

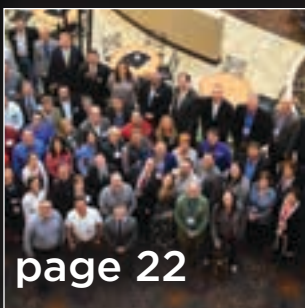


Auctioneer

April 2018

The official publication of the National Auctioneers Association

How *Winning* IAC changed my career



page 22

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- | 2018 NAA ELECTION: CANDIDATE ENDORSEMENTS ANNOUNCED
- | NATIONAL AUCTIONEERS WEEK: APRIL 30-MAY 5. TAKE PART!
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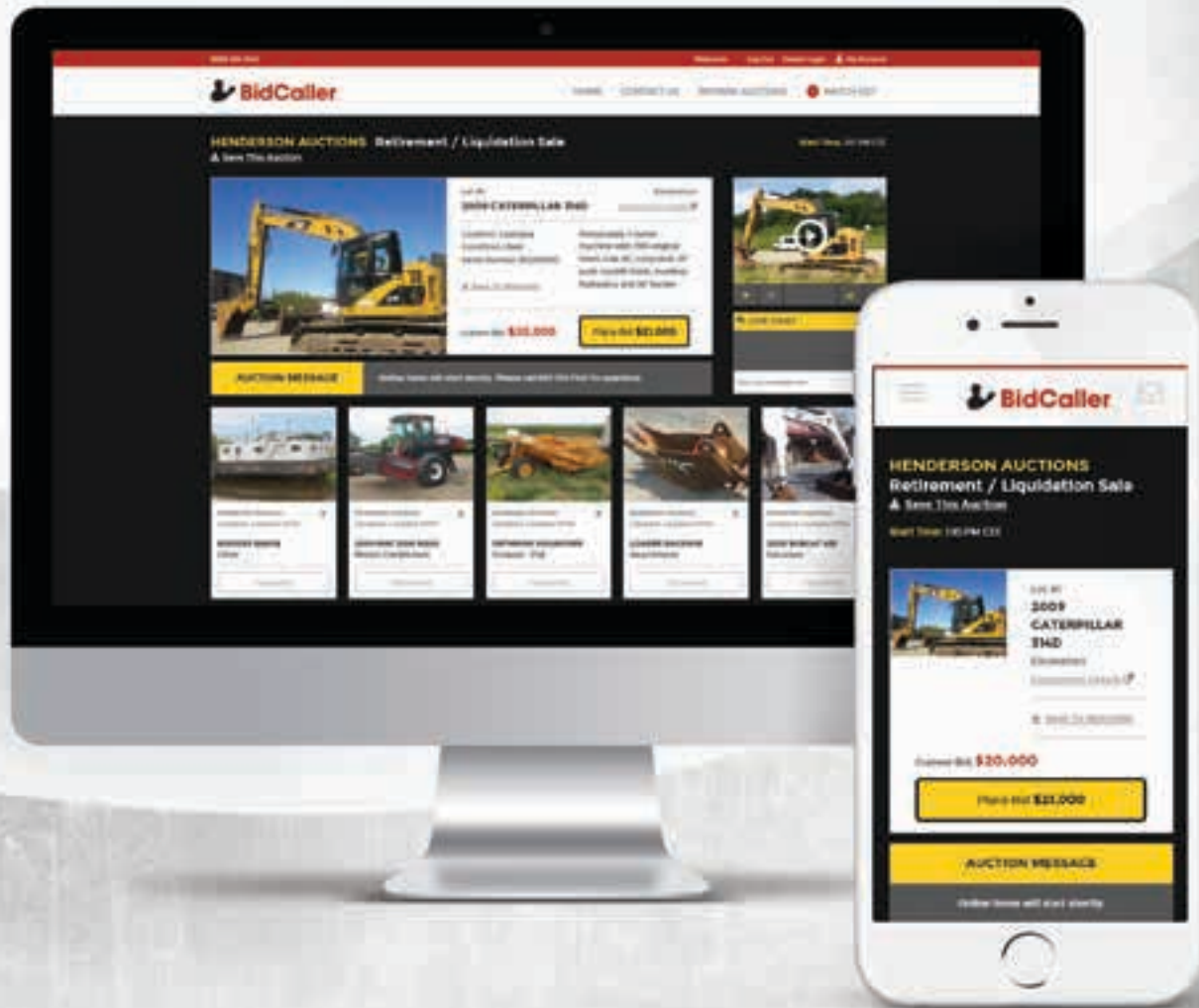
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Scott H. Shuman, CAI
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National Auctioneers Association President Scott H. Shuman, CAI, is a partner and Auctioneer for Hall and Hall Auctions. He has more than 31 years of auction experience after attending auction school in 1986 and opening an auction firm shortly thereafter.

Scott is the 2014 Colorado State Champion Auctioneer. He was awarded the 1997, 2002, and 2014 NAA Marketing Competition Auction Marketing Campaign of the Year awards from the NAA, as well as the prestigious Rose Award presented by the Certified Auctioneers Institute.

Scott has served as an instructor for the NAA Certified Auctioneers Institute and as a Trustee for the NAA Education Institute. He is a past Colorado Auctioneers Association Board member and currently resides in Eaton, Colorado, with his wife, Krista, and their three children.

Their hobbies include snow skiing and cheering on the Denver Broncos.

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But, most important, conference is fun! It's where you are going to see hundreds of your friends and family in the auction industry.

This year's location in northern Florida ensures that there will be plenty to do for your family while you are making the connections you need or enhancing your business skills.

Elsewhere in NAA, check out the learning module that is being created by the American Farm Bureau Foundation. The module uses auctions to teach fifth grade students math! That curriculum will be extended into middle school, and we'll have parts and pieces of this ready for you to view at the National Auctioneers Foundation's booth. Why there? Because your donations made to the Foundation have helped us fund this project!

You'll have an opportunity to see the videos that the Promotions Committee has produced and learn how to add your own logos to make them your own. (Look for an article on how to do this in the

May issue of *Auctioneer*.)

Also, check out the world's largest international Auctioneer competition – the International Auctioneer Championship (IAC)! Watch the approximate 90 contestants vie to see who will be the best!

As you can tell, while you are in Jacksonville, you will hear about some of the great things that are being done on your behalf. That includes an update on the amicus brief being filed with the United States Supreme Court regarding "*South Dakota vs Wayfair, Inc.*" (For more information on what is happening, see auctioneers.org/auction-tax).

Education – Promotion – Advocacy – our three strategic initiatives! All designed to advance our vision of having NAA members be the preferred auction professional used in the marketplace.

It all comes together under one tent at the NAA International Auctioneers Conference and Show in Jacksonville, Florida, July 17-21, 2018. Check it out! You will be glad you did!

Go to conferenceandshow.com to register and for more information.

Looking forward to seeing you there! And, until then...

Chant on...

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Auctioneer issue 2 FEBRUARY 2018 (ISSN 1070-0137) is published the first of every month, with the exception of combined issues in June/July and December/January, which are published in mid-June and mid-December, respectively, by the National Auctioneers Association, 8880 Ballentine St., Overland Park, KS, 66214-1900. There are 10 issues printed annually. **Auctioneer** is a means of exchanging ideas that will serve to promote the auction professional and the auction method of marketing. The views expressed by columnists do not necessarily reflect the opinions of the National Auctioneers Association. Periodicals postage paid at Kansas City, MO, and additional mailing offices (USPS 019-504). POSTMASTER: Send address changes to **Auctioneer** magazine (NAA), 8880 Ballentine St., Overland Park, KS 66214-1900. Copyright © 2018 by the National Auctioneers Association. Materials may not be reproduced without permission.

State watch

MICHIGAN

FRANKENMUTH, Mich. – NAA member Clayton Neal, of Tiffin, Ohio, was named the 2018 Michigan Auctioneer Champion during the Michigan Auctioneer Championship, Feb. 1 in Frankenmuth. Seventeen auction professionals vied for the top spot in the competition held during the Michigan Auctioneers Association Annual Conference (Jan. 31-Feb. 2).

Neal is a first-generation Auctioneer who graduated from The Reppert School of Auctioneering in 2013. He is a member of the Michigan and Ohio Auctioneers Associations, as well as NAA.

NAA member Kenny Lindsay was honored as the 2018 Michigan Ringman Champion, beating out six other competitors. The group was judged on four categories: Crowd/Buyer Interaction; Performance; Relaying Bids/Communication with Auctioneer; and, Appearance/Presence.

Results of the annual election: President – Joseph Sherwood; Vice President – Michael Furlo; Secretary/Treasurer – Jordan Miedema; Chairman – Chuck Ranney.

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Jordan named new Education Institute Trustees Chair

The new EI Chair wants to see NAA Education "stay current."

By James Myers, contributor

Tom Jordan, IV, is no stranger to the NAA's Education Institute (EI) Trustees, having served as a board member since 2015. But, the North Carolina-based Auctioneer, real estate broker, and personal property appraiser has broken personal new ground in being named EI Chair.

Jordan, CAI, AARE, AMM, CES, as is evident from the designations he's earned, is a huge proponent of continuing education. However, he sought out the EI leadership position so that he could further the progress the board has made for the coming year.

"I have enjoyed serving the membership," Jordan said. "I am a strong supporter of the NAA and NAA Education Institute, and I'm honored to continue my service in this capacity.

If Jordan's name sounds familiar, it's probably because he's been a fairly visible NAA member, having served on the NAA Conference & Show Education Committee for nine years, including as chair. Also, he has served on the GPPA and AARE committees and was part of the CES rewrite committee. He's served on the Allied Partners Committee and on the oversight committee for the Conference & Show.

His company, Carolina Auction & Realty, has been under his leadership since 2000. His auctions, which he's worked in his home state and throughout the country, have focused on real estate, commercial equipment, estates, business liquidations, and benefit auctions.

"I've always wanted to be in a profession where I could help other people," he said, "but at the same time provide for my family."

One of the most rewarding experiences, and the reason he's still passionate about the auction industry today, is due to phone calls and letters he gets from clients who are appreciative of the services he provided.

Jordan cites his mentor, Harry Mullis, CES, who gave him sage advice early in his career.

"He was always there," Jordan said, adding that Mullis invited him to his home three hours north of Jordan's and shared with him, "every bit of knowledge he could that day. He became my go-to guy and educated me a lot."

However, Mullis, who passed away in 2013, gave him advice that

Jordan continues to live by today.

"He looked at me as I left and said, 'Tom, pay it forward,'" Jordan recalls. "That's what I've been doing all along."

Affecting change

Jordan has noticed that auction professionals today get into the profession much earlier than they did in the past. This can be an advantage, but he said the NAA needs to work on attracting young members to the educational opportunities the NAA provides.

"We need to reach out to them and say, 'hey, your education is not finished. Please come over. We will get you there – we will get you on your feet.'"

However, these young members can also become valuable assets to the organization if recruited to leadership positions, he said.

"One way to counteract the attrition rate is to get new members plugged into committees and get them involved," he said. "Once they are plugged in, they are vested and will stay longer, obtaining leadership skills in the process."

Jordan said he's also excited to see new education learning programs approved and funded, which will "move education to a higher level."

