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Geyer Auction Companies

GEYER AUCTION COMPANIES

A Regional Leader in Asset Liquidation

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By Kathy Hunt

The act of selling property to the highest bidder, or auctioning, has existed for at least 2,000 years. In their earliest days, these public sales featured the assets of debtors, the spoils of war, enslaved people, and unmarried women. By the 1600s, auctions had expanded their offerings to include livestock, crops, textiles, furs and pelts, art, books, farm equipment, and farms themselves. The world's first and oldest auction house, Stockholms Auktionsverk, was founded during this period in Sweden. Less than 100 years later, Sotheby's and Christie's opened their doors in London. Christie's currently ranks as the world's largest auction house specializing in fine art and luxury items, followed by Sotheby's.

Paige Heid and Linda Marie Mulllis

PHOTOS BY STEVE LADNER PHOTOGRAPHY

Ken Geyer leading a real estate auction – circa 1993

THE TEAM

Not to be outdone by its European counterparts, Southeastern Pennsylvania has its own venerable auction house, Geyer Auction Companies of Gilbertsville. Founded in 1955 by Ken Geyer, the family-run business initially focused its efforts on real estate in the Mid-Atlantic region. Need to sell residential, industrial/commercial, agricultural, urban, and rural real estate in Pennsylvania, Delaware, Maryland, New Jersey, or New York? Geyer Auction Companies was, and still is, the business to contact.

Ken Geyer

Considered one of the leading auctioneers in the U.S., Ken Geyer was named Pennsylvania's "Auctioneer of the Year" in 1993. When Geyer passed away six years later, his nephew and protégé, Mark Akins, took over the role of company president. The high level of integrity and unwavering dedication to clients have continued under Akins.

"I like to treat every auction like I'm selling my mom's stuff and what's best for my mom," Akins said.

With more than 30,000 active bidders, 50,000 email subscribers, and 55,000 followers on social media, Akins and his 14-member staff are able to cast a wide net for their clients. Their efforts certainly pay off. In 2025, the business sold over $23.5 million in assets through online and in-person auctions. Today, over 70 years after its founding, Geyer Auction Companies is a regional leader in real estate auctions and business liquidations

Always in demand, real estate and estate auctions

As you might expect from an auction house that got its start with real estate, property auctions are among Geyer Auction's most popular services. Paige Heid, the director of operations at Geyer Auction Companies and Akin's daughter, noted that, within real estate auctions, estate sales are their flagship.

Anyone who has ever acted as the executor of a family member's or friend's estate knows that this can be a challenging and exhausting duty. Sorting through a lifetime of personal possessions. Donating furniture, appliances, and more before preparing to sell the deceased's property. All of this takes a tremendous amount of time and effort. Fortunately, Geyer Auction Companies is known for its effortless and transparent estate auctions, enabling an executor to hand off the literal heavy lifting to the experienced Geyer team.

As with real estate auctions, setting up an estate auction begins with a free, no-obligation consultation. A visit to the site is made to evaluate the property and its contents and to draft the proposed terms of the auction. Once a contract has been signed, a Geyer associate creates an auction strategy that best serves the seller's situation. Before any marketing campaigns begin, a team from Geyer cleans, photographs, and catalogs the inventory. Two open houses are then scheduled to stimulate interest and draw in bidders.

Once the auction has taken place, Geyer takes care of removing any remaining items on the property. The team may even broom-sweep the site so that it is pristine and ready for settlement.

A typical estate sale consists of one property. It takes roughly 45 days to hold the auction and then 45 days for the settlement to go through, Heid said. Presently, Geyer is working on a large estate package that contains six properties. Heid estimated that this will take roughly four months to complete.

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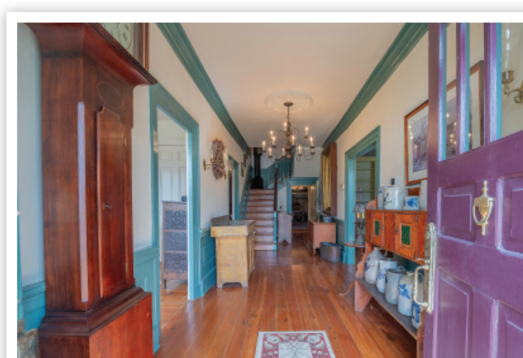

Geyer cleans, photographs, and catalogs the inventory.

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"With estate auctions, it's a total package. We streamline the entire process by handling everything from real estate to personal property," Heid said. "If a house has been neglected or need some updating, it's best for us to sell the property as-is, which alleviates any contingencies or delays in the closing process."

Geyer has two full-time, licensed auctioneers and contracts additional auctioneers when needed. Due to the high volume of real estate and estate auctions, the company works with realtor Danielle Kline, with Realty ONE Group Restore, who assists with listing and showing the properties.

Specialists in business liquidations as well as real estate

Geyer Auction covers not only real estate and estate sales but also business liquidations; municipality and fleet liquidations; vehicle, equipment, and tool auctions; real estate pre-foreclosures; and high-end antiques. Because the demand for older objects and collectibles has waned over the past 15 to 20 years, antiques only account for about 15 percent of Geyer's business, Heid said.

