

# From in-person, high-effort sales and low ROI to streamlined auctions and higher average sales prices



Locally owned and operated for 20+ years, Texas Towing has been serving the San Antonio and South Texas communities with top-tier towing and recovery services. They also provide roadside and transport services, operate a storage facility and sell unclaimed vehicles.

## The Challenge:

Texas Towing staff were used to and comfortable with an in-person sales model for unclaimed vehicle inventory. This required heavy, manual effort, limited reach to local-only buyers, and complicated payment collection processes.

Ultimately, the average sale price (ASP) for inventory was lower than ideal.

## The Solution:

In September 2025, Texas Towing implemented Aтура Marketplace to host an online auction in conjunction with in-person sales.

After their first sale via Aтура Marketplace, Texas Towing recognized immediate value:

- **Increased Staffing Bandwidth:** online bidders required no onsite assistance during auctions.
- **Safe, Secure Payment Solutions:** Aтура Verified Payments created a seamless, comfortable way for staff and buyers to handle payment — no onsite cash exchange necessary.
- **Automated Auction Sales Receipts:** eliminated the labor-intensive process of generating and printing auction sales receipts.

With Aтура Marketplace, Texas Towing relieved in-person sales efforts, increased generated revenue, and automated processes for easier auction management.

## Case Study Snapshot

**Company:** Texas Towing

**Locations:** San Antonio and Tilden, TX serving Tilden, Three Rivers, George West, Fowlerton, Pleasanton, Freer, Cotulla, Dilley, Campbellton, Charlotte, Mathis, Kenedy, Jourdanton, Beeville, and surrounding areas

### Challenges:

- Low average sale price for impounded or unclaimed vehicles
- In-person sales consuming staff resources needed for core business operations

## In Just 2 Months of Online Auctions, Texas Towing Saw:

- **\$6K+** Increase in revenue compared to in-person sales
- **\$1,400K+** ASP, and growing
- **Automated Process** To generate and print auction sales receipts

**CONFIDENTIAL**