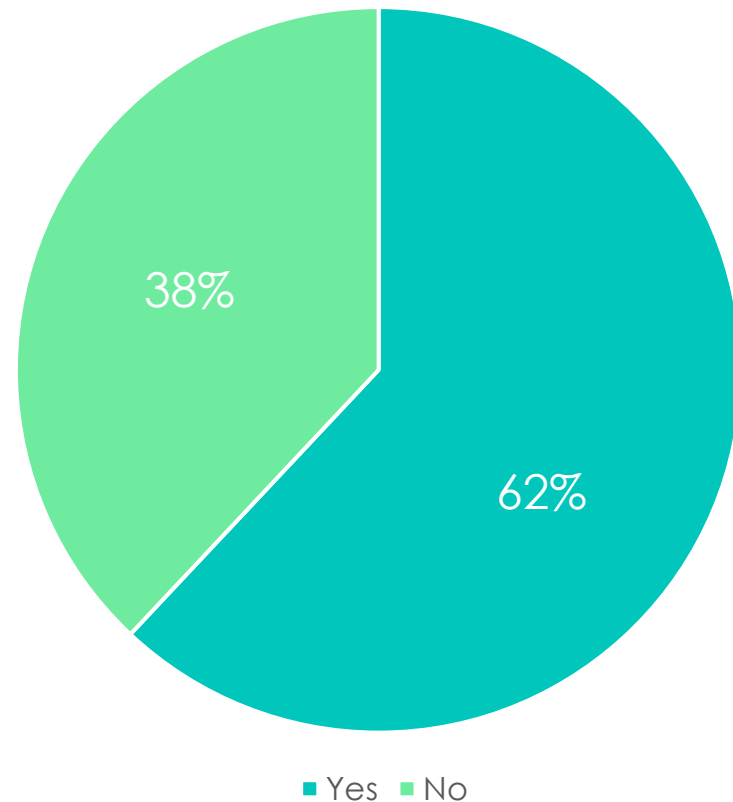


## Are you planning to participate in the federal government's economic stimulus program?



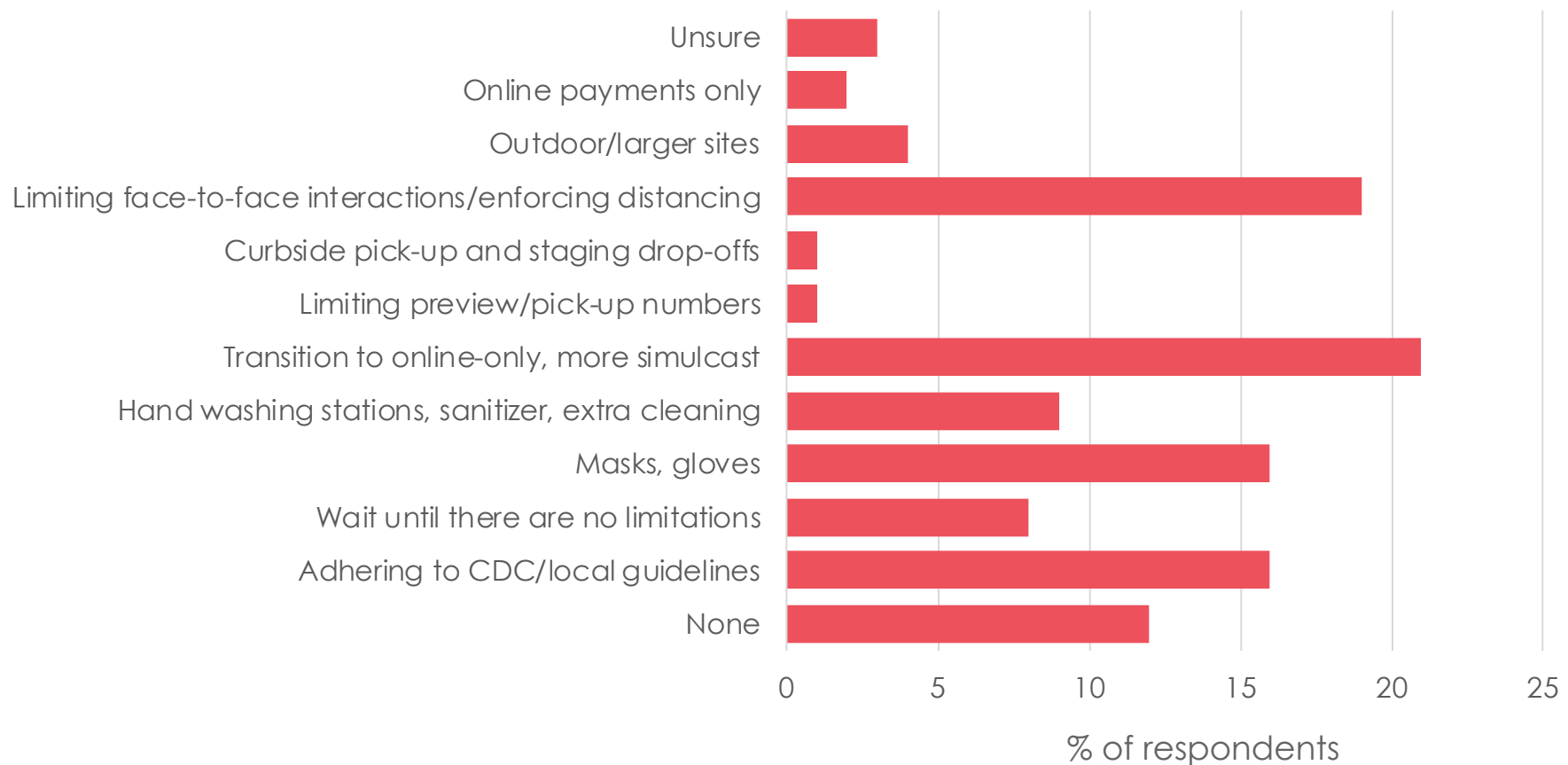
Is your  
state lifting  
any  
regulations  
in the next  
week?

State Regulations Lifting



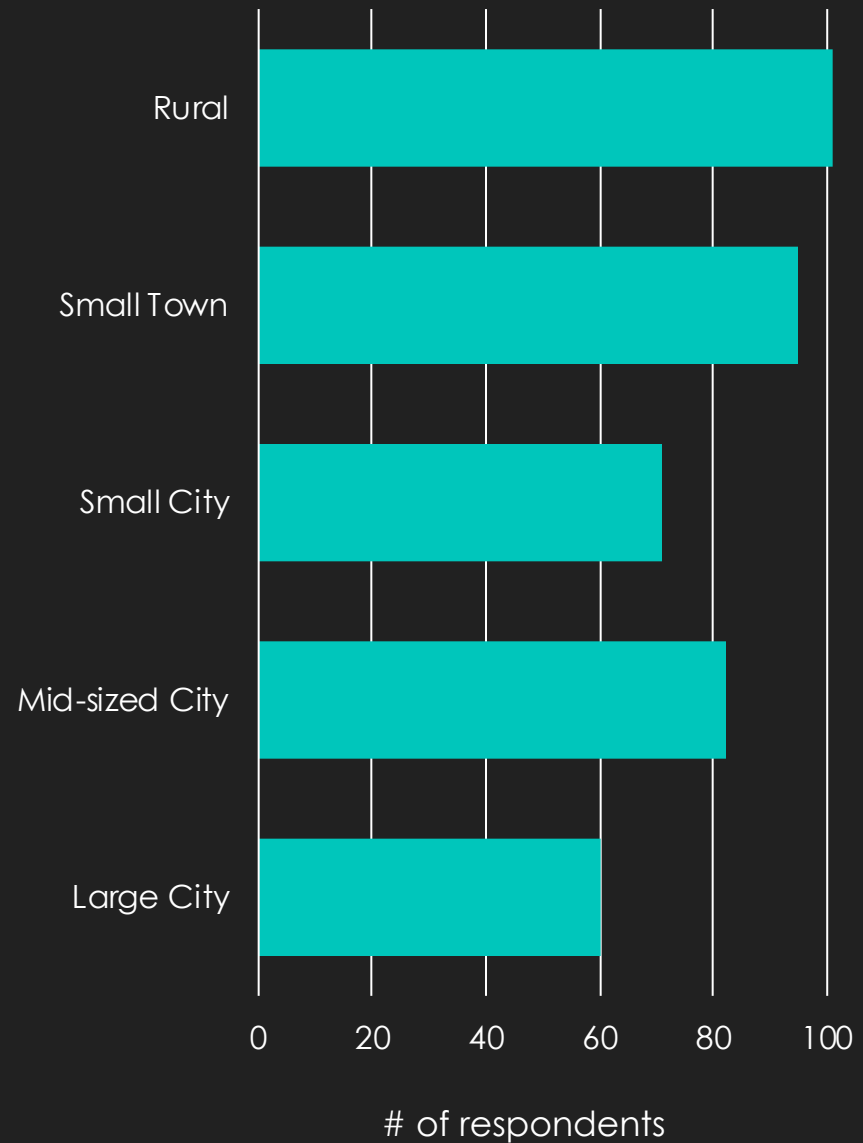
# What preparations/restrictions are you planning to re-open your business?

