CASE STUDY

Mason Companies Launches Strategic Debt Sales Initiative with Convoke

THE OPPORTUNITY

Mason Companies, a family-owned retailer with more than a century of history, recently undertook a strategic initiative to launch its first large-scale debt sales program.

With executive visibility and financial objectives tied directly to the initiative's success, the company required a trusted partner capable of delivering speed, compliance, and operational clarity.

To support this effort, Mason Companies selected **Convoke's recovery management platform** to manage the asset sale process end-to-end. The collaboration enabled Mason Companies to execute a large initial sale on schedule while establishing a scalable foundation for future recovery operations.

This was an important, company-level initiative with real financial impact.

We needed a partner we could trust to execute correctly, on time, and without introducing unnecessary risk.

Gavin Forettes, MASON COMPANIES

THE CHALLENGE

As a first-time debt seller, Mason Companies faced several operational and regulatory challenges:

- Launching a new debt sales process under tight strategic timelines
- Ensuring full regulatory compliance and secure data handling
- Managing the organization and delivery of millions of documents
- Minimizing strain on internal teams during implementation
- Building confidence across executive leadership and the buyer marketplace

The initiative required a platform that could be deployed quickly while providing transparency and reliability throughout the debt sale lifecycle.

THE SOLUTION

Mason Companies implemented Convoke's recovery management solution to centralize and manage its debt sales process.

Convoke was selected for its ability to:

- Securely ingest and organize large volumes of data
- Provide structured asset sale workflows
- Ensure compliance with regulatory and operational standards
- Deliver enterprise-grade reliability within a compressed timeline

The platform allowed Mason Companies to manage the entire asset sale lifecycle from a single environment while maintaining full visibility and control.

IMPLEMENTATION

During the engagement, Mason Companies prepared and executed its first major asset sale.

Key implementation milestones included:

- Secure ingestion of more than 10 million documents
- Data organization and availability within 48 hours
- Structured asset preparation and buyer access
- High-touch implementation support from the Convoke team

Despite the complexity and scale of the project, the initiative progressed smoothly and remained fully aligned with company timelines.

The volume and timing were significant, and the complexity of the initiative was clear from the outset.

Convoke delivered exactly what we needed: fast, accurate execution with full transparency and support throughout the process.

Gavin Forettes, MASON COMPANIES

RESULTS

With Convoke's platform and support, Mason Companies successfully launched its debt sales program and executed its initial sale.

The engagement delivered:

- On-time execution of a strategic asset sale
- Secure organization and delivery of 10M+ documents
- Rapid data processing within 48 hours
- Full compliance with regulatory and operational requirements
- Minimal disruption to internal teams

The initiative not only achieved its immediate financial objectives but also established an operational framework for future recovery efforts.

LOOKING AHEAD

Following the successful launch of the initiative, Mason Companies continues to leverage Convoke's platform as the foundation of its recovery operations. The engagement represents the beginning of a longer-term partnership as the company expands and evolves its recovery strategy.

MASON Companies, Inc. convoke®

This engagement reflects Convoke's role as a trusted, scalable partner for organizations undertaking complex recovery initiatives.

Dave Pauken, CONVOKE

We're proud to have supported Mason Companies in delivering a successful outcome on an important strategic timeline.