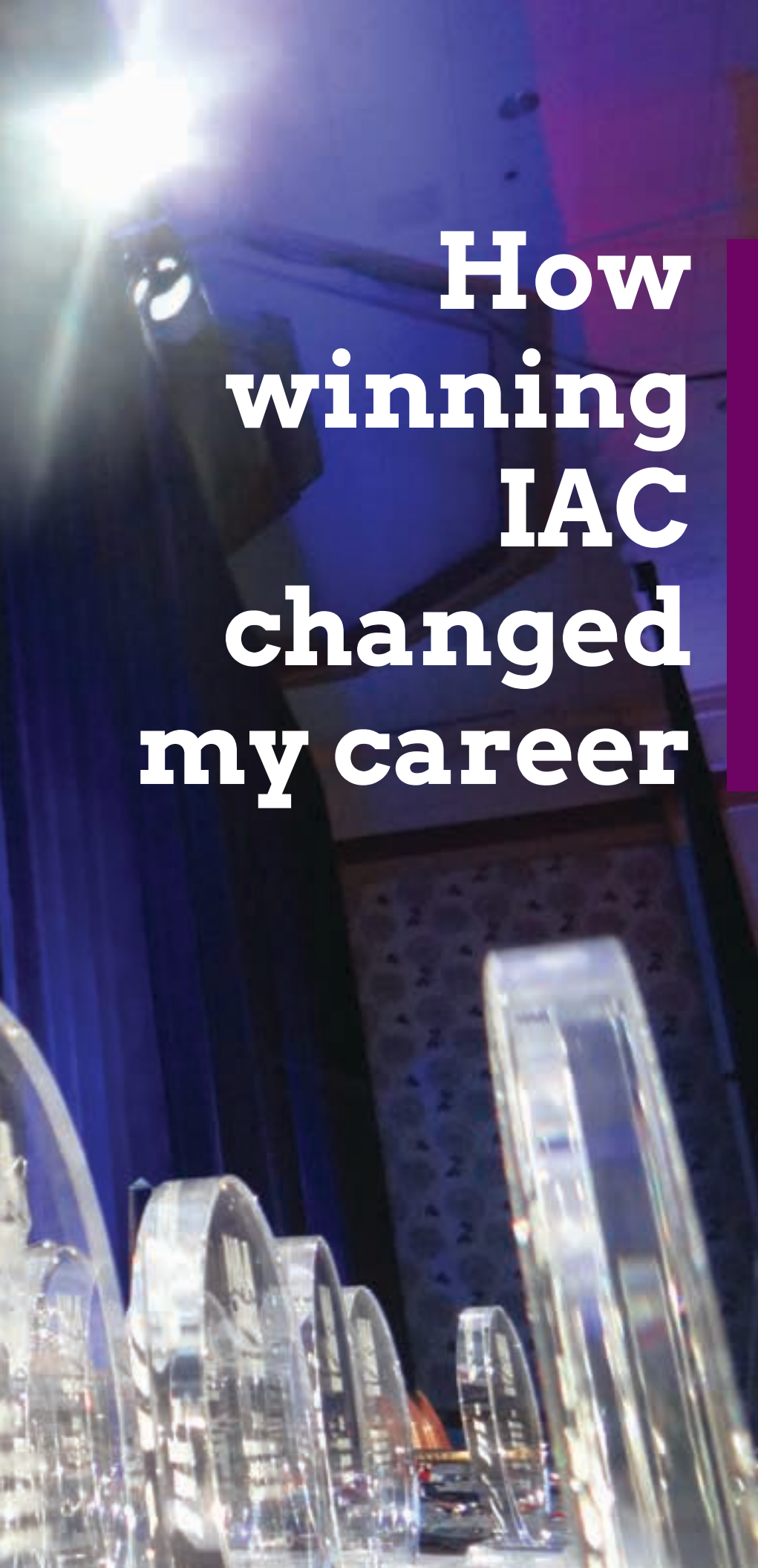
Jordan is also looking forward to a future EI agenda that focuses on a number of issues, including overseeing the final stages of development of a sales-focused Designation and improving upon the development of relevant summits and workshops.

"If I hadn't gotten involved in the CES education committee and gone through CAI," Jordan said of the importance of NAA's education programs, "I probably wouldn't be here today. It's a big thing with me. I want to see it continue on and evolve and stay current."❖





Winning the IAC Championship, or even sometimes simply making an award-winning run, can open opportunities for NAA auction professionals.



How winning IAC changed my career

“That one
day changed
my life. I left
a different
person.”

– 1995 IAC Women’s
Champion Shannon
Sewell Mays, CAI, AARE, BAS

By Sarah Bahari, contributor



For many auction professionals, winning the International Auctioneers Championship represents a career high.

But, champions say competing in and winning is much more. Business, life, and even relationships change.

1995 Women's Champion Shannon Mays, CAI, AARE, BAS, said both competing and winning created lifelong friendships.

"When you are sequestered in that room, you form relationships. There were several women in that room I bonded with and am still really, really tight with today," Mays said. "I know all I have to do is make a phone call and someone will have my back. People will take care of me if I need help."

"You would be surprised at the kind of relationships you build in one day. That one day changed my life. I left a different person."

Mays urged contestants to develop a plan ahead of the competition in the event that you win. It's important, she said, because the balance between IAC duties and regular business duties can quickly shift.

"I have so many regrets. I wasn't ready to win," Mays said. "If you win the IAC, you should have a plan. It will change your business. You will be gone for some time. How will your business function without you?"

Also, peoples' perception of you inevitably changes.

"You are looked at so differently now," Mays said. "People look to you for advice. You suddenly have so much influence in such a small amount of time."

Higher professional bar

Bill Sheridan, the 2002 Men's Champion, said winning the competition opens doors, but auction professionals must be willing to work hard and capitalize on the opportunity.

"There is no one who is going to promote you like yourself," Sheridan, CAI, AARE, GPPA, said. "Get connected with public

relations professionals. There is opportunity if you are the IAC champion, but you cannot rely on the trophy alone. It won't build your business.

"But, that trophy has given you a tremendous jump on your competition. You just have to use it correctly."

Sheridan also said the IAC champions have turned into a brotherhood and sisterhood.

"It's an interesting culture that has developed. I am proud of it because I think I've been a part of it," he said. "You, as a champion, have a responsibility to me and all the other champions to conduct yourself a little higher on the professional bar."

"We have set the bar high here. You have a responsibility to be a champion. How you conduct yourself matters."

Extraordinarily talented ... and comfortable

For 2001 Men's Champion Scott Musser, one of the most significant parts of winning was the bond with fellow champions. Each year, that bond grows even stronger with the addition of two new champions, he said.

"It is a life changing experience, and this is a group that is guarded. We are extremely guarded among ourselves in protecting the integrity of the IAC. It's a fraternity we all feel fortunate to be part of."

Musser, CAI, AMM, encouraged those who compete to be genuine.

"Every year, the people who win the IAC are the people who that day are the most comfortable in their own skin. They are not up there trying to be anyone else. They are extraordinarily talented and comfortable."

"You sometimes see contestants who get up there and do for two items what they could never do for 30 minutes. That is very



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apparent to the judges. It's not the real thing. Be yourself and have a good time."

Confidence and a career path

2003 Women's Champion Kaija Kokesh recalled that winning gave her a key boost as a young, novice auction professional.

"I was relatively young when I won, and it gave me confidence in my ability and credibility with clients and with peers," she said.

Competing also made her consider what kind of auction professional she wanted to be and what she wanted to achieve in business.

"Competition is about learning about the people around you. You watch people and you think, 'Wow, they did an awesome job at that,' or 'That is something I don't want to do,'" Kokesh said. "I felt good in my own skin that day. It bled into my business.

"It made it so much easier to speak with potential clients. I became a better listener and more self-aware."

"Competition is about learning about the people around you. You watch people and you think, 'Wow, they did an awesome job at that.'"

Credibility

Doak Lambert, CAS, a Texas auction professional who won the team competition in the World Automobile Auctioneers Championship in 2006, said winning gave his business an edge over competitors.

"Dallas/Fort Worth is a hugely competitive market for automobile auctions. If you wanted to, you can go to 19 automobile auctions a week," Lambert said. "It is fiercely competitive.

"Winning lent me credibility. Some of the big auctions started taking notice. Representatives from Mercedes and BMW started taking notice. It took us to another level in a very competitive market."

The 2018 NAA International Auctioneer Championship will take place Friday, July 20, in Jacksonville, Florida. Sign up for the 2018 Championship before May 16 at conferenceandshow.com/international-auctioneer-championship. ♦

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This article was an excerpt from a presentation given at the 2016 NAA International Auctioneers Conference and Show. Want even more tips regarding this topic? NAA members can access the full audio of this presentation and many others at auctioneers.org/knowledgecenter.



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STRAUSS

2018 NAA Election: Candidate endorsements announced

The NAA Candidate Review Committee has announced its endorsements for this July's election.

By NAA Staff

OVERLAND PARK, Kan. (March 14, 2018) – Ahead of the annual election to be held during the Annual Business Meeting in July, the NAA Candidate Review Committee has concluded its work for the 2018 election.

A total of seven (7) candidates have been endorsed for three positions – including vice president (three candidates) and two director seats (four candidates).

The following candidates will be running for election at the annual meeting July 19 at the 69th International Auctioneers Conference and Show in Jacksonville, Florida:

Vice President

- Janine Huisman, CAI, AMM, BAS, CAS, GPPA
- Shawn Terrel, CAI, AARE
- Jason Winter, CAI, AARE, AMM, CES

Director (2 positions)

- Ailie Byers, CAI, AMM, BAS
- Kenny Lindsay, CAI
- Junior Staggs, CAI
- Kelly Strauss, CAI

Serving on the NAA Board is a three-year commitment for the Vice President and Directors. The Vice President serves a one-year term, ascends to the presidency the following year, and then concludes service as Chairman of the Board. Directors may serve two, three-year terms. Two Directors are elected each year.

Absentee ballots will be available on May 1, 2018.

The nominating committee's process for recognizing candidates consists of reviewing applications and interviewing each candidate. Detailed descriptions of each position – as well as the qualifications, knowledge, and skills needed based on the competencies required for the Board – are outlined on the NAA website. Candidates are given until the end of February to complete and return an application to be considered to serve on the Board.

Per NAA Bylaws, up to three candidates per position may be endorsed by the Candidate Review Committee. Candidates who do not receive an endorsement may still run for election by notifying NAA headquarters by April 1 to be included on absentee ballots. This year, all candidates received the Committee's endorsement.

The five-member Nominating Committee includes: John Nicholls, AARE, AMM (Chair); Scott H. Shuman, CAI; Mike Jones, CAI, BAS, GPPA (Foundation Representative); Tom Jordan, CAI, AARE, AMM, CES, MPPA (Education Institute Vice Chair); and Don Shearer, CAI, AARE, BAS, CES, GPPA (State Leader Representative).

For more information, visit auctioneers.org/naa-financials-and-governance. ❖

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Should you disclose your agent-principal relationship?

It comes down to the auction professional acting as his or her seller's agent.

Question: Is it necessary to disclose the agent-principal relationship of the Auctioneer and seller?

Answer: Yes, Auctioneers should generally disclose of the agent-principal relationship with the seller. The Auctioneer is generally the agent of the seller. The agent is a substitute appointed by the principal with power to take specific actions or do certain things. An agent is the representative of the principal and has authority to act for the principal. "The law of agency is based on the legal notion that a principal is considered to have done himself or herself what he or she does by acting through another person. A principal-agent relationship is based upon delegation of authority from the principal to the agent so that the agent is said to be representing the principal while alter egos are seen in the law as being the same entity." 2A C.J.S. Agency § 1. "It is one of the characteristics of the relationship that the agent steps into the shoes of the principal and acts for the principal pursuant to the grant of authority vested in him or her by the principal." 2A C.J.S. Agency § 1. The actions taken by the agent in accordance with the agency relationship are considered to be the acts of the principal. An agent's actions will bind the principal as long as they are within the agent's authority.

It is generally appropriate to disclose that the Auctioneer is acting as the agent of the seller. When the agency relationship is properly disclosed, the final sale contract is between the buyer and seller. The Restatement (Third) of Agency § 6.01 states: "When an agent acting with actual or apparent authority makes a contract on behalf of a disclosed principal (1) the principal and the third party are parties to the contract;

and (2) the agent is not a party to the contract unless the agent and third party agree otherwise." What does this mean? In the typical situation, "John Doe" wants to sell goods at an auction. Auctioneer agrees to sell the goods for John Doe. If the Auctioneer discloses that he or she is acting as the agent for John Doe, when the goods are sold at the auction the Auctioneer is not deemed a party to the sale contracts. The contracts for the

sale of the goods are between the buyers and John Doe.

Some states have laws or regulations that may require the Auctioneer to disclose he or she is the agent acting on behalf of disclosed seller. In Indiana, for example, the law relating to advertising of the auction generally requires disclosure. See Ind. Code § 25-6.1-6-5. It provides: “All advertisements of auctions shall disclose: (1) the Auctioneer’s name and the name of the auction company involved; and (2) the name of the owner or consignor of goods or real estate to be sold or the fact that the goods are being sold on general consignment.”

If an Auctioneer does not disclose the name of the seller, the Auctioneer becomes a party to the contract and personally responsible to the buyer to complete the contract. The Restatement (Third) of Agency § 6.02 states: “When an agent acting with actual or apparent authority makes a contract on behalf of an unidentified principal, (1) the principal and the third party are parties to the contract; and (2) the agent is a party to the contract unless the agent and the third party agree otherwise.” This increases the Auctioneer’s risks and exposure to litigation.

Similarly, it is important to know how bidders at an auction are bidding. Are they bidding on behalf of themselves or someone else? This issue was recently discussed by the United States District Court, Western District of Washington, in *Ritchie Bros. Auctioneers (America) Inc. v. Suid*, Case No C17-1481-MAT. There were two bidders who registered and participated in the auction. The two bidders purchased goods and agreed to pay more than \$575,000. Both bidders failed to make the payments. It was later discovered that the two bidders were working together and potentially on behalf of a new business that was undisclosed. The registration agreement did not make it clear whether the individuals were bidding for themselves or the new business. As a result, the new business was dismissed from the litigation. One of the bidders filed a petition for bankruptcy under Chapter 7 of the Bankruptcy Code. The litigation continues against the remaining bidder. The lesson to learn from this case is to inquire during the bidder registration process and make sure it is clear who is bidding and will be responsible for any purchases.

