

From exclusively scrapping unclaimed vehicles to auctioning inventory for better ROI

Autura Marketplace Customer Story

PREMIER TOWING SOLUTIONS

Founded in 2023, Premier Towing Solutions is a family-owned and run business offering a variety of towing solutions for the Dickson, Hickman, Fairview, and surrounding county communities.

Familiar to any business in the towing industry is the question about what to do with impounded or unclaimed vehicles Premier Towing Solutions had transported, stored, followed notification and hold protocols for, and now had legal right to dispose.

The Challenge:

Stating convenience as the reason, Premier Towing Solutions preferred to scrap their unclaimed vehicles over auctioning their inventory.

What Changed?

With persistent follow-up and clear value demonstration, the Autura Marketplace team showcased the auction revenue potential and the user-friendly Marketplace platform.

Eventually, Premier Towing Solutions elected to run a trial auction on Autura Marketplace.

The Outcome:

After calculating their trial auction results, Premier Towing Solutions shared dismay at deciding to scrap 75 vehicles prior to trial given the auction success. Additionally, Premier's owner referred two other businesses to convert others to the ROI achievable via auctions vs. scrapping.

Case Study Snapshot

Company: Premier Towing Solutions

HQ Location: Nashville, TN

Size: Single location, family-owned business serving Dickson, Hickman, Fairview, and surrounding counties

Challenges:

- Comfort with practice of scrapping vehicles
- Reluctance to explore auction options for unclaimed vehicles

Initial Auction Results Achieved:

75% Sell-Thru Rate

\$16K+ Total Rev Generated

\$1,118+ Average (ASP)

Premier Towing Solutions unlocked new revenue, saw real value, and quickly referred two new Autura Marketplace accounts.

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