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GSA Auctions is an electronic solution for auctioning federal personal property. Property not sold during the onsite retail sale was sold on GSA Auctions.

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What our clients say...



PERSONAL PROPERTY MANAGEMENT DIVISION



U.S. Marshals Service Seized and Forfeited Property

Challenge: The U.S. Marshals Service had seized contents of a bridal shop in Juneau, Alaska after the owner was sentenced for her role in a drug trafficking conspiracy. The the 3,000-piece wedding collection had been in the government's possession for more than two years. The Marshals attempted to sell the seized property in Alaska, but the market proved to be too small. With GSA's Federal Acquisition Service (FAS) Personal Property Management Division in Region 4 serving as the Center of Expertise for selling seized and forfeited property, the Marshals presented FAS with the unique challenge of quickly selling the merchandise. GSA's most common sale's method, online auctions, was not conducive to selling this type of merchandise. Fortunately, GSA has experience selling property using multiple techniques.

Action: Although the sale of the bridal attire was a daunting task that required unconventional thinking, the FAS Personal Property Management Division was up for the job. Standard sale methods would prove inadequate. The Division created a plan that exceeded the Marshals Service expectations. FAS proposed a multi-faceted approach to selling the property which included online auctions and onsite sales as well as a comprehensive marketing campaign. The campaign was

dubbed "Down the Aisle Bridal Sale Extravaganza". The GSA Public Affairs Specialist identified media participation as being critical to reach as many potential buyers as possible in a very short timeframe.

The Marshals coordinated the shipment of the merchandise to Atlanta. The bridal attire was shipped by barge to Seattle, followed by a 38-hour truck ride to Atlanta, where the PPM Division received the shipment. Teams were created to inspect, tag and lot more than 3,000 items into special categories such as veils, dresses, tuxes.

Solution: FAS conducted a unique 3-day onsite retail sale. The organizers wanted to make the show feel special for those who would be bidding on items for their big day. They converted a large conference room into wedding studios, designed to give potential buyers an upbeat shopping experience. The workers draped white cloth over conference tables and dressed up the walls with photographs of employees modeling the clothing.

GSA Auctions is an electronic solution for auctioning federal personal property. The website offers the general public the opportunity to bid electronically on assets no longer needed by the federal government. Property not sold during the onsite retail sale was sold on GSA Auctions.

Result: Proceeds from the sale of the Alaska merchandise exceeded \$55,000 and were returned to the U.S. Marshals' Asset Forfeiture Program to fund law enforcement operations.

The success and publicity of this sale showed other government agencies that GSA can be a solution for selling unconventional property. In April, 2016 Region 4 Personal Property Management is working to take over the disposition and sale of the Internal Revenue Service seized and forfeited property nationally.

Unprecedented, positive media attention nationally and internationally was generated. The sale was featured on CNN, CBS This Morning show, The New York Times, The Washington Post, The Atlanta Journal-Constitution, National Public Radio (NPR), and several local television stations in Atlanta. After the story aired on CBS This Morning show, the GSAAuctions website received more than one million hits over a 24 hour period.

Reference:

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