

## Auction Report - Previous Auction 2

Auction Date: September 10, 2022

Venue: Riverside Convention Center

### Items Auctioned:

#### 1. Modern Art Painting

- Starting Price: \$2,000
- Final Price: \$8,000
- Winning Bidder: Emily Brown

#### 2. Luxury Watch

- Starting Price: \$5,000
- Final Price: \$12,000
- Winning Bidder: Michael White

#### 3. Rare Book Collection

- Starting Price: \$3,000
- Final Price: \$9,000
- Winning Bidder: Daniel Green

### Financial Summary:

- Total Revenue: \$29,000
- Total Expenses: \$12,000
- Venue Rental: \$4,000
- Marketing: \$6,000
- Staff: \$2,000
- Net Profit: \$17,000

### Audience Demographics:

- Total Attendees: 100

- Average Age: 50
- Income Bracket: Upper-middle-income individuals
- Interests: Modern Art, Collectibles

#### Marketing Strategy:

- Paid Advertisements
- Direct Mail Campaigns
- Collaborations with Art Galleries

#### Observations:

- Increased interest in modern art pieces
- Higher than expected turnout
- Suggestions for improving audio-visual presentations