

EAGA Business Builder

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June 14, 2022

Today's speaker was Jeff Bentley—Bentley's Auctions



Jeff isn't originally from Albuquerque. He is one of the 'West Texas Bentleys'. His Dad owned a farm in the Amarillo area (Jeff's first vehicle was a combine) and was also, for a time, the number three Hampshire sheep breeder in the country. Being a well respected and successful sheep breeder is a great accomplishment in its own right, but even more so by doing it right there in cattle country. In 1979 the elder Mr. Bentley was pondering the fact that he had to regularly pay for his sheep to be sold at auction. He decided that he could probably save a fair amount of money by just learning how to auction them off himself. He attended auction school, became an auctioneer and in 1981, opened Bentley's Auctions company. The company has been going strong, and growing ever since. Realizing the reason for the company in the first place, it is amazing that last year's 4H show was the first time that Bentley's Auctions actually sold any animals. They have sold a heck of a lot of other stuff though. In 1986, the company signed onto sell some items from the nearby Pantax facility. Since 1975, Pantax has been the nation's primary assembly, disassembly, retrofit and modification center for nuclear weapons. Jeff says that items from that facility have been the most unusual things that they've auctioned off. Technically, they sold nuclear bombs - though not really the functioning devices that may pull in some rather interesting bidders. Bentley's sold the scrapped parts, materials and chemical elements that were used to make the bombs. The process was interesting, profitable, and regular, so in 1998 Bentley's began a similar relationship with Sandia Laboratory; then with Los Alamos National Laboratory in 1991. Since then, the University of New Mexico, CNM, APS and recently, the town of Moriarty have been added to the list of regular clients. There are other 'non-government' clients as well. Jeff says that they sell everything from pencils to bulldozers. Twenty years ago, a lot of their auctions were based on antiques. Then came the expansion of that blessing and curse thing called 'the internet'. These days, it is so easy for individuals, or families, to just sell their own stuff via the internet. Actually, Jeff says that he estimates probably 75% of what he sells, is then resold on the internet. That is not a problem for the auction company. Bentley's has taken advantage of the capabilities of the internet too. In the 'old days' their auctions would consist of two day activities. The first day would be for selling test equipment and things like that. The second day would be for furniture and machinery. That process worked fine in the thinking of yester-year, but in today's world of technology and lightening fast activity, about 90% of Bentley's auctions are on-line. They can do 9 auctions in 4 days. There have only been 3 live auctions in the last 9 months, and those were really hybrid setups with both in-person and on-line bidders. Jeff, the live auctioneer, felt like he was talking to himself with only about 25 people physically in the audience. Being internet based, most auctions now start at 6:00 pm in order to maximize the number of bidders available. As would be expected in the auction business, the price of everything varies over time. Some days an item will sell for a bargain price, and other days a very similar item will sell for a premium. That is how it has always been, but...with today's economy turning wonky; the supply chain woes; and the general feeling of confusion, prices are trending upward, and upward, instead of fluctuating based on need and availability at the time of the auction. Jeff recently watched a piece of machinery sell for \$11,000 when an item just like it sold for \$3,200 last year. If you have a need for something (just about anything), you should get on Bentley's Auctions email list. They will send you catalogues of items available as the auctions form. If you have a need for something specific, give Jeff a call. He will gladly keep an eye out for one and will let you know when it becomes available. And it is likely that Jeff will encounter your desired item within a short period of time. The auction company deals with a large variety of items on a regular basis. Bentley's operation is huge. They have an 80,000 sq. ft. warehouse in Amarillo, adjacent to I-27 (and a postage stamp size shop here in Albuquerque). They have 85 trailers for hauling items and there are 5 CDL licensed drivers (including Jeff and his brother) to operate the trucks. Bentley's can, and regularly does, move items from Amarillo to Albuquerque, and vice versa. Overall, there are 23 employees with a lot of knowledge and experience available to help. Bentley's also promotes their ability to pack and ship whatever they sell. They certainly know their way around foam packing, bubble wrap, cardboard boxes and packing tape. The ability to ship is actually one of the services that sets them apart from others in their industry, and it is often a major incentive for bidders to make the purchase. Remember to check with Jeff (505-344-1812) if you want to get on their mailing list. Also take a few minutes to visit their on-line auctions to see what they will have available within the next few days. If you take the time to peruse the catalogues, you just might find the quality piece of furniture or equipment that you are looking for. And you may also be able to get a slightly used, but definitely well maintained, anniversary gift for the little lady. After all, Jeff just auctioned off a 50,000lb forklift to a lucky bidder that could have been you.

Contact information for Executive Director: Mario Hernandez

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Leads & Business Information:

None submitted this week

Reciprocity:

None submitted this week

- ◆ **Congratulations to our two newest Board members: Randy Baker and Joe Sierra. They begin two year terms, effective July 1st.**
- ◆ **The 2022 EAGA Summer Bash will be on Saturday, July 23rd at the home of Randy & Denise Baker. The address is 2160 Londene Lane in Southwest Albuquerque. Check this link [for directions via Apple Maps](#). The Bash is free to members and their spouse. Sign up sheets will be available at breakfast on Tuesday. Bash Committee members please note that the next meeting will be at 5:30pm on Tuesday, June 21st, at Randy's house.**
- ◆ **Thankyou to the gentlemen that signed up to speak. We have the next four meetings properly covered. If you haven't spoken inwhile, please consider signing up for any of the available meetings. The list is noted below.**
- ◆ **We can use greeters now too. Check the open dates below and sign up. Thank you.**
- ◆ **First announcement for a prospective new member:**
 - Builders Source, Inc**
 - Representative: Jason Balthrop**
 - Category: Appliances**
 - Sponsor: Mike Williams**

If you have an objection to this company becoming a member, or if you have information that you feel should be considered during the review process, please contact our Membership Committee Chairman, Jack Zipper (via telephone number 505-259-5959 or email at jdzipper@comcast.net) as soon as possible.

Badge Board Greeters

June 21 st	Chuck Osborn—Steamatic of Albuquerque & Santa Fe
June 28 th	John Woods—PHOCUS Real Estate
July 5 th	No meeting – Fourth of July Holiday
July 12 th	
July 19 th	
July 26 th	
Aug 2 nd	

Upcoming Speakers

June 21 st	Stan Byers– Milagro Media
June 28 th	Rich Rosley—A-TECH Security
July 5 th	No meeting –Fourth of July Holiday
July 12 th	Bill McConnell—Window Fashions
July 19 th	Guest Speaker - Louis Salazar—ConocoPhillips
July 26 th	
Aug 2 nd	

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