

# FREMONT TRIBUNE

## BUSINESS

### Local couple finds success in auction business



23 HOURS AGO • [CHRIS ZAVADIL/FREMONT TRIBUNE](#)

Barbie's going on the auction block.

Fremont Auction Company will hold a toy auction Saturday loaded with Barbie dolls and Barbie accessories.

The sale will start at noon and doors will open at 11 a.m. at 5151 Nebraska Road – about two blocks west of Sapp Brothers.

Brian and Dana Villwok, who started the auction company earlier this year, said they are excited about the toy-themed auction, which comes just in time for Christmas.

“There’s a big emphasis on Barbie because we have a lot of Barbies, but we also have another consignor that has all the Cabbage Patch kids,” Dana Villwok said. “We have Playmate Today A Treasure Tomorrow dolls, they’re big collector’s edition dolls, and other random toys.”

The sale, she said, will appeal to collectors, but will also be a great opportunity for people with young girls on their shopping lists.

“I think by doing it right before Christmas, and so many of these toys are new in the box, that a lot of people will come trying to get Barbies at a cheap reasonable rate for Christmas gifts,” she said.

Barbie accessories include stickers, coloring books, and even a Barbie dream house that’s never been taken out of the box.

Brian Villwok, who also works in a supervisory position in the meat industry, said he always wanted to be an auctioneer.

“That was my dream and I knew I wanted to do it by the time I turned 40, and I turned 40 this year,” he said.

“Kind of how we got started was my dad, he had an antique shop here for 20 years (Hound’s Collectibles and More), and they were ready to retire from it,” he said.

Eldon “Hound” Villwok still owns the three-building complex that now houses Fremont Auction Company. The ceiling of the main building is adorned with approximately 14,000 fishing lures the elder Villwok began collecting in the 1960s, and old license plates.

“When my dad and stepmom (Rita) were ready to retire, we made a deal with them that after we went to auctioneer school we would come back and have auctions for them,” Brian Villwok said.

Brian and Dana Villwok went to the Worldwide College at Mason City, Iowa, in February, learning from some of the top auctioneers in the world, then returned home to start the business.

“Our whole family does it,” Brian Villwok said. “We have three children (ages 14, 12 and 10). They help out running the snack bar and clerking, so we’re a family business.”

More than 20 auctions later, most of Hound Villwok’s antiques have been sold.

“We knew that we would have that stuff to start the business and start doing auctions regularly so our name would get known,” Dana Villwok said.

Now they’re finding their niche with consignment auctions and specialty-themed sales like the toy auction, a glassware and collectible auction set for Dec. 14, or coin and collection auctions.

“We’ll sell household goods and we’ll sell miscellaneous boxes, but we like to be able to do specialty theme auctions, and we have time enough to get consigners and space that we can take people’s stuff in until we have enough stuff to make a good, full auction,” Dana Villwok said.

“I’d like to do a wedding and entertainment type auction in February with things that people can repurpose for wedding décor or big parties of any sort,” she said.

“We sold out an archery store that was next door, that was a great auction,” Brian Villwok said. “We had an outdoor theme one week, coin auctions, glass. One time we had a wood furniture auction, no beds and couches or anything like that, just wood furniture, some of it from all over the world.

“We are a consignment auction, but we really like working with specialties and collections,” he said.

“We specialize in trying to get the most money for the seller,” Dana Villwok said. “There are multiple ways we’ll go about selling things. I have multiple Barbies at this point and some of them I’ll list on eBay and other sources.”

Dana Villwok keeps regular hours at the company’s headquarters from 9 a.m. to 2:30 p.m. Tuesdays. They can also be reached at 402-753-1032 or 402-657-1187, or found on the Internet at [www.facne.net](http://www.facne.net).