In addition to its real estate auctions, business liquidation is a highly sought-after service at Geyer. A liquidation occurs when a business becomes insolvent and must sell its commercial assets — real estate, equipment, vehicles, inventory, intellectual property, and any other business-related items that the company owns — to pay off its creditors. It may also happen when an owner nears retirement and wants to get rid of old office furniture, equipment, and more. An auction avoids time-consuming, individual sales of assets and enables the business owner to quickly monetize inventory, equipment, and the like.

One of Geyer's successful business liquidation auctions involved a construction company with over 50 years' worth of surplus equipment and inventory. The company wanted to convert these extra assets into cash, so it contacted Geyer Auction Companies. Through the work of its skilled auctioneers, Geyer sold over 1,000 lots at auction, bringing in more than $660,000 for its client.

"We do a lot of construction companies, warehouses, and hardware stores, all of which involve considerable logistics. Often, we need heavy machinery and a forklift on site for setting up and picking up," Heid said. "Our staff handles everything so clients can just hand over the keys and not have to be a part of that process."

She added that Geyer will hold another large business liquidation in August. Further details can be found later in this article, under the heading "Major auction events in August," and on the company website, https://www.geyerauctions.com/.

Auctioning a wide range of vehicles

Another service that gets considerable attention is Geyer's vehicle auctions. These events offer a quick, convenient way for the general public and auto dealerships to dispose of unwanted or extra automobiles. Classic and family cars, commercial trucks and vans, RVs, motorcycles, and trailers are all part of these as-is sales events. Business and municipality fleet liquidations also factor into its vehicle auctions.

Before being accepted into an auction, the vehicles are evaluated by a member of the Geyer team. After the initial assessment, the automobiles are cleaned and prepped and then marketed online and in print.

Heid noted that dirty vehicles bring in significantly less money than those that are clean and tidy. For municipality fleets, Geyer can remove any decals or other branding on the vehicles. The company also has a mechanic on site who can perform minor repairs, such as changing a battery or replacing a fluid line, before a vehicle is put up for sale.

At the end of 2025, Geyer Auction premiered its Gilbertsville Public Auto Auction. Held at the former location of Zern's Farmers Market, at 1100 E. Philadelphia Avenue in Gilbertsville, the auction is open to the public as well as to auto dealers. Bidding is done online or in-person, and on-site sales are simulcast. As with any of its auctions, Geyer assures maximum transparency throughout the process.

On the day of the auction, prospective buyers can check out the vehicles from 9 a.m. to 4 p.m. Bidding begins at 5 p.m. Winning bidders must put down a $500 deposit and pay the balance in full when they pick up their vehicles.

Along with the Gilbertsville Public Auto Auction, Geyer has two vehicle auction sites in Bechtelsville. For the past nine months, it has run two auctions per month for Tri-County Toyota, in 15 D and L Drive in Royersford. Held at the dealership, these events provide an efficient route for selling dealer trade-in vehicles.

"We believe that the auction method is best way to sell almost anything," Heid said. "You have a large enough buyer pool so you're getting the maximum price that someone is willing to pay for that item."

A bit about pre-foreclosure auctions

Out of all Geyer Auction Companies' services, the one with which the public might be less familiar is a pre-foreclosure auction. The online real estate marketplace Zillow defines pre-foreclosure as the time between when a homeowner receives a notice of default and the home/property is sold at auction. Generally, a notice of default is issued after a borrower has not made a mortgage payment in more than 120 days.

"Pre-foreclosure is a path forward for homeowners who face foreclosure. Heid said. "They still have a little bit of power and so, before they go to foreclosure, we work with them to sell their property. It is a way to regain control of their finances, pay off any debt, and recover any equity in the house."

To eliminate the need for inspections and the possibility of buyer contingencies, Geyer auctions this type of real estate as-is. Its team works at an accelerated pace and ensures that the pre-foreclosed property sells on a fixed date, before the bank moves to take possession of the home.

Similar to traditional real estate auctions, the winning bidder of a pre-foreclosure supplies an immediate, non-refundable deposit. After that, Geyer handles all the details for closing on the property.

Heid added that Geyer has worked with several banks on pre-foreclosures. As long as the financial lenders understand that Geyer is actively working to sell the property, banks tend to be a bit more lenient. They may even allow additional time for Geyer to assist the delinquent homeowner.

Major auction events in August

For prospective buyers interested in cars, real estate, or tools and equipment, August promises to be an exceptional month for auctions. On August 5, Geyer is holding a new car dealer trade-in auction at Tri-County Toyota. The next day, August 6, the monthly Gilbertsville Public Auto Auction takes place. Later in the month, on August 23, a classic car and NOS auto parts auction occurs in Manalapan, New Jersey.

Anyone looking for real estate will want to note that on August 13, a live auction will be held for three properties on Maugers Mill Road in Pottstown. The listings are for a four-bedroom, two-bath home on .54 acres, a three-bedroom, two-bath home on 4.31 acres, and a vacant parcel of 9.32 acres. Five days later, on August 18, a 4-bedroom, 1-bath home will be auctioned in Gilbertsville.

Near the end of August, Geyer holds the Brightline Construction auction in Philadelphia. Previews and inspection of the heavy construction and concrete company's tools and equipment take place on August 20 and August 25. Online bidding closes on August 26 at 4 p.m.

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For additional information about these events or to schedule a free, no-obligation consultation, visit https://www.geyerauctions.com/, email mark@geyerauctions.com, or call 215.326.9624.