Preparations/Restrictions

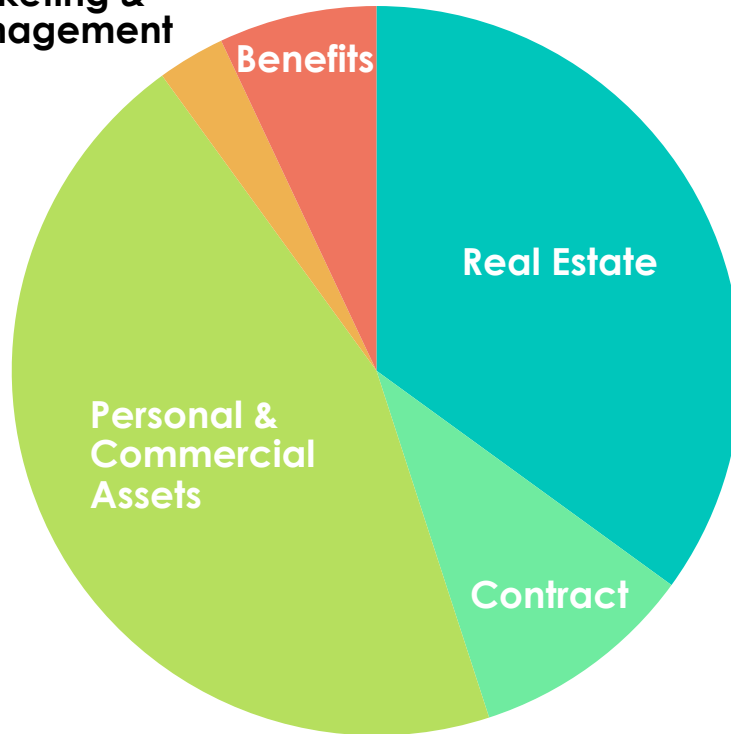




What type of market(s) are you typically operating in?

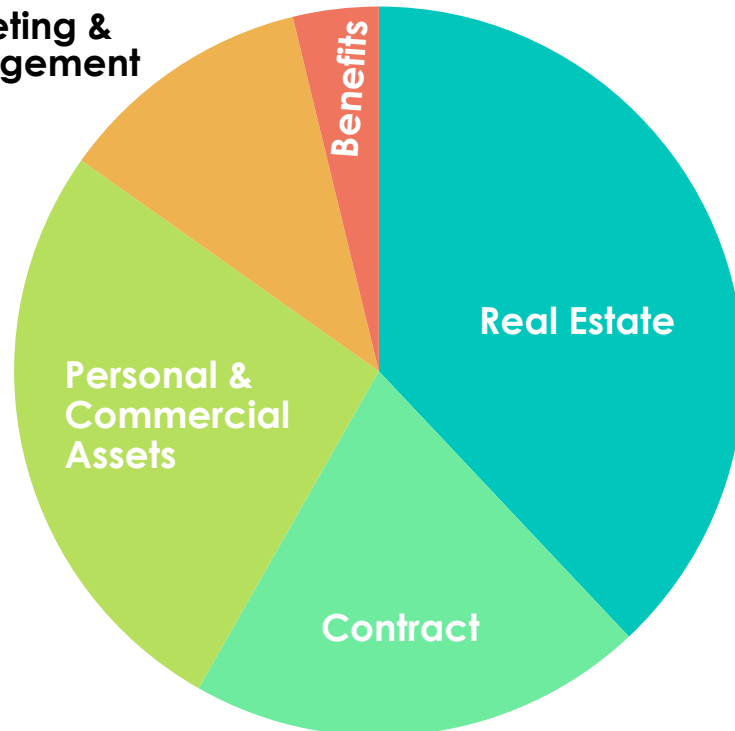


Marketing & Management



What is your primary source of income?

Marketing & Management



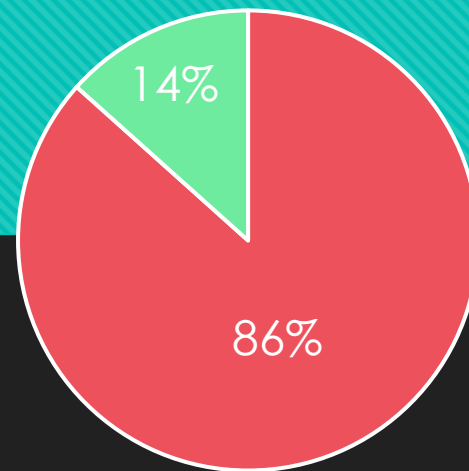
What is your secondary source of income?

\*22% of respondents chose N/A

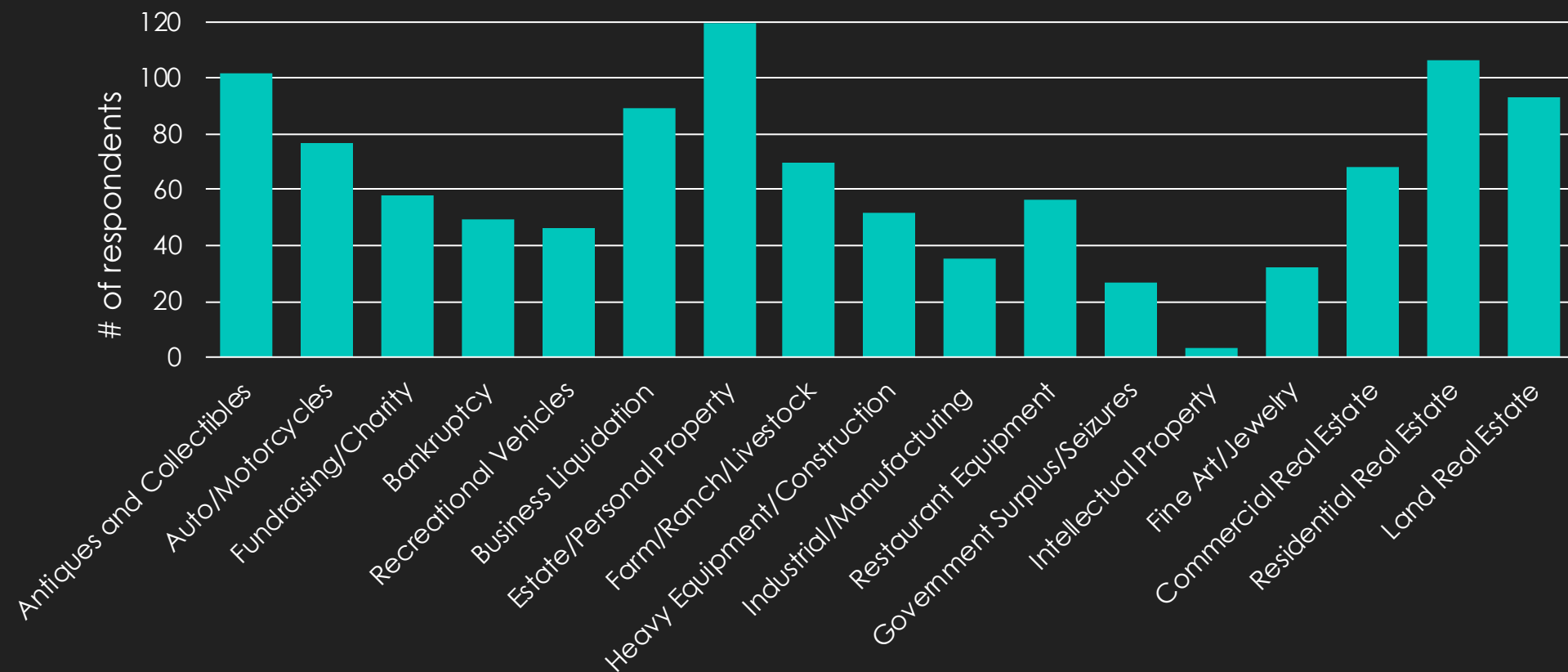
# Respondent Statistics

NAA Member

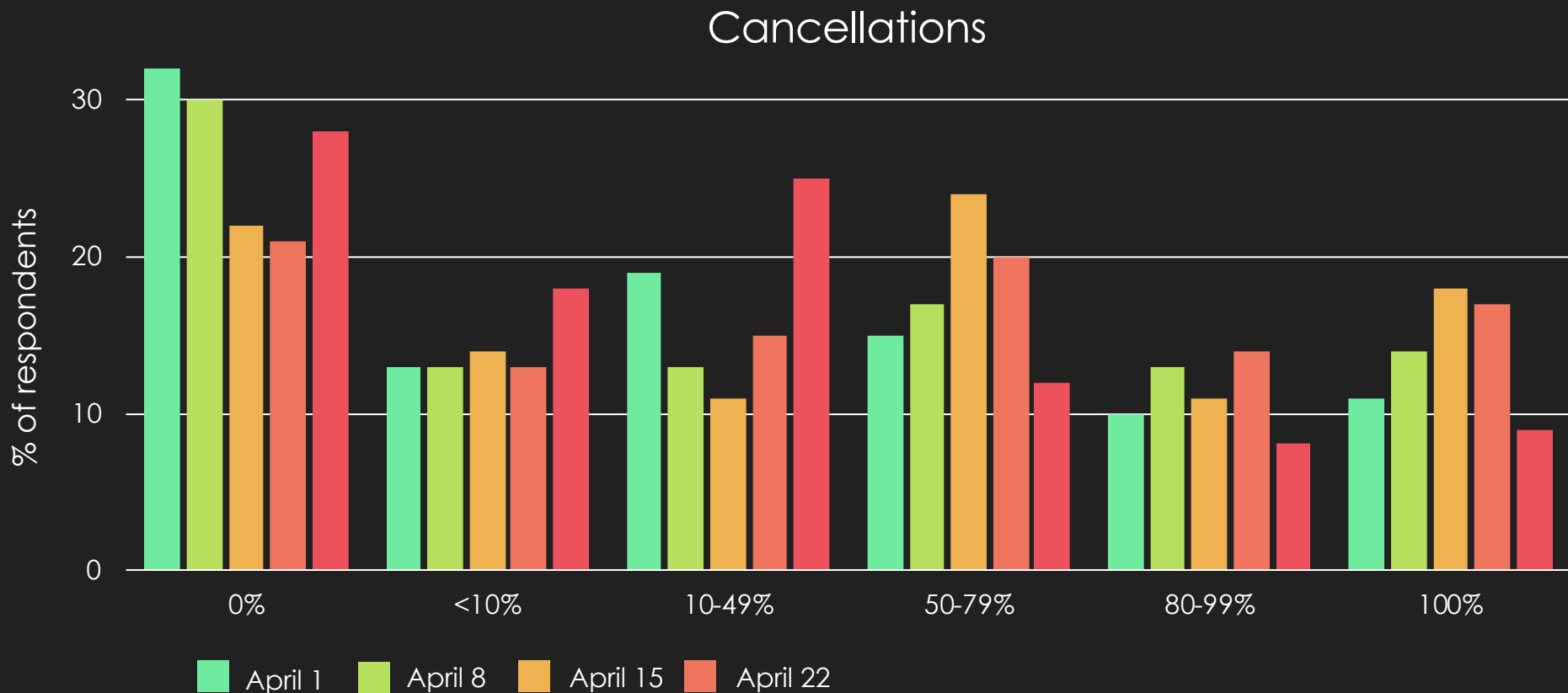
■ Yes ■ No



Which assets do you market?

