



InformationWeek

BUSINESS INNOVATION POWERED BY TECHNOLOGY

Part of the **TechWeb** Business Technology Network

SEARCH

RSS FEEDS

SUBSCRIBE

EVENTS

HOME

- NEWS** | **WINDOWS** | **SECURITY** | **OUTSOURCING** | **INTERNET** | **SOFTWARE** | **HARDWARE** | **MANAGEMENT** | **RESEARCH & TOOLS** | **INDUSTRIES**

News Tech Center: [Breaking News](#) • [Blog](#) • [Columns](#) • [Product Reviews](#) • [Current Print Issue](#) • [Personalized News In E-Mail](#) • [NEW! Audio & iPod Content](#) • [Read All Stories](#)

Town To Be Auctioned On eBay (Again)

Bruce Krall, who bought a California community two years ago, will re-auction the town on eBay next month.

By [Laurie Sullivan](#)
[TechWeb News](#)

Mar 20, 2006 11:10 AM

- » [E-Mail This Article](#)
- » [Reprint This Article](#)
- » [Print This Article](#)
- » [Discuss This Article](#)
- » [Write To An Editor](#)
- » [Subscribe To InformationWeek News Flashes](#)
- » [Tag in Del.icio.us](#)

Related Stories

- » [Google Launches Financial News, Data, Blog Site](#)
- » [Disney's Iger: No Net Neutrality Laws Needed](#)
- » [Microsoft Readying Windows Live Shopping](#)
- » [Akimbo, Movielink Add Personalization](#)



An Orange County, California financial advisor is putting the town of Bridgeville, Calif., back on the eBay Inc. [auction block](#) nearly two years after buying it for \$700,000.

Bruce Krall of Cohen Financial plans to re-auction the [Humboldt County](#) community on eBay next month. The auction will open online April 4 with a minimum bid of \$1.75 million, more than twice what he paid for the 83-acre property about 40 miles southwest of Eureka. The bidding will be closed after 30 days.

Krall decided to re-auction the property on eBay because it received worldwide attention the first time. "I've never sold anything on eBay, but my wife has," he said.

Online auction agency [Kompolt](#), which manages actions for high profile charity events, will pre-qualify bidders. "They've managed auctions to sell [Elton John's piano](#) or Jay Leno's motorcycle," Krall said. "They know all the rules and how to pre-qualify bidders," he added.

After purchasing the property, Krall poured nearly as much money to restore the town as the purchase price. "The town was in unbelievable terrible condition from houses piled high to the ceiling with garbage to dilapidated buildings falling down," he said. "We fixed a lot of building and the septic tank."

Bridgeville, which dates to the early 1900s, includes houses, a post office, cemetery, cabins, and more. In total, the town has about 10 businesses and 38 employees, according to the U.S. Census Bureau.

The town became the first to be auctioned on eBay in December 2002. The property received nearly 250 bids. Bidding started at \$5,000 and closed at \$1,777,877. But the deal fell through and the property went back on eBay. Krall bought the property in 2004.

He intended to turn the property into a retreat, "but plans have changed and we're unable to leave southern California at this time," said Krall.

[E-Mail This Article](#) | [Print This Article](#) | [Discuss This Article](#) | [License This Article](#)

InformationWeek Marketplace (Sponsored Links)

On the CIO Agenda with IBM

With business growth back on the agenda, the role of the CIO is changing from manager of technology to C-suite collaborator in enabling innovation that matters for the business. Read an executive summary and register to download the full IBM paper.

Symantec Backup Solutions

Desktop to Data Center Protection. Explore the Official Symantec Site.

Help Desk and Asset Management

Your search for helpdesk and asset management software ends here. Trouble ticket tracking, knowledge management, software license tracking, IT asset management and much more. Get ServiceDesk Plus today! Check out the Free/Trial Versions Now!

Going Global is hard, Lionbridge makes it easy

Lionbridge enables your global success. Download free whitepaper: "5 Strategies for Sourcing Global Development." Strategic insights you need today to make your global operations successful.

