

ARTS AND ENTERTAINMENT

Heritage Auctions unveils debut app for appraisals, bidding

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Auction houses have increasingly turned to mobile and digital tools of late. Image credit: Heritage Auctions

By DANNY PARISI

Auction house Heritage Auctions is making its auctioning service digital with the release of its introductory mobile application.

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The new app is designed to allow customers to easily and securely bid on fine art, jewelry and other luxury items all through their smartphones. As other aspects of the luxury business have increasingly gone digital, auction houses have been following suit, seeing success with digital and mobile innovations across the industry.

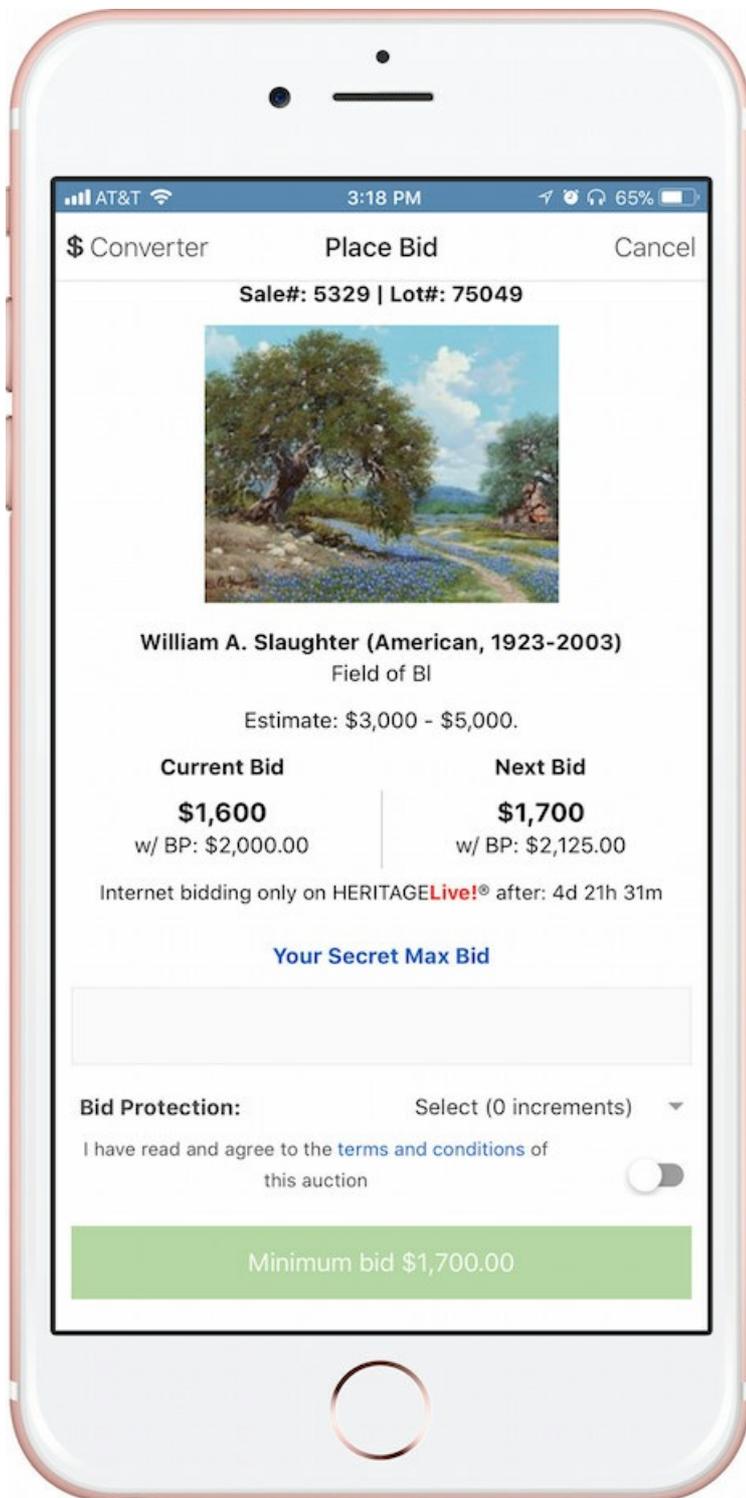
"This app was designed to be streamlined," said Jim Halperin, co-founder of [Heritage Auctions](#), New York. "Our pledge to continually invest in new technology aligns our clients' interests with our interests and provides the first class experience."

