

# Annual Report

20  
24



[grafeauction.com](https://grafeauction.com)

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**GRAFE**  
AUCTION

# Overview

In 2024, Grafe Auction reinforced its position as an industry leader, conducting over 290 successful auctions across multiple sectors. From retail chain liquidations to historic venue closures, each auction presented unique opportunities for both sellers and buyers while showcasing our team's adaptability and expertise.

## By the Numbers

- 63 Retail Auctions - Including major chains like Target, Staples, and specialty retailers
- 54 Supermarket Auctions - From store remodels to complete liquidations
- 48 Food Service Equipment Warehouses
- 30 Restaurant Auctions - Spanning single locations to multi-unit operations
- 17 Corporate Office Auctions - Including Fortune 500 companies and major transitions
- 15 Production & Distribution Center Auctions - Managing complex industrial assets
- 18 Real Estate & Personal Property Auctions - From residential to commercial properties
- 8 Deli, Butcher & Meat Shop Auctions - Specialized food service equipment
- 11 Event Center Auctions - Including historic venues like Golden Gate Fields
- 5 Fitness Center Auctions - From traditional gyms to wellness centers
- 3 Brewery & Distillery Auctions - Handling

specialized craft beverage equipment

## Market Impact

These auctions connected sellers with over 200,000 registered bidders, processing millions of bids through our proprietary online platform. Our marketing strategies generated substantial engagement, with auction listings receiving over 1.8 million unique website visitors throughout the year.

## Industry Leadership

Grafe Auction's expertise in managing complex, multi-phase liquidations was exemplified through significant partnerships with industry leaders including Target Corporation, Discover Financial Services, and CNO Financial Group. Our team's ability to handle diverse asset categories while maintaining efficient operations across multiple auction days reinforced our position as an industry leader.

## Looking Forward

As we continue to adapt and grow, Grafe Auction remains committed to providing exceptional service and maximizing value for both buyers and sellers. Our success in 2024 establishes a strong foundation for continued growth and innovation in the auction industry.



# Retail

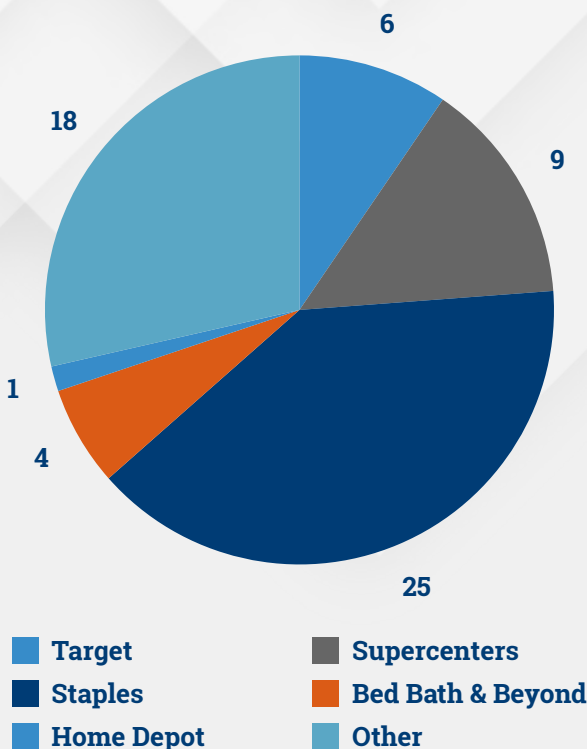


In 2024, Grafe Auction conducted 62 retail auctions, managing asset sales for major national retailers as well as specialized local businesses. The scope ranged from extensive multi-store liquidations for companies like Staples (25 locations) and Target (6 locations) to unique specialty retailers like Quinn Violins and Creative Lighting. While most retail auctions centered on store infrastructure - including shelving systems, display fixtures, and point-of-sale equipment - some sales also featured merchandise liquidation, particularly for specialty retailers.

The large national retailer auctions demonstrated consistent patterns in asset types and buyer interests. Standard retail fixtures like Madix gondola shelving, check-out counters, and merchandising displays were prevalent across these sales. For example, a Target auction in San Francisco featured extensive Lozier shelving systems, True refrigeration units commanding prices up to \$3,000, and essential material handling equipment such as Crown pallet jacks selling between \$325-\$500. Similarly, Staples locations typically included comprehensive fixture packages, with items like Madix pallet racking systems, front-end checkout lanes, and cardboard balers consistently drawing strong bidder interest.

Beyond the major chains, specialty retail auctions provided opportunities for buyers to acquire unique assets. The Quinn Violins auction offered musical instruments including violins, cellos, and guitars, while Creative Lighting's sale featured lighting fixtures and showroom displays. These specialty auctions attracted different buyer demographics than the large retail chain sales, illustrating the auction industry's ability to connect specific assets with targeted buyer groups.

These retail auctions not only facilitated successful transitions for businesses but also provided opportunities for new and expanding retailers to acquire quality equipment at competitive prices. Whether handling nationwide retail chains or local specialty shops, each auction required careful attention to asset cataloging, marketing to appropriate buyer groups, and managing efficient removal processes.



**63**  
**RETAIL**  
**AUCTIONS**

# Retail

## Featured Auctions

### Staples

In 2024, Grafe Auction partnered with Staples to manage 25 auctions nationwide as part of their strategic operations adjustments. These sales featured a consistent array of retail assets, including Madix pallet racking systems, front-end checkout lanes, and Philadelphia Tramrail cardboard balers. The auctions maintained strong bidder participation, with material handling equipment and storage solutions drawing particular interest from buyers seeking quality retail infrastructure.



