

# Auctioneer

JANUARY 2012

The official publication of the National Auctioneers Association

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# Auctioneer

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The official publication of the National Auctioneers Association

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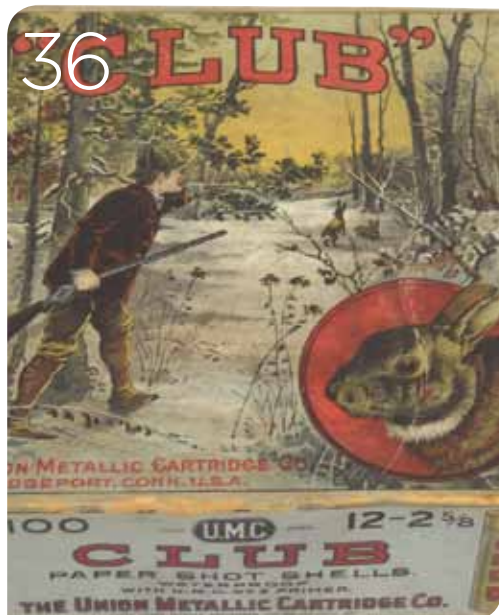
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Christie King  
CAI, AARE, BAS, NAA President

National Auctioneers Association President Christie King, CAI, AARE, BAS, became a member of the association's Board of Directors in 2006. She has served as an Education Institute Trustee, as a member of several committees and as NAA Vice President for two terms. King and two brothers represent the fourth generation of leaders for J.P. King Auction Co., Gadsden, Ala. King started C. King Benefit Auctions LLC, Gadsden, in 2007.

## Bylaws, Articles revisions: Let us know what you think

Let me begin by wishing you a very happy new year! With the advent of a new year, it is human nature to want to begin a new habit, a new season, and for the National Auctioneers Association, a new organization — maybe not new, but a little different.

In this month's issue of *Auctioneer*, you will read about the NAA Vision 2015 Task Force's recommendations (Pages 8-9) to the NAA Board of Directors. The recommendations outline suggestions for how the NAA could be transformed to meet 21st-century challenges.

In the past few years, we have concentrated our efforts on making sure we are on strong financial ground. While we haven't reached our reserve goal of \$650,000, we are close. As a result, we now need to focus on how we can help members meet the challenges of a weird economy, potential state and federal regulations, ever-changing technology and a consumer base that has different expectations from auction professionals than did generations before them. The Task Force says we no longer can do this alone. We must form strong auction teams that can meet the demands placed on us.

From this assumption, the Task Force recommends several revisions to the NAA Bylaws and to the Articles of Incorporation. At their fall meetings, members of the Board of Directors, National Auctioneers Foundation Board of Trustees, Education Institute Trustees and the National Auctioneers Auxiliary Board of Trustees reviewed the Task Force recommendations. Each group had an opportunity to provide feedback. The Task Force then reviewed this feedback and came back to the NAA Board with its final set of recommendations.

### Request for member feedback

The Board discussed these recommendations during its conference call in late November. No action was taken because the Board now wants to hear from NAA members. They want to know what you think of these recommendations. Some

of them may generate an impression that the organization is "turning its back" on our history and tradition. But in fact, we remain committed to honoring tradition and building an even stronger organization on this foundation. We are committed to ensuring that the NAA is here in the future for our children and grandchildren and for the future generation of auction professionals that enters our business.

Read the recommendations, think about them and let us know how you feel. The NAA has taken no action.

Our intention is to bring member feedback to the Board of Directors meeting in April, and at that time, the Board will determine if the NAA is going to move forward with the revisions. Members will vote on any revisions to be made to the Articles of Incorporation at the annual meeting. The Board will vote on revisions to the Bylaws during its July meeting.

As you read this, I ask that you keep in mind two things: 1) there is no underground conspiracy being made to eliminate the traditional Auctioneer from this organization — just the contrary. We want to make sure there is business for everyone in the auction profession. 2) NO ACTION HAS BEEN TAKEN.

We want to hear from you! Contact information is available on Pages 8-9, and of course, you can always call the NAA directly and speak to CEO Hannes Combest, CAE, at 913-563-5423 or e-mail her at [hcombest@auctioneers.org](mailto:hcombest@auctioneers.org). Many of the Board members will be attending state Auctioneer association meetings through the end of March. Talk to us!

It is a new year. We want to know the direction you think the NAA should take.

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# Task Force recommends major changes for the NAA

## Modification to association's name among suggestions

By NAA Staff

The National Auctioneers Association Vision 2015 Task Force has made several recommendations to the NAA Board of Directors.

The Task Force presented the suggestions with the belief that they will ensure the NAA continues to provide relevant and valuable educational opportunities and representation for the auction industry.

NAA President Christie King, CAI, AARE, BAS, says the Task Force recommends that educational opportunities are made available to auction professionals regardless of their role in the business.

She says that in order to make this a priority, there were two supporting recommendations:

**1)** *The Task Force recommends that any auction professional be allowed to join the organization as a voting member.*

Marvin Henderson, a member of the

National Auctioneers Foundation Board of Trustees, says he supports this recommendation.

"I have a team of people in my office that are responsible for my business' success, but they don't believe they are 'Auctioneers,' and as a result they have been reluctant to be involved in the association," he says. "They are, however, auction professionals, and they want to be involved in an organization that will help them become better. Having better trained staff will result in a positive benefit for my business."

**2)** *The Task Force recommends that the name of the organization be changed to the National Auction Association.*

Presidential Appointee Tom Saturley, CAI, a member of the Vision 2015 Task Force, says while the change may seem inconsequential, its meaning is significant.

"If the NAA is going to have those individuals who are involved in our businesses as members, then we need

### PROVIDE FEEDBACK

During a November conference call, the National Auctioneers Association Board of Directors discussed recommendations from the NAA Vision 2015 Task Force. The Board unanimously approved the concepts, but it directed NAA staff members to begin obtaining feedback from NAA members on the Task Force's suggestions.

The recommendations will be discussed at the State Leadership Conference in March as well as in presentations from various Board members at state Auctioneer association meetings.

**Members who wish to provide feedback may do so in an e-mail to NAA CEO Hannes Combest, CAE, at [hcombest@auctioneers.org](mailto:hcombest@auctioneers.org). Feedback will be presented to the Board during its April meeting.**

NAA President Christie King, CAI, AARE, BAS, says the Board has not finalized any decision or any revision. It is its goal to obtain as much feedback as possible on the Task Force's recommendations. A white paper that discusses the group's recommendations is located on the NAA's website, [www.auctioneers.org](http://www.auctioneers.org). Go to the "Member Resources" section and click on the "Downloads" link.

"It is critical that we hear from our members on these issues," King says. "After all, it is the members' association."



a name that is much more inclusive,” he says.

The Task Force presented the recommendations, and several others, to the NAA Board of Directors during the Board’s October meeting. The Task Force also discussed its suggestions with the NAF Board of Trustees, the Education Institute Trustees and the NAA Auxiliary Board of Trustees.

After taking into consideration feedback from the respective groups, the Task Force created and sent final recommendations to the NAA Board of Directors. The Board reviewed these during a conference call in November.

**In summary, the recommendations are as follows:**

- 1. Create one level of membership that allows all members to vote**
- 2. Change the name of the organization to the National Auction Association**
- 3. Eliminate the Immediate Past President position from the NAA Board of Directors**
- 4. Make it a presidential decision whether or not to appoint an outside individual to the Board**
- 5. Reduce the number of Education Institute Trustees by three (the NAA Treasurer would no longer serve and two other Trustee positions would be eliminated — reduction would occur through attrition)**
- 6. Eliminate one year of service from the tenure of the EI Trustees (from four to three years)**
- 7. Eliminate the Candidate Information Review Committee — create a Nominating Committee that would be responsible for submitting up to two candidates per vacant position (individuals who wish to serve without nominations could still run as long as they met the deadlines specified in the Bylaws)**

*Some of the recommendations would require a revision to the NAA Bylaws, which can be reviewed with appropriate notice to members. The name change and any revision to the composition of the NAA Board of Directors would require a revision to the Articles of Incorporation, which would require a vote at the Annual Meeting on July 19, 2012, in Spokane, Wash. ❖*

## Paper, Task Force spur calls for change

By NAA Staff

**I**n May, the National Auctioneers Association’s Council on Future Practices produced “Give Me Five, Now Ten ... Years Into the Future.”

The white paper focuses on trends its authors believe could have a significant effect on the auction business in the next five to 10 years. These trends are economic uncertainty, government regulations, the “freemium” concept and technology.

The council made several recommendations, through the paper, to the NAA Board of Directors. Most were focused on education and the development of external relationships for auction professionals.

“That paper, and the discussions that brought it together, were the catalyst for thinking, ‘what can the NAA do to prepare the auction professional for the future?’” says NAA President Christie King, CAI, AARE, BAS.

In response to the council’s document, King created the NAA Vision 2015 Task Force, of which she is a member. The Task Force was charged with preparing the NAA to address the changes identified by the Council on Future Practices.

While the council’s discussions focused on the industry, the Task Force’s challenge was to look into how the NAA’s structure should change in order to have the flexibility necessary to address future changes in the industry.

“We wanted to make sure that the NAA, as an organization, could also have ‘opportunity agility,’ just as auction businesses can,” King says.

King says the Task Force was carefully selected to ensure its members were from different backgrounds and had diverse views. In order to make sure that the group focused on the association and not the industry, the Task Force was asked to immerse itself in the study of association management.

Task Force members read best-selling books, as chosen by the American Society of Association Executives, and they talked about best practices with chief staff officers of other organizations. From the group’s research, it formed several recommendations.

As the auction industry has changed, the Task Force believed it was important that the organization representing the industry recognized that change. No longer could an auction be managed by a single individual, says John Schultz, Vice President of the Council on Future Practices and a member of the NAA Vision 2015 Task Force.

“The industry is more complicated now than it has been,” Schultz says. “We now need a team of individuals to manage the auction process: marketing, clerking, customer development, contracts, technology and more. But during our discussions, we realized that the NAA was built for the solo Auctioneer. That now has to change.” ❖

# SUMMIT TO FOCUS ON TECHNOLOGY FOR INCREASING REAL ESTATE SALES

## Professional speakers plan to lead panel discussions

By **Bryan Scribner**  
*editor*

**T**here are many ways real estate auction professionals could be leaving money on the table.

And the Real Estate Auction Summit on Feb. 7-8 in Atlanta might be one of the best resources for learning how to get it back.