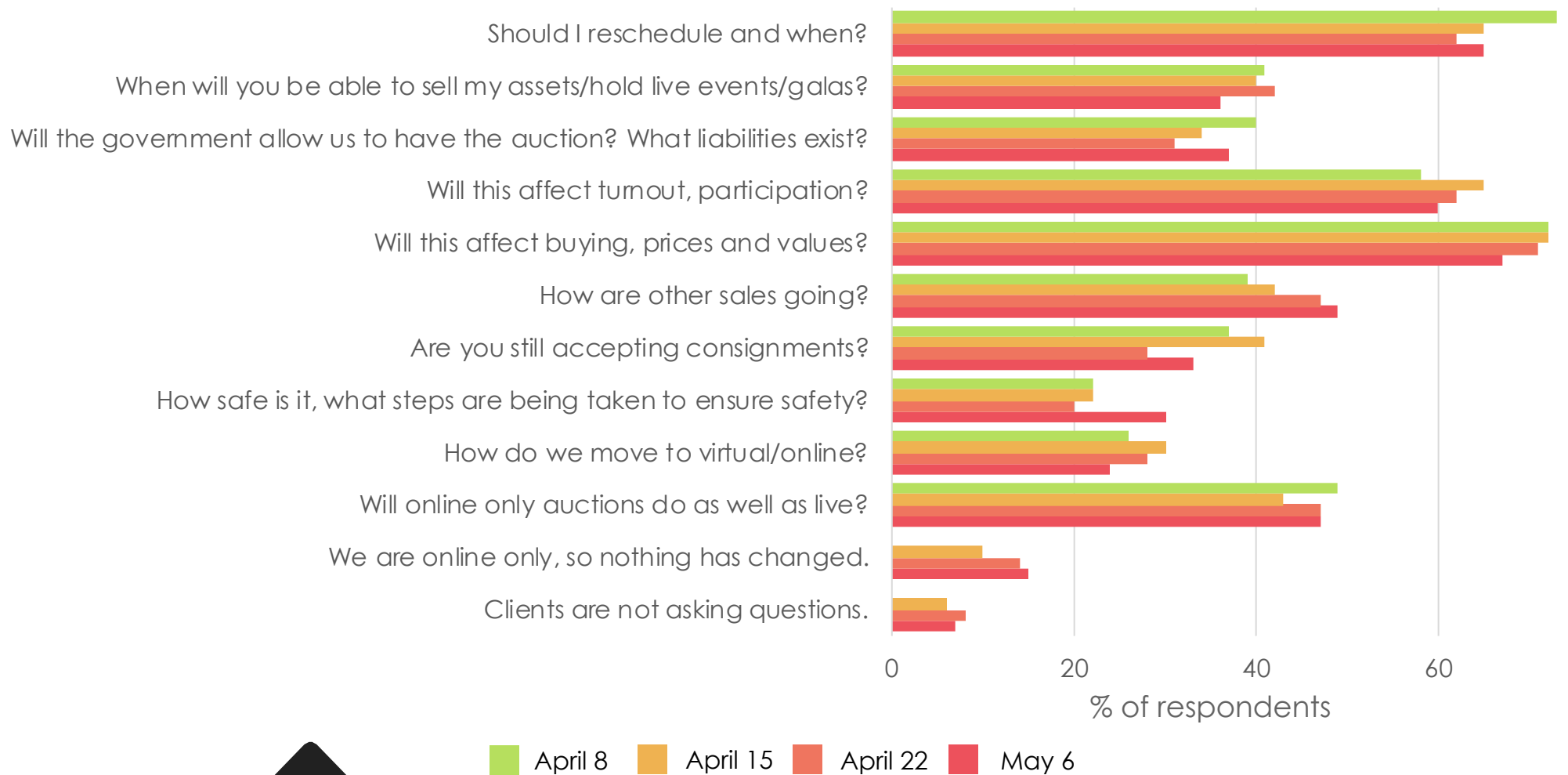


# What percentage of your sellers or clients are canceling their *summer* auctions or events?



Since our last report, we've seen a large shift in cancellations. Those seeing less than half of their auctions canceled rose sharply while those above 50% cancellations dropped. This marks the first shift back to more auctioneers resuming business.