**3,094 Lots | 1,766 Bidders | 130,793 Bids**

### Former Neighborhood Markets and Supercenters

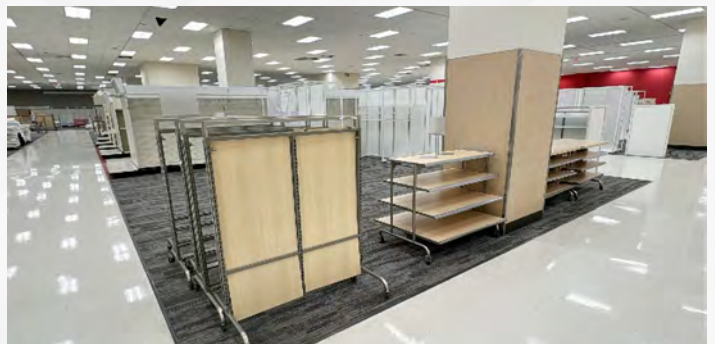
In 2024, Grafe Auction managed nine Supercenter and Neighborhood Market auctions across multiple locations, offering comprehensive selections of retail and food service equipment. These sales featured extensive commercial refrigeration systems from industry leaders like Hill Phoenix and Kysor Warren, alongside complete food preparation and service equipment packages. The auctions consistently drew strong interest from both retail and food service buyers, particularly for stainless steel prep stations, commercial mixers, and display cases. The robust combination of retail fixtures and food service equipment made these sales particularly valuable for businesses seeking to establish or expand grocery and food retail operations.



**4,295 Lots | 1,488 Bidders | 225,346 Bids**

### Target

Target's six auctions in 2024 showcased comprehensive store fixtures and equipment packages. Notable assets included extensive Lozier shelving systems, True refrigeration units, and essential operational equipment like Crown pallet jacks. The sales reflected Target's professional retail standards, with well-maintained fixtures and equipment attracting buyers from both established retailers and new business ventures.



**1,874 Lots | 435 Bidders | 84,426 Bids**



# Supermarkets



In 2024, Grafe Auction conducted 53 supermarket equipment auctions, reflecting a range of business transitions within the grocery industry. While some auctions resulted from business closures, many represented strategic moves as retailers upgraded to new locations or rebuilt stores to better serve their communities.

Analysis of these sales showed average lot prices increasing from \$125-175 in June to \$175-240 in October, representing a 40% appreciation in baseline equipment values. Traditional grocery format equipment maintained consistent pricing between \$150-200 per lot, while large format stores achieved higher averages of \$200-300 per lot. Regional variations played a significant role, with the Southeast market, particularly Florida and Georgia, outperforming national averages by 15-20%. Urban locations consistently generated 10-15% higher prices compared to rural areas for similar equipment. The robust market performance was supported by consistent bidder participation, with most auctions attracting over 100 unique bidders, indicating sustained demand for supermarket equipment throughout the year.

**54**  
**SUPERMARKET  
AUCTIONS**

These auctions offered comprehensive selections of supermarket assets, including essential food service equipment such as commercial ovens, mixers, meat processing machines, and professional-grade food preparation tools. Refrigeration systems were consistently sought-after items, from industrial walk-in coolers and freezers to display cases and under-counter units. The sales also featured complete checkout systems, specialized display fixtures, and extensive shelving solutions. Additional equipment included bakery and deli department assets, produce displays, and material handling equipment such as pallet jacks and carts. This diverse range of equipment provided opportunities for both established grocers and new market entrants to acquire quality assets for their operations.

# Supermarkets

## Featured Auctions

### Publix

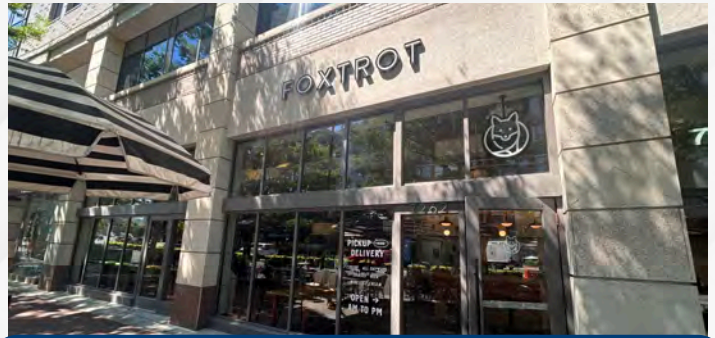
In 2024, Grafe Auction facilitated 5 auctions for Publix supermarkets, primarily handling store remodels rather than closures. The auctions offered comprehensive packages of supermarket equipment from refrigerated cases and walk-in coolers to complete store fixtures and specialized department equipment, providing opportunities for both established grocers and new market entrants.



**3,220 Lots | 827 Bidders | 191,893 Bids**

### Foxtrot

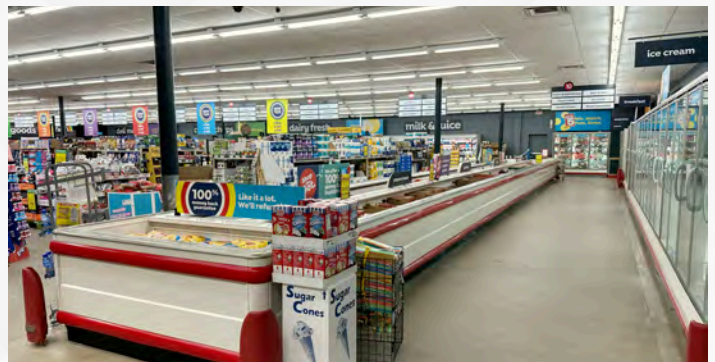
Grafe Auction completed 7 auctions for Foxtrot Market in 2024. They showcased high-end commercial kitchen and food service equipment suited for modern urban marketplaces. The sales typically included premium brands like Alto-Shaam Vector ovens, Hussmann display cases, True refrigeration units, and a La Marzocco Espresso Machine. These auctions attracted specialty food retailers and restaurant operators seeking quality equipment for upscale food service operations.



