

EVERYTHING  
BUT  
THE HOUSE



## FACT SHEET

### About Everything But The House (EBTH)

- EBTH.COM LLC (Does Business As “Everything But The House”)
- Online personal property and estate sale provider
- More than 100 sales hosted online each month
- 500,000 unique web visitors every month from all 50 states and 46 countries
- Sales of nearly \$14 million in 2014
- Raised \$13 million in Series A funding to support aggressive growth strategy

### EBTH: An Online Personal Property & Estate Sale Provider

- All sales last seven days and all bidding takes place online
- All items start at \$1
- No reserve prices
- Unique, special pieces ranging in vintage and style, from antique to modern, traditional to avant-garde
- Categories include: furniture, artwork, automobiles, books, jewelry, clothing, collectibles, sports memorabilia, pottery, rugs and more – literally, everything but the house
- Sales prepared by skilled subject matter experts
- Average estate sale proceeds: \$27,000
- Highest bid placed: \$89,000 for a 2004 Major League Baseball World Series Ring
- Interesting and rare items sold include a signed and numbered Andy Warhol screen print (“Teddy Roosevelt,” sold for \$17,400); a 17<sup>th</sup> century hand carved rhinoceros tusk libation cup, a rare Tiffany & Co. stained glass panel and a set of 19<sup>th</sup> century dueling pistols
- Makes traditional estate sales optimized for today’s consumer convenient and fun

### The Bidders

- 500,000 unique visitors per month
- Registered bidders in all 50 states
- Registered bidders in more than 46 countries
- Bidders include serious collectors to bargain hunters, design enthusiasts to DIYers
- Bidders enjoy element of discovery and thrill of auction experience

### The Sellers

- EBTH often works with people experiencing a major life event – a death in the family; a retirement; a transition to assisted living, a smaller home; a divorce; a move across the country
- EBTH sorts, catalogs, photographs, posts items online and manages payment, distribution of items won, with white-glove delivery service, leaving the home empty end to end
- Final sale proceeds 3-5 times higher than traditional estate sale services

-more-

## **About the Business**

- Sales of nearly \$14 million in 2014
- Increased sales by 43 percent from 2012 to 2013 (\$6.9 million in 2012; \$9.9 million in 2013)
- Currently presents sales based out of Cincinnati, Columbus, Lexington, Louisville, Indianapolis, Nashville, Atlanta, Boston, Washington D.C., Los Angeles, Dallas, Denver and Southwest Florida
- Aggressive growth plans include Chicago and additional cities
- Owners:
  - Andy Nielsen, President and CEO
  - Jon Nielsen, Partner, Chief Sales and Marketing Officer
  - Michael Reynolds, Chief Financial Officer
  - Brian Graves, Founder, Chief Learning Officer
  - Jacquie Denny, Founder, Chief Development Officer and Licensed Auctioneer
- Business classification: Limited Liability Corporation
- Founded in 2008
- Website: EBTH.com
- Address: 4650 Wilmer Avenue, Cincinnati, OH 45226
- Phone: 513-242-3284

## **Awards and Licenses**

- Ernst & Young Entrepreneur of the Year Winner (Andy Nielsen)
- Jacquie Denny, Licensed Auctioneer #RP3563

## **Business Categories**

EBTH fits into stories about:

- Auctions
- Online retail
- Disruptive trends in technology
- Downsizing
- Antiquing
- Home furnishings
- Bargain hunting
- Vintage items
- Collectibles/memorabilia
- Flea market finds
- DIY

## **Media Contact**

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