Two well-known real estate trainers plan to discuss how to build successful, long-term relationships, how to properly use the latest technologies and how to increase sales and performance.

Verl Workman, technology and sales guru, says his presentations will provide auction professionals with the knowledge that they're not alone — the tools, processes and people are out there to help them achieve at the highest levels.

"When I'm done, we're going to blow

them away with what they're capable of doing," Workman says. "There's going to be a frenzy of Auctioneers that are going to raise their hands and say, 'I want more.'"

### Sales animal

Workman, known as the "Freaking Sales Animal," has experience as a small business owner, entrepreneur and corporate executive. He's a real estate sales expert who also specializes in marketing, self-promotion, management and technology.

He is co-founder of Pinnacle Quest Consulting and Automation Quest, a company sold to homes.com in 1999. Workman also has experience in on-line real estate auctions.

He says his training sessions focus on the following:

- The proper application of technology
  - Sales tactics and client relationships
  - Business efficiencies and project management
  - Lead tracking, follow-up and conversion



Workman

A lot of people, Workman says, use technology just because it's available, and that's not the correct approach. Instead, salespeople should focus on practical



REAL ESTATE AUCTION SUMMIT

2012 REAL ESTATE AUCTION SUMMIT SCHEDULE

applications of new technologies and ways in which they can maximize return on investment.

In his presentations, he plans to recommend software and web-based technologies, particularly those available through cloud computing, that will help auction professionals improve sales in a difficult real estate market.

**\$1,000 an hour**

Salespeople, he says, place too much focus on miscellaneous tasks within their businesses, and the most important part of their jobs — selling real estate — often gets the smallest percentage of attention. Like other entrepreneurs, he says auction professionals get bogged down in paperwork and spend too much time on \$15 an hour tasks when they should be working for \$1,000 an hour.

“This is an exciting speech for me to give,” Workman says. “It’s outside of my normal presentation, and it’s allowed me to do a deep dive into the Auctioneer business.”

He recommends that business owners rely more on assistants, virtual assistants and technology to take care of various tasks on which they could be losing money. At the Real Estate Auction Summit, he plans to share best practices for making this happen.

*continued »*

**FEB. 7**

**8:30 A.M.**

**“Maximizing Productivity Through Better Technology”**

Verl Workman  
technology and sales guru

**BREAK**

**Panel discussion: “Real Estate or Information Technology: Which Business Are You In?”**

Moderator Stephen Karbelk, CAI, AARE, National Commercial Auctioneers, Tulsa, Okla.

**LUNCH**

**“The Critical Path to Doubling Your Sales in 2012: How to Become a Freaking Sales Animal”**

Verl Workman

**BREAK**

**Panel discussion: “From RFP to Closing the Deal on Complex Sales”**

Moderator Verl Workman

**Panel members:**

J. Craig King, CAI, AARE, J.P. King Auction Co. Inc., Gadsden, Ala.

R.D. Schrader II, CAI, Schrader Real Estate & Auction Co. Inc., Columbia City, Ind.

Max Spann Jr., CAI, Max Spann Real Estate & Auction Co., Clinton, N.J.

**BREAK**

**4 P.M.**

Sponsor presentations

**4:30 P.M.**

Cocktail reception: “Meet Your Sponsors”

**FEB. 8**

**8:30 A.M. – 4 P.M., INCLUDING LUNCH**

Terri Murphy, e-communications strategist, real estate trainer and entrepreneur

Four, 90-minute, highly interactive training sessions on the following topics:

- Developing and managing strategic alliances
- Measuring success and failure in the market
- Recruiting top performers
- Planning for, and managing, growth
- Increasing sales force performance

Summit registration includes complimentary continental breakfast, lunch and refreshment breaks each day. The special NAA rate for DoubleTree Hotel Atlanta Airport is \$99 per night. This rate is only available until Jan. 23. Call (404) 763-1600 to make your reservation. If you have questions, please contact Tara Truitt at (913) 563-5432 or e-mail [education@auctioneers.org](mailto:education@auctioneers.org). Register at [tinyurl.com/3fv74et](http://tinyurl.com/3fv74et).



His humorous, hands-on presentations will help auction professionals learn how to create value for their clients and drive people to respond favorably to their messaging, he says. He plans to present practical marketing tactics that will keep clients engaged on an ongoing basis.

Engagement is a key topic for the summit's other featured trainer, Terri Murphy, e-communications strategist and entrepreneur.

A real estate veteran with 28 years of experience, Murphy is a consultant to the National Association of Realtors and an author who recently penned a book with Donald Trump. She is a contributor for many national publications, and she has appeared as a guest on several national television news programs.

Murphy is Chief Information Officer for U.S. Learning Inc. and President of Terri Murphy Communications Inc.

She's a proponent of creating long-term, meaningful strategic partnerships through the use of electronic communications.

"Strategic relationships are built on mutual respect, admiration and confidence," she says. "Just asking people for referrals or just having your resources isn't enough."

### Strategic relationships

During her Real Estate Auction Summit presentation, she says she will present auction professionals with a matrix that provides step-by-step instruction on identifying, engaging and creating relationships with new clients.

Online social networks can help salespeople build the trust necessary to foster current and future relationships; however, it's still about people doing business with people, she says.

Therefore, it's essential business owners understand that a simple Internet presence on social networks such as Facebook, Twitter and LinkedIn is not enough. Salespeople must be active online, and they must know how to use these tools effectively.

Content, including video, must be relevant in order to create rich relationships with clients and increase profits. Murphy recommends marketing and editorial content with a purpose — auction professionals must convince social media followers

to check back with them on a regular basis.

Then, using several social media tools, clients should all be invited to a central location: a blog-based website at which the "party," as she calls it, is occurring. At this site, auction professionals should serve as expert resources that provide concise and relevant information, such as tips for buying or selling a home at auction in a turbulent market.

She says she plans to offer summit attendees resources and best practices for making the most of their social media efforts. Her training sessions will include examples of real-world success stories, actionable ideas and instruction on communications strategies.



Murphy

Murphy compares the opportunities in the auction market to those that retailers have during the holiday shopping season, in particular Black Friday.

"The basis for auctioning is competition," she says. "That creates excitement. That creates a concern that you might not get what you want. You have to be able to create the energy around what you do."

### Interactive education

In addition to presentations from Workman and Murphy, the Real Estate Auction Summit program includes panel discussions with some of the auction industry's top real estate professionals.

Stephen Karbelk, CAI, AARE, of National Commercial Auctioneers, Tulsa, Okla., plans to moderate "Real Estate or Information Technology: Which Business Are You In?"

This session will help auction professionals better understand how to balance the demands of real estate businesses while they manage information technology at the same time.

Another panel discussion, "From RFP to Closing the Deal on Complex Sales," includes the following National Auctioneers Association members:

- J. Craig King, CAI, AARE, of J.P. King Auction Co. Inc., Gadsden, Ala.
- R.D. Schrader II, CAI, of Schrader Real Estate & Auction Co. Inc., Columbia City, Ind.
- Max Spann Jr., CAI, of Max Spann Real Estate & Auction Co., Clinton, N.J. ❖

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Conference and Show site features wine tasting, several parks, shopping and many opportunities to enjoy the outdoors

By Tom Burfield  
contributing writer

If you plan to attend the 63rd International Auctioneers Conference and Show in Spokane, Wash., on July 17-21 at the Spokane Convention Center, you'll find there's almost as much to do outside the conference as there is at the show itself.

Downtown Spokane is packed with attractions within walking distance of the two conference hotels — the DoubleTree and the Red Lion at the Park.

"We have a very walkable, safe downtown," says Dana Haynes, Communications Director for Visit Spokane.

## Walking distance

From the hotels, you can easily walk to at least 60 restaurants and 14 wine-tasting rooms, she says.

Both hotels are on the banks of the cascading Spokane River, which flows through downtown Spokane. You can enjoy a relaxing walk through the paved Centennial Trail along the riverbank or take the

SkyRide over Spokane Falls.

At 100-acre Riverfront Park, just a few steps from the hotels, you can ride on the 100-year-old Looft carousel or visit the I-Max Theater.

Spokane is a major shopping hub, with a large downtown mall and numerous boutiques, Haynes says.

And the city has a vibrant arts scene with a performing arts center and the Northwest Museum of Arts and Culture, where the "really fascinating" Smithsonian Dig It! The Secrets of Soil exhibit will be on display, Haynes says.

Hikers can walk along the 37-mile Centennial Trail, which stretches from Riverfront Park into Idaho. And Riverside State Park's hiking and biking trails are within 10 minutes of downtown.

Some NAA members say Spokane is similar to Boise, Idaho, in many ways.

## Largest theme park

If you're an amusement aficionado, consider the Silverwood theme park, just north of Coeur d'Alene, Idaho, less than 50 miles





from Spokane. It's billed as the Pacific Northwest's largest theme park and has more than 65 rides and attractions, with three roller coasters, including a vintage wooden ride and a water park, Haynes says.

Spokane is known for its superb wines, and guided tours are available of the 20 wineries in the region.

The weather should be just right during Conference and Show. The average high temperature during July is a comfortable 83 degrees.

The hotels are only a 10- to 15-minute drive from Spokane International Airport. Both hotels have courtesy shuttles available. A cab ride downtown costs about \$20.

### Easy travel

The airport is served by several major airlines, including Alaska, Delta, Frontier, Southwest, United and U.S. Airways. It has eight restaurants, free Wi-Fi and eight on-site rental car companies, says Todd Woodard, the airport's Director of Business Development and Public Affairs.

To make your stay extra enjoyable, a couple of Northwest Auctioneers are planning some special activities for visiting National Auctioneers Association members.

At the Welcome Party, attendees will be treated to a Pacific Northwest barbecue hosted by Merle Booker, CAI, GPPA, of Booker Auction Co., Eltopia, Wash.

Booker and some of his agricultural clients, including Easterday Farms, Brad Boersma Farms and Sunny Farms, plan to treat visitors to some "Pacific Northwest hospitality" in the form of barbecued beef, lamb and pork, along with a few surprises, Booker says.

## BIG PRIZES TO HIGHLIGHT THIS YEAR'S TRADE SHOW

**D**on't miss your opportunity to win big prizes and learn about the auction industry's latest products and services during this year's trade show. The 63rd annual International Auctioneers Conference and Show schedule features trade show time that does not compete with educational sessions, providing every attendee an opportunity to visit with vendors and participate in prize drawings.

