

Liquidity Services client optimizes return on surplus assets, sets a foundation for continuous collaboration, and achieves over \$1 million in sales

Background

Our client, a top manufacturer of consumer electronics, grappled with managing an excessive inventory of electronic components that reached the hundreds of thousands.

This surplus risked market saturation, threatened price stability, and incurred significant warehousing costs. To expediently dispose of this inventory without compromising returns or revealing the client's brand—including barring physical inspections by buyers—the client engaged Liquidity Services.

Solution

Liquidity Services recommended an innovative approach using online auctions, allowing the sale of individual lots rather than bulk transactions. This strategy aimed to attract many bidders and maintain competitive pricing. By setting lot values below \$100,000, we facilitated participation from smaller businesses, predominantly within the component dealing sector.

Over a 12-month period, controlled quantities were released into the market through meticulously planned online auctions. Despite the constraints of no physical inspections and maintaining the anonymity of the client's brand, our robust marketing strategies and established buyer network fostered trust and facilitated substantial bidder turnout.



Results

The strategic auction setup and our expansive reach in the global market yielded impressive outcomes:

- **Sales:** Over \$1 million in sales proceeds from the disposal of millions of electronic components.
- **Bidder Engagement:** Hundreds of component buyers worldwide participated, with a significant majority based in China and the US.
- **Market Impact:** Successfully mitigated the risk of market saturation while optimizing return on surplus assets.

Given the initial project's success, we have established an ongoing partnership with this client to continue managing their excess components quarterly. This sustainable approach optimizes their operational efficiency and supports their environmental goals by reducing potential e-waste.

Ready to power the circular economy? Contact us today!



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