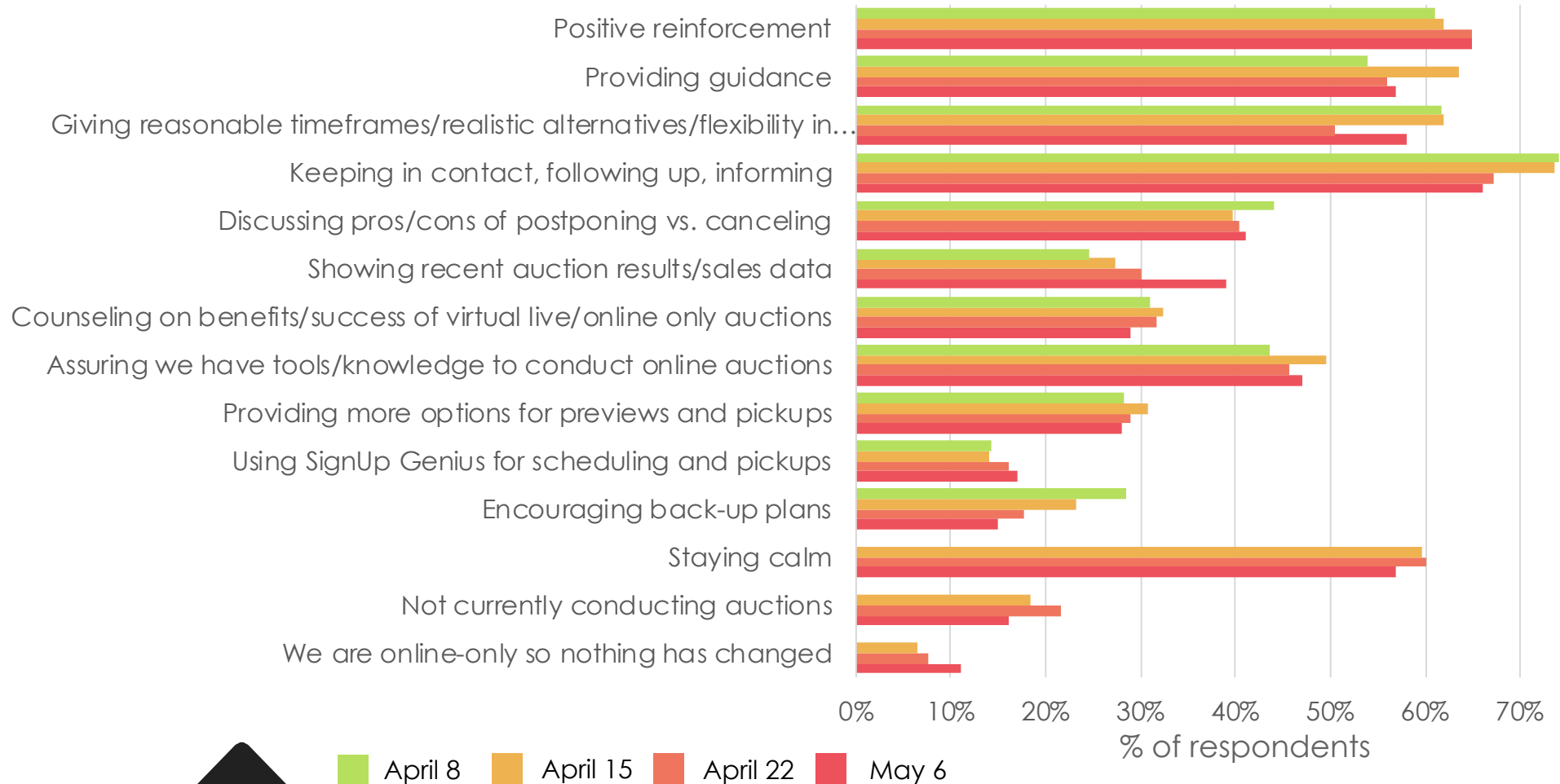
## Seller Questions



**What are your sellers or clients asking regarding COVID-19 and the impact to their auction or event?**

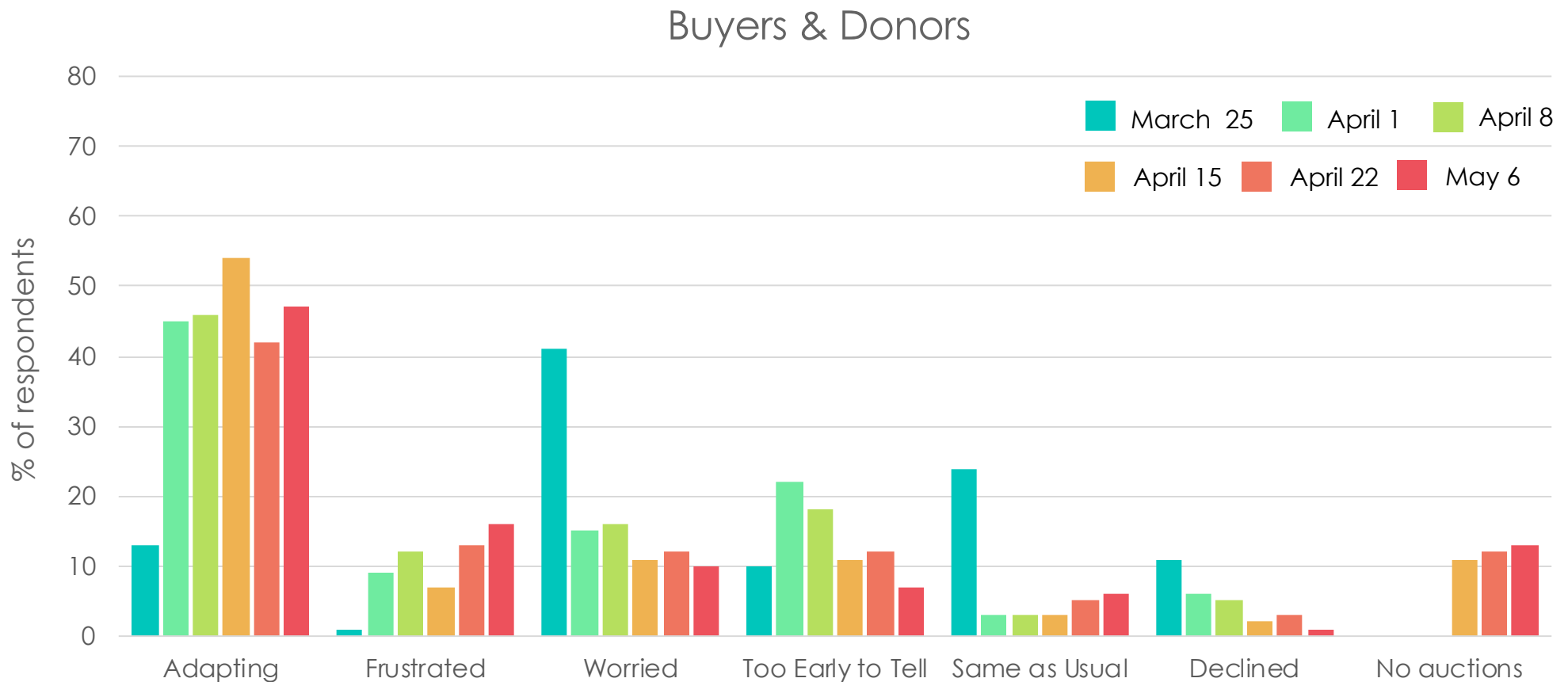


## Seller Confidence



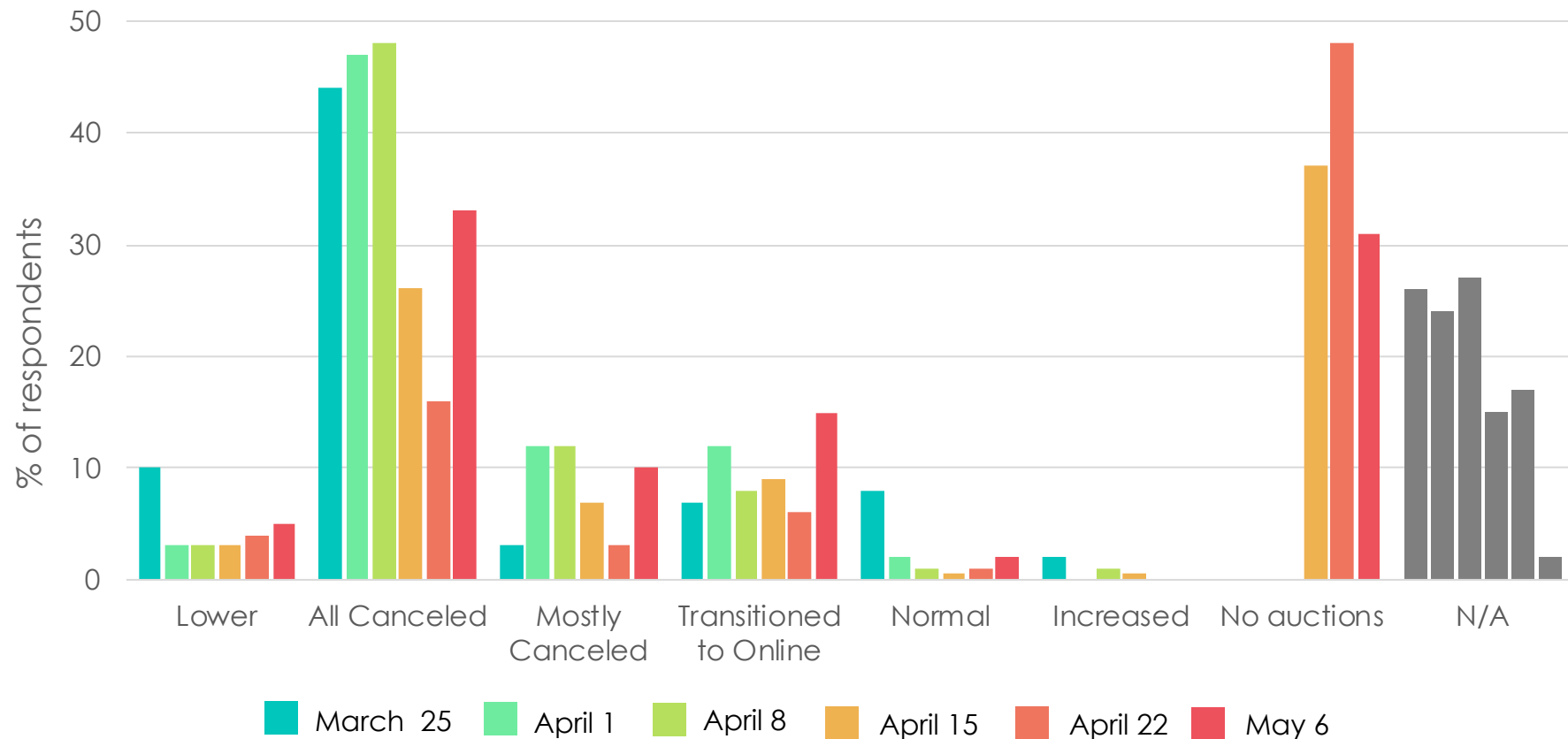
**What are you doing to give sellers confidence to move forward with an auction?**

# How are most of your buyers or donors behaving in your market?



Adapting and frustrated buyers both rose again since our last report, and while those who are worried and respondents who say it's too early to tell are trending down, those auctioneers conducting business as usual is now trending up.

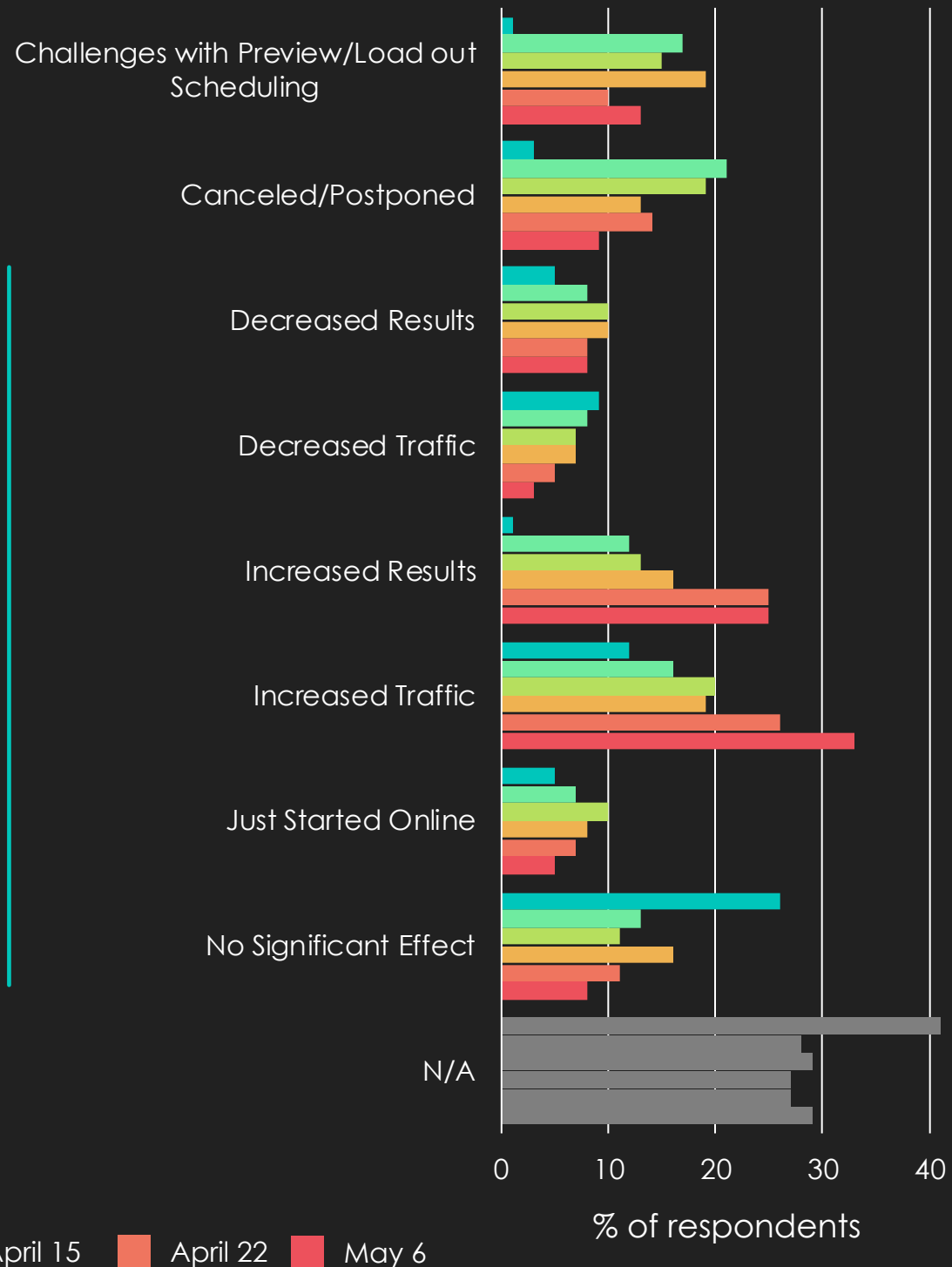
# How has your live auction attendance been affected?