**740 Lots | 841 Bidders | 63,992 Bids**

### Save-A-Lot

Save-A-Lot's 5 auctions presented comprehensive grocery store packages, featuring essential supermarket equipment from refrigeration units and meat processing equipment to complete checkout systems and store fixtures. The sales offered full-store solutions including commercial refrigeration, food preparation equipment, and material handling assets. These auctions particularly appealed to independent grocers and food retailers looking to establish or upgrade their operations with proven commercial equipment.



**917 Lots | 583 Bidders | 64,527 Bids**



# Deli, Butcher & Meat Shops



In 2024, Grafe Auction emerged as a key facilitator in the meat processing equipment market, managing sales that ranged from traditional butcher shops to industrial processing facilities. These auctions served a crucial role in the industry, providing pathways for businesses to acquire specialized equipment while offering sellers efficient liquidation solutions. Each sale required detailed knowledge of meat processing equipment and targeted marketing to reach qualified buyers within this specialized sector.

The variety of auctions reflected the diverse nature of the meat processing industry itself. Industrial-scale facilities sought comprehensive equipment packages including walk-in coolers, commercial smokers, and automated processing machinery. Traditional butcher shops looked for reliable processing essentials such as grinders, stuffers, and display cases. Mobile food service operators pursued specialized equipment like custom smoker trailers and portable cooling solutions. This range of needs demanded flexible auction strategies and deep understanding of equipment values across different operational scales.

# 8

## DELI, BUTCHER & MEAT AUCTIONS

Our meat processing auctions attracted buyers from multiple segments of the food service industry. Established processors sought to expand their operations or upgrade existing equipment. Entrepreneurs entering the industry found opportunities to acquire complete equipment packages at competitive prices. Mobile food service operators and caterers pursued specialized assets to enhance their capabilities. The year's sales demonstrated the continuing evolution of the meat processing industry, from traditional butcher shop operations to modern mobile food service solutions.

# Deli, Butcher & Meat Shops

## Featured Auctions

### CAL Packers

CAL Packers' auction in Elk Mound, Wisconsin showcased industrial-scale meat processing capabilities with over 400 lots of commercial equipment. The comprehensive sale included essential processing machinery such as walk-in coolers, industrial smokers, precision slicers, and vacuum fillers, alongside specialized tools and accessories. This auction attracted buyers from large-scale operations and drew interest from processors looking to expand their production capabilities.



593 Lots | 180 Bidders | 36,537 Bids

### Bower & Sons Meats & Sausages

When Bower & Sons Meats & Sausages closed its doors after 25 years in Millersport, their auction offered a complete butcher shop equipment package. The sale featured well-maintained processing essentials including refrigeration units, meat grinders, sausage stuffers, and packaging equipment. This auction particularly appealed to independent butcher shops and entrepreneurs entering the meat processing industry, providing them with reliable, commercial-grade equipment.



381 Lots | 172 Bidders | 21,910 Bids

### Raymon Cattanea BBQ Service

Raymond Cattaneo BBQ Service's auction highlighted specialized mobile food service equipment, centered around professional BBQ and catering assets. The sale's standout items included two smoker trailers with extensive grilling surfaces and a fully-equipped 14-foot enclosed trailer complete with walk-in cooler and generator. This unique offering attracted mobile food service operators, caterers, and BBQ enthusiasts looking to establish or expand their businesses.



4 Lots | 15 Bidders | 536 Bids





# Restaurants

## Bakeries, Coffee Shops

7,207  
Lots

4,103  
Bidders

379,876  
Bids

Restaurant auctions emerged as a significant sector of Grafe Auction's business in 2024, with our team successfully executing 30 comprehensive liquidations across the food service industry. Throughout the year, these auctions ranged from single-location specialty establishments to multi-unit chain operations, providing comprehensive solutions for restaurants in transition.

Our restaurant auctions attracted a diverse audience of buyers, from established restaurateurs seeking to expand their operations to entrepreneurs launching new culinary ventures. The breadth of equipment and assets available through these sales encompassed everything from standard commercial kitchen essentials to highly specialized equipment for unique dining concepts. Whether liquidating traditional family restaurants, franchise locations, or innovative specialty establishments, each auction was tailored to maximize value while ensuring efficient asset disposition.

**30**  
RESTAURANT  
AUCTIONS

The variety of restaurant concepts we served demonstrated our expertise in marketing specialized equipment to targeted buyer segments. From traditional cooking equipment and refrigeration systems to unique items like liquid nitrogen freezing systems and themed decor, our auctions connected sellers with qualified buyers across all segments of the food service industry. This focused approach, combined with our understanding of both standard and specialized restaurant equipment, consistently delivered strong results for our clients while providing valuable opportunities for buyers to acquire quality commercial assets at competitive prices.

Our success in managing these diverse restaurant liquidations has further strengthened our position as a trusted partner in the food service industry. Through our proven marketing strategies, extensive buyer network, and deep understanding of commercial kitchen equipment values, we consistently achieved optimal returns for our clients while providing valuable inventory acquisition opportunities for food service businesses. This combination of industry expertise and market reach has established Grafe Auction as a go-to resource for restaurant owners and operators in transition, whether they are closing locations, upgrading equipment, or seeking quality pre-owned assets for expansion.

# Restaurants

## Bakeries, Coffee Shops

### Featured Auctions

#### Dickey's BBQ Pit

Grafe Auction's partnership with Dickey's BBQ Pit yielded four successful auctions across multiple locations in 2024, showcasing our expertise in managing restaurant chain liquidations. These auctions featured everything from essential BBQ restaurant equipment, including specialized items such as Old Hickory smokers and complete cold storage solutions, to standard commercial kitchen equipment, and more.



474 Lots | 440 Bidders | 36,294 Bids

#### Chocolate Sanctuary

After eight successful years of delighting guests with its chocolate-inspired cuisine, The Chocolate Sanctuary's closure presented an opportunity for buyers to acquire specialized equipment and distinctive decor. The comprehensive sale included high-end commercial kitchen equipment such as an Alto-Shaam Combi oven and Hobart mixers, alongside themed decorative elements that created the restaurant's signature ambiance.