Auctioneers should generally disclose that they are acting on behalf of a seller and provide the identity of the seller. In addition, Auctioneers should generally inquire during the registration process whether the bidder is bidding on his or her own behalf, bidding for someone else, or bidding on behalf of a business or entity. The registration agreement should generally have a provision related to this issue. Taking the actions will help reduce an Auctioneer’s risks of expensive litigation. ❖

Some states have laws or regulations that may require the Auctioneer to disclose he or she is the agent acting on behalf of disclosed seller.

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How to use your NAA poster

Your printed April issue of *Auctioneer* came with a foldout poster for you to use and help spread the “Success with our #NAAPro” message!

By NAA Staff



Success with our
#NAAPro!



Part of this year’s National Auctioneers Week activities (and the year in general) includes the “Success With Our #NAAPro!” message for NAA members to share with their clients and customers.

“Success with our #NAAPro” provides a great way to gather visual testimonies from the general public and share them visually. The idea is that while it is okay for you tell others how good you are at your job, the message carries far more weight when someone else speaks highly on your behalf.

Therefore, here is a plan for you to follow in order to get the most out of your sign and really drive home the point that #AuctionsWork during National Auctioneers Week!

1. Don’t forget the sign. Sounds easy, right? Well, you can’t use the sign you don’t have. Take it out of the plastic and unfold it. Lay it flat in order to get as much of the crease out as possible. The sign is built to be a little sturdier than normal, but if you can, perhaps think about laminating it in order to give it a little extra support against wear and tear.

Or, if you want a super clean version, go to auctioneers.org/national-auctioneers-week-toolkit. (See Step 1.) Then, choose the blue or white sign you want. (See Step 2.) Download the file and either print it yourself or send it to a printer for them to print for you. Then, you’re ready to go!

2. Make sure you use the sign everywhere you go. Now that your sign is ready to go, keep it handy. Put it in your auction vehicle so that you have it for appointments. You don’t have to wait until a sale day

to use it. Did you have a successful planning session? Was it just a quick check-in meeting with an existing or former seller? Don’t be afraid to get a video or image (see the next point) with anyone who can help you spread the message that working with you works!

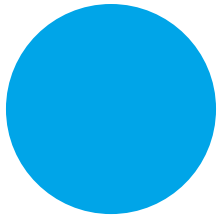
3. Get video AND photos. In today’s marketing and social media environment, video is quickly becoming even more important than photos. So, if you have the tools (i.e., a smart device – phone, tablet, etc.), make sure you capture a quick video with your client smiling and saying “We have success with our #NAAPro!” Then, also snap a couple of quick images, and you’re good to go!

4. Use those videos with hashtags and tags. So, now that you are collecting those videos and images, what should you do with them? Tag and share everywhere you can.

Use the #NAAPro and #AuctionsWork hashtags. Tag the people who appear in your videos and pictures (they will love this!), and put your visual content on all of your social media feeds – Facebook, Instagram, Pinterest, Twitter, etc. Sharing a steady collection of your testimonials will bolster your standing as the go-to person for client and customer needs, and it will help spread wide the message that success happens when the public uses an #NAAPro!

And remember, during National Auctioneers Week (April 30–May 5), **Thursday, May 3 is “Success Wednesday”!** That day especially, make sure you share your clients’ successes as we’ve described here.

For more information, visit auctioneers.org/national-auctioneers-week-toolkit. ❖



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2018 NAA State Leadership Conference: Power in numbers

84 leaders from 34 states convened to learn and discuss membership models, vendor best practices, member experiences, and more.

By NAA Staff



“**M**embership is the lifeblood of an organization, so everybody needs to own it.”

That was one of several key takeaways that state leaders from across the country soaked in during the NAA State Leadership Conference held in Kansas City, Missouri, March 5-6.

The quote – from keynote speaker Teri Harris’ presentation on defining an association’s value proposition to members – set an important experience-based tone for the event and opened the door to a larger point: When it comes to setting an association’s strategic plan for remaining relevant both currently and in the future, the membership experience must be accounted for.

Another key: Understanding the real reason someone joins an association.

Harris, the Vice President of Marketing, Membership and Business Development for the University of Kansas Alumni Association, pointed to a significant statement from Higher Logic – an online community platform provider.

“People no longer join associations to fit in. They expect to stand out,” Harris said she learned from Higher Logic. Harris also drove home another core concept that an association should be able to answer the question “What’s in it for me?”

While pondering those thoughts, attendees then heard presentations on “The Board/Executive Director Relationship” (presented by NAA President Scott H. Shuman, CAI, and NAA CEO Hannes Combest, CAE) and National Auctioneers Week (presented by NAA Promotions Committee Vice Chair Trisha Brauer, CAI, BAS, and NAA Director of Communications Curtis Kitchen, CAE).

The afternoon session brought “Solution Circles” – a series of 45-minute roundtable discussions with each taking a specific topic. The four circles discussed included: Finding Speakers; Vendor Relationship Best Practices; Bid-Calling Contests; and, Attendance/Member Experience. Attendees were numbered into four groups and rotated so that state leaders had the opportunity to participate in all subjects.

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A packed room of state association leaders listens to NAA CEO Hannes Combest, CAE, and NAA President Scott H. Shuman, CAI, during a presentation.

To cap the two-day event, attendees began Tuesday with NAA member Aaron Traffas, CAI, ATS, CES, and NAA Membership Manager Brandi McGrath Kong walking the group through “Making Data Management Work for Your State Association,” – including a lengthy discussion on cybersecurity led by Traffas. Then, representatives from companies sponsoring the State Leadership Conference led a discussion on ways state associations could help members promote themselves while promoting the association. And finally, the event closed with NAA Board of Directors member David Whitley, CAI, CES, and Scott Shuman, CAI, presenting the latest regarding NAA’s involvement with the U.S. Supreme Court case “South Dakota vs. Wayfair, Inc.”

Members can find more information about that case at auctioneers.org/auction-tax. ❖

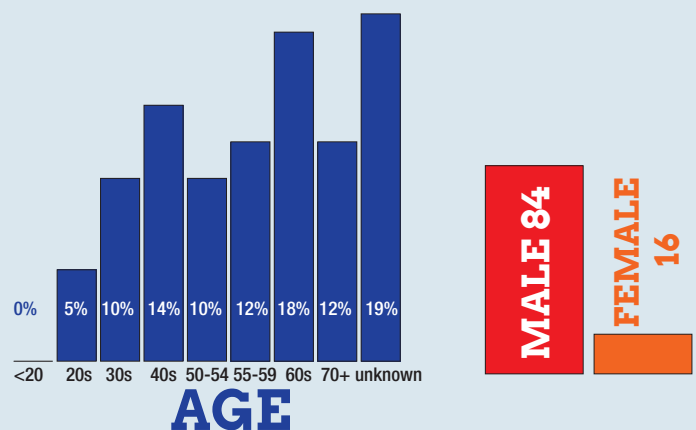
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NAA Membership Demographics Update

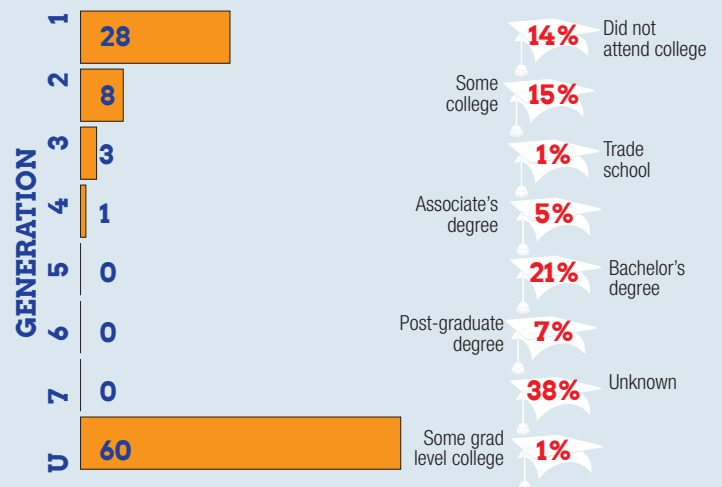
Here is a snapshot of some of the facts and figures that help show “who” NAA members are.

Information self-reported by members as of March 2018.



PERCENTAGE OF MEMBERS

EDUCATION LEVEL



Trained for the



Lynne Zink (middle row, center) found improv training to be a useful tool for both her and her company staff.

NAA member Lynne Zink is using improv acting to improve public speaking, auction thinking, and teamwork skills.

By Emma Dougherty, NAA Content Developer

Public speaking is one of the many skills an auction professional needs to possess. It also, however, is one of the most difficult to master.

Many men and women struggle with the idea of getting up in front of an audience, and as a result, they stumble over conveying words and ideas.

However, NAA member Lynne Zink, CAI, BAS, CES, has found a creative way to work around this and improve her public speaking and leadership skills.

Improv.

Zink has been a member of Toastmasters, a worldwide

What can improv do for you? The list of benefits is long and includes:



Developing creative problem-solving skills.



Confidence building.



Improving thinking on your feet quickly.



Helping you feel less inhibited in uncomfortable situations.



Improving communication skills: interacting with an auction crowd and initiating one-on-one conversations.



If these classes are taken with your auction team, bringing your team's connection to a new level since you have been through so many different, unexpected and uncomfortable situations together.



Helping you become a better listener.



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organization dedicated to helping people improve their public speaking leadership abilities, for nine years. But while Toastmasters has helped her tremendously, she wanted to shake things up a little in 2018.

So, Zink and two members of her auction team decided to take improv classes to improve their teamwork and develop stronger rapport.

"I realized improv classes would be a refreshing new approach to extemporaneous speaking and in addition, would help to keep my mind young and sharp," says Zink. "Improvisational theater is all about creating voice and action in an unexpected moment, so your brain needs to be on its game, ready for anything to happen.

"Auctioneers have experienced all kinds of surprises popping up at auction, and the improviser's brain is trained for the unexpected."

Zink says that being fast thinking and creative adds more efficiency and entertainment to an auction. After experiencing a multitude of scenarios while performing and observing others perform, her mind now thinks outside of the box.

Others on her team have benefitted from the improve classes as well. Zink says one of her auction company team members, NAA member Roxane Casto, used the improv class to transform the confidence in her voice.

"She (Casto) is a very talented champion Auctioneer but struggled with areas of communication that involved initiating conversations and interacting with strangers because she is introverted," says Zink. "She struggled with the first few classes, but never gave up. By the fourth class, she had shown incredible improvement in her confidence and risk taking.

"By live performance night, she had changed so much that my husband actually said, 'Who is that?' while referring to Roxane. The audience would have never guessed that she was an introvert."

This new-found confidence carried over to Casto's professional life. After seven weeks of improv classes, Casto and Zink were working a high-end fundraising gala in Washington, D.C. And, for the first time in her career, Zink witnessed Roxane initiate conversations with guests during the reception hour.

All credit, Zink says, goes to improv. That's why Zink recommends that other auction professionals should consider taking an improvisational theater class because it:

"Leave behind the assumption that improvisational theater it is all about being an actor/actress. To me, it is a fun and effective approach to personal and professional development" says Zink. ❖



5 tips on selling books at auction

Book trends are changing with interests. And, do you know what continent admires information?

By Sarah Bahari, contributor

Auction professional David G. Helmer has loved books for as long as he can remember.

So, it is no surprise that Helmer, co-owner of Braun & Helmer Auction Service in Saline, Michigan, has built a niche in collecting and selling books at auctions. With more than 20 years of auction experience, Helmer has bought and sold books around the world.

“I have been reading my whole life. If I read something and think it is a good book, I buy a first edition,” Helmer said. “It might take a year or two, and I might have to save up for a while, but I find a way. So, I don’t just collect, but I also read books.”

In coming years, he said, the market is likely to be flooded as baby boomers, the first generation to acquire books in large quantities, are liquidating estates in record numbers. Book trends also are quickly changing, as interests have changed.

The European market is particularly strong.

“The European market is more enthusiastic about books than in the United States,” Helmer, CAI, CES, GPPA, said. “They are admirers of information.”

As an expert, Helmer also offered a few tips to fellow auction professionals as they navigate book sales. He suggests five steps to take if you have books in an auction:

Step 1: Examine and investigate

Ask yourself a few questions. What occupation did the seller have? Where did these books come from? Did the seller collect or specialize in anything? Were they an innovator of any trend?

People who traveled or dug deep into a hobby tend to be more likely to have valuable books.

“Nothing mass produced will be worth any money. Typically, something bought at a book store or a library sale will not be worth anything,” Helmer said. “If you read John Grisham or Stephen King, even a first-edition hardback will maybe be worth \$1 in six months.”

