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West Central Auction Company

Five auctions. A clearer picture.

Campaign results and the GHL operations behind them. July 15 to September 23, 2026.

≈ $574k

Invoiced across five auctions

125

Different buyers across six states

40

Bought at two or more auctions

69

New buyers in the report

Reported auction results during the service period; not revenue attributed solely to Bloomwired.

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Fall’s strongest signals

The source report compares Fall with eight equipment auctions held since February 2026.

38.3

Bids per lot

Highest in that comparison; the prior high was 29.8 on February 12.

10

States represented

Registered bidders came from the widest range of states in the comparison.

115

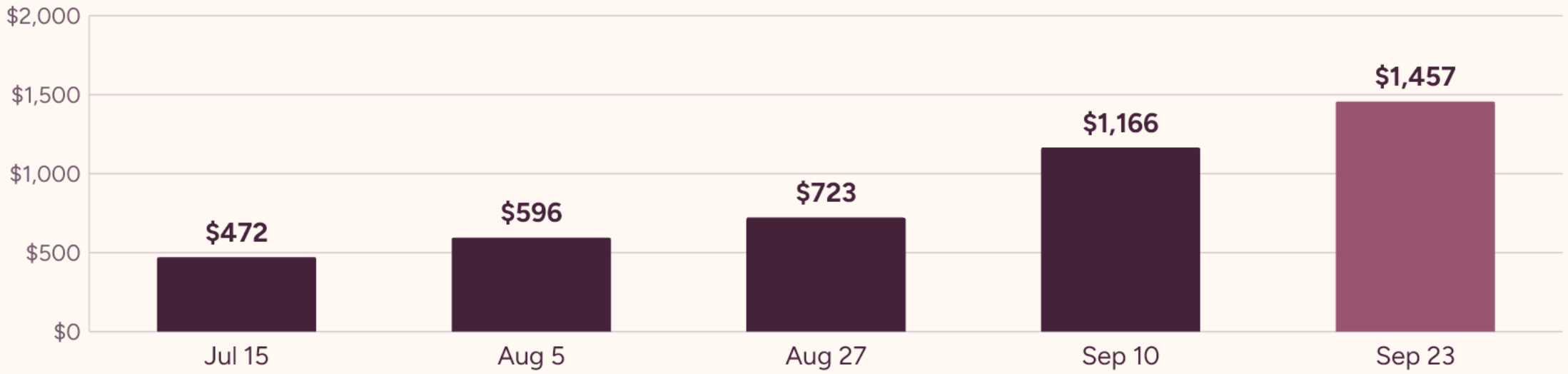
Registered bidders

Second only to February 12, with the fewest lots of those eight auctions.

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More invoiced per lot

From $596 on August 5 to $1,457 on September 23: about 2.4 times as much.

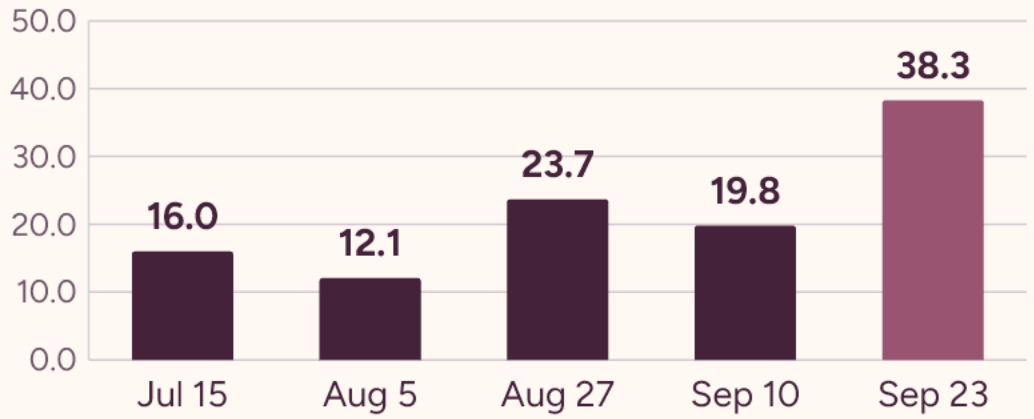


Invoice amount divided by lot count. Auction inventory and pricing differed between sales.