498 Lots | 250 Bidders | 29,829 Bids

#### Buzzed Bull Creamery

The Buzzed Bull Creamery auction presented an opportunity for buyers to acquire nearly new, specialized ice cream and nitrogen freezing equipment from a modern creamery concept. Opened in 2022, this establishment featured state-of-the-art liquid nitrogen systems, including a Taylor-Wharton 3000 Liter tank and specialized Midwest Cryogenics nitrogen manifold. The auction's inventory of premium equipment attracted significant attention from specialty dessert operators and innovative food service entrepreneurs. This sale particularly highlighted our ability to market and sell highly specialized commercial equipment to targeted buyer segments within the food service industry.



152 Lots | 91 Bidders | 9,513 Bids



# Food Service Equipment Warehouse



In 2024, Grafe Auction demonstrated its industry leadership through the successful execution of 48 food service equipment warehouse auctions, establishing new benchmarks for large-scale equipment liquidations. These comprehensive sales represented some of our largest and most diverse offerings, featuring both new and gently used equipment from major distributors, wholesalers, and equipment dealers across the country.

The scope of these warehouse auctions was particularly impressive, with individual sales often featuring hundreds of lots spanning every category of food service equipment. From commercial-grade cooking equipment and refrigeration systems to specialty items and smallwares, these auctions provided unprecedented opportunities for buyers to acquire premium equipment at competitive prices. Our partnership with industry leaders such as UNFI, R & T Equipment, and Cook's Direct showcased our ability to handle complex, large-volume liquidations while maintaining efficient operations and strong buyer engagement.

The variety of equipment available, ranging from new-in-box items to professionally refurbished units, enabled buyers to find exactly what they needed while managing their equipment budgets effectively. Our strategic marketing approach ensured that each auction reached the most relevant potential buyers, resulting in robust participation and competitive bidding across all equipment categories.

Our warehouse auction program demonstrated particular strength in handling mixed inventories that combined commercial food service equipment with related categories such as smallwares, furniture, and specialty items. This comprehensive approach not only maximized value for our selling clients but also provided one-stop shopping opportunities for buyers looking to outfit or upgrade their operations.

Through careful lot organization and detailed product descriptions, we helped buyers navigate these large-scale auctions efficiently, whether they were seeking individual pieces or complete kitchen packages.

# 48

**FOOD SERVICE  
EQUIPMENT  
WAREHOUSE AUCTIONS**

# Food Service Equipment Warehouse

## Featured Auctions

### UNFI

Our partnership with UNFI Central Region yielded an exceptional auction featuring over 360 lots of diverse commercial equipment. This comprehensive sale demonstrated our ability to handle mixed-inventory liquidations, combining supermarket and food service equipment with office furnishings and fitness gear. The auction's broad scope attracted buyers from multiple industries, showcasing our expertise in marketing diverse asset categories while maintaining strong bidder engagement across all equipment types.



**360 Lots | 294 Bidders | 20,677 Bids**

### R&T

Through three successful auctions in Chicago, R & T Equipment showcased our proficiency in managing recurring sales of premium commercial and specialty items. These events featured an impressive mix of new equipment from renowned manufacturers like Hobart and Wolf, alongside luxury items such as Waterford crystal. The consistent quality and unique inventory blend attracted both commercial operators and high-end residential buyers throughout the series.



**737 Lots | 419 Bidders | 38,183 Bids**

### Cook's Direct

The Cook's Direct auction showcased our ability to market new and gently used premium commercial kitchen equipment to a targeted audience of food service professionals. With over 360 items from industry-leading brands like Robot Coupe, KitchenAid, and Sharp, this sale represented a significant opportunity for buyers to acquire high-quality equipment at competitive prices. The comprehensive inventory of commercial-grade mixers, food processors, and specialized kitchen tools attracted strong participation from restaurateurs and culinary professionals, resulting in robust bidding across all categories.



**368 Lots | 180 Bidders | 24,783 Bids**



# Brewery & Distillery



In 2024, Grafe Auction further solidified its expertise in the specialized craft beverage sector through the successful execution of three significant brewery and distillery auctions. These sales demanded precise knowledge of complex production equipment and a deep understanding of the craft beverage industry's unique requirements, from regulatory compliance to specialized production capabilities.

The craft beverage sector presents distinct challenges in equipment liquidation, requiring careful attention to technical specifications, installation requirements, and industry-specific regulations. Our team's expertise in marketing specialized brewing and distilling equipment, from complete brewing systems and fermentation vessels to packaging lines and taproom assets, enabled us to connect sellers with qualified buyers who understood both the value and technical requirements of professional-grade equipment.

Our brewery and distillery auctions attracted a diverse range of buyers from across the craft beverage industry. Established breweries seeking expansion, entrepreneurs entering the market, and growing craft distilleries all found valuable opportunities through these sales. The comprehensive nature of these auctions, which included everything from production equipment to taproom fixtures, provided buyers with unique opportunities to acquire quality assets at competitive prices compared to new equipment costs.

By understanding both the technical aspects of brewing and distilling equipment and the business dynamics of the craft beverage industry, we successfully marketed these specialized assets to qualified buyers. Our targeted approach ensured that complex equipment packages reached the right audience, whether they were seeking complete brewing systems, individual tanks, or specialized packaging equipment. This focused strategy consistently delivered strong results for our selling clients while providing valuable opportunities for buyers to acquire professional-grade equipment at auction prices.

# 3

**BREWERY &  
DISTILLERY  
AUCTIONS**

# Brewery & Distillery

## Featured Auctions

### FINNEGANS Brew Co.

The FINNEGANS Brew Co. auction marked a significant transition for this pioneering Minneapolis brewery, known for its innovative give-back business model that generated over \$2 million in community impact. This comprehensive sale featured lots centered around a complete 20-barrel brewing system, including multiple fermentation and brite tanks with capacities up to 90 barrels, and a state-of-the-art canning line.