Even though many or all auctions were still affected for this report, this report shows the highest number of respondents transitioning to online since March 25.

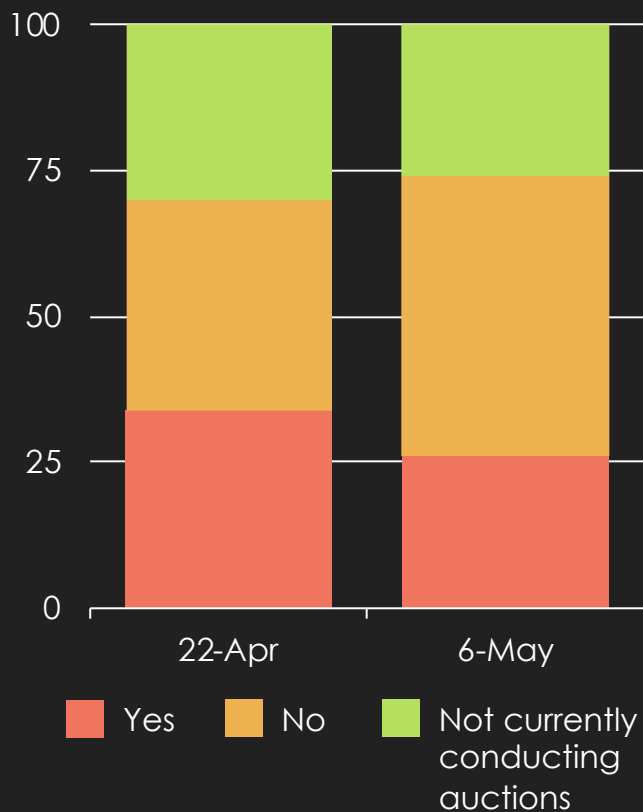
# How has your online bidding participation been affected?

Online bidding participation saw a surge in increased traffic since the last report. Increased results remained consistently high. Decreased traffic and results continue a downward trend. Respondents starting online ventures peaked in April.

