

The Sell It Now Store & Gerlach Auctions

What are the strengths of a partnership? The Sell It Now Store and Gerlach Auctions are two companies you probably have heard of. What you may not know is that both companies have partnered on a number of auctions recently. Why? This partnership allows both organizations and the customer to utilize the strengths of both companies for appropriate auctions. Other auctions will remain separate.

■ THE SELL IT NOW STORE sells pop culture items all over the world. A few examples include the sale of classic cars, trucks and motorcycles, vintage Fender and Gibson guitars, McIntosh stereo systems, Wurlitzer and other antique jukeboxes and sets of Herman Miller and Knoll chairs to Sweden, Switzerland, France, Germany, Italy, the UK, the Netherlands, Japan, Taiwan, South Korea, Singapore and China. Where do they find these customers? Their customer lists, the internet and social media. They have a global customer base and are unique to this type of business. "We sell everything from classic and muscle cars to vintage guitars and amps, stereo gear, gold coins and watches, jukeboxes and pinball machines all over the world" according to Mike Boerschinger, owner of The Sell It Now Store.

Gerlach Companies, Inc. is the oldest family-run auction and appraisal company in the State of Wisconsin. Founded in 1941, Gerlach Companies has conducted thousands of auctions and



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appraisals of all types, with a stellar reputation in the Industrial and Commercial industry. Their experience and service set them apart from their competition. Gerlach Companies is also accredited with the American Society of Appraisers. They perform services that include appraisals and auctions of heavy machinery and equipment. "We have sold a very large number of industrial and commercial machinery, Kubota, John Deere and Bobcat excavators and skid steers. Doosan, Mazak, Haas, OKK and Alke CNC Machining Turning Centers, forklifts, and much, much more. We are the trusted name with bankers, attorneys and business owners" according to Mike Gerlach, owner of Gerlach Companies.

Gerlach Auctions and the Sell It Now Store specialize in large auctions with items that run the range from collectible to industrial commercial. They take care of the valuation research, high quality photographs, payment collection, packing, shipping and all correspondence through the auction process. Both Mike Boerschinger and Mike Gerlach are excited to work together and more importantly, looking forward to working with you. References are also available upon request. ■

Sell It Now Store

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