106 Lots | 122 Bidders | 9,268 Bids

### Former Royal Foundry Spirits

Royal Foundry Craft Spirits' liquidation showcased our expertise in marketing specialized distillery equipment, featuring custom-made Artisan Still Design stainless steel and copper stills alongside Letina stainless steel tanks. The auction's diverse inventory included not only core distilling equipment but also complete bar and restaurant assets, providing buyers with opportunities to acquire everything from production equipment to front-of-house furnishings from this distinctive British-inspired craft distillery.



224 Lots | 177 Bidders | 13,683 Bids

### Great Change Brewing

Great Change Brewing's auction highlighted our ability to market late-model, premium brewing equipment, centered around a Silver State 15bbl brewhouse. The sale featured an impressive array of production equipment including four 30bbl fermenters, a Rite Steam boiler, and a Pro Chiller glycol system, alongside specialized items such as a Premier Stainless 3 place keg washer and comprehensive support equipment, attracting serious buyers looking to establish or expand their brewing operations.



44 Lots | 42 Bidders | 3,472 Bids



# Production, Manufacturing & Distribution

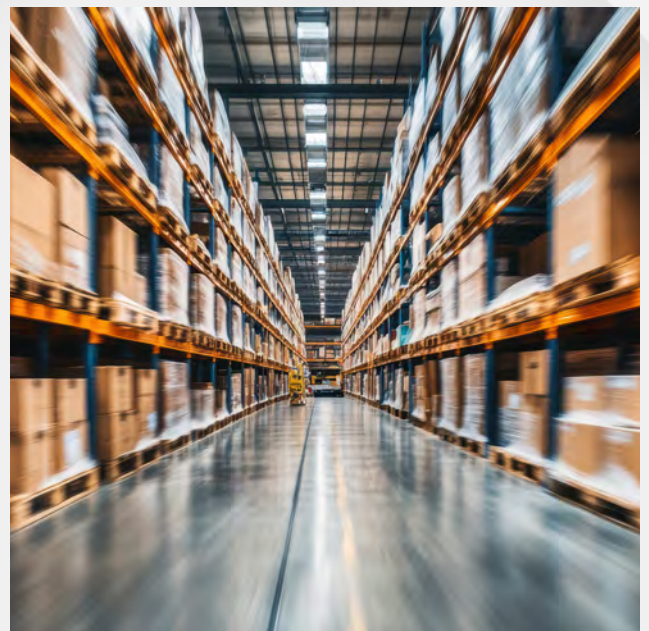


In 2024, Grafe Auction demonstrated significant expertise across industrial sectors, managing 11 production, manufacturing, and fabrication auctions alongside 4 major distribution center sales. Our manufacturing and production auctions spanned diverse industries, from food processing facilities to printing operations, offering specialized equipment, production machinery, and industrial assets to businesses seeking to enhance their capabilities. These sales provided opportunities for companies to acquire everything from CNC machinery and fabrication tools to packaging equipment and quality control systems.

Complementing these industrial sales, our distribution center auctions facilitated the transition of large-scale warehousing operations, featuring material handling equipment, logistics systems, and warehouse infrastructure. The distribution center sales encompassed comprehensive asset liquidations, including storage solutions, transportation equipment, and facility management systems, serving businesses looking to expand or upgrade their distribution capabilities.

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PRODUCTION, MANUFACTURING  
& DISTRIBUTION CENTER  
AUCTIONS



# Production, Manufacturing & Distribution

## Cadillac Presentation Solutions

Grafe Auction partnered with Cadillac Presentation Solutions, a company with a 90-year legacy in the printing and presentation industry, to auction excess equipment during their strategic relocation. The sale featured state-of-the-art equipment including a Kodak NexPress 2500 Digital Production Color Press, a 1998 Freightliner FL70 Truck with Utilimaster Box, along with industrial printers, binders, and sealers.



**396 Lots | 46 Bidders | 10,532 Bids**

## Chasing Our Tails

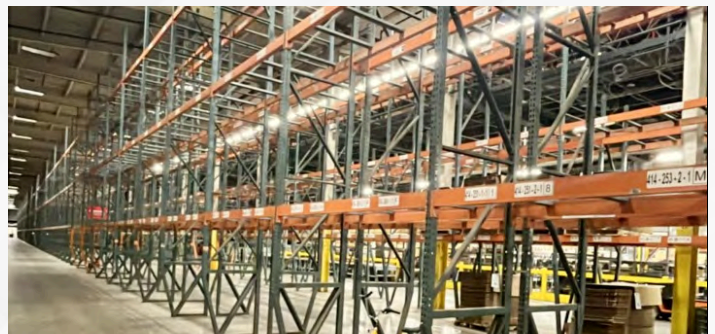
In 2024, Grafe Auction managed two auctions for Chasing Our Tails, a food manufacturing company with facilities in Altura and Sleepy Eye, Minnesota. The sales included 845 total lots from both locations, featuring specialized food processing equipment, commercial ovens, smokehouses, packaging machinery, and extensive material handling assets from their operations at the former plant.



**845 Lots | 272 Bidders | 42,972 Bids**

## Big Lots

In 2024, Grafe Auction completed multiple auctions for Big Lots distribution centers totaling 1,744 assets. The auctions included lots such as warehouse racking systems, material handling equipment, and other industrial, warehouse, and office equipment items. In addition, Grafe Auction also featured a substantial fleet of 173 semi trailers in three subsequent auctions.



**1,917 Lots | 538 Bidders | 153,227 Bids**





# Real Estate

## & Personal Property



Real Estate and Personal Property auctions represented a significant portion of Grafe Auction's portfolio in 2024, with 18 successful sales across residential, commercial, and estate segments. These auctions showcased our ability to handle complex property transactions and multi-faceted estate liquidations, often combining real estate and personal property in comprehensive sales events.

