



County of Los Angeles

Treasurer and Tax Collector

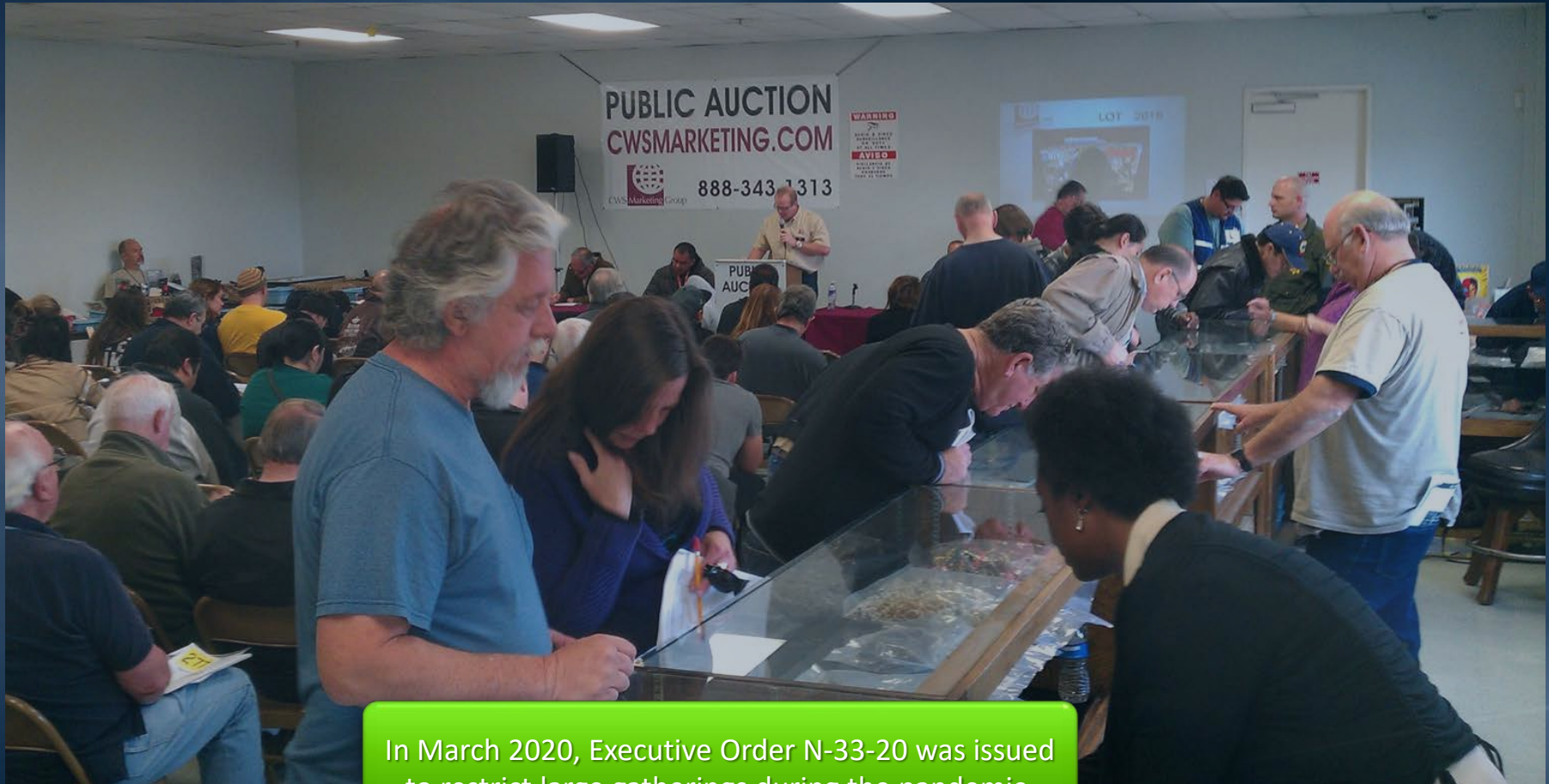


Public Administrator

The Public Administrator is a branch of the Department of the Treasurer and Tax Collector for the County of Los Angeles, and is responsible for investigating, managing, and administering certain cases of deceased County residents.

Public Administrator

For almost 30 years, the Public Administrator hosted in-person live auctions to sell estate personal property. Each auction typically attracted a crowd of over 200 individuals, who bid on items including furniture, jewelry, automobiles, and collectibles.



In March 2020, Executive Order N-33-20 was issued to restrict large gatherings during the pandemic, impacting our ability to conduct in-person auctions

Public Administrator

Within just three weeks, with input from staff and our contracted auctioneer, the Public Administrator overturned a nearly three-decade practice of hosting in-person live auctions and sold estate personal property in an online only format.



Public Administrator

The first online-only auction was conducted in April 2020. The results reflected immediate success. In the first month, there were 584 online bidders, almost triple the in-person average!



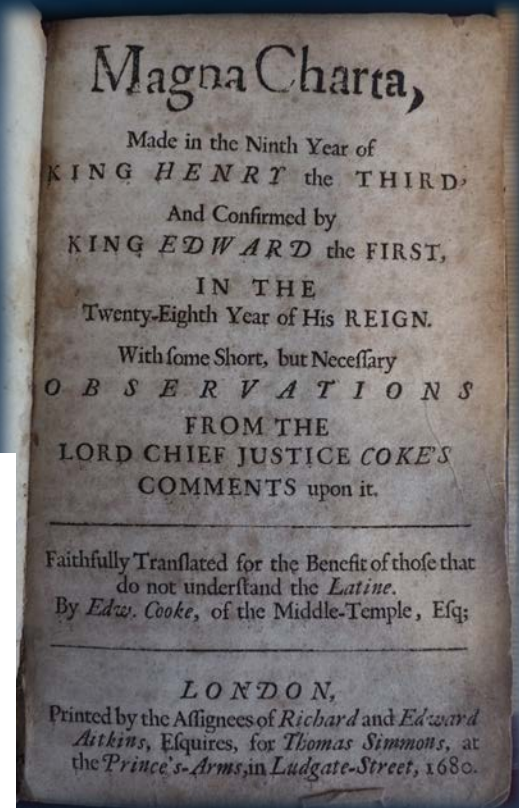
In-Person to Online-Only Comparison

Number of Bidders	In-Person Auction	Online-Only Auction	Increase/ (Decrease)
	full year	April-July (partial year)	
Monthly Average	208	422	103%

April 2020 -
First Online-Only Auction

Public Administrator

Most importantly, gross sales increased. Since the change in April (and only through July), online-only auctions have generated over \$1.3 million in gross sales, a 130% increase over the full-year average for in-person auctions.



In-Person to Online-Only Comparison

Gross Sales	In-Person Auction	Online-Only Auction	Increase/ (Decrease)
	full year	April-July (partial year)	
Monthly Gross Average	\$ 114,428	\$ 439,530	284%
Annual Gross Average	\$ 572,142	\$ 1,318,591	130%

Public Administrator

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