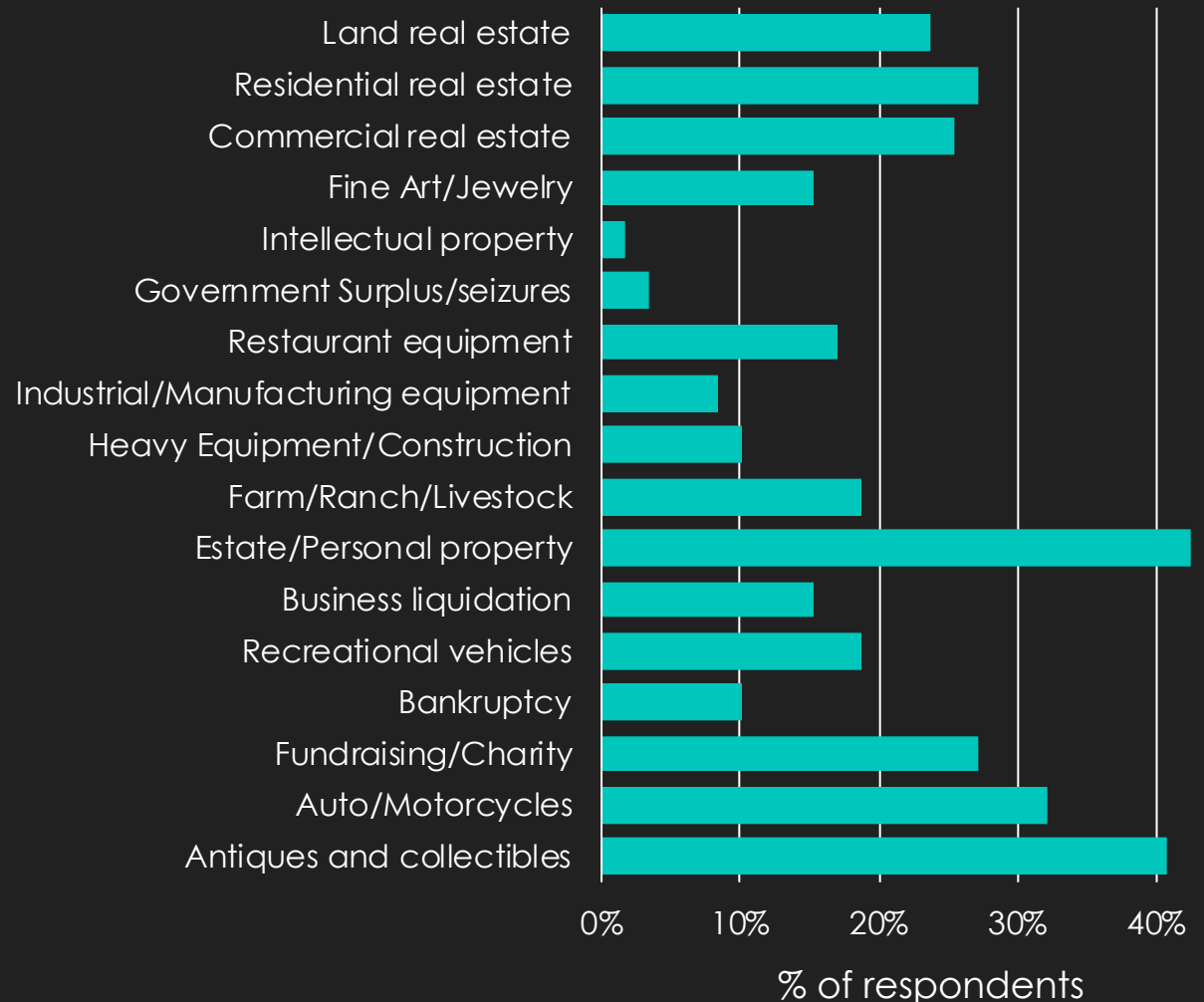


# Are you currently seeing a drop in asset values?

## Asset Values



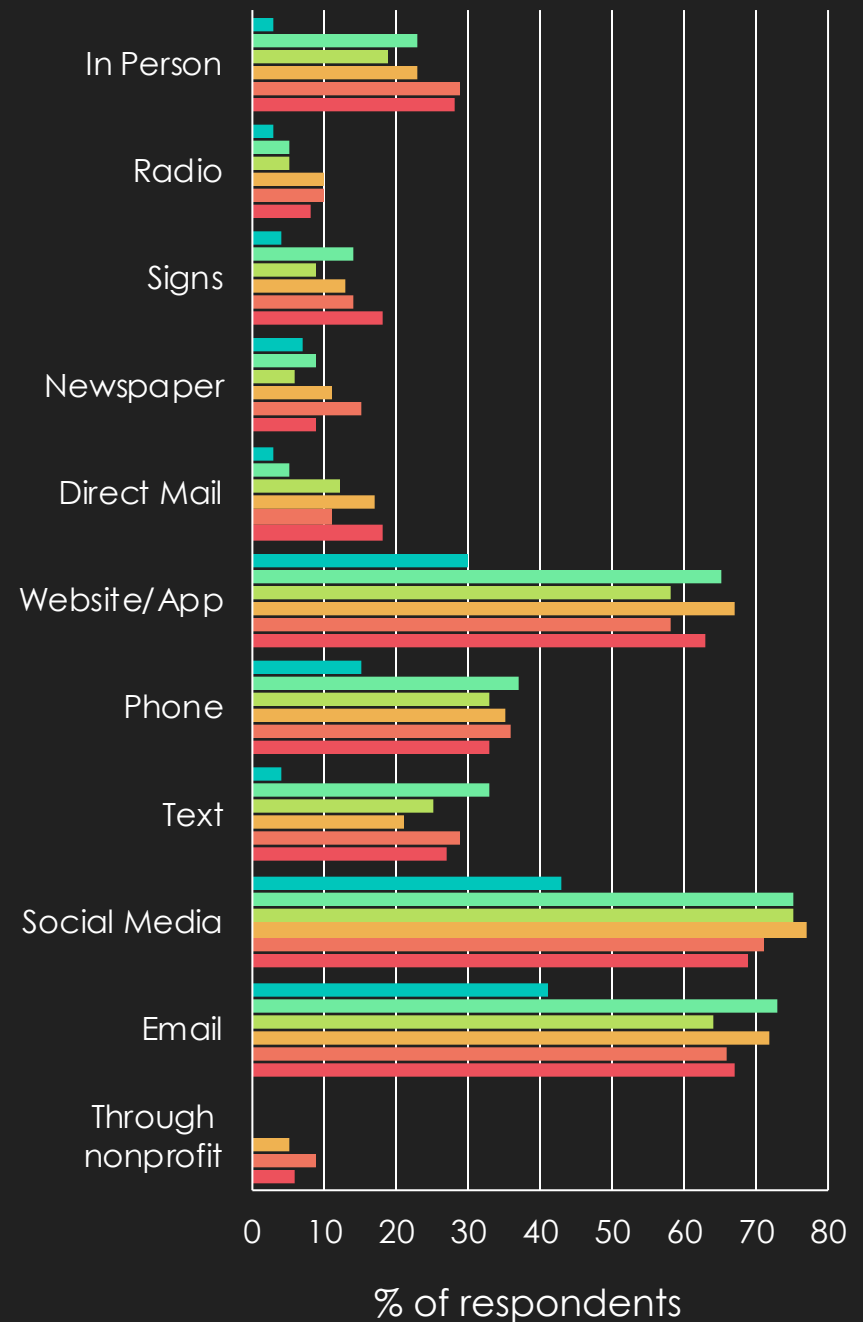
## Affected Assets





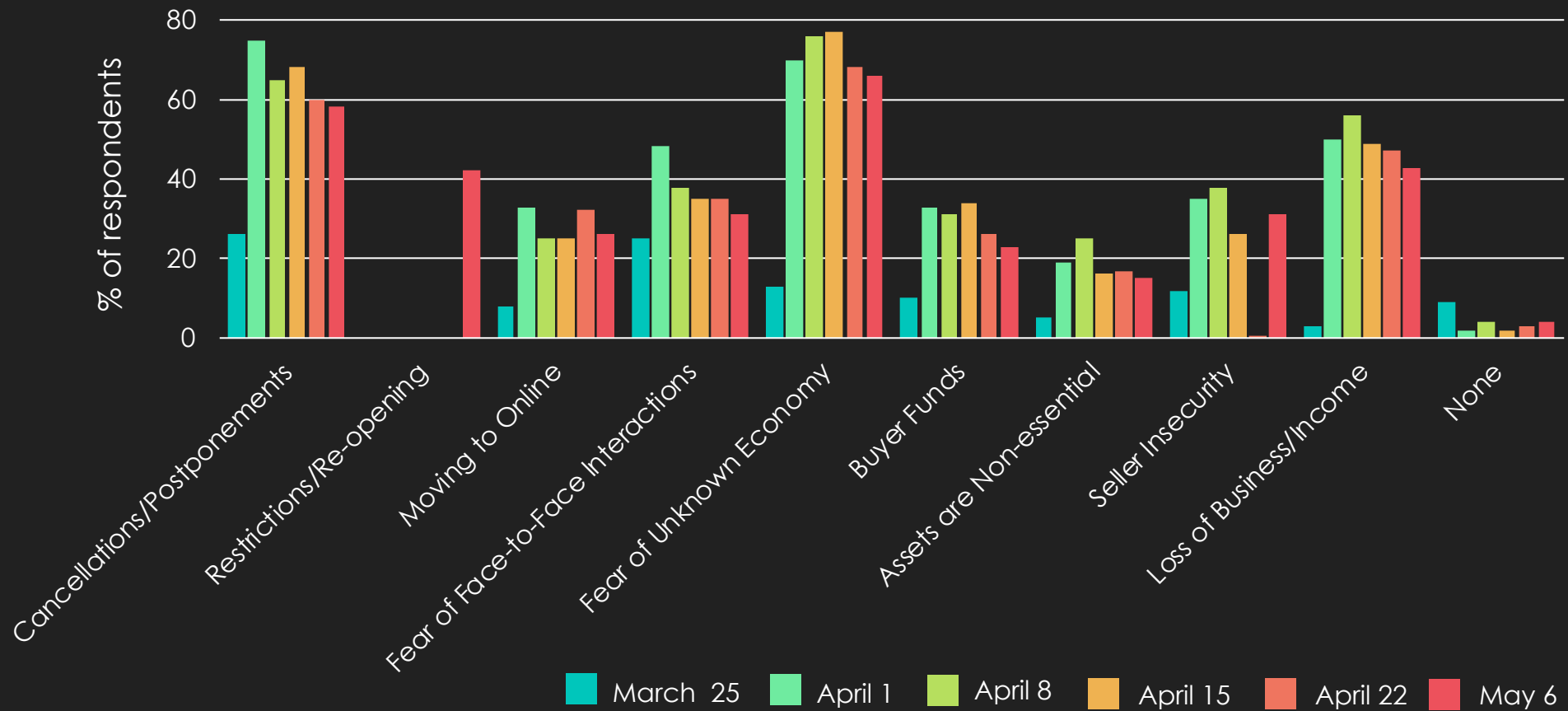
# How are you communicating to your community regarding auction or event cancellations?

March 25 April 1 April 8  
April 15 April 22 May 6



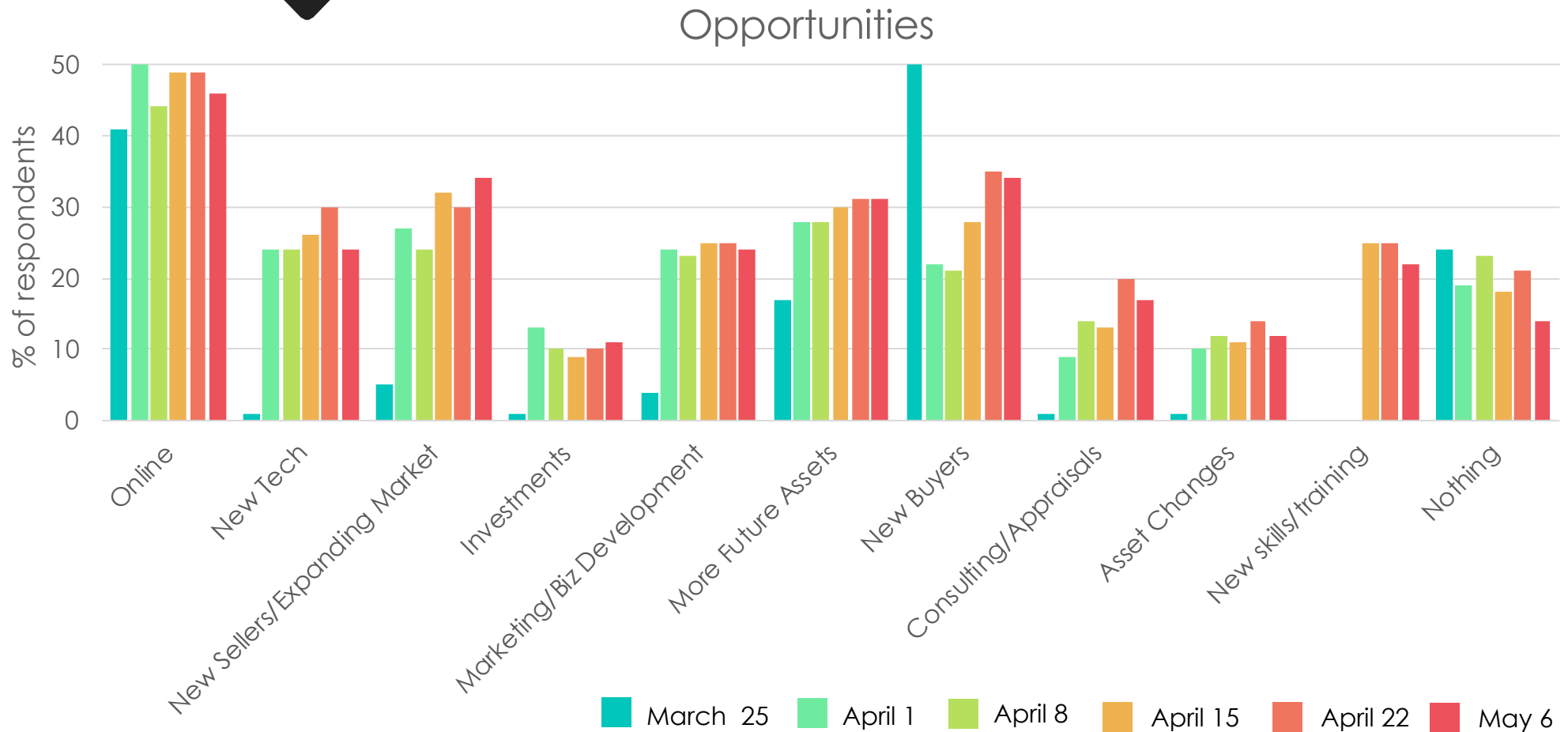
# What vulnerabilities are you currently seeing in your market?