Mobile auctioning

Online auctions have been a mainstay ever since eBay came on the scene, but recently high-end auction houses such as Sotheby's and Christie's have begun revamping their entire auctioning process to become more digital.

Heritage Auctions cites its 1 million online customers as one of the major reasons it has decided to release this mobile app, as well as the \$348 million a year in online bids.

The app is packed with features, starting with both Touch ID and Face ID security of iPhones, as well as one-touch bidding and lot tracking.



The Heritage Auctions app. Image credit: Heritage Auctions

One of the app's more notable features is the availability of free appraisals. Users simply snap a photo of an item they would like to auction, upload it to the app, and Heritage will give them a preliminary appraisal.

The auction house has also promised to provide high-quality photography for every item up for auction, to ensure that people bidding from their phones can get a good look at what they are bidding on.

Heritage's app also includes a unique barcode-scanning feature for authenticating comic books, collectible coins and other rare products that can be authenticated in a similar way.

Finally, the app lets consumers freely browse the hundreds of auctions hosted by Heritage and enter each one with a single tap.

Heritage Auction's free debut app is available for download from the [Apple App Store](#) and [Google Play](#).

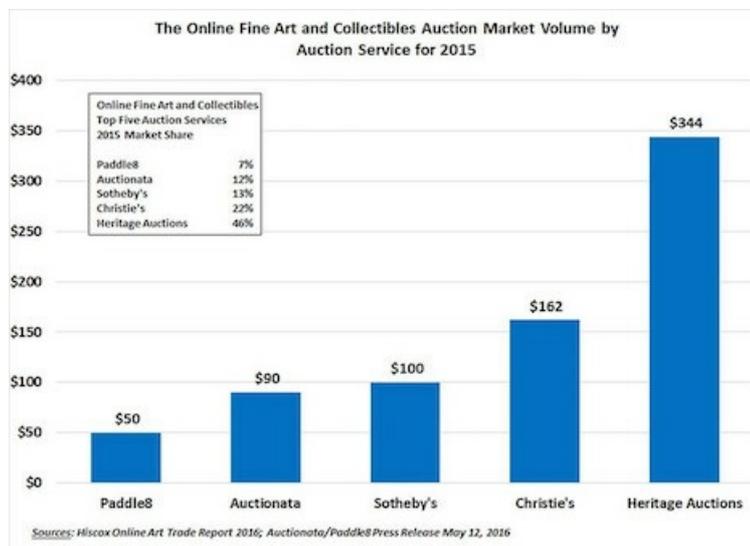
Digital changes

In 2016, international auction house Sotheby's launched a mobile app for iPhone and iPad.

The multinational corporation was established more than 270 years ago and continues to thrive, indicating a willingness to adapt to changes technological and otherwise, with the app being merely the latest step. An increased mobile presence is a necessary step in connecting with an increasingly mobile audience ([see story](#)).

The auction house has also worked IoT into its offerings.

Through a partnership with the IoT platform IFTTT, Sotheby's is allowing customers to customize notification settings so they can stay up to date with what is happening in the auction community. The platform integrates with major applications and other platforms, allowing users to set up a personalized experience for each app based on preference ([see story](#)).



Online auction sales have ballooned recently. Image credit: Heritage Auctions

Christie's has taken this trend even further with virtual reality. As virtual reality becomes prevalent in branding, auction houses are adopting the strategy to better serve its global consumer base.

Christie's, for example, has recently created a virtual walkthrough for its latest photography exhibit that expands the reach of its salesroom, by allowing those at home the same experience without stepping foot on-site. A highly interactive virtual walkthrough allows users to view and appreciate its inventory of work for sale ([see story](#)).

Heritage Auctions is banking on a similar strategy, using its mobile app to connect consumers from around the world into online auctions.