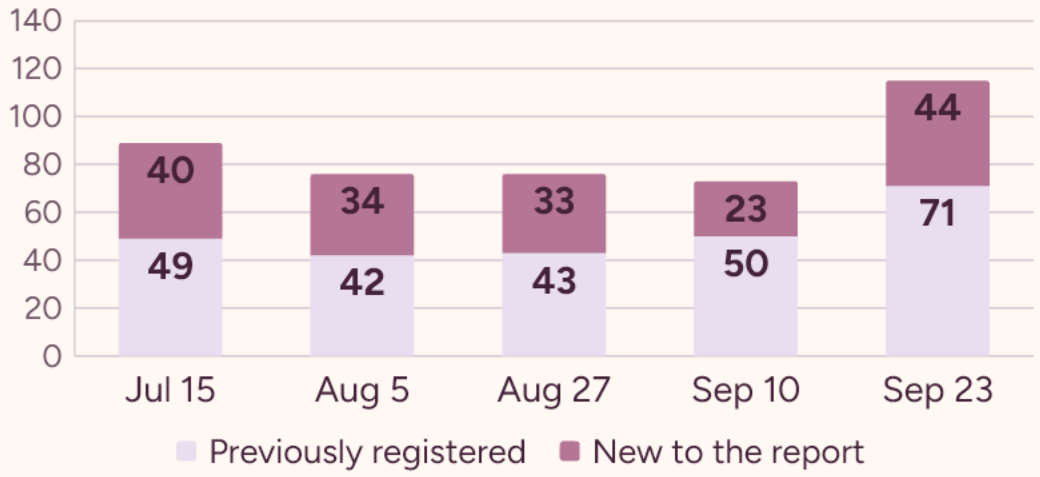
Bidding activity and registrations

Fall recorded 38.3 bids per lot and 115 registrations across 74 lots.

Average bids per lot



Registered bidders



174 registrations were new to the report's registration history since February.

Returning buyers mattered

Forty buyers bought at two or more of the five auctions, accounting for about 65% of invoiced sales.

$376,153

Invoiced to repeat buyers

17 buyers won items at three or more auctions.

69 new buyers accounted for $174,400.

New buyers were absent from the available registration history since February. Buyer groups can overlap.

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Cleaner campaign delivery

GHL's six weeks before July 15 compared with July 15 to September 23, 2026.

Email bounce rate

Previously 7.1%

0.5%

Down 6.6 percentage points

Fewer addresses bouncing

Email delivery rate

Previously 92.7%

99.4%

Up 6.7 percentage points

Delivery reported by GHL

Text opt-out rate

Previously 2.1%

0.4%

Down 1.7 percentage points

Fewer requests to stop

214,390 emails and 84,000 texts reported delivered. Send counts are not unique people.

14,010 recorded SMS clicks include possible automated scans. Delivery does not verify inbox placement.

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The five auctions, side by side

Auction-site lot and bid counts; MarkNet registrations and invoices. The owner's accounts were excluded.

Auction	Lots	Bids / lot	Registered	Buyers	Invoiced	Per lot
Jul 15 Summer	274	16.0	89	42	$129,346	$472
Aug 5 Christmas in July	166	12.1	76	44	$98,918	$596
Aug 27 August	162	23.7	76	37	$117,146	$723
Sep 10 Labor Day	104	19.8	73	38	$121,290	$1,166
Sep 23 Fall	**74**	**38.3**	**115**	**31**	**$107,831**	**$1,457**

Rows total $574,531; the source headline lists $574,532. This report uses a rounded overview total.

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What changed behind the scenes

GHL operations and campaign support. The auction website was not part of the build.

At the start

About 9,000 contacts with limited organization.
Repeated uploads had lost contact history.
Office calls reached the owner’s personal phone.
Campaigns relied on individual manual sends.
Legacy workflows could fire on new tags.

By the reporting date

Buyer stages and returning-bidder imports.
125+ tags and four audience groups.
Office calls routed to the team.
Authenticated email sending and tracked links.
A call dashboard and consolidated reporting.