Vulnerabilities



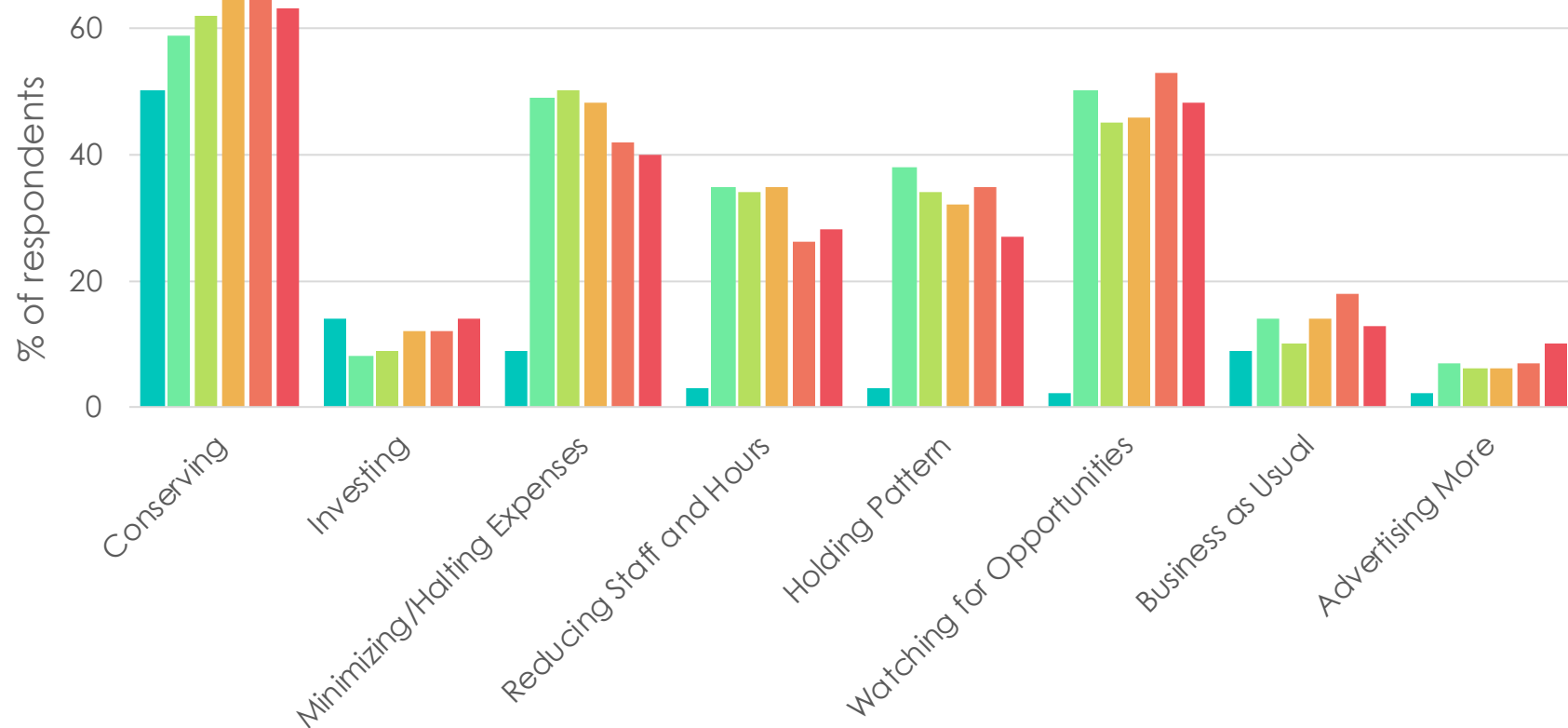
Many vulnerabilities are continuing their downward movement as states begin lifting restrictions. Seller insecurity is still a concern, as well as limitations and restrictions for reopening, which was added to this report.

# What new opportunities are you seeing as a result of COVID-19?



For seven weeks, online opportunities have topped respondents' lists. As respondents begin looking at re-opening, the new sellers and expanding market opportunity becomes clearer as well.

# How are you or the company you work for responding financially for the business?



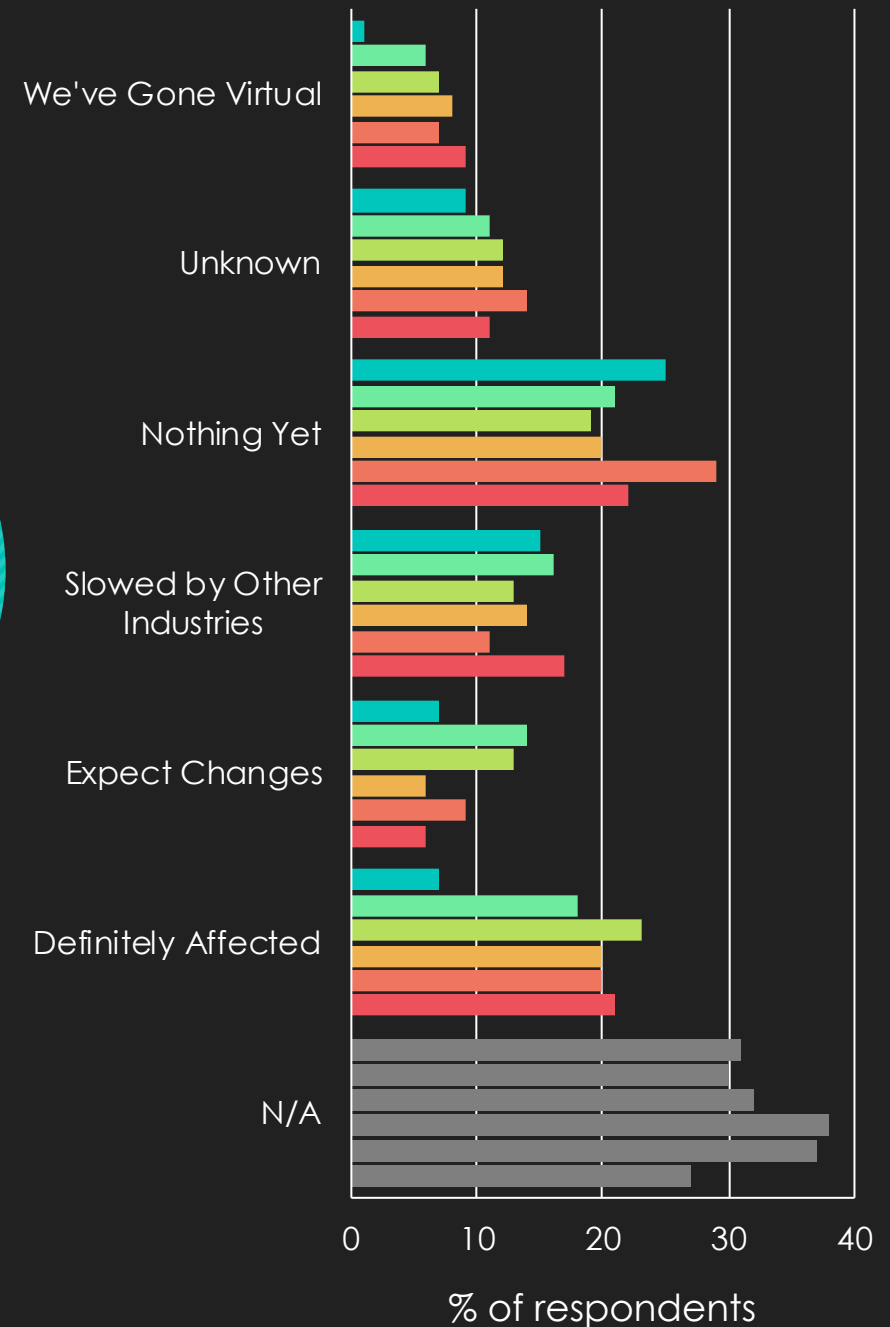
We continue to see a drop in companies minimizing and halting expenses, though many remain in a holding pattern. Investments have seen an upward trend.



# Are real estate closings currently being affected as a result of COVID-19?

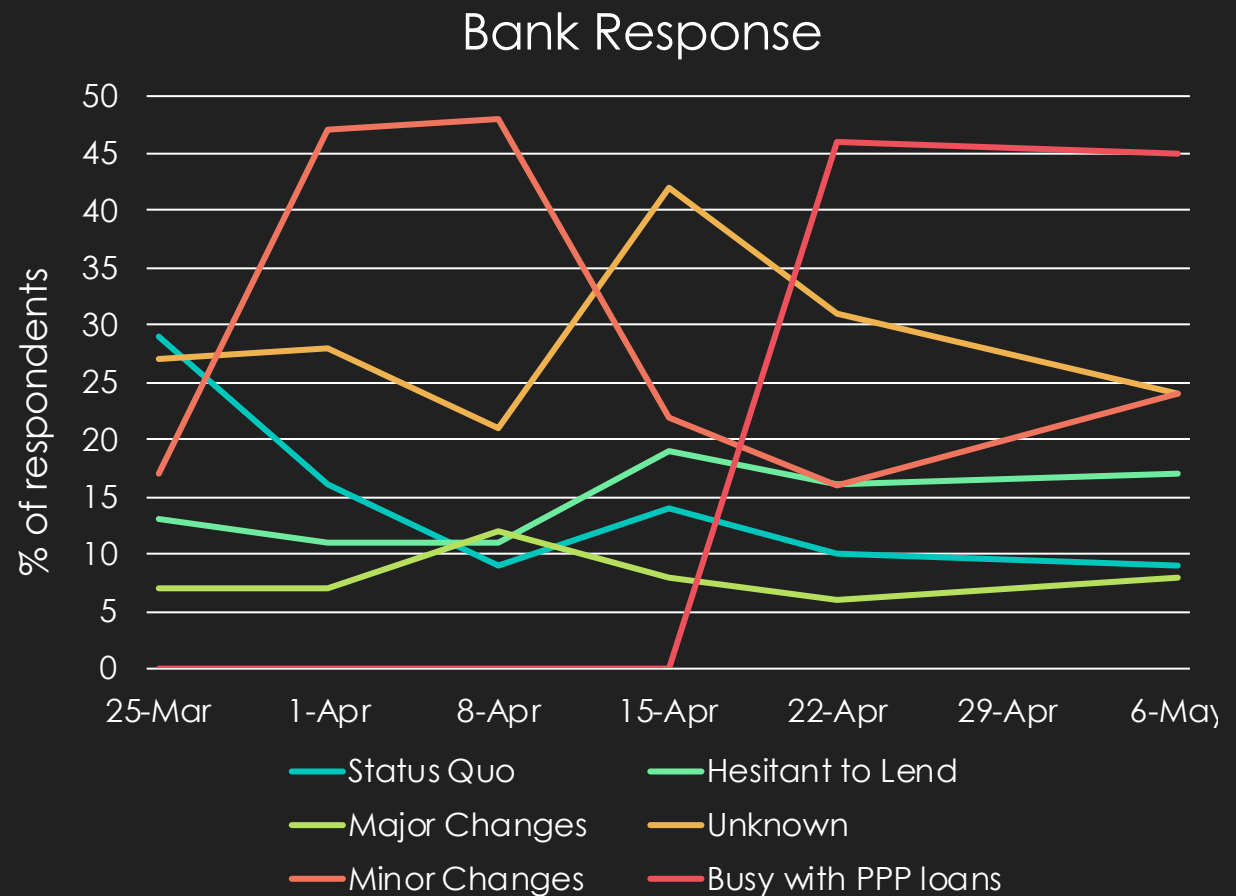
21% of respondents who work in real estate still say closings are definitely being affected. This statistic has remained strong for weeks. 17% say they are slowed by other industries. To adapt, more respondents have gone virtual than in any past report.

