

Lark Mason is Expanding iGavel to Texas

With record-breaking 2014 sales totaling \$19.5 million for iGavel, company founder Lark Mason is casting a wider net by expanding operations to historic New Braunfels, Texas, right in the heart of the Texas Hill Country, between San Antonio and Austin. The nearly \$20 million figure represents combined sales for six of the larger regional associates: Elders Fine Art & Antique Auctions in Nokomis, Fla.; Everard & Company, Savannah, Ga.; Litchfield County Auctions & Appraisals, Litchfield, Conn.; Lark Mason Associates, New Braunfels and New York; Nye & Company, Bloomfield, N.J.; and Witherell's, Sacramento, Calif.





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The Chinese handscroll “Eminent Chinese General and Subordinates who Subdued Taiwan,” (detail shown) circa 1900, attained \$4,356,250 in April 2014.

Highlights include a painting sold for more than \$4.3 million on the iGavel site, a record-breaking price for Mason’s firm. Elders sold a Chinese scroll for \$1.1 million; Everard, an oil by Gabriele Münter for more than \$250,000; Litchfield County, a pair of Chinese vases for nearly \$250,000; Nye, a Louis

XIV cabinet for nearly \$100,000; and Witherell’s, a Chinese huanghuali table for \$78,000.

What is prompting Mason’s move to expand the online auction platform to Texas?

“The decision is strategic and is based on the vibrancy of the Texas economy, terrific business climate, the geographic advantage of being in the center of the United States and the proximity to Austin, an incubator of tech firms,” he said.

“An important consideration for online sales is transportation,” he added. “Shipping costs rise with distance. Amazon discovered that there is value in a network, and we see a similar value for regional auction and exhibition centers that have a common platform and uniform customer experience that brings access to international markets of art and antiques. Providing regional access to salesrooms while keeping overhead low

helps our consignors and purchasers, and our model of guarantees, coupled with plenty of online images and information, goes a step beyond that of any other online seller.”



Lark Mason in front of iGavel's New Braunfels, Texas, location.