

Top Benefit Auctioneer Karen Sorbo Couldn't Be More at Home in the Desert

By: Andrea Carter



It's the perfect match:

one of the most philanthropic regions in the country – the Coachella Valley – has been ripe for a revered benefit auctioneer to join this community for a long time. Enter Karen Sorbo, who is recruited internationally to raise money for organizations. It seems only natural she would move to the desert to be closer to the hundreds of fundraising events held here, as well as in Southern California, each year.

Karen has raised over \$700 million dollars conducting over 2,800 auctions since graduating from both the Missouri Auctioneer School and World Wide College of Auctioneering – engaging audiences with her effusive energy and precise techniques. We wanted to learn more about her journey in this very specialized field where few women – or men! – have commanded the impressive reputation that Karen has garnered over the past 27 years.

Auctioneering is a unique career, why did you choose this path?

Since a young girl I wanted to make a difference. As a benefit auctioneer, I can live my life with purpose.

What sets you apart from most auctioneers?

My ability to connect with my audiences and gain their trust. I make a commitment to stay on course as the “charismatic force” in the nonprofit arena.

Has being a woman in a primarily male-dominated industry been a challenge for you?

It took years to be taken seriously. I always believed being a woman was an asset, because my attitude is “I will drive her until the wheels come off!”

What did it take to become one of the leading benefit auctioneers in the business?

Determination, dedication and an unwavering commitment to my nonprofit clients, along with being able to infuse audiences with a renewed sense of purpose.

What is the best part of being an auctioneer?

It's a thrill to have a gift for talking fast while pulling at the heart strings – living a life spent in service to others.

To learn more about Karen, go to www.karensorbo.com. To inquire about her services and availability, email Karen at karen@karensorbo.com or call (612) 868-4929.