Each auction presented unique opportunities and challenges. From marketing newly constructed homes in developing communities to managing extensive estate liquidations with both property and personal assets, our team demonstrated versatility in reaching targeted buyer groups. Commercial real estate sales included specialized facilities like USDA-approved meat processing plants, while personal property auctions ranged from everyday household items to rare collectibles and vehicles.

# 18

**REAL ESTATE &  
PERSONAL PROPERTY  
AUCTIONS**



Throughout 2024, these auctions attracted diverse buyer participation, with residential properties drawing both individual homeowners and investors, while commercial properties garnered interest from business owners and developers. Personal property sales consistently achieved strong results by connecting specific items with motivated buyers across multiple categories. The following pages highlight several noteworthy auctions that exemplify our approach to real estate and personal property sales.

# Real Estate & Personal Property

## Featured Auctions

### Plainview Real Estate Auction

In 2024, Grafe Auction managed several notable real estate events, including the successful sale of seven premium properties in Plainview, Minnesota's Orchard Hills development. The October auction featured two newly constructed homes - a 2,292-square-foot villa-style residence and a 1,703-square-foot patio home - alongside five residential development lots. The sale attracted builders, investors, and prospective homeowners, highlighting growing interest in suburban development opportunities.



### Nietz Family Estate

The Nietz family estate auctions showcased both significant real estate holdings and personal property near Lake Zumbro, Minnesota. The real estate portion included waterfront properties, an aviation-focused property with a hangar, a 79-acre farm with rental income potential, and a historic schoolhouse. The personal property auctions featured over 440 lots spanning multiple categories, from vehicles including a 2020 GMC Denali to collectibles like Department 56 Christmas villages, reflecting the family's diverse interests and Lake Zumbro legacy.



### Tracy & Sanborn Commercial Auctions

In December, Grafe Auction conducted two significant commercial real estate auctions in Minnesota - a 14,200-square-foot USDA-approved meat processing facility in Tracy and a 14,000-square-foot former meat processing facility in Sanborn. The Tracy property featured modern updates including 2019 concrete work and robust metal construction, while the Sanborn property offered redevelopment potential with its historic brick architecture. These sales attracted buyers interested in food processing operations and commercial development opportunities.



# Corporate Offices



13,458  
Lots

6,069  
Bidders

917,470  
Bids

In 2024, Grafe Auction solidified its position as a leader in corporate office liquidations, successfully executing 17 high-profile auctions for Fortune 500 companies and major corporations undergoing strategic transitions. Our expertise in managing complex, multi-phase liquidations was exemplified through significant partnerships with industry leaders including Target Corporation, Discover Financial Services, and CNO Financial Group.

These corporate office auctions encompassed complete facility liquidations, featuring premium office furnishings, cutting-edge technological infrastructure, and specialized equipment from every facet of modern corporate operations. From executive suites and open-concept workspaces to corporate cafeterias, fitness centers, and critical infrastructure systems, our auctions provided comprehensive solutions for businesses seeking quality corporate assets at competitive prices.

Each auction was strategically structured to maximize value while ensuring efficient asset disposition, whether handling individual facility closures or coordinating complex, multi-phase transitions spanning multiple locations. Our targeted marketing approach and industry expertise attracted a broad spectrum of buyers, from growing startups to established corporations, creating competitive bidding environments that benefited both sellers and buyers alike.

The year's corporate office auctions attracted diverse buyers, from startups seeking quality furnishings to established businesses upgrading their facilities with professional-grade equipment. The following pages detail our most significant corporate office projects of 2024.

**17**  
**CORPORATE**  
**OFFICE AUCTIONS**

# Corporate Offices

## Featured Auctions

### Target City Center

In 2024, we executed 4 corporate office auctions out of a series of eight for Target's City Center Offices in downtown Minneapolis. These auctions were designed to efficiently liquidate assets from this expansive corporate location, which encompassed:

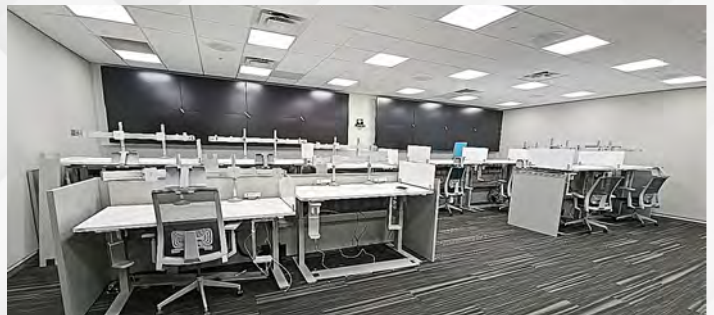
- Multiple office spaces
- A large-scale cafeteria
- Dedicated breakrooms on each floor
- An extensive basement utilized for storage and overflow items



**3,030 Lots | 2,426 Bidders | 242,883 Bids**

### Dicover Financial Services

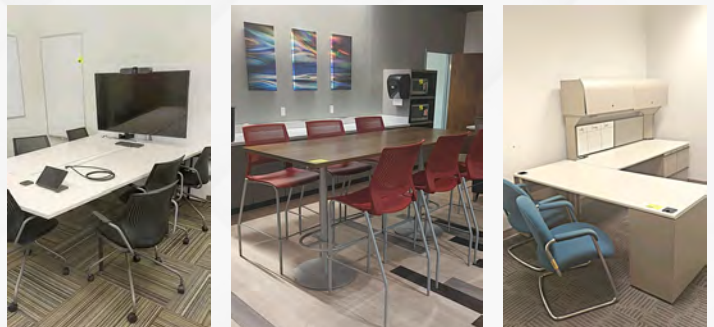
Discover Financial Services' liquidation in New Albany, Ohio encompassed three distinct auctions targeting specific asset categories. The corporate cafeteria sale featured premium food service equipment including Kolpak walk-in units and Hobart dishwashing systems. The office furniture and technology auction offered Herman Miller furnishings and advanced video conferencing systems, while the specialized power generation sale presented four Caterpillar 3512 Diesel Generators. This strategic division of assets allowed buyers to focus on their specific needs while maximizing value for the seller.