Step 2: Research

Check the number lines on the copyright page of the book to determine the number of edition.

Some companies printed bootleg copies of books, so look for the correct country of origin and publisher, illustrations and other identifying markers.

And remember: valuable books are buried inside home libraries.

“There are first editions of Charles Dickens’ first novel, ‘Pickwick

Papers. These are in people's homes. You've just got to know what to look for."

Helmer recalled finding a third edition of the "Book of Mormon" mixed in with old cookbooks in one home. The family had no idea their grandmother had owned the rare book, which sold for \$5,000.

He also once sold letters a family found written by Susan B. Anthony, which sold for an undisclosed amount to the University of Rochester in New York.

Step 3: Evaluate

Do you have anything good? Is the condition decent? Do you want to deal with books or make a referral? And do you have buyers?

"If you find a \$300 collection with \$200 worth of labor, is that worth it? Probably not," Helmer said.

However, in the event you come across a book that looks rare and is in mint condition, it is a good idea to wear gloves as a precaution.

Step 4: Catalog and clear waivers

Do you want to have a catalogue sale or just advertise the most

desirable items and sell others as a lot?

Catalogue sales can be complicated and time consuming, Helmer warned. Either way, he suggested abebooks.com as a reference for determining value.

Step 5: Take it to the market

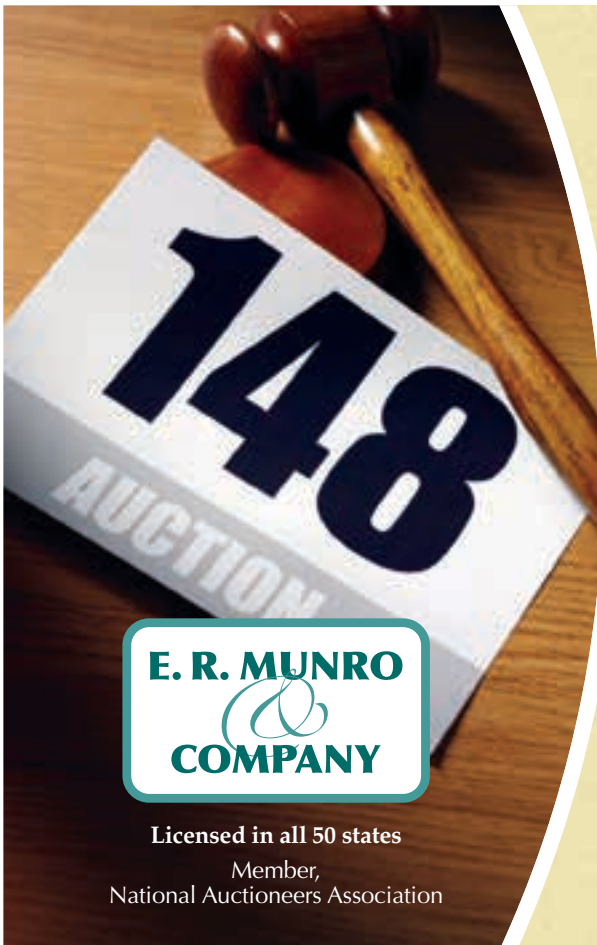
How do you want to sell it? How many lots? How should you market and budget your sale?

The future of book sales is strong despite saturation, Helmer said.

"We need about 100 million books to disappear," he joked. "Two hundred, 300 years from now, I'm not sure our Facebook profiles will be around, but books will be.

"What we are talking about is and always will be valuable and desirable." ♦

This article was an excerpt from a presentation given at the 2016 NAA International Auctioneers Conference and Show. Want even more tips regarding this topic? NAA members can access the full audio of this presentation and many others at auctioneers.org/knowledge-center.



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Governance and transition planning for your Family-owned auction business

What is your exit strategy?

By Emma Dougherty, NAA Content Developer



Left: As part of a larger panel discussing family businesses and transitions, Emily Wears (with microphone) discusses working as part of her father Brent's auction company.

David Warren (above) says transitioning a business to a family member is one option.

Time doesn't stand still. In fact, it's been rumored to speed up as retirement nears. So, when is the best time to plan for a transition in your family business? The answer is now.

The natural lifecycle of a business (which includes "exit" after the business moves past the "mature" stage), along with the surge in retirement of baby boomers (increasingly referred to as the "Silver Tsunami"), makes now the best time to plan for the next generation taking on the family company.

Taking into consideration that most family-owned business owners believe in transferring a wealthy business and company values to the next owner, how do you choose that next owner? It might depend on goals for both the new and old owner.

"When preparing to transfer or sell a family business, many owners find themselves asking "What's in it for me, and what's in it for my business?" said David Warren, of Verrill Dana, LLP.

As well as providing a retirement income for the previous owners, the business itself can gain a new vitality and energy from new owners and management. Even with that in mind,

every option when planning for business transitions has its challenges. However, outlining all aspects of each choice can be instrumental in deciding which will work best for your specific family-owned business.

According to Warren, there are three core ways to transition family-owned businesses:

- Pass the company to the next generation to own and run the business
- Pass to next generation to own but not to run the business
- Sell to an outside third party

Intergenerational transfer

Within that first option, transferring a company to a trusted family member can preserve a company's legacy and family pride. An added bonus may be that the next generation will have new ideas, which can be supported by a solid company foundation already in place. To that point, there is a lot to be said for not having to start from scratch, especially when the business has already proven to be fruitful and able to provide a good source of income and lifestyle.

Also, with the next generation taking over the business, it can be a continuing source of retirement income for the senior generation because selling internally gives you the opportunity to stay as much or little involved as you desire.

On the other hand, it can be hard to let go of a family business after so long. Who from your family can lead? Who can do it as well as you did? None of that takes into account other challenges such as several family members being interested, non-family contenders coming into the mix, or no family members at all interested? These could lead to petty jealousies and unraveling family bonds, so it is important to tackle each issue up front during an intergenerational transfer.

The good news is that proper preparation can help you avoid much (or all) of those scenarios.

To avoid this, address the learning curve of the next generation. Be sure they know the business as well as your business.

“Take advantage of plugging your family into this enormously impressive array of opportunities to learn from the auction business,” Warren said.

One great way to plug them in is by continuing their education in the auction industry through NAA designations and certifications. Also, invest in training upcoming management through apprenticeships, board seats, and cross training.

Overall, remember that owning a company doesn't mean they have to manage it. If the best candidate for the position is not a family member, invest in a relationship with those focused on becoming a leader.

Outside party

By opting to sell your business to an outside party, you can immediately turn your lifelong investments into liquid assets. But, will you be willing and able to lose absolute control?

If you choose this path, it is vital that you determine the right value, find the right buyer, create the right role for yourself after the sale, and do the deal correctly.

“Valuation methodologies are complicated,” Warren said. “They're industry specific. There are many valuation firms that engage in valuing and appraising as their primary professional function.”

Use a professional service to ensure you are selling for the right price. When seeking an outside buyer, business brokers, investment bankers, or other sorts of professionals can help ensure price and other legalities.

Employment or consultancy?

Agreements can be made from both sides when selling a business that the previous owner stay involved in some sort of role with the company.

Although it can be difficult to go from owner to employee, it can benefit both sides by keeping the integrity of the business and having an experienced voice on the team.

There are two main ways to sell a business, by sale of assets or sale of stocks.

“How you choose will be an analysis of a number of different factors like liabilities that the company may have...tax analysis, and ease of documentation,” Warren said.

Whether you choose to sell by assets or stock, there is a list of steps and documents that will need to occur: identify a buyer; create a confidentiality agreement (important in order to avoid null buyers looking for buyer lists or inside information); negotiation of the price and terms; a letter of intent; purchase and sale agreement; and closing.

Either way of transferring your family owned company can prove tough after lifelong efforts to get where you are now. Both of these options are viable, it just depends on what fits your need and family best. ❖

This article was an excerpt from a presentation given at the 2017 NAA International Auctioneers Conference and Show. Want even more tips regarding this topic? NAA members can access the full audio of this presentation and many others at auctioneers.org/knowledgecenter.



How to work with lawyers, bankers, and judges

Deck: The ins-and-outs can be challenging, and auction professionals often don't know where to start.

By Nancy Hull Rigdon, contributor



When an auction professional approaches banks, law firms, or judges in an attempt to do business, preparation is key. Make sure you have details for pieces such as advertising and logistics timelines already in place.

Auction professionals looking to succeed at sales surrounding bankruptcies, foreclosures and receiverships must be adept at navigating the world of banks, lawyers, and judges.

The ins-and-outs can be challenging, and Auctioneers often don't know where to start. So what, specifically, can auction men and women do to earn this type of work, and succeed doing it?

Lawyers, judges, and banking leaders that work with NAA members including Rich Kruse have offered advice based on their experience. Those professionals include Polly Harris, an attorney with Porter Wright in Columbus, Ohio, whose experience includes representing banks and lenders in bankruptcies; Judge Michael Holbrook, a judge in Columbus with the Franklin County Court of Common Pleas; and David

Peura, the director of special assets, C&A, Health Care and Energy at Fifth Third Bank in Columbus. They emphasize the importance of preparation, client services, relationship building, and knowing where to look.

With the latter, here are some first steps auction professionals can take to begin to pinpoint instances where banks, receivers, attorneys, and judges may need to enlist a professional Auctioneer:

- **Visit pacer.gov.** This is the United States Courts website for Public Access to Court Electronic Records. It gives you access to federal court documents. Note the individuals and companies listed as vendors, receivers, attorneys, judges and banks. Connecting with these players can lead to new business for Auctioneers.

- **Call your county or visit its website.** Start a conversation with the employees. Find out how to access information on what they call legal sales and/or commercial sales (bankruptcy, foreclosure, receivership, etc.). Know that rules and processes vary from county to county, city to city and state to state.
- **Call your bank.** Figure out how their process works and who does what. For instance, a bank typically employs a purchasing vendor or management system. Ask that point person how you can get on the preferred vendors list. Often, banks look to specific law firms, and those firms help determine which Auctioneers get the jobs.

Relationships are key. Get more involved in your local community. For instance, a local judge may be a member of the Rotary club. Judge Holbrook said: “In the small counties, it’s like politicking. Go to the fish fry events, strike up conversations.”

It’s also important to recognize that people like judges have tight schedules.

“Get to know my secretary, the bailiff – get to our staff,” Holbrook said.

In walking the fine line between persistent and annoying, those in positions of power can respond well to smart marketing. For instance, Harris says being on Kruse’s list for e-mail updates is effective.

“I appreciate his updates. They remind me of him without being intrusive,” she says. “That way, you can tell people what type of work you’re doing. And then, if down the road I’m looking for someone who does what you do, I’ll think of you.”

Auctioneers must be flexible and patient. Factors ranging from government regulations to changes in technology to legal issues can stall a sale, or completely change the direction of the anticipated actions.

Factors that can lead to continued work in the area include dedication and preparation. As an example, Harris says she knows Kruse will work to coordinate aspects of a sale outside of the sale itself, such as helping to hire security and figuring out how to transport items that he’ll sell.

“I want one-stop shopping. I don’t want to have to make more than one phone call,” she says.

Holbrook says thorough preparation is key to courtroom success.

“I need to know the plan for advertising, the timeline, all the details. Make sure everything is in place for it to go before you get to me,” he says. ❖

In walking the fine line between persistent and annoying, those in positions of power can respond well to smart marketing.

This article was an excerpt from a presentation given at the 2017 NAA International Auctioneers Conference and Show. Want even more tips regarding this topic? NAA members can access the full audio of this presentation and many others at auctioneers.org/knowledgecenter.

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How to make sure your catalog strengthens your online auction



By Emma Dougherty, contributor

Online auctions have become a major part of the auction industry. It makes sense considering the cultural economic statistic that reports 43 percent of all transactions are now made online - that according to Tim Hill, who presented that figure during a 2016 NAA Conference and Show session.

That number, plus the opportunity online provides to reach larger pools of bidders, has led to a simple direction for Hill.

“Get online,” he said.

Saying it, doing it, and doing it well are separate items, of course. However, Hill said there are a few steps a business must take before going online with an auction in order for it to be successful.

To ensure success, make sure to do your research and get educated.

“It takes time and effort to get an auction online in the most beneficial way, so don’t rush it,” Hill said. “Remember to consider all the costs of an online auction, the requirements, available data, and whether the inventory matches your online provider’s bidder base.”

Inventory is the driver

The key to thriving online is to understand that inventory drives buyers. This is why having a catalog of items is imperative to the success of an online auction. This makes sense because although there are many aspects to take into consideration, the catalog is something potential bidders will see almost immediately.

Within the catalog, potential buyers are much more likely to bid on something when they can see proof of working ability and have easy access to all product information. Remember, in today’s information age, the interested bidder is often more knowledgeable about the product than the seller.