## PRIZE DRAWINGS

**S**imilar to the past two years, prize drawings will again take place every day on the trade show floor. There will be several drawings Wednesday and Thursday beginning at 4:45 p.m.

On Friday, prizes ranging in value from **\$100 to \$500** will be drawn about every 15 minutes, from 10:30 a.m. to 1 p.m. Conference and Show attendees must fill out an Exhibitor Stamp Card and turn it in to registration by 10 a.m. Friday to be included in that day's drawing.

Don't miss out on your opportunity to enter and win. It's easy to participate!

## TRADE SHOW HOURS

Wednesday, July 18.....	10:30 a.m. - 5 p.m.
Thursday, July 19.....	10:30 a.m. - 5 p.m.
Friday, July 20.....	9 a.m. - 2 p.m.

*continued on Page 17 »*

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- Complimentary Internet in guestrooms
- Dining options:
  - » Shuttters Café offers full breakfast for casual diners
  - » For breakfast on the go, visit Shuttters' barista/bakery featuring Starbucks® coffee
  - » Spencer's Steaks and Chops offers fine dining served in upscale ambience for lunch or dinner
  - » In-room dining is available from 6 a.m. – 10 p.m., Sunday–Thursday and 6 a.m. – 11 p.m. Friday and Saturday
- Spencer's lounge, the perfect spot for smaller and/or private gatherings, is open during lunch and dinner hours and is equipped with a full bar stocked with local and regional wines, on tap and bottled beer, and fine spirits
- 24-hour self-service business center
- Outdoor swimming pool
- Fitness center
- Self parking and valet service (fees required)
- Some of the conference ancillary events such as the Auxiliary events and the smaller private events/luncheons will take place at the DoubleTree

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- Dining options:
  - » Atrium Café & Deli offers casual dining breakfast, lunch and dinner. For meals on the go, the Atrium Café also offers a complete menu of healthy sandwiches, snacks and take-out delights
  - » Roaring start breakfast buffet (children 10 and younger eat free with each adult)
  - » In-room dining 6 a.m. – 11 p.m.
- Park Place lounge and deck offers fabulous seasonal drinks, light meals, appetizers and snacks as well as live entertainment, dancing and large-screen televisions. The lounge accommodates larger groups and is a perfect spot for networking opportunities
- Business center
- Outdoor swimming lagoon with waterfall and slide (in season) and year-round indoor lap pool and whirlpool
- Complimentary fitness center and sauna
- Complimentary self parking – valet service available
- Easy access to Riverfront Park activities such as mini golf, IMAX theatre, Loeff Carrousel, Spokane Falls Skyride, Pavillion Amusement Park rides, pony rides, tour train and more

### Travel

Call NAA Travel at 877-363-9378 (203-722-0470 international) and ask them to research the lowest available airfare for your travel dates and times. NAA Travel is available 8:30 a.m. – 5:30 p.m. EST Monday – Friday.

### Car rental

Avis is the official car rental company for the NAA Conference and Show. To take advantage of these special discounted rates, contact NAA Travel at 877-363-9378 8:30 a.m. to 5:30 p.m. EST Monday – Friday. Or if you wish to book your Avis car rental with any other source, please use the discount code AWD # T819900.

### Reservation (deadline is May 23)

Contact NAA Travel to receive the NAA discounted group room rate at (877) 363-9378 (International callers: 1 (203) 772-0470). Hotel reservation cutoff is May 23. Reservations and changes will be accepted on a space available basis only. Conference rates are subject to change at any time.

### Acknowledgement/Confirmation

Each room reservation will be acknowledged in writing by NAA Travel. Please allow three weeks after you submit your hotel reservation. Upon receipt of this acknowledgement: (1) Check the arrival and departure date for accuracy. (2) Check the confirmed hotel and room type listed (single, double, etc.). (3) Review the hotel's cancellation and refund policy.

### Cancellation/Changes

PLEASE do not be a "NO-SHOW." All cancellations must be made with NAA Travel prior to July 1. NAA Travel will issue a cancellation number as proof of your cancellation. After July 1, all cancellations must be made directly with the hotel. Please write down the name of the person you speak to and the cancellation number. Save this for future reference.

### Confirmation number

Hotel confirmation numbers are not available from NAA Travel. NAA Travel will provide you an acknowledgement of your hotel reservation. Do not travel to Spokane without a written acknowledgement from NAA Travel.





The menu hasn't been finalized, but Booker says one thing is certain: "It will be something more than just a hot dog or hamburger you'd get at a restaurant."

### Country music

He's also planning a tasting event with wines from three or four local wineries.

And some top-notch entertainment has been called in.

Scott Musser, CAI, BAS, of Musser Bros. Inc., Pasco, Wash., has booked an appearance by the Chris

Ward Band.

The six-piece group specializes in classic country and classic rock and plans to perform at the Welcome Party barbecue.

Booker also is working on some additional activities for later in the week.

### Rafting, golfing

He hopes to arrange a visit to Spokane's DAA Northwest auto auction, and he's planning a trip on the Snake River through Hell's Canyon, North America's deepest river gorge, on

Sunday afternoon after Conference and Show. "It's a very historic, wild and scenic river," he says.

Musser says golfers will enjoy playing a round on the Coeur d'Alene Golf Course with its famous floating green.

There should be even more to do in Spokane than there was at Conference and Show in Boise, Idaho, Booker says.

"I'm excited about my auction family coming to see me," he says. ❖

## STAY WITH US, AND LUNCH IS ON US!

Conference and Show registrants who stay at one of the event's two host hotels, the Red Lion at the Park or the DoubleTree, will receive \$45 in complimentary lunch vouchers. The vouchers are available only to Full Pack and Supersaver 1 registrants. Attendees can redeem these vouchers at any one of two designated food stations on the trade show floor from 11:30 a.m. to 1 p.m. Wednesday through Friday only. The vouchers will be included in registration packets.



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# Auction education began early for first-generation Auctioneer, Board member

By Sarah Bahari  
contributing writer

**J**immie Dean Coffey sauntered down the hallway of the Indiana University Memorial Union, inspecting his basketball newly signed by the 1976 NCAA champion Indiana men's basketball team.

A group of people stopped the boy and asked if he had any interest in selling his basketball.

"Maybe, if the price is right," Coffey, then 12, replied.

One of the men suggested an auction, and so they headed to the front of the Memorial Union and sold the basketball in an impromptu gathering. The ball went for \$150, which to the 12-year-old boy in 1976 was like winning the lottery.

Coffey would eventually learn that group was the inaugural class of the Certified Auctioneers Institute, and 20 years later, he would receive the same training.

## Importance of education

Recently elected to the National Auctioneers Association Board of Directors, Coffey, CAI, AARE, BAS, CES, GPPA, says he plans to stress the importance of auction education and training, such as CAI, during his tenure.

"The auction industry has come a long, long way in the past 35 years, since the onset of CAI," Coffey says. "Before then, Auctioneers did not have much of an education platform.

"When we're handling the estates or entire life savings of families, we should have good, solid educations and be held to high professional standards."



National Auctioneers Association Director Jimmie Dean Coffey, CAI, AARE, BAS, CES, GPPA, was first exposed to the auction profession when he was 12. In 1976, members of the inaugural class of the Certified Auctioneers Institute helped him sell a basketball at the Indiana University Memorial Union. In 1983, he graduated from auction school, and he has been focused on continuing his auction education ever since. File photo

As Auctioneers face numerous challenges in the coming years, education will be even more important, says Coffey, of United Country — Coffey Realty & Auction in Bloomington, Ind.

Working in today's economic climate continues to be difficult for Auctioneers, who must adjust the expectations of clients while remaining optimistic, he says. In addition, he says, effectively communicating through a variety of channels to reach people of different ages and generations will prove among the biggest challenges.

"We have people who still read newspapers, people who read e-mails, people who read texts and nothing else, people who do social networking and people who have never touched that stuff," he says. "It's not like years ago when you put an ad in a newspaper, and it reached everyone."

Jack Christy, of Christy's of Indiana Inc. in Indianapolis, says Coffey will provide a fresh perspective to the NAA Board.

"He is innovative and forward-thinking," says Christy, CAI, BAS, CES, MPPA. "He can think inside and outside the box and come up with new ideas for marketing or running a business."

Coffey will provide the Board with first-hand knowledge on how to run a successful business, says NAA Education Institute Chairman Marc Geyer.

"He has a passion for auctioneering, a lot of insight into the industry and a strong background in education," says Geyer,

CAI, AARE, BAS, CES, of Mesa, Ariz. "He's very good at engaging people and bringing their ideas to the table."

### Paying the bills

As a first-generation Auctioneer, Coffey says he knows how difficult it is to start a business. After graduating from Reppert Auction School in 1983, Coffey had little luck convincing clients to trust a 20-something novice.

To pay the bills, he followed his father's footsteps and took a job as a firefighter with the city of Bloomington, running auctions on the side. Coffey remains a firefighter today, working 24-hour shifts and devoting the rest of the time to the auction company he co-owns with his wife, Phyllis.

As a young man, the NAA, Indiana Auctioneers Association and CAI were instrumental in helping Coffey build his business.

"I would not be where I am today without those three

things," he says. "I am very thankful and want to give back in any way I can."

Coffey has already given back, more than he even realized for years. The man who bought his basketball in 1976 donated it to the CAI, and that same inaugural class sold it again for \$1,500 to support the following year's institute.

"Funny how things come full circle," Coffey says. "I was glad to know that basketball did so much good." ❖

*Funny how things come full circle. I was glad to know that basketball did so much good.*

**Jimmy Dean Coffey, CAI, AARE, BAS, CES, GPPA**

*Coffey Realty & Auction  
Bloomington, Ind.*

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# NAA EDUCATION INSTITUTE TRUSTEE CANDIDATE REQUIREMENTS



**N**AA members and designation holders who wish to be considered for a position of trustee for the NAA Education Institute in 2012 must submit information declaring their interest by March 1, 2012.

Two (2) new Trustees will join the Education Institute as of the 2012 Conference and Show in Spokane, Wash. Terms are for four (4) years, and Trustees are expected to take a very active role in the planning and implementation of education efforts of the NAA. EI Trustees plan and lead the educational activities of the NAA, from designation programs such as CAI, AARE, ATS, BAS, CES, GPPA and MPPA, to certificate programs, summits and educational offerings at Conference and Show.

