

## **Startup Spotlight**

Each week Cintrifuse and Cincinnati.com turn the spotlight on a hometown startup - highlighting the activity and stories around companies getting their start in the Cincinnati entrepreneurial ecosystem.

### **Everything But the House**

Everything But the House (EBTH) connects buyers to unique items from estate sales across the country. This first-of-its-kind online estate sale and consignment experience offers the thrill of an auction in a trusted environment. With ~60 sales a month and items always starting at just \$1—there's always something new to discover at EBTH.com.

#### **Leadership:**

Andy Nielsen, President / CEO  
Jon Nielsen, Partner / Executive VP  
Mike Reynolds, Partner / CFO  
Brian Graves, Partner / Founder  
Jacquie Denny, Partner / Founder

#### **Founded:**

2006

#### **Located:**

Cincinnati, OH

#### **Funding:**

Self-funded to date and developing outside investment.

#### **Their story:**

EBTH was born out of a passion for antiques, a desire to change the way they're discovered, and a commitment to providing sellers with a better alternative for selling their property. In 2008, Jacquie Denny and Brian Graves posted the first estate sale of its kind to EBTH.com. As word of the new and unique service began to circulate, the phones started ringing...and they haven't stopped since. Today, EBTH sees an average of 50 – 60 sales per month and business continues to grow.

EBTH has shown themselves to be both passionate and innovative as they've grown their business. They say the smartest move so far has been to develop their own technology allowing them to automate processes that continue to slow traditional auctioneers and estate sale service providers. By continuing to innovate, EBTH performs services faster, offering both buyers and sellers a better experience.

Andy Nielsen, president and CEO of EBTH says, "Make sure you are incredibly passionate about the product or service you're delivering and can make others passionate about it as well. Passion helps recruit customers, talent, and partners – and it also gets you through the toughest days as an entrepreneur."

EBTH has plans to open up eight new markets in 2015 expanding their reach beyond the Midwest and increasing awareness on a much broader, national scale.

To learn more about EBTH visit: <https://www.ebth.com/>.

**Contact:** andy.nielsen@ebth.com