



Unique Surplus Item Receives Full Value Potential

Education institutions often find themselves in possession of unique surplus items for which traditional surplus disposal methods may not be sufficient. The Schools Insurance Program for Employees (SIPE), a schools insurance joint power authority along California's Central Coast, owned a mobile emergency command center – a trailer equipped with emergency communications devices, designed for use in an emergency situation. Upon declaring this item surplus, Garth Maijala, SIPE Safety Coordinator, had a good idea of its potential value. However, given his other responsibilities, Maijala had neither the time nor the resources to expect that SIPE would realize the expected value via a sealed bid auction to a limited group of local buyers.

SIPE enlisted InterSchola to help sell the mobile emergency command center. InterSchola offers a full-service solution to help education institutions dispose of a wide variety of surplus items, using eBay – the world's largest online auction environment – as a primary sales channel. InterSchola's mission is to minimize the time an institution spends selling surplus, while maximizing the financial return for surplus items. One of the benefits of InterSchola's service is its ability to devote significant marketing resources to selling surplus assets on behalf of its clients. By offering items for sale on eBay, InterSchola enables institutions to find buyers for surplus items outside of their local network.

An InterSchola representative performed a complete inventory, taking digital photographs and documenting all of the trailer's special features. InterSchola then listed the trailer for sale on the Internet in the InterSchola/eBay store, where the listing – featuring 63 photos – could be viewed by a national (and international) buyer base. InterSchola took a list of potential buyers developed by SIPE and actively marketed to this group. In addition, InterSchola developed a longer list of possible buyers through its own network, and marketed the trailer to this group. InterSchola handled questions from potential buyers, and arranged inspections by multiple parties.

Ultimately, InterSchola fielded two highly competitive offers for the emergency command unit. One offer came from a large school district in Southern California. The other offer came from Cal-Poly San Luis Obispo, with whom InterSchola managed the negotiation of a "mutual aid agreement" enabling other education institutions along the Central Coast – including SIPE – to continue to use the trailer for special needs. For SIPE, the opportunity to realize \$30,000 from the sale, and to enable local school districts and other institutions to continue to use the trailer, as needed, made this the perfect outcome for SIPE. "InterSchola did a great job, from inventory to marketing to negotiating the best possible deal for SIPE," says Maijala. "We had not one, but two terrific offers for an item that some people questioned whether we could realize a fraction of the final price. Best of all, InterSchola did practically all of the work. This is truly a win-win situation for all involved."