## TRUSTEES MUST MEET THE FOLLOWING REQUIREMENTS:

- Have an NAA designation (CAI, AARE, ATS, BAS, CES, GPPA or MPPA)
- Be an active member of the NAA for no less than five years
- Submit a letter confirming a commitment to serve

## TRUSTEE CANDIDATES SHOULD BE AWARE THAT:

- Trustees are required to participate in monthly conference calls and attend three (3) face-to-face meeting each year (one of which takes place at and Conference and Show).
- EI Trustees recommend candidates for appointment to the NAA Vice President
- The NAA Vice President makes the final recommendation of candidates to the NAA Board for approval
- Only two (2) Trustees will be appointed
- Terms are four (4) years
- Trustees may not serve two consecutive terms and may not serve concurrently on the NAA Board, other than the NAA Vice President and the Chair of the Trustees
- Leadership positions of Chair and Vice Chair are elected by the Trustees

## CANDIDATES MUST SUBMIT ALL OF THE FOLLOWING BY MARCH 1, 2012:

1. A signed letter of intent to seek a trustee position
2. A brief response (75 words) for each of eight questions listed below
3. A color photograph of yourself
4. The following profile information:
  - *Number of years in the auction profession*
  - *Number of years as an NAA member*
  - *Work history*
  - *Education*
  - *Prior volunteer activities*

Candidate profiles will be reviewed by the Education Institute Trustees. The profile is intended to help Trustees and Board members learn more about the candidate and their respective goals and views.

## PLEASE ANSWER EACH OF THE FOLLOWING QUESTIONS WITH 75 WORDS OR FEWER:

1. Why do you wish to serve on the NAA Education Institute Trustees?
2. What specific talents and skills would you bring to the Education Institute?
3. Should you be appointed, what would you like to accomplish during your term with the Trustees?
4. What is your vision for the education of an auction professional?
5. How has advanced education affected your success in the auction industry?
6. What changes do you foresee in the auction profession in the next five to 10 years, and how can the Education Institute make sure the NAA is positioned to address those changes?
7. In your opinion, how can auction education through the NAA enhance the image of the auction professional and the auction method of marketing?
8. How do you think education should be delivered (lecture, interactive, facilitated, etc.) to an adult learner?

**Please remember that we need all information by March 1, 2012.  
Please e-mail the requested information to: [education@auctioneers.org](mailto:education@auctioneers.org)**

# BOARD OF DIRECTORS DIRECTOR, OFFICER REQUIREMENTS



**NAA members who wish to be elected as an Officer or Director of the association at the 63rd International Auctioneers Conference and Show in Spokane, Wash., in July must announce their candidacy by March 1, 2012.**

## CANDIDATES MUST SUBMIT ALL OF THE FOLLOWING BY MARCH 1, 2012

1. A letter of intent to seek an Officer or Director position
2. A professional biography
3. A high-resolution professional color photograph of yourself
4. A brief response for each of the five questions. You have a total of **500 words to answer all five questions.**

A profile of each candidate, with their photograph and answers to the five questions below will be published in the May issue of *Auctioneer* and will be available on the NAA's website. The profile is intended to help members learn the candidates' goals and views.

## QUESTIONS:

1. What is your understanding of the responsibilities of the Board of Directors or the position of Vice President (whichever office you seek)?
2. Please explain what you see as your YOUR role, if elected to the Board or as Vice President, and how you will make a difference in the NAA.
3. Which of the following word(s) best describe your leadership style and why: Direct, Influencing, Traditional, Detail-focused?
4. Give us your feedback to the recommendations made by the NAA Vision 2015 Task Force (there are no right or wrong answers; this will illustrate your thought process).
5. What else would you like the committee to know about you?

**Please send the information by e-mail to Hannes Combest at [hcombest@auctioneers.org](mailto:hcombest@auctioneers.org) on or before March 1, 2012.**

## RECOMMENDED GUIDELINES

The NAA Candidate Review Committee has developed a set of recommended guidelines to be used in attracting potential candidates to the Board of Directors. While any member may run for NAA office, the Candidate Review Committee suggests that candidates be able to embrace the

### NAA Bylaws (as they pertain to the nominating process)

Candidate Information and Review Committee: The Vice-President, subject to the approval of the Board of Directors, shall appoint a Candidate Review Committee, the members of which shall serve for one (1) year or until their successors are appointed and qualified. The Candidate Review Committee shall be appointed soon after taking office and will consist of the Vice President, the Past President and three other current or former Board members. They will be responsible to:

- Identify potential board members and develop a full slate of candidates by March 1.
- Work with the board to identify the optimal board matrix based on the strengths and needs of the board (including the need for diversity as defined by the organization).
- Screen candidates' eligibility and assess qualifications for service.
- Market volunteer opportunities to potential leaders.
- Define leadership development strategies.
- Oversee and monitor leadership development activities.

Nominations from the membership for Association positions must be submitted to the Association headquarters office on or before March 1 of each year for the election at the annual meeting. No further nominations shall be made after this date except by the Candidate Review Committee as hereafter provided.

NAA Code of Ethics as well as the mission and vision of the organization. Also, Vice President candidates must have served at least one term on the NAA Board of Directors, NAA Education Institute Trustees, NAA Auxiliary Trustees or National Auctioneers Foundation Trustees.

## MANDATORY SERVICE OF DIRECTORS

### Board responsibilities:

Expected to attend three scheduled face-to-face meetings, monthly conference calls and serve on committees as requested by the President. Board members may be requested to attend and speak at various state association conventions as NAA representatives and attend social and other functions sponsored by the organization when schedules allow. In addition, it is expected Directors communicate the work of the organization and show support for the NAA.

### Vice President responsibilities:

Expected to attend three scheduled face-to-face meetings, monthly conference calls with the Board, weekly conference calls with the Executive Committee, the State Leadership Conference, serve on the Education Institute Trustees and chair the Candidate Review Committee. In addition, the Vice President may be requested to attend and speak at other functions as the NAA representative in addition to their responsibilities as a Board member.

## NAA POSITIONS AVAILABLE

**Vice President:** Elected annually by a vote of the membership; will ascend to the presidency the next year.

**Directors:** Two are elected to three-year terms by a vote of the membership.

A complete position description for Director, Treasurer and Vice President can be obtained by sending an email to Hannes Combest at [hcombest@auctioneers.org](mailto:hcombest@auctioneers.org).

## 2012 CANDIDATE REVIEW COMMITTEE:

- J. J. Dower, CAI, AARE, Chairman
- Marc Geyer, CAI, AARE, BAS, GPPA
- Christie King, CAI, AARE, BAS
- B. Mark Rogers, CAI, AARE
- Randy Ruhter

2012 National Auctioneers Foundation

# ONLINE FUN AUCTION Extravaganza

January 19-February 6

NAFOnlineAuction.com

The NAF's online auction is one of just a few ways the group plans to raise money to support the industry and improve the educational programs offered by the National Auctioneers Association. Please visit NAFOnlineAuction.com for more information and to download the donor form.

## PARTIAL LIST OF DONATIONS:

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### **TOBACCO AUCTION ADVERTISEMENTS**

### **HONDA INDY GRAND PRIX OF ALABAMA**

Two weekend passes to Billy's Sports Grill Club at the 2012 Grand Prix, March 30 through April 1, Barber Motorsports Park.

### **NASCAR RACE IN PHOENIX, ARIZ.**

Two tickets to Phoenix International Raceway, November 2012.

### **HELL'S CANYON BOAT RIDE**

Two certificates for ride following Conference and Show in Spokane, Wash.

### **BARRETT-JACKSON VIP PACKAGE**

Passes for up to four people at any one of the four Barrett-Jackson venues. A behind-the-scenes look while the SPEED TV cameras roll.

### **ONE-HOUR BID-CALLING INSTRUCTION**

One-on-one instruction with Bryan Knox, CAI, 2007 International Auctioneer Championship winner, at 2012 NAA Conference and Show.

### **MAYBERRY TRIP AND TOUR**

Tour of Mount Airy, N.C. (the fictional Mayberry). Includes guided fishing trip on Mitchell's River, squad car tour and visit to the Andy Griffith Show Museum. Country meal cooked on wood stove. Includes two nights lodging.

### **LOBSTER DINNER FOR FOUR**

Includes four, 1-pound lobster and four pounds of steams.

### **\$100 FIORELLA'S JACK STACK BARBECUE CERTIFICATE**

Includes pork spare ribs, pork burnt ends, hickory pit beans, cheesy corn bake, sauce and a rub. Serves six to eight. Ships anywhere in the continental U.S.

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The two-bedroom, floating cottage is on Norris Lake, LaFollette, Tenn. Use of MasterCraft boat included.

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### **WISCONSIN DELLS VACATION PACKAGE**

Vacation package for family of four to Wisconsin Dells, Wis., ranked in the top 10 of vacation destinations in the nation. Includes two nights lodging at Kalahari Resort; ticket to Bartlett Ski, Sky and Stage Show; Exploratory World; Upper Dells Boat Tour; World Famous Wisconsin Ducks; and Noah's Ark and Pirate's Cove.

**THREE-NIGHT STAY COLORADO CABIN**

Linda's Cabin, a quiet getaway near Colorado Springs, Colo., and Eleven Mile Reservoir. Great fishing as well as many other wonderful Colorado outdoor activities.

**KENTUCKY WILDCATS BASKETBALL GAME**

Two tickets to the March 1 Kentucky Wildcats vs. Georgia Bulldogs men's basketball game.

**HAWAII ISLAND RETREAT**

Seven-night stay in a two-bedroom, two-bath condo on the beautiful island of Maui.

**ONE-HOUR LUNCH WITH DR. ANN BASTIANELLI**

One-on-one time (business consultation) with Dr. Bastianelli of Indiana University's Kelley School of Business.

**LOUISIANA SWAMP COUNTRY TOUR PLUS NEW ORLEANS**

A high-speed airboat gets you deep in the heart of bayou country. See gators, birds, historical locations and beautiful swamps. Trip includes tours of Oak Alley Plantation and New Orleans. Trip is for two people.

**TOY METAL TRUCK (1920s-1930s)**

Truck has trailer and six straw bales. Rare item in great condition.

**20-INCH NEON CLOCK**

Hand-constructed in Pennsylvania with brass, 110-volt electrical movement, optical quality glass front spun aluminum bezel with powder-coated finish for durability and real neon.

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**AUCTION SCHOOL CREDIT**

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**AUCTION SCHOOL TUITION**

Full tuition for one person to Texas Auction Academy.

