



# 2023 NAAA Auction Industry Survey

## Overall Highlights *(Projected)*

**7.3 Million** Total Vehicles **SOLD**

**11% increase** vs. 2022

**60.7% conversion rate**  
(12 million vehicles offered)

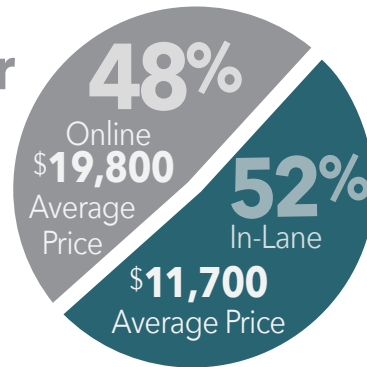
**\$15,200 average price** | **9.6%** vs. 2022

**\$110.6 Billion** Gross Value

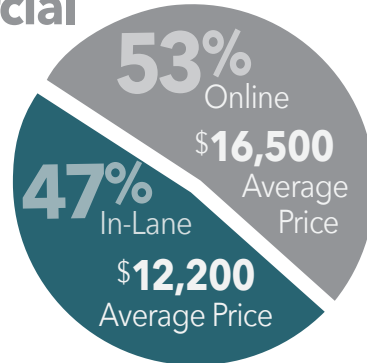


## Simulcast Highlights *(Projected)*

**Dealer Sales**



**Commercial Sales**



**Total Sales**



## Digital Only Highlights

**604,000** | Total Vehicles **SOLD**

Average Price by Seller Type:

|                   |          |
|-------------------|----------|
| <b>Dealer</b>     | \$28,000 |
| <b>Commercial</b> | \$26,500 |
| <b>Overall</b>    | \$27,500 |

## Workforce Highlights

**40,000** Total Employees *(Projected)*

**112 Employees** On Average  
Per Reporting Auction

**90** Full-Time | **22** Part-Time

**\$3.42** Million Average Payroll  
Per Reporting Auction

## Charitable Giving

**\$20,900** Per Reporting Auction

**\$175,000** | Scholarships, Charitable Giving and Disaster Relief  
By NAAA Affiliates

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