Hemp2Lab Recovers $200K+ in Just 90 Days

SIGMA's On-Site Auction Helps Client Exit Smoothly

Key Metrics

$200K
Recovered from Surplus Assets

97%
Of Lots Sold

3-Month Turnaround
Timeline met in full

90+ Lots
Cataloged and Marketed On-Site

The Challenge

Hemp2Lab, a Tennessee-based CBD venture, invested in state-of-the-art lab equipment, anticipating THC legalization. When legalization stalled and the CBD market became oversaturated, demand collapsed, and the business could no longer continue.

The company needed a solution that would:

- Recover maximum value from specialized hemp/CBD assets
- Provide market guidance on demand and pricing
- Clear the facility within three months

The Solution

SIGMA Auction applied its on-site auction process to maximize recovery while keeping Hemp2Lab's exit on schedule. More than 90 lots were cataloged in place, allowing buyers to view assets in their natural environment and bid with confidence.

To ensure reach, SIGMA executed targeted marketing campaigns, including a partnership with a niche cannabis-equipment specialist. A focused two-month campaign built momentum, and buyers managed their own removals, keeping logistics simple and costs off Hemp2Lab's plate.

The Results

The project delivered $200,000+ in recovered value, a 97% sell-through rate, and an expanded buyer pool through specialized outreach. Most importantly, the client exited on schedule, recovered value in a crowded market, and praised SIGMA for its customer service and seamless execution.

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