**AUCTION SCHOOL TUITION**

Full tuition for one person to Reppert Auction School.

**AUCTION SCHOOL CREDIT**

\$1,000 credit on tuition for upcoming pre-licensing term.

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Gift includes strawberry balsamic dressing, farmhouse pancake and waffle mix, old farmhouse chutney, maple chipotle grille sauce, orange cranberry scone mix and Maine maple syrup, all from Maine's famous Stonewall Kitchen.

**TRIP FOR TWO TO SAN ANTONIO**

Three days and two nights at the Hyatt Regency San Antonio, including the Super San Antonio Pass (land only). Visit famous landmarks and museums in this interesting city. The hotel overlooks the historic Alamo and is next to the Riverwalk.

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Donations sent to the NAF as of early December. ❖



# Stamp auctions good niche for auction professionals who have time to learn

By Tom Burfield  
contributing writer

**T**hanks to an onslaught of electronic gadgets and the Internet, it seems many people continue to turn away from traditional postage stamps for letters and other mailings. For the 20 million or so philatelists in the U.S. alone, though, stamps are anything but passé, and that opens up a niche for Auctioneers.

Joe Hessney, of Hessney Auction Co., Geneva, N.Y., has included stamps in his monthly coin auctions for about four years. Stamps now take up about one-third of these auctions.

“We get as many people now for the stamps as we do for the coins,” he says.

Hessney had some previous familiarity with stamps, but he also relies on books and local col-

lectors to help evaluate collections.

Hessney has auctioned albums for as much as \$2,000, and he has taken in as much as \$800 for an individual stamp.

Early American stamps seem to attract the most attention, and no matter what stamp is on the auction block, “condition is a big thing,” he says.

## Rare finds

There might be millions of unused stamps out there, but the number of truly valuable stamps is limited.

“About 99.9 percent are worthless,” says Jonathan Kraft, of Kraft Auctions, Valparaiso, Ind.

Even if you have a valuable stamp, you may not know it.

“It’s very difficult for anyone to know a lot about them outside of the guys who really collect them,” he says. “And that’s a very small market.”





If you have just 10 people at a stamp auction, he says, “you really hit a home run.”

One indication of the potential value of a stamp collection is the value of other things that the owner collected. If he had a valuable coin collection, for example, his stamp collection might be equally valuable.

In determining the worth of a stamp, Kraft says, “It all comes down to how many are left,” not whose picture is on it.

One of the most valuable stamps is the “upside down Jenny,” a stamp printed in 1918 on which the image of an airplane was accidentally inverted. It can sell for more than \$1 million.

Truly valuable stamps are not likely to be mounted in collector books or albums, Kraft says. Rather, they’ll probably be graded, placed on individual cards and accompanied by details about the stamp.

“That’s what a true stamp collector does,” he says.

Don’t get excited if you happen upon a stash of World War II-era stamps bearing Adolf Hitler’s countenance, he warns.

“The Germans made millions,” he says. “They’re not rare.”

For a stamp at auction, the most Kraft has brought in was about \$300 for a Benjamin Franklin stamp from the 1880s.

### Side job

Like many Auctioneers, Scott Andreas, partner with his wife, Denise, in Andreas & Associates LLC, Ankeny, Iowa, does not specialize in stamps, but the couple comes across them from time to time in estate auctions and includes them in auctions with collectible coins and currency.

In late November, the couple was going through tubs of uncataloged stamps they obtained from an estate, and they planned to sell them in February.

“The first thing you do is get an overall assessment of what you are dealing with,” Andreas says.

It’s Denise’s job to prevent “Antique Roadshow” moments and let a \$20,000 stamp slip by for \$20.

“That’s my greatest fear,” she says.

She consults catalogs, books, local experts and the Internet to make sure that doesn’t happen.

### Marketing tips

Hessney attracts buyers by posting his stamp catalog online and taking absentee and phone bids.

Stamps often sell decently online because it’s possible to scan them and allow buyers to see exactly what they’re buying, Kraft says.

“Each auction has its own marketing plan,” Denise Andreas says. She often advertises in specific stamp collectors’ journals, newsletters, in e-mails to clubs and occasionally on websites.

In the end, the key to successful stamp auctions is good due diligence, Scott Andreas says. ❖

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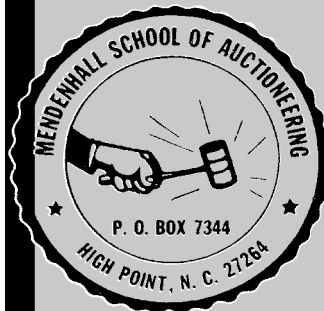
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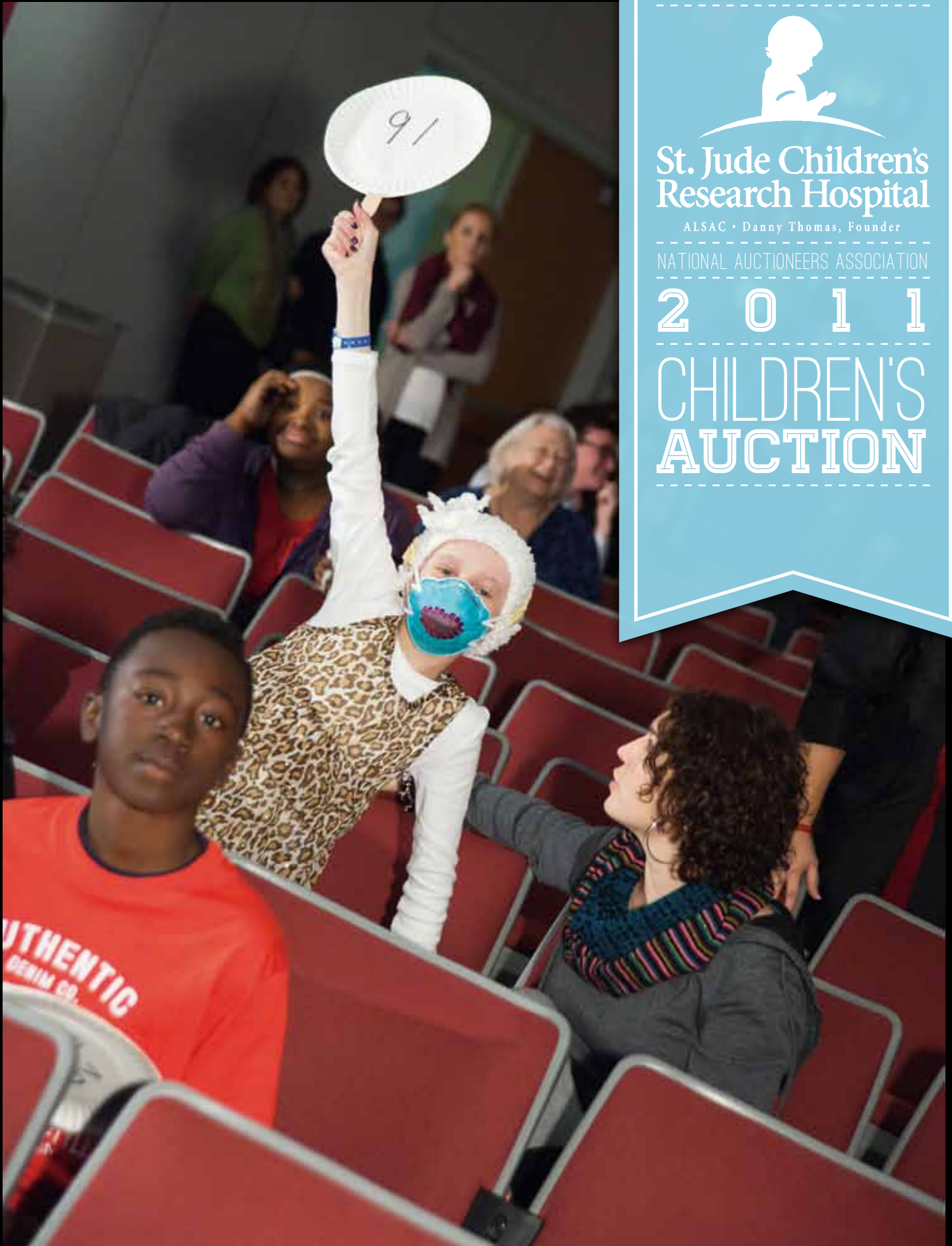
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3-9-9-10-10-11-  
6-16-17-17-18-



Camille Booker, CAI, CES



Joseph Mast, CAI





Participating in the 16th annual NAA Toy Auction for St. Jude Children's Research Hospital in Memphis, Tenn., were (bottom row) NAA Deputy Executive Director Chris Longly; NAA CEO Hannes Combest, CAE; NAA President Christie King, CAI, AARE, BAS; Ruth Anne Mast; Traci Ayers-Dower, CAI, AARE; Marie Mast; Addison Ayers Dower; NAA Membership Coordinator Brandi McGrath; (top row) Mike Ray; Tim Mast, CAI, AARE; Camille Booker, CAI, CES; Joseph Mast, CAI; and NAA Vice President J.J. Dower, CAI, AARE. All photos courtesy St. Jude

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# High-value personal property still popular among collectors, investors



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## Members find success in niche markets

By Bryan Scribner  
editor

**R**are, high-end pieces of personal property continue to sell well at auction as collectors look to invest in tangible items that could bring high returns, National Auctioneers Association members say.

“There are people out there that are driven buyers,” says Rich Penn of Rich Penn Auctions, Waterloo, Iowa. “If you can’t identify them, inform them and convert them, you’re missing the market.”

That personal property market, for Penn, is in the antique and collectible side of the business. Some buyers are dodging high-risk or low-return investments and instead finding their money better spent at auction.

Plus, Penn says, his buyers find personal satisfaction in owning high-end collectibles. Average personal property items are selling a little below value, and auction buyers avoid low-end or common items.

Penn conducts two to three auctions per year, and one to three estates might be in-

cluded in the auctions, which have 1,500 to 2,000 lots. The three-day events get 1,200 to 2,500 bidders, buyers of which are 50 percent on site, 25 percent online and the remainder phone or absentee.

Rich Penn’s auction Nov. 4-6 featured country store, advertising, automobiles, petroliana, toys and gems. Bidders from 36 countries participated in the event, according to a news release.

A diamond ring sold for \$69,000, including buyer’s premium. Also, a 1956 Packard 400 hardtop brought \$50,600, and an ammunition “Christmas” box of Union Metallic Cartridge Co. shot shells sold for \$7,150.