However, many auction professionals struggle with how much or little information should be included with the items in a catalog.

“An in-depth and available description will draw buyers to your auction,” Hill said.

Make sure to give buyers all the information they need. Include make, model, serial number, year, hours or mileage, dimensions, horse power, weight, features and accessories, along with shipping and rigging information in your description.

Images are also key

A lot of today’s technologies provide for easy, but hi-quality, images. That’s extremely valuable to auction professionals, or should be, according to Hill.

“Detailed descriptions and multiple pictures instill confidence in the online buyer, making them more likely to bid,” Hill said. “If a picture is worth a thousand words, then how many dollars is ten pictures worth?”

Photos show what descriptions do not. “The more photos and words you have in your catalog and descriptions, the more bids you will receive,” Hill said.

While photos instill confidence in the buyer, video takes that trust level even higher. It helps eliminate doubt in purchasing even more than a still image. So, for example, if you are selling machinery or a vehicle, post a video of it operating along with the picture. This will increase your perceived reliability and likely bring in more bids.

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On top of focusing on the catalog, going online takes focus and effort in other areas too.

Other things to consider when putting your auction online are: the amount of time that it can take to get an auction on the internet; the resources that it will take from your team; and whether you want to use auction management software.

Not all online auctions are the same

Remember that not all online auctions are the same, so there may be different time frames and marketing strategies for each. For example, consignment auctions are tricky because inventory is coming in at different times, which can make it difficult to get all pictures and video you need for a solid online catalog.

To compound the issue, many auction professionals make the mistake of waiting to add all inventory at once. To help avoid the issue, add inventory as it comes in. It breaks apart your workload and also gives bidders more time to register gaining you more registrants and bids.

Another way to increase registrants and online bidding activity is to use internet-specific advertising and marketing. Invest time in SEO and use keywords in your titles and descriptions that will drive bidders to your product through searches.

Investing in this will help make sure that when bidders, who aren't necessarily on an auction site but are instead browsing for the specific product you have, will come across yours as one of the first options.

Make use of social media platforms when advertising and marketing for your online auction. These are people you know are already internet savvy and will be most likely to look online to purchase.

The online environment is highly competitive, so paying attention to details such as a search-friendly catalog and targeted marketing strategy are crucial. ❖

This article was an excerpt from a presentation given at the 2016 NAA International Auctioneers Conference and Show. Want even more tips regarding this topic? NAA members can access the full audio of this presentation and many others at auctioneers.org/knowledgecenter.

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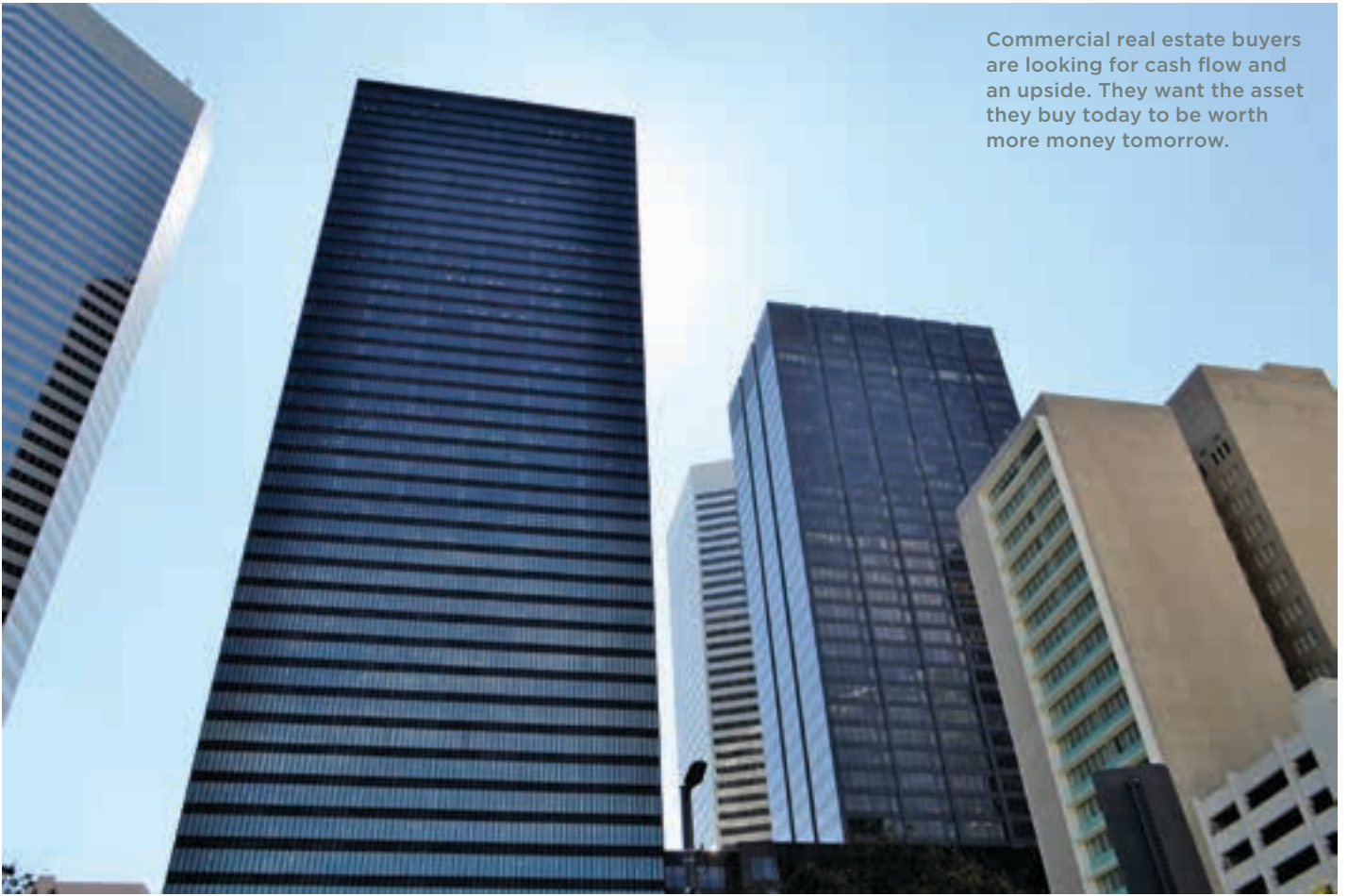
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Commercial real estate buyers are looking for cash flow and an upside. They want the asset they buy today to be worth more money tomorrow.

Building your commercial real estate business

There are a couple of concepts you should know if you want to expand in this niche.

By James Myers, contributor

Traditionally, commercial real estate is defined as any non-residential property used for commercial profit-making purposes. However, T. Kyle Swicegood, CAI, BAS, GPPA, has an alternate definition.

“I believe it could also be called commercial property, investment or income property,” Swicegood said during a recent NAA iSeries webinar, “which refers to buildings or land intended to generate a profit, either from capital gains or rental income.”

Swicegood is an authority on the topic of commercial real estate as he’s had a career in it going on nearly 30 years. He started as a real estate broker in 1991 and shortly thereafter began investing

in property, residential and commercial.

He developed, built, leased and later sold a 41,000sqft retail shopping center before jumping into the auction business in 2009.

Even with that experience, Swicegood claims the two best career decisions he made was earning the NAA Certified Auctioneers Institute (CAI) and Certified Commercial Investment Member designations. His CAI came after an earlier revelation.

“I saw the light and got my Auctioneer license,” Swicegood also said during the webinar. “I have fallen in love with the trade.”

“I saw the light and got my Auctioneer license ... I have fallen in love with the trade.”

Cash flow and upside

Swicegood said the two concepts he wanted to impart with his iSeries session involved gaining a better understanding of capitalization rates, and the 1031 section of the IRS code, which covers tax deferments.

“It’s boring stuff,” he conceded, “but (they are) important ideas and concepts you can use to make money for your clients. And when you make money for your clients, you make money for yourself.”

Commercial buyers are looking for cash flow and an upside, he said. They want to make enough income on a monthly basis to pay debt or generate an income. Furthermore, they want the asset they buy today to be worth more money tomorrow.

With that in mind, Swicegood said it’s important that commercial real estate Auctioneers are knowledgeable about capitalization rate, often referred to as the “cap rate.” There are a number of variations, but the most common calculation is the ratio between the net operating income (NOI) produced by the asset, and the original capital cost, also called purchase cost.

NOI is a calculation used to analyze real estate investments that generate income. Per Swicegood’s example, if a commercial property has 12 units that are rented out at \$1,200 a month, that’s a gross income of \$172,800 per year. However, you have to subtract operating expenses, which includes an estimated vacancy rate, management costs, and other expenses that bring the total down significantly to a net operating income of something closer to \$111,740.

“Decisions are made on the knowledge of net operating income,” Swicegood said. “Take the NOI and use the cap rate of 10 percent, you would consider paying \$1,117,400. If it’s a risky investment, you can up the cap rate to 12 percent, which means you’d be willing to pay \$931,166.”

Swicegood notes that cap rates are determined by the market, but when getting involved as a buyer, seller, or Auctioneer representing a seller, “you need to have an idea what the NOI

of an asset is and what the going cap rates are for similar properties.” This is why it’s good to make friends with appraisers, he said.

“Become friends with a lot of commercial appraisers,” he advised.

The second issue Swicegood covered in his session involves the 1031 IRS code, which allows investors to sell a property and reinvest the proceeds in a new property with the capital gains taxes being deferred. But the law says the tax deferment on capital gains only applies when that money is used to purchase a “like kind asset or assets.”

“That basically means you have to sell an income producing property for an income producing property,” he said.

Swicegood cautions that in order to do this, the money from a sale can’t be touched. When the property is sold, the money needs to go to a qualified intermediary, which is usually a title company. Furthermore, there are time limits. For example, a seller has 45 days after the sale to identify properties that they are willing to invest in. Then, they have 145 more days to close the deal on one or more of those properties.

“The government is letting you use your tax money to reinvest and expand your estate,” he said.

If someone is new to the commercial real estate process and interested in finding sellers, Swicegood recommended starting out at “your tax office, getting engaged. ICSC (International Council of Shopping Centers) is a great way of finding developers.

“Go to your GIS and do a little research.” ❖

Member benefit!

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#NAACS18: Jax Culture

Jacksonville, Fla., has plenty to offer Conference and Show attendees and their families this summer.

While every city offers something unique for NAA Conference and Show attendees and their families, Jacksonville, Florida, is way above the norm when it comes to finding enriching ways for people to be entertained.

First, of course, is the landscape. Explore all 840 square miles of a different side of Florida. There are many stretches of stunning beaches and waterways, the largest urban park system in the country, extraordinary cultural and historical spots, and experiences that engross the mind, body, and inner adventurer.

Then, get to know Jacksonville culture. After relaxing on stretches of stunning beaches; paddle through nature-filled waterways; hike, bike and explore national, state and city parks; dine in the city's top-rated restaurants; or just relax in a place that makes it all possible. There's plenty to do for families, couples, nature-lovers, foodies, golfers, cultural and historical travelers and more.

Finally, here's what others are saying about Jacksonville:

▶▶ Tripadvisor users selected Jacksonville as one of the Top Emerging Destinations in the U.S. Jacksonville was chosen as the #10 Destination.

- ▶▶ Forbes featured Jacksonville as one of “The 20 Best Cities For Travel This Summer.”
- ▶▶ Travelocity ranked Jacksonville as the #8 Best Summer Vacation Destination for 2016.
- ▶▶ Spoon University placed Jacksonville ninth on its list of “Where to Find the Best Chicken and Waffles in America.”
- ▶▶ Forbes Travel Guide named Jacksonville as one of the “5 Surprising Foodie Cities to Visit Right Now”.
- ▶▶ Realtor.com named Jacksonville as one of “The New Hot Spots Where Americans Are Moving Right Now.”
- ▶▶ Jacksonville came in at No. 16 on Business Insider’s list of “24 Best Places to live in the South – the region that’s becoming the best place to live in America”
- ▶▶ On Business Insider’s list of “The Top 50 best places to live in America”, Jacksonville was ranked 34th.

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November 12-13, 2018

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AARE • July 15-17 AMM • July 15-17 BAS • July 15-17 Internet Auction Methods • July 17

USPAP (15-Hour) • July 16-17 USPAP (7-Hour) • July 21

Interpersonal Communications for Auction Professionals • July 16-17 Train the Trainer • July 17

CAS • July 17-19

CES • July 15-17

Conference & Show: Jacksonville, FL • July 17-21, 2018

Please note the information above is subject to change as events approach. This calendar will be updated as information becomes available.

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Targeting and Profiling Customers

5 steps to ensure your marketing strategies work.

By NAA Staff

Over 1.5 billion people are interacting daily on Facebook. These interactions last, on average, for at least 20 minutes. So, this seems like an obvious place to put your marketing dollars, right?