**2,873 Lots | 609 Bidders | 168,078 Bids**

### CNO Financial Group

CNO Financial Group's liquidation involved seven major auctions, starting with their 160,000-square-foot Building J corporate office facility. The sales included Building K's office contents, featuring adjustable height desks and conferencing systems, and their corporate fitness center equipped with Matrix fitness equipment and Hoist strength training gear. The comprehensive scope of these auctions provided opportunities for buyers across multiple sectors, from office furnishing to commercial fitness equipment.



**3,611 Lots | 1,365 Bidders | 232,449 Bids**



# Fitness Centers



In 2024, Grafe Auction successfully managed five standalone fitness center and spa liquidations, along with several fitness facility auctions integrated within larger corporate office sales. These auctions represented a diverse range of facilities, from traditional health clubs and YMCAs to specialized wellness centers and corporate fitness facilities, demonstrating our versatility in handling various types of fitness and wellness equipment.

The scope of these auctions extended well beyond basic gym equipment, encompassing everything from state-of-the-art cardio and strength training machines to specialized wellness equipment like cryotherapy chambers and infrared saunas.

## 5 FITNESS AUCTIONS

Our ability to effectively market both conventional fitness equipment and specialized wellness technology attracted a broad spectrum of buyers, including commercial gym operators, corporate wellness centers, physical therapy clinics, and private fitness enthusiasts.

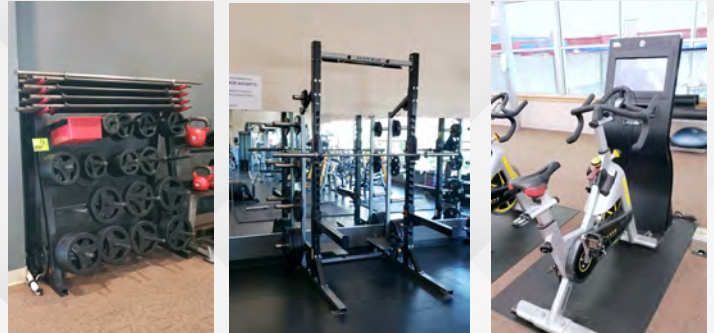
Through careful asset categorization and targeted marketing strategies, we consistently achieved strong results across all equipment categories, whether selling commercial-grade fitness machines, specialized therapeutic equipment, or facility support items. Our expertise in handling both standalone fitness center liquidations and integrated corporate fitness facility sales positioned us as a trusted partner in the fitness and wellness equipment market.

# Fitness Centers

## Featured Auctions

### YMCA

The YMCA at Pabst Farms auction represented a significant facility upgrade opportunity, featuring premium commercial fitness equipment from leading manufacturers including Matrix, Freemotion, and Precor. This comprehensive sale included not only traditional fitness equipment but also specialized items such as an underwater camera system and batting cage, attracting diverse buyers from commercial gyms to private facility operators.



67 Lots | 132 Bidders | 5,437 Bids

### TruFitness And Wellness Center

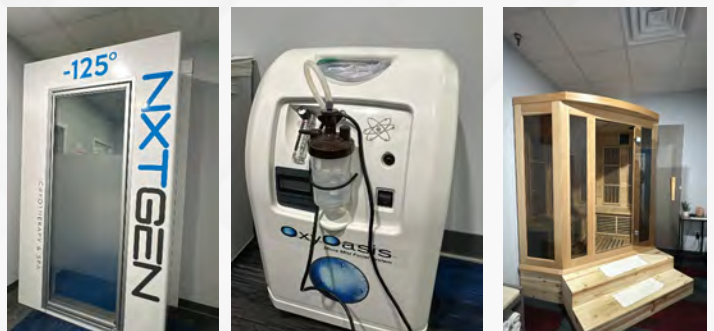
TruFitness And Wellness Center's liquidation showcased our ability to market complete commercial gym packages, centered around three Body Solid SR-HEXP Hexagon Pro Rigs and an extensive collection of professional-grade cardio equipment. The comprehensive nature of this sale, featuring top brands like Body-Solid, Schwinn, and Everlast, provided buyers with a turnkey opportunity to outfit entire fitness facilities.



68 Lots | 42 Bidders | 2,637 Bids

### NxtGen Cryotherapy & Spa

The NxtGen Cryotherapy & Spa auction demonstrated our expertise in marketing specialized wellness equipment, featuring cutting-edge technology including a MecoTec full-body cryotherapy chamber and MitoGen whole body red light therapy pod. With over 160 pieces of high-end equipment and furnishings, this sale attracted buyers from the growing wellness and alternative therapy sectors, highlighting our ability to connect specialized equipment with qualified buyers.



148 Lots | 104 Bidders | 8,159 Bids



# Event Centers

## Hotels, Theaters, Arcades, and More



In 2024, Grafe Auction demonstrated remarkable versatility by successfully managing seven distinct venue liquidations, ranging from the historic Golden Gate Fields racetrack to hotels, event centers, and entertainment facilities. These complex projects showcased our ability to handle diverse asset categories while maintaining efficient operations across multiple auction days and specialized equipment types.

Our venue auctions attracted an exceptionally broad buyer base, drawing interest from hospitality professionals, entertainment venue operators, collectors, and commercial equipment buyers. The comprehensive nature of these sales, often featuring thousands of lots spanning specialized equipment, commercial furnishings, and unique memorabilia, required sophisticated marketing strategies to reach qualified buyers across multiple industries.