Since the company conducts only a few auctions per year, Penn says it must cover all marketing channels, including direct mail, Internet advertising, print advertising and catalog distribution. Rich Penn Auctions is booked through 2012.

“We’ll have a really strong year,” Penn says. “There’s a ton of money out there sitting on the sidelines. I think people are loosening up a bit. There’s still a lot of caution out there, but collectors are a different breed.”

### Specialization

Dan Matthews, CAI, GPPA, also targets collectors for his personal property auctions. He specializes in selling petroliana and automobilia.

Matthews recommends Auctioneers in the personal property market become specialists in certain niches. Auto-related items account for 95 percent of his business.

Collectible signs continue to go up in value, he says, and these investments might bring 3 percent to 10 percent returns. Like Penn, he says buyers are more willing to put their money toward the purchase of tangible items, forgoing the stock market and banks.

Matthews, of Matthews Auctions LLC, Nokomis, Ill., says most estate sale items are now about 50 percent below what they were worth a decade ago. Only the top 10 percent to 20 percent of furniture is increasing in value.

He says the current downturn in personal property, particularly items from estate sales, began in about the mid-2000s.

Mike Brandy, CAI, AARE, of The Ohio Auction School, Groveport, Ohio, says the market for personal property is as good as it has always been. He attributes swings in demand for certain items to the ages of their collectors.

“There is always demand for personal property,” he says in an e-mail. “The only thing that changes year to year is the key area for demand, which is traceable to what people were exposed to when they were 6 to 13 years old.”

For now, Matthews seems happy with his specialty, which he says has lined up business for him well into 2012. He conducted 15 auctions in 2011 with 60 percent of the sales going to live bidders, 35 percent going online and 5 percent sold over the phone.

At a Nov. 26 auction, Matthews Auctions got \$15,400 for a Richfield Aviation Gasoline, 15-inch single lens in a high-profile metal globe body, according to a news release. The auction featured about 500 lots and 100 bidders on site.

The auction's second top lot was a road sign (historical marker) for the Santa Fe Trail, according to the release. The single-sided porcelain oval sign sold for \$3,520.

Matthews says buyers and sellers continue to find him because of reputation and good word-of-mouth advertising. Clients appreciate his high level of expertise in petroliana and automobilia.

He markets his auctions through news releases and says he has found success in finding buyers and sellers through the Internet. His company ranks high in search-engine results.

"I am more optimistic than I was this time last year," Matthews says. "Right now I've got more going on than I ever did last year. I have a sale in March that's already full." ❖

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*2 Corinthians. 5: 1*

# All in the family

## Fourth-generation Auctioneer fosters tradition, future

By **Bryan Scribner**  
editor

**S**teve Andrews believes in the next generation of Auctioneers.

As a fourth-generation professional, he has passed his passion on to his son, Seth, and as a trainer for many apprentice Auctioneers throughout his career, he has extended that auction “family” to include some of today’s most successful auction professionals.

Those Auctioneers include last year’s International Auctioneer Championship winner Joseph Mast, CAI, and National Auctioneers Association member Andy White. Mast and White are co-owners of Real Estate Showcase Auction Co., a company with five offices in Ohio.

Andrews, of Andrews Auctioneers LLC, Wooster, Ohio, conducts auctions for Showcase, as does his son, Seth, also of Wooster. Both are college graduates.

Steve Andrews’ great grandfather, Fred, started his auction career in the late 1800s. About a decade into the next century, Andrews’ grandfather, Walter, took up the family business.

Although Andrews’ father decided on a different career path, his uncle, John, became an Auctioneer in the mid-1940s, following his service in World War II.

Andrews apprenticed under his uncle, and in 1971, he became the fourth generation to represent his family in the profession. Seth Andrews, 30, decided on the career path in 2007.

### Top producer

Steve Andrews now specializes in real estate, farm machinery, antique, purebred horse and cattle auctions. He has been the “top producer” for Real Estate Showcase, according to the company, since he joined the firm in 2000.

Andrews says real estate has become the most profitable side of the auction business.

His auction firm also benefits from its location, as there are many Amish communities near Wooster. He says Amish buyers and sellers are big fans of live auctions, and therefore to Ohio,



Fred



Walter

they bring three things: 1) crowds of buyers; 2) many potential clients; and 3) a lot of competition from other Auctioneers.

Andrews says he has built his auction career on trust and a solid reputation within his community. After more than 40 years in the industry, good relationships and word-of-mouth advertising remain his best sources

for maintaining and finding business.

Andrews and his son, Seth, say they strongly believe in the

tradition of the bid-calling Auctioneer, and it’s something they’re not going to let fade away. They have, though, embraced online simulcasts of live auctions, and they are considering online-only platforms for some future auctions.

### One more bid

Like his father, Seth Andrews says he likes to be among a crowd of auction goers. He enjoys the energy and excitement of heated bidding and in-person interaction. A computer mouse, after all, can’t pat a bidder on the back and ask for one more bid, he says.

In addition to work with his father and for Showcase, Seth conducts auto auctions in Ohio.

Both auction professionals say the NAA has played a significant role in helping shape their careers. Steve Andrews says his membership, which began in 1981, rapidly accelerated his business because of the contacts he made at association events.

Seth Andrews says he also has made key relationships as an NAA member.

They both have improved their auctioneering skills through competing in bid-calling competitions, in particular those offered by the Ohio Auctioneers Association. Seth won the Ohio association’s junior bid-calling event in 2009. ❖



John



Steve



Seth

## Passing it on

Mid-1940s

Steve Andrews’ uncle, John, becomes an Auctioneer

1957

John Andrews becomes the Ohio Auctioneers Association’s President

1971

Steve Andrews becomes a fourth-generation Auctioneer

1992

Steve Andrews becomes President of the Ohio association

1994

John Andrews becomes an Ohio Auctioneers Association Hall of Fame member

2007

Seth Andrews enters the business as a fifth-generation Auctioneer

2008

Steve Andrews enters the Ohio association’s Hall of Fame

2009

Seth Andrews wins the Ohio association’s junior bid-calling event





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Steve Proffitt is general counsel of J. P. King Auction Company, Inc. ([www.jpking.com](http://www.jpking.com)). He is also an Auctioneer and instructor at Mendenhall School of Auctioneering in High Point, N.C., and Reppert School of Auctioneering in Indiana. He welcomes questions from readers about auctions and auctioneering. Readers' communications may be edited and revised. Proffitt will answer selected questions, but he cannot provide personal answers. His answers do not represent legal advice or the formation of an attorney-client relationship and readers should seek advice from their own attorneys on all matters. Please submit questions to [sproffitt@jpking.com](mailto:sproffitt@jpking.com) or c/o J. P. King Auction Company, Inc., 108 Fountain Avenue, Gadsden, AL 35901.

# The cost of service

## In some situations, it's best to avoid the legal process and move on

sent a mistake that was not part of the bargain for sale. It is a simple concept. If a customer goes to a jewelry store and purchases a \$10 glass paperweight, the customer is not entitled to keep a \$10,000 diamond ring that is mistakenly put into her bag.



An Auctioneer contacted me about an auction issue. The Auctioneer had sold an item in poor condition (Collectible No. 1) to a dealer of such items. Unfortunately, a member of the Auctioneer's staff errantly delivered a similar item (Collectible No. 2) to the dealer. The key difference was that Collectible No. 2 was in excellent condition and worth several times the value of Collectible No. 1. When the Auctioneer contacted the dealer and explained the error, the dealer refused to return Collectible No. 2. The Auctioneer's paperwork, including descriptions and identifications of the respective lots, fully supported his position that an error had been made in delivery of the piece. The Auctioneer was upset and wanted my view of the matter.

The answer turned on contract law. The sale was founded upon a contract that governed it. The Auctioneer had acted on behalf of the seller in forming a contract with the dealer for the sale of the poor quality Collectible No. 1. When the dealer received Collectible No. 2, which was not the subject of the contract, the dealer got what the dealer had neither bid on nor bought. The dealer was entitled to what had been purchased — not less and not more. Anything different repre-

The Auctioneer filed suit against the dealer, seeking the return of Collectible No. 2. He wanted to be able to deliver the item to the buyer who had rightfully purchased it in the auction. The action was brought in a small claims court. A series of misadventures ensued.

### Waste of time, money

The Auctioneer wasted four trips to court only to see the case continued each time to a new date. On the fifth appearance, the Auctioneer was diverted to an arbitrator who said the Auctioneer would not win the case if it went forward. The perplexed Auctioneer responded by asking the arbitrator this question: "If the government issued me a tax refund for \$350,000 when I was due \$350, would I be entitled to keep it?" This question perfectly framed the issue. Unfortunately, the Auctioneer reported that it went right over the arbitrator's head and he never saw the parallel. Unbelievable!

When the Auctioneer was told that three more trips to court would be required, he disgustingly opted out of the legal process and, with gritted teeth, went to the dealer and bought the piece back. The Auctioneer then delivered Collectible No. 2 to its rightful purchaser.

*The Auctioneer's unfortunate experience illuminates four points that might help others in a similar situation. They are as follows:*



If you do not have to be involved with the courts, you do not want to be. Being right on the law is sometimes not enough. This case demonstrates that. Litigation is a human process, and mistakes are made. Some judges and court staffs are excellent, while others much less so. Every trial lawyer has won cases she expected to lose and lost cases she expected to win. It happens, and this story gives some insight into

how it can occur. This principle also applies to much larger cases in higher courts.

**2.** When faced with an intractable legal process, the Auctioneer made a business decision. It was going to cost him more time and money to go forward and fight for what was right than to take another direction and solve the problem. I am no fan of throwing money at every issue that comes along, but practicality and economy must be weighed in such matters. The Auctioneer had a problem that was not headed for resolution, so he changed gears and solved it. Fortunately, the amount of money involved was not so great that he could not handle it. While he spent money to rectify the issue, this enabled him to move beyond a negative legal battle and return to the positive side of his business and working to make money. It was a sound choice.

**3.** The Auctioneer should commit the key facts of this matter to a written record. This would be an unpleasant task, but it is important to do. Some aspect of this matter could come up again in an-

other context (e.g. legal, regulatory, public relations, etc.) and the Auctioneer ought to have a clear, complete and accurate record should he ever need to reference it.