“With the recent announcements that Facebook is changing its algorithm to show more messages relating to friends and family, it has a lot of marketing professionals questioning and restructuring their marketing strategies,” says NAA member Casey Roberson, Marketing Director at McCurdy Auction.

When strategizing for marketing campaigns, you may find yourself caught up in what is new and trendy that month and wondering if you should join the trendy train or consider more proven solutions. The quick answer, according to Roberson, is truly effective marketing doesn't just work because it's trendy.

“Effective marketing happens when you reach the right people with the right media and the right message,” says Roberson.

To do that, it is important to look at marketing in a broad scope and consider all options to best attain your goal.

There are five core steps that can help any business drive a successful marketing campaign. Build on each step with the next to ensure that your campaign will succeed with or without changes in trends in the industry.

1. Set your campaign objective and goal

This one is pretty self-explanatory. What do you want to accomplish? What is the end goal you wish to achieve?

Whether it be to gain more sellers, build up your buyer list, or just expand your brand impression. It is important to make a clear objective so the focus of the campaign won't get lost.

2. Define you audience(s)

Who do you need to reach in order to achieve the campaign goal you established?

Hone in and figure out who those audiences are, and it will help you in the long run. Think not only demographically but also geographically.

There are two key ways of defining an audience. One is to use your intuition of who you think needs targeting. The second is to take advantage of the technology that is available and can bring that audience to life.

“It's ok to have a gut feeling of who you want your target audience to be, but the key is to pair that with the benefits of today's technology,” Roberson says.

Take that gut feeling of who buyers or sellers might be and run

those through your audience insights. (Facebook and Google have great tools for gaining audience insight.)

Essentially, you want a snapshot of a person's demographics, and media consumption trends to build on top of the intuition you already have.

3. Choose your media

Take into consideration the media consumption data for the audience you have established and what your market research group is saying. Pair that information together for the most effective way to reach the defined audience.

Then, to quote the rule of sevens, "Target audiences need to see a message seven times before they take an action." Therefore, it is important to use a multitude of media platforms rather than just one, with the same message, so that the audience sees it multiple times.

4. Craft your message

Good messaging isn't just the words on your advertisement. It includes words, imagery, color, and even font type.

Color can affect emotions and moods of people, which can elicit certain decisions. Pay close attention to this when building advertisements. For example, blue makes people feel trust, peace, and loyalty. Green makes people think of balance and growth, while red elicits the thought of rage, anger, and danger.

Many do not understand how much color affects the decisions they make in daily life, however the subconscious is aware, and it influences many decisions.

5. Evaluate and maintain

Evaluation and maintenance in marketing campaigns are often forgotten, but they can make a huge difference.

Always check the success of a campaign periodically and adapt or change the message if needed. Recording the success and failure points can provide helpful data when planning your next campaign ensuring that it will be even better.

"Every decision you make in your marketing campaign, no matter how big, no matter how small; it all affects the final result," Roberson says. "If you start guiding your campaigns with these in mind, the next time a major change in the world of advertising is announced, like Facebook, you'll be fine."

"You've got five proven steps that will see you through anything." ❖

Listen to this full iSeries webinar and others at auctioneers.org/iSeries.



NAA Facebook Group Advice of the Month

"Need some help... I am trying to put a value on some mature/harvest-able timber? Oak and Maple (30 Yrs. Growth)"

This question appeared in March in the NAA Auction Professionals Facebook Group (facebook.com/groups/naaauctioneers). The answer shown below was from another NAA member and edited for clarity only:

The only true way to get a valuation on it is to get a Timber Buyer to do a (or multiple buyers) cruise, make an inventory and offer (bid). If it is on an auction property offer to present his written cruise at the auction for all buyers along with his offer.

In Iowa, most of our Maple is not worth anything because of the wind stress and ice damage. Oak can be really hit and miss. White Oak is the most valuable; however, most of the Oak in Central and Western is Burr Oak which branches out early making the boles very short and not desirable by timber buyers. The value will be based more on DBH or Diameter at Breast Height, which is how trees are measured for the timber market to determine board feet available versus age.

You can expect that a timber buyer will offer 40-60% of the value of the timber because they will put in the effort to cut and remove the timber which requires significant investment. On flat ground, with good access, you'll get a better offer. On rough terrain or difficult access, you'll get a lower offer.

Should the seller enter into a contract prior to selling the farm, it's important they cover what will be done with the tops or waste. We always make the logger cut and pile them. Timber buyers in Iowa are bonded and its best to deal with a bonded buyer.

Deadlines should always be established for the cut as well as provisions for damage to sensitive areas, fences, or non-harvest timber. The seller should also insist all trees that will be sold and removed are first marked with spray paint and an orange flag in the dirt with a corresponding inventory number to ensure that no additional trees are cut.

Typically a timber cut would be offered as a bidding process. Multiple loggers would cruise the farm and submit bids. T&C should be laid out for them to make their bid and the only negotiation should be price and # of trees. ❖

Voice therapy

NAA member Jeremy Clay says working as an auction professional has helped him manage Parkinson's obstacles.

By Nancy Hull Rigdon, contributor

In the past few years, Jeremy Lee Clay's health has moved from dire to beating the odds – and he credits auctioneering with a major role in the turnaround.

The defining time was four years ago. Two years had passed since he received the news: At 37 years old, he was diagnosed with Parkinson's disease.

"The first couple of years were a horrendous struggle," says Clay, of Clay Auctions in Platte City, Missouri.

It wasn't his first big health challenge. A turkey hunting accident left him blind in his left eye 10 years before. But Parkinson's was much different.

"It was more so the toll on the mind – if you let your mind have a heyday with you, it will have a field day," Clay says. "And, I finally said to myself, 'Enough is enough. Life is entirely too short. You need to quit sitting here waiting to die, and you need to start living life to the fullest.'"

He made lifestyle changes, trading in fast food fries for exercise classes. He prioritized relationships with family and friends, focused on work and reminded himself to think positive thoughts. Plus, a major part of his job doubles as therapy. Strength of voice is a struggle with Parkinson's, however, Clay calls about five car auctions a week.

"That voice therapy is worth its weight in gold," he says.

It's now been six years since his diagnosis – when doctors said he was five to seven years out from permanent disability.

"I'm in better shape now than I was when I was diagnosed," Clay says. "I know there will continue to be hard times – this is a progressive disease. But I'm going to keep overcoming the hard times."

He extends a thank you to his colleagues for making his outlook possible.

"In the auction business, I have friends that are more like family. Between my co-workers and everyone in the MPAA and the NAA, I've got people that care about me and want me to succeed. That pushes me to succeed more than anyone realizes," he says.

As the grandson of an Auctioneer, Clay grew up with auctioneering.



Jeremy Clay's grandfather, Loren, was instrumental in helping grow his grandson's interest in the auction industry.

"It is a fascinating career. I am so glad that my grandfather became an Auctioneer because he paved the way for me," Clay says.

"I was kind of an auction brat as a kid. I eventually started working the ring with my grandpa. One day, I expressed interest in auctioneering. It was like sink or swim, and I've been swimming ever since," he says.

He officially joined the family business with his grandfather, Loren Clay, when he was 20. And while his grandfather passed away a few years ago, Clay lives near much of his family. This past October, he got married to his wife, Nicki.

Auto auctions are his focus, and he also enjoys the rewards of benefit auctions. Highlights include working the Kansas City Chiefs charity auctions and auctioneering for the Jeff Gordon Foundation. His greatest career achievements include winning the MPAA Bid Calling Championship in 2003 and the Iowa State Champion Auctioneer contest in 2010.

"It is a fascinating career. I am so glad that my grandfather became an Auctioneer because he paved the way for me," Clay says.

Something Clay's grandfather used to say has gained new meaning in recent years.

"He always said that if you love what you do, you'll never work a day in your life," Clay says. "I'm blessed to love what I do. I know it keeps me going amid all my health obstacles, and I'll keep doing it as long as I can." ♦



Jeremy was diagnosed with Parkinson's Disease at age 37. He says the "voice therapy" that calling bids provides has been "worth its weight in gold."

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Is building an effective sales force actually the right decision?

That answer depends on an auction professional's ultimate business goals.

James Myers, contributor

It's a valid question – when should an auction professional begin establishing more outreach to grow their business? For William McLemore, CAI, it's not exactly an easy question to answer, but he did for himself after a decade in the auction industry exploring different business models.

"I value my free time," said McLemore. "I value being able to do high-quality work for people who trust me to do high-quality work. Those things are incompatible with building a sales force because it will lower your ability to serve the clients."

"If you're spending any of your time to train folks (on things) you know the answers to, that's going to take away from your ability to serve your clients."

Though steadfast in his belief, McLemore realizes that not everyone is going to share his point of view.

For example, he said that if an Auctioneer is already at capacity and they want to grow their auctions and make more money, yet they're turning away business because they're already stretched thin, that's a signal that he or she might have the opportunity or the choice to bring on a salesperson.

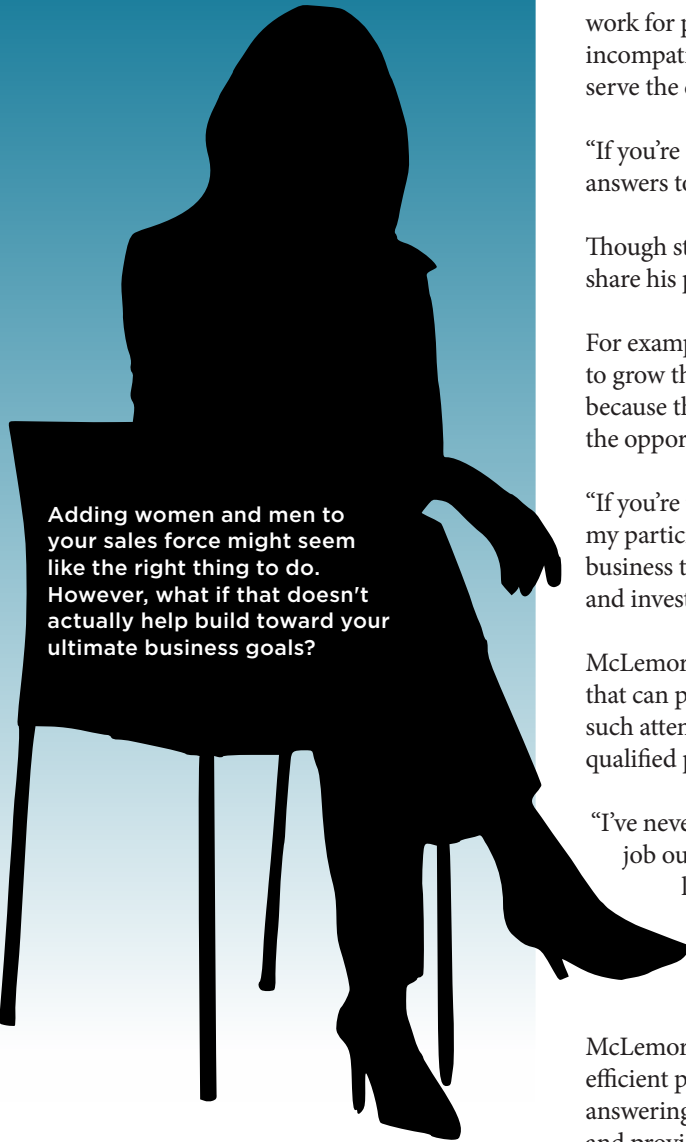
"If you're thinking, 'Eventually, I'd like to have a business that exists without my participation in it,'" McLemore said, "you'll have to have people to work the business that you own. And, the only way to get them there is to train them up and invest in those people rather than another financial vehicle."

McLemore also touched on the difficulty of setting up a team of professionals that can pull in the right jobs and work together with fluidity. He's witnessed such attempts fail in other jobs he's had throughout his career, where over-qualified people are brought in to do a job that doesn't challenge them.

"I've never worked outside the auction business," said McLemore, whose first job out of auction school was at Sotheby's in New York City, where he learned that "you have to give people responsibility that will pique their interest."

Working effectively with less

McLemore has honed his efforts in the workplace down to an extremely efficient process where he spends little to no time on the minutiae (such as answering phone calls) and maximizes his time communicating with the client and providing high-quality services in complex real estate auctions.



Adding women and men to your sales force might seem like the right thing to do. However, what if that doesn't actually help build toward your ultimate business goals?

His company, McLemore Auction Company, which he runs with his wife and one other full-time employee, once had monthly consignment auctions and fairly large real estate auctions where they were shelling out a lot of money for part-time employees, part-time labor, and administration.

“We had a hard time focusing on anything,” he said. “The lesson I’ve learned so far is don’t build something you don’t want.”

They’ve made big changes over the last handful of years, ending their monthly consignment auctions and gradually only taking higher-dollar auctions and making more profits with a smaller footprint.