Secure & Easy Console Management with Digi CM

The Digi CM console server provides secure, intelligent & easy access to network devices with a serial console port. With Digi CM, you can securely monitor & control servers, routers, switches & other devices even when your network is down.

[Buy a Link Now](#)

[Top ten search terms from the TechWeb TechEncyclopedia](#)

[How does your pay rate? Check the InformationWeek Salary Survey](#)

[Mobilized Solutions Guide: Find and compare solutions for your business](#)

[Top Requested White Paper Categories from TechWeb White paper Library](#)

[Top ten search terms from the TechWeb TechEncyclopedia](#)

Current Issue

View all stories from our current issue



Photos (clockwise from top left): AP, uncredited, UPI, Ken Schles

View stories from past issues sorted by date.

Subscribe to [InformationWeek Magazine](#)

Focus On

(sponsored links)

Download [whitepaper to successfully implement a configuration management database.](#)

Upcoming [TechWebCasts](#)

Microsite Of The Week

Powerful Information at your fingertips (sponsored links)



- » [Windows Server vs. Linux case studies show how TCO concerns dominate.](#)
- » [Optimize your email systems with integrated solutions](#)
- » [Discover faster, easier ways to locate corporate information](#)
- » [Learn how SOA let's you make better use of legacy systems](#)

INFORMATIONWEEK AND NETWORK COMPUTING VENDOR PERSPECTIVES TECHWEBCAST

THE POWER OF CONTROL:

FOR DELL OPTIPLEX, PRECISION AND LATITUDE

[VIEW NOW](#)

NOW AVAILABLE ON-DEMAND





THE NEWS SHOW

ON THE BEAT. OFFBEAT.

Today's Edition:
Tuesday, March
21th, 2006

Here's Your Ticket

ALSO IN TODAY'S EDITION

Stupid point-of-sale software * Phishing in global waters * Meet Firewall the dog * E-mail tariff

Click Here To Watch It Now



05:22

Show story links

Podcast

Mute

Contribute

Email us

- JUMP TO**
- ▶ Time's Up!
 - ▶ Physical Security
 - ▶ Spam Tax

Help

sponsored by

Interested in getting an electronic copy of a News Show episode? Contact Terry Wilmot at 1-800-682-4972 Ex. 7081

Keeping Up To Date On Enterprise Server Tech?

Review our compilation of columns on server security, database software, and Linux issues.

How to Achieve High Performance Through IT

Learn to achieve high performance by aligning IT to strategic objectives and solutions to unlock that value.

Using Current Performance to Shape Future Results

Hear new strategies for improving business performance and results.

Today's Featured Story

Gates Talks Up The Next Version Of Office

Collaboration will be a key selling point as Office tries to keep up with hipper, Web-based software.

Today's Top News

- » [Google Launches Financial News, Data, Blog Site](#)
- » [Vendor: RFID Can Solve Lost Baggage Problem](#)
- » [Disney's Iger: No Net Neutrality Laws Needed](#)
- » [Microsoft Readying Windows Live Shopping](#)
- » [Novell Plans SUSE Linux 11 For 2008](#)
- » [Analysis: How Real Are Microsoft's Live Video, Voice?](#)

DATA INTENSIVE COMPUTING
INFRASTRUCTURE BRIEFING CENTER

TRANSFORM DATA INTENSIVE COMPUTING

- SPEED TRANSACTIONS
- PROCESS VASTS AMOUNTS OF DATA
- ENABLE REAL-TIME ANALYTICS

LEARN MORE NOW



- » [About Us](#) » [Contact Us](#) » [Site Map](#) » [Media Kit](#) » [Editorial Calendar](#) » [White Papers](#)
- » [Privacy](#) » [Your California Privacy Rights](#)

- Other CMP Sites: » [Optimize Magazine](#) » [Government Enterprise](#) » [Network Computing](#)
» [Healthcare Enterprise](#) » [InternetWeek](#) » [TechWeb](#)