March 25 April 1 April 8  
April 15 April 22 May 6

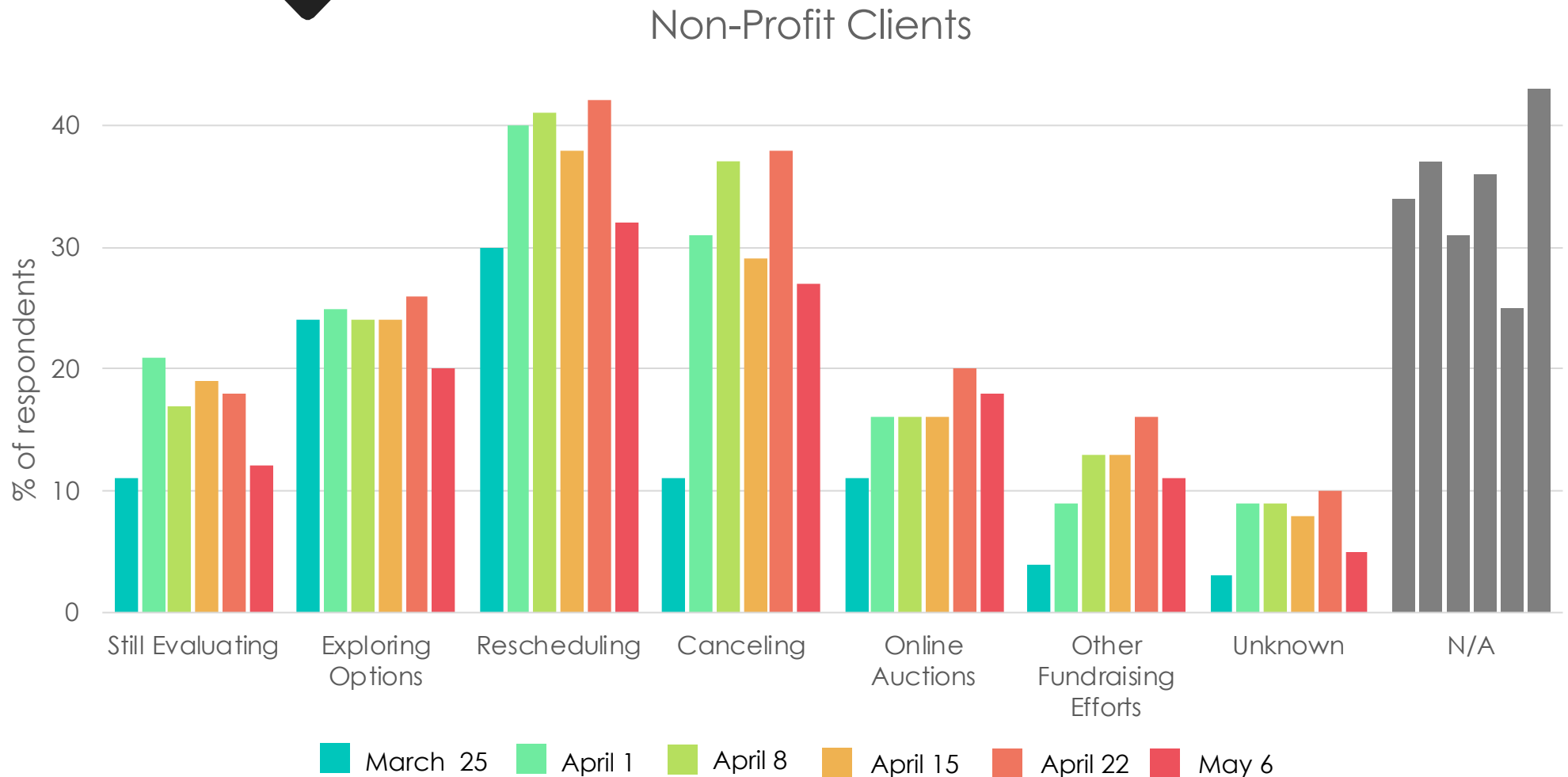




How are you  
seeing banks  
respond to  
the COVID-19  
crisis?

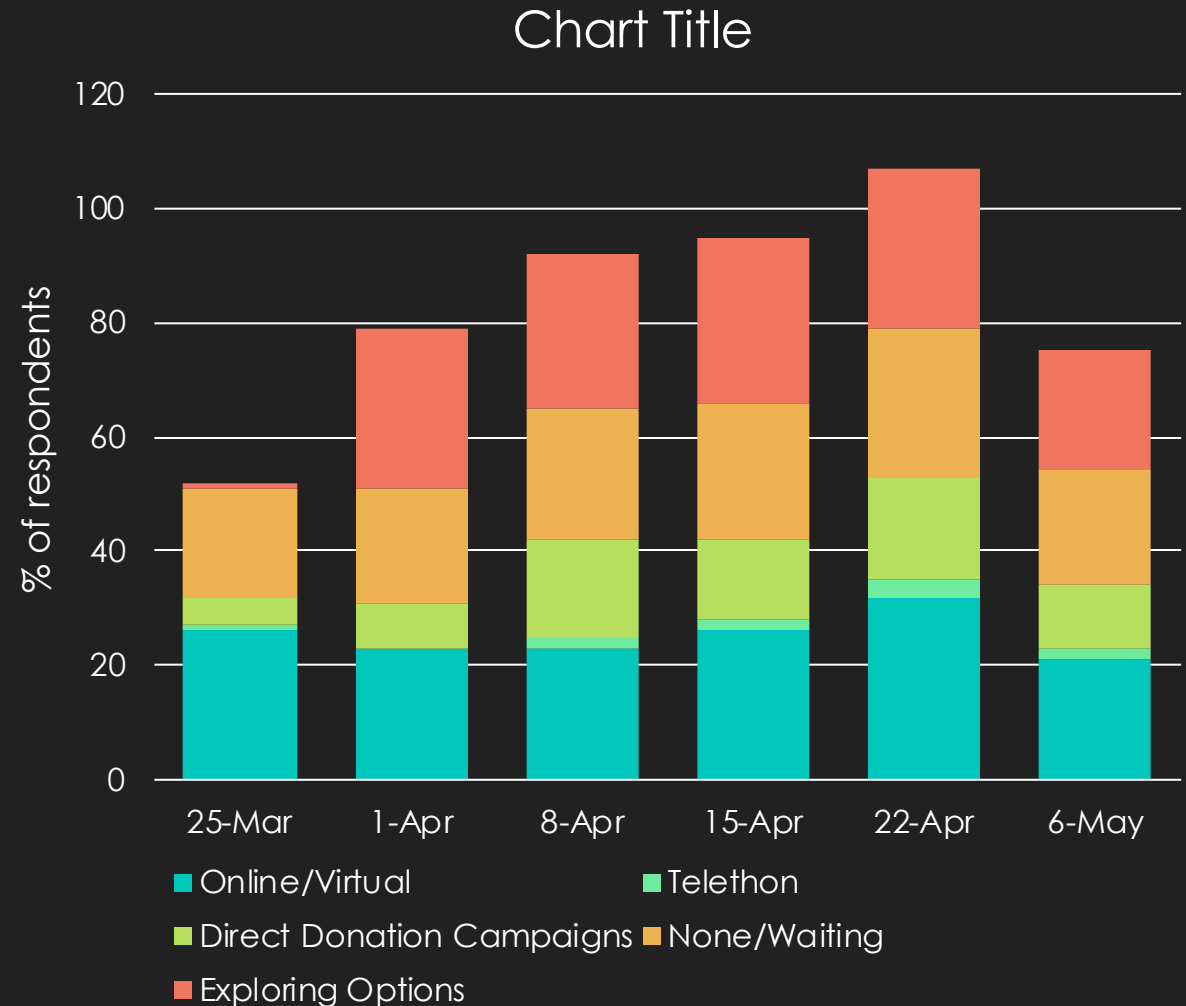


# What are your non-profit clients doing because of event cancellations?



Cancellations and reschedules in the benefit auction community dropped significantly since the past report. Many respondents are still utilizing online auctions and other fundraising methods.

**What other fundraising methods are you and/or your non-profit clients currently utilizing?**



# Sponsors

Contact: Adam Kenne  
[akenne@auctioneers.org](mailto:akenne@auctioneers.org)  
(913) 563-5421



[auctiontime.com](http://auctiontime.com)  
[feedback@auctiontime.com](mailto:feedback@auctiontime.com)  
800-334-7443



[bidspotter.com](http://bidspotter.com)  
[sales@bidspotter.com](mailto:sales@bidspotter.com)  
866-597-2437



[equipmentfacts.com](http://equipmentfacts.com)  
[Feedback@equipmentfacts.com](mailto:Feedback@equipmentfacts.com)  
908-788-2025



[hibid.com](http://hibid.com)  
[support@auctionflex.com](mailto:support@auctionflex.com)  
352-414-1947



[proxibid.com](http://proxibid.com)  
[sales@proxibid.com](mailto:sales@proxibid.com)  
877-505-7770