“We’re going to keep moving it up (value of each auction) until we’re less occupied in the marketplace than we want to be,” he said. “Our time and attention deserves to be allocated to clients who have assets that merit the attention we can provide.”

Teamwork: The Hollywood approach

McLemore, an avid podcast listener, got an idea from one he heard regarding a journalist who wrote a book that was made into a movie, giving him some insights into the industry and the way it works. McLemore refers to it as the “Hollywood economy.”

Basically, each movie has many different people with different specialties who may or may not be associated, all working toward the same goal. Look at the length of a movie’s credits and you get the idea of the depth of talent in different areas (lighting, writing, catering, etc.).

“There are interesting corollaries between what the auction business does and the movies,” McLemore said. “They come together with relatively little friction for a single event. We do the same.”

Working together with other auction professionals on single events could be a business model others could follow. For example, McLemore notes that as auction professionals, they should all be operating under the NAA Code of Ethics, which says you’re supposed to work on things you’re qualified to work on. However, Auctioneers without a specific knowledge of a certain type of auction aren’t necessarily a bad fit, so long as an expert can be brought in to handle the unknowns while they take care of areas within the auction that fit their expertise.

“If you’re doing a jewelry liquidation,” he said by example, “bring in a professional who knows how to.”

In fact, McLemore said that rather than increase his sales force and put people on the company payroll, the jobs he’s interested in creating now are jobs that are entirely outsourced.

“We’ve outsourced everything in our office,” he said. “I’ve outsourced my receptionist.” ❖



This article was an excerpt from a presentation given at the 2016 NAA International Auctioneers Conference and Show. Want even more tips regarding this topic? NAA members can access the full audio of this presentation and many others at auctioneers.org/knowledgecenter.

Kelly Strauss, CAI for NAA Board of Directors

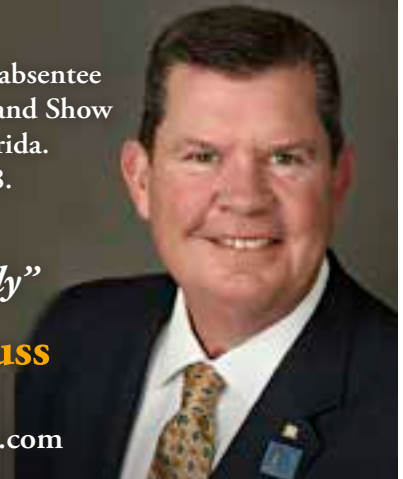
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2018 NAA HALL OF FAME NOMINATION FORM

PAGE 1

Name of Nominee		
Residence Address		
City	State	Zip code
Phone		

BUSINESS INFORMATION

Name of Firm		
Position in Firm	Number of Associates or Partners in Firm	
Business Address		
City	State	Zip code
Phone		

PERSONAL AND FAMILY INFORMATION

Spouse's Name
Does spouse participate in the auction profession? <input type="checkbox"/> yes <input type="checkbox"/> no
If yes, please explain:
Number of Children
Do any participate in the auction profession? <input type="checkbox"/> yes <input type="checkbox"/> no
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PROFESSIONAL INFORMATION

How long has the nominee been associated with the auction business? ____ years.
What percentage of the nominee's time is actively spent in the auction business? ____%
Number of years this nominee has been a member of NAA? ____ years.
Does the nominee specialize in any particular field of auctioneering? <input type="checkbox"/> yes <input type="checkbox"/> no
If yes, please explain
State Association(s) of nominee

NAA ACTIVITY

List NAA involvement of the nominee, including – offices held, current and past; designations earned; committees; instructor at CAI, Conference and Show, designation classes, summits, seminars; etc.:

STATE ASSOCIATION ACTIVITY

List state association involvement, offices held, etc.:

COMMUNITY INVOLVEMENT

List any notable community activities:

Please reflect your personal assessment of the nominee and opinion of why he/she should be elected to the NAA Hall of Fame:

Nominations must be postmarked no later than June 1st of each year. Mail to:

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NOTE: Nominee will remain on the ballot for five (5) years. If not elected, they will be removed from the ballot and are eligible to be nominated again after one year.

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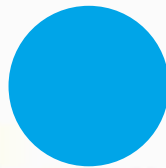
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AUCTION MARKETING CAMPAIGN OF THE YEAR

Rules and Procedures

1. Entry Fee: All members will receive one complimentary entry into the 2018 Marketing Competition. Each subsequent entry must be accompanied by a \$10 entry fee. Failure to include full payment will result in disqualification.
2. Submit a brief, one-page, professional, typed summary of your auction campaign. Additionally, please organize the following in a binder, with title pages dividing major sections. Entry summaries may include any or all of the following: - Important information on why the auction was noteworthy. - Marketing strategy and tactics used. - Goals for the auction (i.e. monetary, notoriety, etc.) - Copies of press releases and news coverage about the auction. - Copies of photographs, advertisements and any other promotional materials. - Innovative marketing or techniques employed. - Online marketing. - Target markets. - Summary.
3. Submit one copy of the event materials.
4. Only auctions between 4/19/17 and 4/18/18 are eligible.
5. Each entry must be accompanied by an official and completed entry form and entry fee.
6. All entries must be received at NAA Headquarters (8880 Ballentine, Overland Park, KS 66214) no later than 4 p.m. Central Time, on Wednesday, April 18, 2017.
7. Entries may be judged on any of the following: innovativeness and creativity; technological enhancements; promotional elements; auction items sold; satisfaction of client(s); satisfaction of bidders; event atmosphere; and whether the total event met or exceeded overall expectations.
8. Inclusion of the NAA logo is required on all print materials and should be included if possible on all other entries (TV/web/radio/giveaway items/ other materials). All elements of the logo must be identifiable.
9. One entry will be selected as "Campaign of the Year."

PHOTOGRAPHY DIVISION

Rules and Procedures

1. Entry Fee: All members will receive one complimentary entry into the 2018 Marketing Competition. Each subsequent entry must be accompanied by a \$10 entry fee. Failure to include full payment will result in disqualification.
2. Photos may be produced either in-house or by outside professionals.
3. Entries must be reflective of the auction industry in some capacity and must have been created between 4/19/17 and 4/18/18.

4. All entries must be received at NAA Headquarters (8880 Ballentine, Overland Park, KS 66214) no later than 4 p.m. central time, on Wednesday, April 18, 2018.

5. Late entries will not be considered.

6. The member whose name appears on the entry form must be a current member of the NAA, or the entry will be disqualified. Forms must clearly list the member name and official company name as this cannot be changed once submitted.

7. The same photo may be entered in more than one category, with a maximum of three categories for each image.

8. Photos must measure 8x10 inches. Entries may be printed on in-house printers. (Keep in mind that the quality of the print will be taken into consideration by judges.)

9. Two (2) copies of each photograph must be submitted.

10. No e-mailed photos will be accepted. Hard-copy prints only, please.

11. The NAA reserves the right to move an entry to another section if it does not clearly meet the criteria for the category in which it was entered.

12. Category winners will be determined through a point system. Entries must attain an established point minimum in order to qualify. Winners may not be determined if no entries meet minimum point requirements.

13. Submissions will not be returned. Do not send original copies.

14. Images submitted for this contest may be used in future Auctioneer editions or for other NAA promotional and marketing purposes.

15. All entries are eligible for a "Best of Show - Photography" award.

PRINT AND DIGITAL DIVISIONS

Rules and Procedures

1. Entry Fee: All members will receive one complimentary entry into the 2018 Marketing Competition. Each subsequent entry must be accompanied by a \$10 entry fee. Failure to include full payment will result in disqualification.

2. Entries must be reflective of the auction industry in some capacity and must have been created between 4/19/17 and 4/18/18.

3. All entries must be received at NAA Headquarters (8880 Ballentine, Overland Park, KS 66214) no later than 4 p.m. central time, on Wednesday, April 18, 2018.

4. Late entries will not be considered.

5. Inclusion of the NAA logo is required on all print materials and should be included if possible on all other entries (TV/web/radio/giveaway items/ other materials). All elements of the logo must be identifiable.

6. The member whose name appears on the entry form must be a current member of the NAA, or the entry will be disqualified. Forms must clearly list the member name and official company name as this cannot be changed once submitted.

7. One Marketing Competition registration form is required per contestant. Each entry also must have a separate entry form.

8. Digital (e-mail) or faxed entries will not be accepted.

9. Original work only. PDF files okay. Photocopies of printed materials will not be accepted.

10. Entries will not be mailed back or otherwise returned.

11. The NAA reserves the right to move an entry to another section if it does not clearly meet the criteria for the category or division in which it was entered.

12. Categories 1, 2, 3 and 4 must include two (2) printed samples of each entry. (Category 3: Entry must include two (2) full tear sheets showing the entire page on which the advertisement is found. Full-page PDFs are acceptable.)

13. Category 5: One (1) copy of entry (screenshot or PDF, preferably) is required for each submission. - Entries should include as many visual elements and details as possible (e.g. theme, timeline, goals, objectives, etc.) - Multimedia/Radio/TV entries must be submitted via thumb drive or other similar portable file device, in either Quick Time or Windows Media format. - For company website entries, please include URL on the entry form in place of printed copies.

14. Category winners will be determined through a point system. Entries must attain an established point minimum in order to qualify. Winners may not be determined if no entries meet minimum point requirements. Any first-place ties will be broken through an additional round of judging.

15. All entries are eligible for the Best of Show award. A "Best of Show" award will be given for: 1) Print, 2) Digital, 3) Photography.

**Opens
March 1, 2018**

Support the kids of St. Jude by participating in Auction for Hope.

Sometimes Janie’s medicines slow her down, but for the most part she is go, go, go. In June, Janie was found to have acute lymphoblastic leukemia. Her dad said, “I didn’t think there was much hope.”

Fortunately, Janie was referred to St. Jude Children’s Research Hospital®, which has the world’s best survival rate for Janie’s disease. And families never receive a bill from St. Jude for treatment, travel, housing or food.

Two-year-old Janie will undergo two-and-a-half years of chemotherapy. This means there’s a very good chance she will have beat cancer by the time she starts kindergarten.

Janie, 2 years old acute lymphoblastic leukemia



©2018 ALSAC/St. Jude Children’s Research Hospital (3-4330)

Aloha! Elvis’ Hawaii glasses earn \$159,900 at Legends of Hollywood & Music auction



BEVERLY HILLS, Calif. (March 24, 2018) – For \$159,900, the famous pair of personally owned Elvis Presley “Last Hawaiian Vacation” 14K, Chrome and Plastic Custom Sunglasses has a new home.

According to the auction business that conducted the sale, the figure represents the highest price ever paid at auction for a pair of the King’s glasses.

“To our knowledge and research, this is the highest price ever paid at auction for a pair of Elvis Presley’s glasses,” said Brigitte Kruse, owner and lead Auctioneer at GWS Auctions. “Our bidders from around the world made this one of the most exciting auctions we have ever held.”

Elvis was photographed wearing the glasses on multiple occasions, including on his last summer vacation in Hawaii in 1977.

Other highlights from the auction include: a Marilyn Monroe brush, comb and mirror set (\$23,985); Liberace’s personally owned Custom Diamond and White/Yellow Gold piano ring (\$23,370); Steve McQueen’s personally owned Persol 714 Folding Sunglasses (\$18,450); and the “Star Wars” (1977) Sorosub Corporation X-34 Landspeeder Replica (\$39,975). In all, close to 200 lots of Hollywood and Music memorabilia was offered.❖



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Basquiat, Warhol share spotlight in private art collections and estates event



\$3,000

MONROVIA, Calif. (March 22, 2018) – Moran’s was proud to partner with the Foundation for Appraisal Education to bring nearly 90 lots of fine items to auction, with proceeds going to support the Foundation’s mission to provide scholarship to those looking to expand their knowledge in appraisal education.

With a 100-percent sell-through rate, the sale raised tens of thousands of dollars to benefit this cause. Preceding the sale on Sunday, Moran’s and the Foundation for Appraisal Education held a special preview and cocktail party, attracting a full house of eager buyers and appraisers from the ISA conference.

From the first lot of the auction, the longevity and desirability of good design was on full display throughout the auction. Opening the sale, a stunning Dominick & Haff hand-hammered sterling silver water pitcher sold within the \$400-600 estimate at \$570.

An elegant Steuben glass “Plum Blossom” bowl designed by Donald Pollard, with an engraved plum blossom motif designed by Linchia Li, inspired strong bidding from floor and phone bidders, ultimately selling for \$1,062.50 (est. \$300-\$500). A beautifully finished David Linley for Dunhill “Villa” jewelry box was one of the most popular items on display before the auction. The satinwood-inlaid box soon outshone its \$1,000-\$1,500 estimate, going home with one lucky buyer for \$2,160.