# 11

**EVENT CENTER  
AUCTIONS**



The success of these varied venue liquidations further established our expertise in managing complex, multi-faceted auctions that go beyond traditional equipment sales. From hotel room furnishings to racetrack memorabilia, commercial kitchen equipment to specialized venue infrastructure, our team consistently delivered strong results while managing the unique challenges presented by each distinct venue type.

# Event Centers

## Hotels, Theaters, Arcades, and More

### Featured Auctions

#### Golden Gate Fields

Golden Gate Fields' historic liquidation represented our largest venue project of the year, encompassing two extensive auctions totaling over 3,500 lots. These carefully orchestrated sales spanned every aspect of racetrack operations, from commercial equipment and electronics to rare racing memorabilia and specialized track equipment. The auctions attracted diverse buyer groups, from hospitality professionals seeking commercial equipment to collectors pursuing authentic pieces of California racing history.



**3,593 Lots | 1,295 Bidders | 176,548 Bids**

#### Tebala Event Center

The Tebala Event Center auction demonstrated our ability to market surplus equipment while supporting ongoing operations. This strategic sale featured premium commercial kitchen equipment, including specialized items like a Hobart rotisserie, alongside event-specific furnishings and maintenance equipment. The auction's success highlighted our expertise in managing partial-facility liquidations while maintaining operational continuity for our clients.



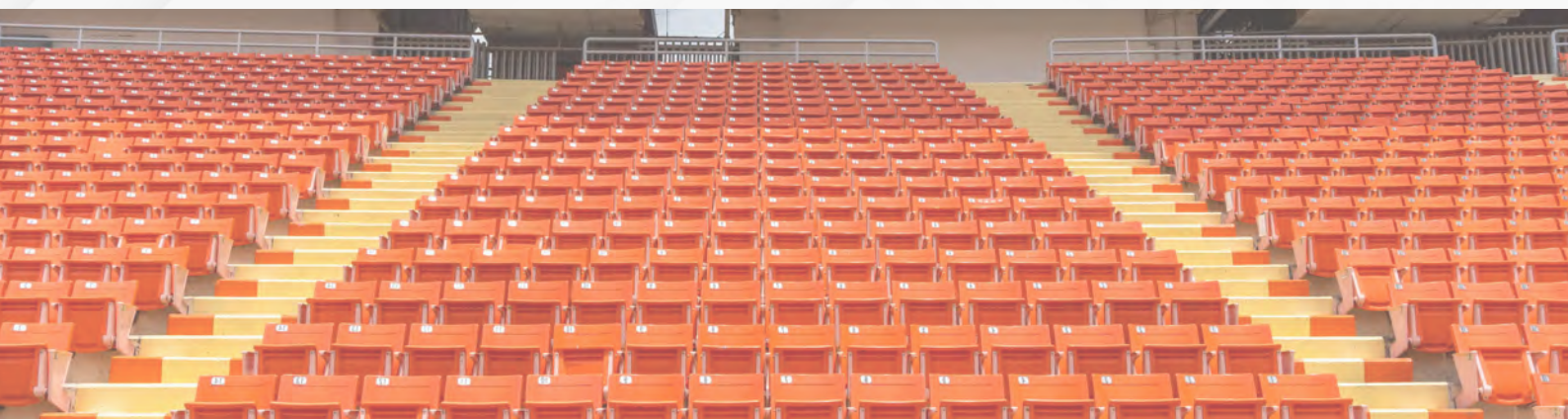
**443 Lots | 175 Bidders | 17,682 Bids**

#### City Center Hotel

City Center Hotel's comprehensive liquidation in Mankato, MN showcased our proficiency in hotel property transitions. With almost 900 items spanning hospitality equipment, room furnishings, and commercial kitchen assets, this auction provided buyers with opportunities to acquire everything from commercial laundry systems to complete guest room packages. The sale's success demonstrated our understanding of the specialized requirements of hotel property liquidations.



**886 Lots | 214 Bidders | 36,214 Bids**





# Looking Forward: Excellence Through Innovation

As we reflect on 2024's achievements, Grafe Auction's commitment to excellence and innovation has driven unprecedented success across diverse market sectors. Through 290 auctions spanning retail, supermarket, restaurant, corporate office, and specialized venue liquidations, we've connected over 200,000 registered bidders with valuable assets while maintaining our high standards for service and execution.

## Year of Strategic Growth

This year marked significant expansion in our core competencies:

- Managed complex, multi-phase liquidations for Fortune 500 companies
- Executed historic venue transitions, including Golden Gate Fields
- Facilitated major retail chain transformations
- Streamlined corporate relocations and strategic transitions
- Provided comprehensive solutions for specialized industry equipment

Our success stems from our deep understanding of diverse market segments and our ability to connect qualified buyers with specialized assets. From industrial-scale manufacturing equipment to historic memorabilia, each auction demonstrated our expertise in maximizing value while ensuring efficient asset disposition.

## Innovation in Action

Throughout 2024, we've enhanced our auction processes through:

- Advanced digital platform capabilities
- Targeted marketing strategies reaching specialized buyer groups
- Streamlined asset cataloging and presentation
- Efficient removal and logistics coordination
- Comprehensive buyer support services

## Building on Our Foundation

As we move forward, Grafe Auction remains committed to:

- Expanding our expertise across emerging market sectors
- Enhancing our technological capabilities
- Strengthening partnerships with industry leaders
- Developing innovative solutions for complex liquidations
- Maintaining our position as a trusted industry leader

Our success in 2024 has reinforced our foundation while positioning us for continued growth. With each auction, we've demonstrated our ability to adapt to changing market conditions while maintaining the high standards our clients expect. Looking ahead, we remain dedicated to providing exceptional service and maximizing value for both buyers and sellers across all industries we serve.

As we prepare for future opportunities, we thank our clients, partners, and team members who have contributed to our success. Together, we'll continue to set new standards for excellence in the auction industry.



**Grafe Auction: Expertise, Integrity, Innovation**  
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