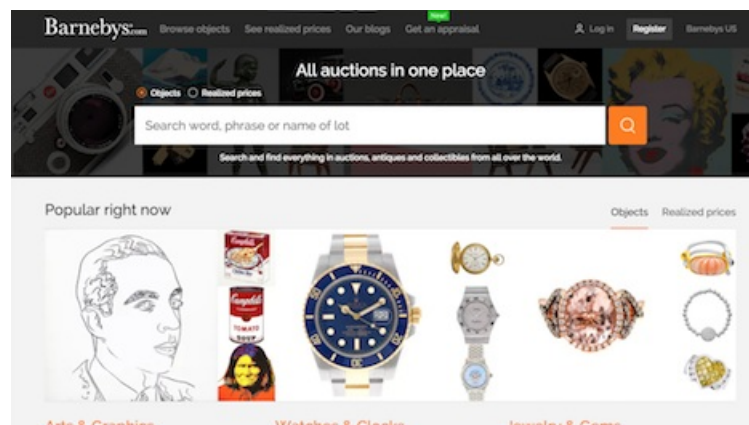


SOFTWARE AND TECHNOLOGY

## Barnebys acquires auction software to cement auctioneer relations

December 12, 2017



*Barnebys connects buyers with lots from auctioneers and dealers. Image credit: Barnebys*

By STAFF REPORTS

Art and antiques search engine Barnebys has completed its first acquisition as it looks to strengthen its position in the United States.

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Barnebys has purchased U.S.-based Simple Auction Site for an undisclosed sum. The Simple Auction Site was founded by Bob and Steve Freedman in 2005 and supplies software bidding systems to small and medium-sized auctioneers throughout the U.S.

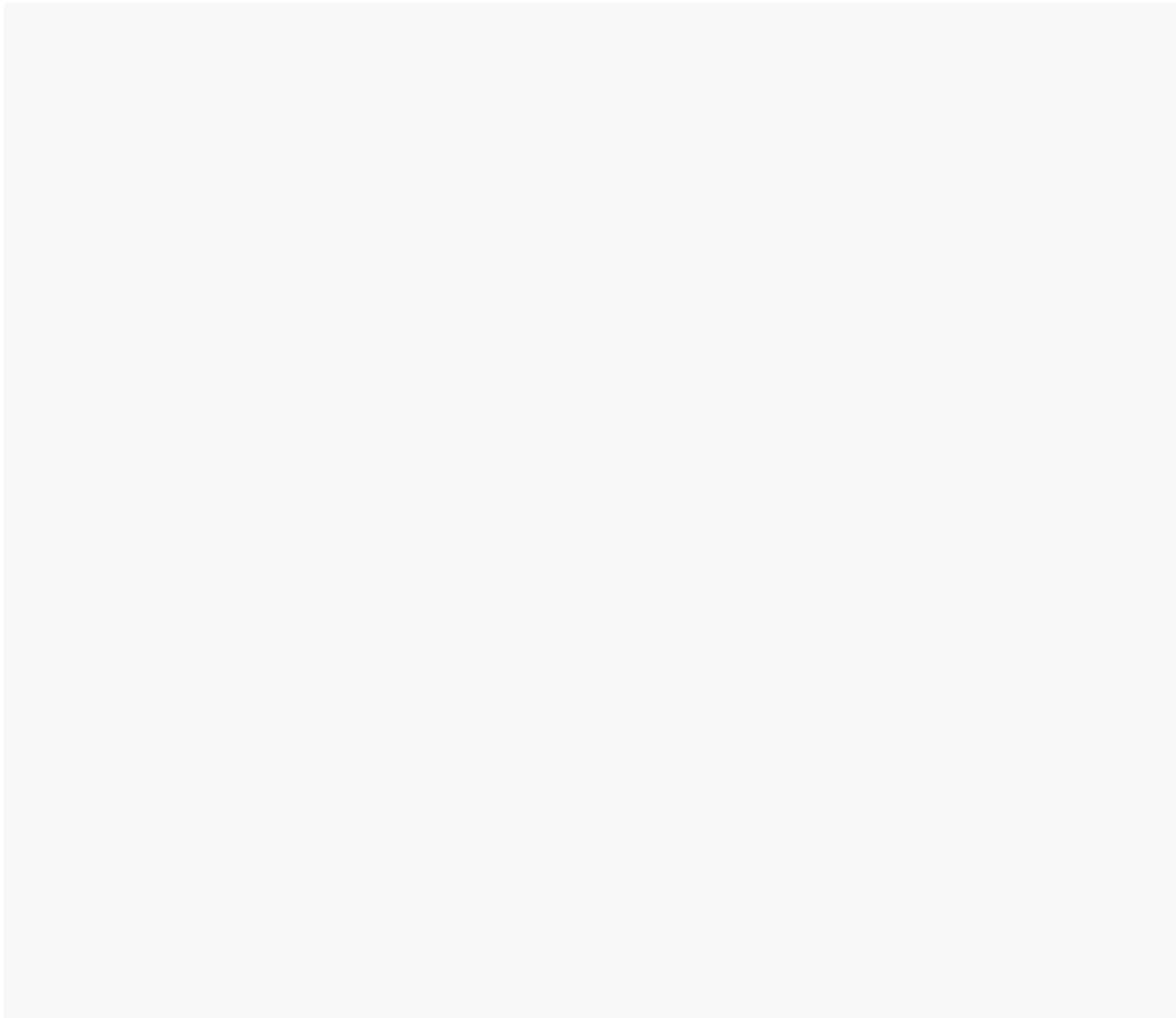
### Auction systems

By bringing the Simple Auction Site under its umbrella, Barnebys has now acquired established relationships with approximately 150 U.S. auction houses as a software vendor.

"We are very excited about this merger. It gives auctioneers the best of both worlds: first class auction software allowing the auctioneers the ability to mine and develop their own data, all the while giving auctioneers the means to market and brand themselves through Barnebys," said Bob Freedman, CEO of Simple Auction Site, in a statement.

"We all really believe that this is a perfect fit for all concerned," he said.

Barnebys was founded in 2001 by Christopher Barnekow, Pontus Silfverstolpe, Gustaf Grapengiesser and Christofer Ferreira Gomes. The auction search engine sees around 2 million visitors a month and operates Web sites in eight markets.



Finn Juhl is one of the designers that you can read more about in Barnebys online auction report, where we have focused on the development of the global market for fifteen of the most sought after modern designers. Link in bio #design #designer #report #auction #barnebys

A post shared by All Auctions in One Place (@barnebys) on Jun 20, 2017 at 11:58am PDT

Barnebys' business model is based on attracting both seasoned buyers and a new generation of consumers through aggregated lots from affiliated auction houses and dealers. Today, Barnebys is the main source of traffic for the majority of its affiliated auctioneers.

Per Barnebys, around 800,000 unique items are listed on its site daily from 3,000 partner auction houses and art, design and antique dealers. Barnebys' partners include auction houses Christie's, Sotheby's, Phillips and many others ([see story](#)).

For the last year and a half, Barnebys has been developing its own auction system, Skeleton. Barnebys' acquisition of Simple Auction Site will serve to benefit the further development of Skeleton.

By 2018, a number of Swedish and international players plan to switch to the Skeleton auction software system.

"This is a big step for Barnebys," said Christopher Barnekow, CEO and founder of Barnebys, in a statement. "It is our first acquisition, and Simple Auction Site is a strategically perfect acquisition in our quest to make auction houses and dealers independent from the major third-party platforms that today dominate the market."