A favorite among attendees was Dan Ostermiller’s (1956-*

Cheyenne, Wyoming) charming bronze sculpture of a grizzly bear scratching his back titled “A Roll in the Junipers.” The delightfully rendered bronze rolled home with one lucky buyer who picked him up for \$3,000 at the auction (est. \$1,200-\$1,800) (PHOTO 3). Another animal sculpture by the artist, titled “Road to Fiesta,” of a standing saddled burro with two full packs was just as popular with the audience, selling on the block for \$1,875 (est. \$800-\$1,200).

The cover lot of the auction, a group of three commedia dell’arte-style acrobat bells from designer Cheryl Anne Lorange, was charmingly sculpted with three acrobats as the bells’



\$2,160



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\$1,062.50

handles. After a spirited competition, a floor bidder proved successful in adding the bells to their collection, paying \$300 (est. \$150-\$200).

Among the sale's jewelry lots, one of the most popular pieces leading in to the auction was an emerald and diamond free-form ring. Set in 18K yellow gold, the diamond-shaped ring set off a bidding war, ultimately selling for \$1,062.50 (estimate \$400-\$600). A group of two Mexican sterling silver cuff bracelets, designed with elegant lines, sold at the block for \$240 (est. \$50-\$100).

Bidders did not need to wait for the Studio Fine Art auction to find great pieces to add to their collections; several fine works of art populated the catalogue for the Foundation for Appraisal Education benefit auction.

A 20th-century Russian Impressionist school painting of a

woman in a barn with cows commanded strong attention online, selling to one happy LiveAuctioneers bidder for \$1,750 (est. \$600-\$900). A charming family scene of children walking hand-in-hand down a country road from an early 20th-century Impressionist painter sold on the block for \$660 (est. \$300-\$500). A stunning lithograph of two reclining women under a gold-colored sky with flowering branches from Manuel Nunez (1956-* California) drew the attention of floor and phone bidder alike, with one phone bidder taking home the work for \$720 (est. \$100-\$200).❖

10,000 firearms sold in four days at February regional auction

ROCK ISLAND, ILL. – More than 10,000 guns found new homes in just four short days and resulted in a \$9.2 million realized total for the massive 2018 February Regional Firearms Auction at Rock Island Auction Company.

This is the largest total for a regional auction in RIAC history and clearly demonstrates the growing market for collector firearms, the passion of collectors, and the formula for success cultivated by the Midwest auction house.

In addition to the outstanding auction result was also the rise of RIAC's own online bidding software, RIAC Live. Released late in 2017 to a limited audience, RIAC Live allows collectors to bid live online in real time with streaming audio/video. February's sale was the first major auction where RIAC Live was available

to the public and the response was overwhelming. Hundreds of bidders were online from the opening lot to the closing hammer bidding and winning in a real-time auction.

The first day of auction was on Thursday, but with the high participation one might have thought it was the weekend. The day started quickly and saw success in a number of genres.

A custom, presentation style, gold inlaid DWM Model 1902 Luger Carbine in Lot 341 achieved \$40,250, blowing past its \$22,500 high estimate.

Not long thereafter in Lot 518, from the Bruce Canfield Collection, a Springfield U.S.M.C. Model 1903A1 sniper rifle with its scope and scope case embodied the recent surge in U.S.



\$40,250



\$3,450



\$23,000



\$12,650

military firearms' prices by soaring past its \$7,500 high estimate en route to a \$31,625 realized price. The day's halfway point saw an engraved A.H. Fox XE Grade side-by-side 20 gauge in Lot 725 bring \$12,650 – more than doubling its \$6,000 high estimate. Rounding out the genres and the day was Lot 967 and its two Galil semi-automatic rifles, which found an \$8,050 realized price instead of the \$3,000 high estimate.

Friday was determined to start off just as quickly and the very first item of the day – a Volcanic carbine by New Haven Arms in Lot 2000 – wasted no time in surpassing its high estimate at \$23,000. Friday even had its own Springfield M1903 with scope bases and U.S.M.C. barrel in Lot 2785 that also far surpassed its \$1,300 high estimate and sold for \$10,925.

The second day of sale also saw some classic Colt revolvers perform well, such as Lot 2453's second-year production, Ainsworth inspected, Colt Single Action Army cavalry revolver, which exceeded its \$4,500 expectation for a \$10,350 price.

Day 3 of the sale was a wild ride as collectors using RIAC Live fought hard for the items they wanted. However, the theme for Saturday still revolved around perpetual collector favorite Colt.

It didn't matter whether it was percussion revolvers, Single Action Army revolvers, or powerful double actions, everybody

wanted a piece of the action. Case in point was Lot 4029 – an engraved First Model Dragoon with relief carved eagle grips – that crossed the block over its \$7,000 high estimate for \$10,350. Representing the strong SAA showing was Lot 4390's pair of cased and engraved First Generation SAA revolvers with their relief carved steer head grips that roped a \$7,475 price over their \$4,500 high estimate. Lot 5036 contained a Colt Python revolver that showed the snake guns' new higher prices are still holding strong as it banged the gavel for \$3,450.

On the final day of a long auction, the first lot of the day, Lot 6000 and its remarkably well-done reproduction of an engraved and silver plated Henry rifle, readily found a collector willing to pay \$16,100. Within the hour, a collector realized that the cased and engraved Colt Second Model Dragoon in Lot 6075 was one of only 2,700 ever made and promptly won the scarce revolver for \$12,650.

One of the weekend's more unique items was a Remington Model 400 Kiln Gun with its case in Lot 6663. This working-man's gun – built to fire 8-gauge slugs and break up slag rings that form inside industrial kilns – was in surprisingly good condition. It went home with the most dedicated Remington collector in the room for \$11,500 – easily knocking down its \$3,250 high estimate. ❖

\$2.25 Million realized during company's "Spring Auction Week"



HILLSBOROUGH, N.C. (March 3, 2018) – Leland Little Auctions’ Important Spring Auction week, featuring fine art, jewelry, furniture, silver, fine wine, cars, coins, and other objects of value, achieved over \$2.25 million with active bidding across all platforms.

This significant auction featured major estates and collections, including the Charleston estate of Tony and Linda Bakker, whose collection includes antique furniture, fine art, and weaponry, all of outstanding quality and beauty.

The highlight from this collection was Lot 311, a Georgian Display Case with Model of York Minster Cathedral, which achieved \$17,110. York Minster is the second largest Gothic cathedral of Northern Europe.

Another collection of note is a defining collection of North Carolina art from Jonathan P. Alcott. This single owner collection is devoted entirely to North Carolina works, all of which were part of, “Scent of Pine, You Know How I feel: North Carolina Art from the Jonathan P. Alcott Collection,” an exhibition that was mounted at the North Carolina Museum of History in 2016. The top achiever from this collection was Lot 120, “Farm Pond – Snow Ending,” an acrylic on canvas by Maud Gatewood which achieved \$37,760 – an auction record for that artist.

The overall top lot of the auction was Lot 241, a Restauration Ormolu-Mounted Marble Top, Inlaid Bibliotheque Basse by Pierre Levasseur or his son Pierre-Francois Henri Levasseur, circa 1820 and stamped “E. Levasseur,” which soared to \$224,200. This Bibliotheque was from a private North Carolina

collection and purchased by the collector in the mid-20th century. This Bibliotheque has a matching pair which was sold by Christies. The only difference in the two pieces is that the pietra dura birds face opposite directions.

Another collection of interest is a single-owner collection of four vehicles, including Lot 87, a Rare and Original 1957 Chevrolet Bel Air Nomad which rose to \$43,700 and Lot 88, a Rare and Original 1957 Chevrolet Cameo Carrier 3124 which achieved \$55,200. The collector and his wife lovingly and painstakingly worked together during their many years of marriage to restore these vehicles to their original state.

Other top lots include: Lot 37, an 18KT White Gold and Diamond Ring by Jewelsmith, which brought \$47,200; Lot 211, a Symphonion Eroica Three-Disc Music Box which achieved \$28,320; Lot 279, “Il Redentore, Venice,” an oil on mahogany panel by Martin Rico y Ortega (1833-1908) which rose to \$16,520; Lot 379, “Easter Sunday, Lincolnville, St. Augustine, Florida,” an oil on canvas by Anthony Thieme (MA/CA, 1888-1954) which achieved \$23,600; and Lot 434 an Aubusson Tapestry depicting “The Triumph of Alexander,” after Charles le Brun which sailed to \$27,140.

Rounding out this important week was a Rare and Fine Wine Auction, featuring several collections of highest quality fine wine, such as that of Jim Clement. This collection featured fine wines such as Gevrey Chambertin – Vintage 2012, Romanee St. Vivant – Vintage 2011, Chateau Margaux – Vintage 1990, Harlan – Vintage 2012, Chateau Lynch-Bages – Vintage 2010, and Barolo – Vintage 2008. The Rare and Fine Wine Auction achieved approximately \$250,000 in active bidding. ❖

IN THE RING

PAGE *"I realized improv classes would be a refreshing new approach to extemporaneous speaking and in addition, would help to keep my mind young and sharp."*

27

Lynne Zink, CAI, BAS, CES, on using improv to strengthen her auction skills

*Lynne Zink Productions, LLC
Joppa, Maryland*

PAGE *"When preparing to transfer or sell a family business, many owners find themselves asking "What's in it for me, and what's in it for my business?"*

30

David Warren

*Verrill Dana, LLP
Portland, Maine*

PAGE *"It takes time and effort to get an auction online in the most beneficial way, so don't rush it. Remember to consider all the costs of an online auction, the requirements, available data, and whether the inventory matches your online provider's bidder base."*

35

Tim Hill

*Vice President of Sales, Bidspotter.com
Tacoma, Washington*

AROUND the BLOCK

- **Farmland prices and rents stabilized during 2017**, and many farmers and landowners are facing the new crop year with a brighter outlook. That was one of the key messages delivered at Schrader Real Estate and Auction Company's annual State of the Farmer's Economy Update meetings recently in Florida and Indianapolis.

"After several years of lackluster profits, farmers ended the year with yields that exceeded many projections, and we even saw some firming of commodity prices that further helped boost farm income. It was still a challenging year for many, and we saw some increase in debt. But the climate appears to be more positive than many expected," said NAA member R.D. Schrader, CAI, president of the company.

- **The jacket made famous in *The Shining***, worn by Jack Nicholson, was the top lot in a cinema auction dedicated to famed director Stanley Kubrick. "Jack Torrance's jacket" (shown right) was sold at the event for 24,000 euros (\$29,370 USD) in Turin, Italy.



MEMBERS' CORNER

NAA member returning the gift of hope through St. Jude support



NAA member Dan Stanavage (left) says raising money for St. Jude Children's Research Hospital is a cause near to his heart.

**Information from theresident.com*

WESTERLY, R.I. – On March 6, NAA member Dan “the Auction Man” Stanavage presented a poster-sized check and two framed certificates to Valenti Toyota in Westerly.

The items were presented on behalf of the National Auctioneers Association (NAA), to thank the good people at Valenti for their contributions to St. Jude Children's Research Hospital. The funds were gathered between Thanksgiving and Christmas as part of NAA's annual drive to benefit St. Jude.

“The \$11,000 donation was the culmination of contributions from many caring people and car dealerships,” said Dan, who handles the wholesale auto auctions for Valenti as well as auctions for many other local businesses and organizations. “A lot of people gave their hearts and souls to this worthy cause!”

To help raise funds for St. Jude, Dan also auctioned off tools purchased from Lowe's, donated toys such as die-cast trucks, and watches donated by TC Pawn Shops. “However, many people gave donations without even buying something,” he noted.

Dan pointed out that the NAA raises close to \$1 million each year for charitable causes. He is more than happy to help—especially when it comes to St. Jude, a cause that is near and dear to his heart. He was born with a condition known as Legg–Calvé–Perthes disease, a hip disorder that occurs in roughly 5.5 of 100,000 children per year and affects more boys than girls.

“I was in St. Jude briefly and they determined it wasn't cancer, so I then went to Newington Children's Hospital,” Dan recalled. “My mother always said leaving me there was the hardest thing she'd ever done. But my parents would not give up on me. I had lots of X-rays and needles and was in traction for years.” Today, Perthes disease is easily curable.

“That's why I help St. Jude,” said Dan. “I know what it's like to be in a hospital without your parents. I feel for the kids at St. Jude who have it way worse than I did. If I can save one kid's life, then my life is worth living!”

Call the NAA office at 913-541-8084 for more information on how you can also support St. Jude and #auctionforhope as an NAA member. ❖

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Coming up in May ...

Election time is fast approaching, so it is time for this year’s NAA Board Candidates to take part in *Auctioneer’s* Q&A. It is a great way for NAA members to get to know the candidates. Be sure to read it all next month!

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