**4.** The Auctioneer was cheated by the dealer. Focusing on that point, though, will do nothing but churn the Auctioneer's stomach and further acidify an already unpleasant experience. The issue has been solved. The Auctioneer can move beyond it by considering this loss of money as a cost of doing business. While this will not reduce the out-of-pocket cash, it is a more positive way for the Auctioneer to view a bad situation and feel better about it.

Finally, auctioneering is a service business. Service comes in many forms and qualities — from awful to awesome. Consider everything this Auctioneer did to serve his seller and buyer. He gave exemplary service and worked hard to do the right thing, even when it cost him a lot of time, aggravation and money. This was real customer service — platinum level! We should all aspire to provide the same. ❖



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# Selling short

## Auctioneers must obtain lender, seller consent when selling foreclosures

**Q:** *Are there any special rules or requirements for handling short sales or auctions of real estate owned (REO) properties?*

**A:** In regards to residential mortgages, a short sale occurs when a lender permits the sale of real estate that is subject to a mortgage for an amount less than the amount owed by the borrower. Lending institutions may consider properties for a short sale where there is a financial hardship or the property is in foreclosure. In general, the lender has the ability to authorize a short sale at any time before the sheriff's sale or taking title to the real estate. While there are federal statutes and regulations that have an effect on short sales, such as the Secure and Fair Enforcement of Mortgage Licensing Act and Dodd-Frank Wall Street Reform and Consumer Protection Act, there are no special rules that govern the conduct of Auctioneers with regard to short sales. But, lending institutions have several laws governing them and may have special procedures or policies in place for short sales.

With respect to short sales, if the property is in the foreclosure process, Auctioneers should remember that the lender needs to consent to the sale of the property. If the lender does not agree to have the property sold at a short sale, it can demand payment in full or refuse to release its mortgage lien. Most mortgage documentation contains a due-on-sale clause, which states that if the property is sold the full amount owed to the lender is due. So, the lender has the authority to decide whether to allow the property to be sold for an amount less than what is owed by the borrower.

In some instances, a lender may allow the property to be sold short, but seek to recover the deficiency (difference between the loan balance and the sale proceeds) from the borrower. Therefore, Auctioneers who conduct short sales need to make sure the lender agrees with, and consents to, the sale. The best practice is to include specific provisions in the auction contract about what happens if the property sells for less than that amount owed and have the lender sign the auction contract.

In addition, lenders may require borrowers to provide substantial documentation (i.e. bank statements, tax returns, pay stubs and a list of assets owned by the borrower, as well as other documents) to demonstrate why the lender should permit a short sale. Lenders may consider economic hardship for reasons such as illness, divorce, loss of income or other situations. Although the borrower's documents may indicate that he or she is experiencing a financial hardship, there is generally no legal requirement that lenders sell the property short due to the borrower's circumstances. But, because of the potential for fraud or desperate sellers, Auctioneers should avoid making statements about, or they should verify information about, the borrower's financial situation.

### Watch for judgment liens

Furthermore, Auctioneers must carefully examine the title to the property before and after the auction. Auctioneers should ask about and be aware of all lawsuits pending against

the seller and the potential for judgment liens. If the seller is in financial distress and unable to make the mortgage payments, there may be other creditors who are not being paid as well. If a judgment lien attaches to the property, it could prevent the sale from closing.

Property that has been through the foreclosure process or otherwise obtained by the lender is part of the real estate owned (REO) by the lender. REO properties may be sold by traditional methods or the auction method of marketing. The manner and type of auction for REO properties will depend upon the lender's policies, procedures and the regulations it is bound to follow. Lenders are generally not in the business of managing property and do not want to be in the business. Lenders do not want to be responsible for the costs related to maintaining the properties (e.g. mowing, property taxes, insurance, repairs, etc.). In addition, lenders are unable to loan the capital tied up in the REO properties.

## Property rights

Lenders are usually sophisticated and would be the seller for any REO properties. If a lender decides to sell REO property and

engages an Auctioneer to do so, the borrower is not a party to the auction contract. The borrowers' rights to the property have been extinguished either through the foreclosure process or by another method. There still may be issues between the borrower and the lender with respect to the deficiency, but those issues are independent of an Auctioneer's services. The auction contract will be between the lender and the Auctioneer, and they are free to negotiate the contract terms.

In sum, Auctioneers who are engaged to conduct short sales or sell REO properties should develop a relationship with the lender. For short sales, the Auctioneer needs to obtain the seller's and lender's consent or authorization to conduct the sale. For REO sales, the Auctioneer needs to have the lender sign the auction contract to permit the sale. There is usually a tug-of-war between the use of absolute auctions and reserve auctions. As always, it is important to make sure the seller is aware of the risk associated with conducting an absolute auction. Before an Auctioneer enters into either of these types of contracts, it may be appropriate to discuss these issues with a licensed attorney. A little expense on the front end might avoid conflict and litigation costs after the sale. ❖

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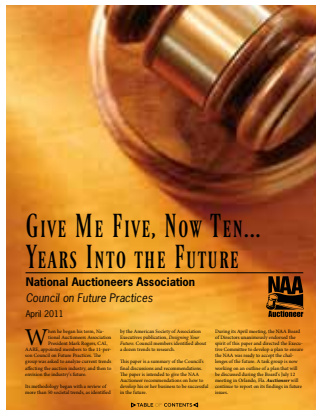
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# REGULATORY ROADBLOCKS

## Licensing, sales tax among concerns for auction professionals



The NAA printed "Give Me Five, Now Ten ... Years Into the Future" in the June/July issue of *Auctioneer*, and it is available in the Member Resources section of [www.auctioneers.org](http://www.auctioneers.org). Click on the Downloads link to find it.

By Bryan Scribner  
editor

**G**overnment regulations could exacerbate economic problems and continue to place strain on auction businesses in the coming years, according to "Give Me Five, Now Ten ... Years Into the Future," a white paper produced by the National Auctioneers Association's Council on Future Practices.

The paper focuses on trends its authors believe could have a significant effect on the auction business in the next five to 10 years. In addition to government regulations, these trends are economic uncertainty, the "freemium" concept and technology.

Government policies and procedures, in some cases, tend to work against the principles of the auction method because they can be slow and arduous, the paper says. Auction professionals, on the other hand, bring liquidity to the marketplace, and auction transactions can lead to a chain reaction of additional sales that ultimately help the economy.

### Council's concerns

More specifically, the paper's authors point out that auction businesses might encour-

ter these regulatory roadblocks:

- Smaller firms could continue to lose out on contracts, as governmental organizations have in the past favored only big auction companies or those with high amounts of capital
- Some government agencies have stopped using auction companies because of lawsuits
- There will likely continue to be no licensing requirements for online-only auctions occurring in most states
- Auction licensing fees will probably continue to increase, and government agencies might more diligently pursue rule violations as a source of additional income in certain states
- Certification programs now make it more difficult to earn educational designations
- Tax laws, particularly when it comes to sales tax, and health care policies could have significant negative effects on small businesses, a category under which most auction businesses fall
- State governments will begin to view auction professionals as retailers and therefore require auction firms to follow more thorough accounting practices

In addition, government agencies sometimes choose to act as the auction companies, selling assets themselves, says Chris Longly, Deputy Executive Director for the NAA. The General Services Administration, for example, has [GSAuctions.gov](http://GSAuctions.gov) for federal surplus auctions.

Ultimately, government regulations also can affect buyers and sellers, changing their motives and actions in the marketplace, according to the paper.

Present and former leaders of state Auctioneer associations say government regulations

**“We as an industry should be doing a lot more public relations: ‘Why pay retail today when you can go to an auction?’”**

**Todd Good**  
Accelerated Marketing Group  
Newport Beach, Calif.

are a concern; however, most agree new laws, policies and mandates are to be expected as part of doing business.

### New licensing laws

Last year’s President of the Alabama Auctioneers Association, John Stewart, says the group is working with the Alabama State Board of Auctioneers to get a new licensing law pushed through the legislature.

Their first attempt at passing a new law, which addresses Internet auctions, was not successful, Stewart says, but the association and board plan to make another attempt in February.

Like in some other states, Alabama Auctioneers are pushing for a licensing law that regulates online-only auctions, proprietors of which are not required to obtain licenses. Online auction licensing laws now exist in fewer than five states.

Stewart, of Dick Chittam Realty & John Stewart Auction Co., Athens, Ala., says the association and board have taken elements from New Hampshire’s auction law for Alabama’s legislation. Ideas from other states also are in the proposed law.

Ohio Auctioneers Association President Bill Stepp, CAI, CES, also says his association plans to pursue the creation of a new law that addresses online auctions. He says people who run online-only auctions are not held to the same high standards as licensed

Auctioneers in his state, and, as a result, consumers sometimes fall victim to dishonest business practices.

Stepp, of Dilgard & Associates, Ashland, Ohio, could not say when the Ohio association would start its work on pushing through a new auction law, as the association is now dealing with a transportation bill that establishes a new licensing requirement in the sale of construction equipment.

### Government bias

Alabama’s Stewart says he agrees with the Council on Future Practices’ assertion that bigger auction firms are often the only ones that receive consideration for government contracts.

He says government agencies, for example housing authorities, should look toward local Auctioneers whenever possible.



Stewart

the large government contracts because of their higher profiles. Government agencies can watch their actions more closely.



Stepp

Good, of Accelerated Marketing Group, Newport Beach, Calif., says the bigger firms can better handle potential litigation that auction participants might bring against them. Plus, bigger companies have the infrastructure and capital to run larger sales, he says.

National real estate auction firms can take on deals with no marketing money up front, and the majority of their inventory might be offered without reserve, Good says.

### Internet auctions

As the Council on Future Practices’ paper points out, the ease at which entrepreneurs are able to enter the online auction world creates significant competition in the marketplace. Good says the Internet allows business owners to sidestep myriad regulations because transactions take place online.

Good, though, says arms of the government do not exist, are not going after violators or do not have the manpower to enforce certain laws or future legislation.

In addition, he says most auction licensing laws don’t “have any teeth.” Some fines or penalties might amount only to a slap on the wrist, especially when a small fine is levied against an auction firm conducting a multi-million dollar sale.

*continued »*

California has no auction licensing law. Good says legislators won't put a law in place because it is too costly and does not generate revenue for the state.

Good says government regulation in the form of new licensing laws is not an effective way to deal with competition coming from the Internet. Instead, Auctioneers who conduct what many people might consider traditional auctions — live bid calling or live auctions with online simulcast bidding — should take a stance against online-only auctions, many of which he says are turning into platforms for retail transactions.

