

LUMEN Auction by the Numbers

30

Days of pre-auction marketing



1,213

Groups through the project in the 30 days leading up to the auction



90

Registered and qualified bidders



69

Bidders attended the auction to bid



16

Units offered for sale



16

Units sold



4.4

Average bidders for each unit



38

Percentage over minimum bid price the units sold for at auction



340

Average price per square foot of sold units



100

Percentage of people extremely satisfied with auction results, including the developer group, bank, and auction company

Team:Builder

AUCTION GROUP

TeamBuilderJLS.com