“We as an industry should be

doing a lot more public relations,” Good says. “Why pay retail today when you can go to an auction?”



Good

Government regulations are really about offering consumer protection, he says, and he doesn't view the auction industry as being overregulated. Government

protections serve to provide buyers and sellers with a sense of confidence in the auction method.

### Sales taxes

Federal, state and local governments also strive to bring in tax revenues, and in agreement with the white paper, that has some NAA members concerned about what additional

expenses legislators could impose on their small businesses. New sales taxes could play a significant role in helping municipalities rein in budget deficits.

Stewart says the rumor in Alabama is sales taxes could be on the horizon for estate sales.

“If they start taxing what you've already paid taxes on ... that's double dipping,” he says.

Good says Internet sales are likely to be taxed in California. Those who deal in e-commerce should expect to start charging sales tax, he says.

“You buy something out of state, you bring it into state, there's a tariff,” Good says. “That's what that tax is. It's a tariff because it's not taxed in the state that it was made in. It's taxed in the state that

it's used in.”

Michigan Auctioneers are regulated by the state on a voluntary basis. Michigan State Auctioneers Association President Tim Narhi, CAI, CES, GPPA, says government regulation hasn't had much of an effect on him or fellow professionals in his state.

Narhi, of Tim Narhi Auctioneer & Associates, Byron, Mich., says municipalities within the state, though, impose regulations such as auction and parking permits that can get burdensome.

### Transportation bill

Similar to Narhi, Ohio's Stepp says government regulation is not a big concern in his state. House Bill 114, the transportation bill, has consumed most of his presidency.

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The Ohio legislature passed the transportation bill, signed by Gov. John Kasich, on March 30. The legislation established a new, five-year construction equipment auction license law effective June 29, 2011.

Later in the year, legislators and others admitted to a "misunderstanding" in the bill, and an amendment, House Bill 153, was created to fix its problems.

According to the Ohio Legislative Service Commission, as Bill 114 was written, a license would have been granted under these, and other, conditions:

The licensee must (1) maintain a primary permanent auction site in Ohio that is at least 90 acres in size and also must maintain more than 60,000 square feet of total facility space; (2) be engaged primarily in the business of selling large construction and transportation equipment at auction; and (3) receive more than \$1 million in gross annual sales in Ohio.

Stepp says he and other Ohio Auctioneers were still working to clarify the new bill,

No. 153, in mid-November, as it didn't completely address concerns about the law.

Although the new legislation clarified some wording from the original bill, Stepp says it did not take away a provision that essentially allows only one auction company in Ohio to sell consigned vehicles during construction equipment auctions.

Stepp says the bill discourages competition, and therefore the state association is working to encourage legislators to make further changes to the law.

"This thing wasn't intended to hurt us in any way," Stepp says. "It was a bad bill that they (legislators) thought they could squeak through ... but the repercussions are bigger than they thought."

Like the Council

on Future Practices, some Auctioneers say they are concerned about health care legislation.

In mid-April, President Obama signed a bill into law that repeals the 1099 reporting provision of the Patient Protection and Affordable Care Act.

The 1099 mandate would have forced business owners to report all payments of more than \$600. ❖

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Finalists in the Indiana Auctioneers Association's annual bid-calling competition included reserve champion Jimmie Dean Coffey, CAI, AARE, BAS, CES, GPPA, of Bloomington, Ind.; John Beechy of Nappanee, Ind.; 2011 Indiana Champion Auctioneer Peter D. Gehres, CAI, CES, of Hilliard, Ohio; and Jonathan Baker, CAI, CES, of Evansville, Ind. Submitted photo

## Husband, wife become Hall of Famers

**M**ore than 300 Auctioneers and industry vendors convened in Indianapolis on Nov. 3-6 for the annual Indiana Auctioneers Association convention, according to a news release.

Peter D. Gehres, CAI, CES, of Hilliard, Ohio, won the annual bid-calling competition to become the 2011 Indiana Champion Auctioneer. He competed against 14 other Auctioneers, including reserve champion Jimmie Dean Coffey, CAI, AARE, BAS, CES, GPPA, of Bloomington, Ind.

This year was a first for the IAA, as the group inducted a husband and wife, Fred and Bonnie Robinson, North Vernon, Ind., into its IAA Hall of Fame and IAA Auxiliary Hall of Fame, respectively. The IAA Hall of Fame also welcomed Keith Jones of Arlington Heights, Ill.

During the convention, members earned continuing education credits and took part in a Children's Auction, proceeds of which

went to a scholarship fund and charity. The IAA recognized members for marketing and advertising excellence through its Marketing Awards Reception.

### IAA officers are as follows:

- Chairwoman of the Board Sara Minor, CAI, GPPA, Madison, Ind.
- President Andrew Wilson, CAI, CES, New Harmony, Ind.
- President-elect Melissa Davis, CAI, AARE, BAS, Indianapolis
- Vice President Tom Freije
- Secretary/Treasurer Jonathan Kraft, Valparaiso, Ind.

### Directors:

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## SUCCESS STORIES

### Auction is solution for Housing Authority

National Commercial Auctioneers, Tulsa, Okla., helped the Houston Housing Authority unload all of the properties from its "scattered site home program" in an auction Nov. 12, according to a news release.

The Houston-based event attracted 800 people, and National Commercial sold 174 properties to an array of buyers, including investors, individuals and nonprofit groups.

The absolute auction brought more than \$8 million.

### Nebraska ranch gets \$11.8 million

Hall & Hall Auctions, Eaton, Colo., got nearly \$11.8 million for the more than 40,000-acre Circle Cross Ranch in an absolute auction Dec. 2, according to a news release.

Nestled in the Nebraska Sandhills, the Circle Cross Ranch is located along the Niobrara National Scenic River, about 20

minutes southwest of Valentine, Neb. More than 300 bidders attended the auction.

### Mecum sets records in Kansas City

Mecum Auctions ended its 2011 season with record sales, consignments and attendance for its Dec. 1-3 auction at the Kansas City Convention Center in Kansas City, Mo., according to a news release.

More than 800 vehicles crossed the block with a 70 percent sell-through rate. Total sales topped \$12.3 million, which



comprises hammers of more than \$11.6 million and a 6 percent buyer's premium on vehicles.

Mecum's top seller was a 1969 Shelby GT500 convertible that went for \$165,000.

## Japanese urns are top sellers

Asian antiques sold well in a Nov. 5-6 auction from Thomaston Place Auction Galleries, Thomaston, Maine, according to a news release.



\$80,500

A pair of Japanese Meiji Period bronze urns brought the highest price for the auction when Thomaston sold them for \$80,500. Prices include a 15 percent buyer's premium.

For art, bidding was intense for a group of three 18th century Mexican paintings attributed to Miguel Cabrera (1695-1768). They surpassed a presale estimate of

\$2,000 to \$3,000 to achieve \$37,375.

## Wristwatch times out at \$21,000

Cordier Antiques & Auctions, Camp Hill, Pa., sold a 19th century Flemish carved ivory tankard for \$16,000 during a Nov. 6 auction, according to a news release.

Other highlights of the auction included an art deco Cartier diamond wristwatch that sold for \$21,000 and a Chinese gilt screen that went for \$10,000.



\$211,000

## Rumley tractor muscles past \$200,000

VanDerBrink Auctions, Hardwick, Minn., sold more than 100 vintage tractors at auction Aug. 19-20 in Corsica, S.D., according to a news release.

Nearly 1,000 bidders registered onsite, and there were 300 online registrants. Bidding came from three countries and 20 U.S. states.

A highlight of the auction was a Rumley Advanced Oil Pull Model E 30-60 tractor that went for \$211,000. The company also sold a 1928 Whippette Sedan for \$30,000, and a 1932 Plymouth Coupe hammered at \$24,500.

Also in 2011, VanDerBrink had a successful auction of collector vehicles, project vehicles and thousands of rare parts. The Greenwood, Neb., sale attracted bidders from Australia, England and more than 20 states in the U.S.

A 1908 Cadillac Model S sold for \$36,000 and a 1910 Model 16 Buick went for \$51,000. ❖



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# AUCTION SCHOOLS



The Mendenhall School of Auctioneering had 23 students from five states in its November graduating class. Submitted photo



The September class of the Reppert School of Auctioneering is as follows: Back row — Craig Starr, Brian Burns, Scott Arnold, Bob Burns, Zack Witovet, Matt Wiseman. Middle row — Chris Tranter, Christopher Owens, Dana Hatton, Jake Maddux, Sabin Martin. Front row — Calvin Vickery, Victor Spencer, Nate Roll and the school's President Melissa Davis. Submitted photo



The November, inaugural graduating class of Auctioneers & Appraisers Academy, Phoenix, Ariz., included Pat Chacon, Ken MacKenzie, James Murr, Matt Messner, Jessica Sharp and Lyle Wilde. The academy covered 40 subjects and included field trips to livestock and auto auctions. Submitted photo



The December class of the Reppert School of Auctioneering is as follows: Back row — Steve Williams, Kevin Sipe, John Harlan, Paul Steere, Carson Helminiak. Middle row — Michael Jackiewicz, Jason Keeker, Matt Heath, Barry Dinkel, Keith Koscak, Ed Smith, Tim Orr. Front row — Dean of Students Ron Chaffee, President Melissa Davis, Pamela Schmidt, Steve Shupperd, Ryan Kramer, Will McCutchan, Kathy Baber. Submitted photo



The September class of the World Wide College of Auctioneering had students from 15 states and two from Canada. Submitted photo



**ROW 1, L-R Hannah Kramer, Morgan Thorson, Yve Rojas, Luke Longmire, Bruce Helgeson, Vicky L Flickinger, Paul C Behr, Jim Seeck, Dawn Stoltenberg, Bryan Spencer, Shae McCabe, Amy Cheung Shum, Ana Magliuta**  
**ROW 2 Morgan Steger, Jeffrey J Alexander, J Richard Noll, Rich Knebel, Catherine Knebel, Mike Hale, Tony McMullan, Robin Cuthbertson, Randy Donley, Andrew Davis, Derek Dunham, Jerry Olson, Nicholas Van Sciver, Sandon Reese Jody Evans**  
**ROW 3 Ricky Swain, Chuck Wiesz, Sammy Grange, Paul Ruthven, Colin Latreille, Brenda Frieden, Ron Ginter, Rod Mursu, Raymond Helmuth, Jason Niemann, Greg Christy, Tadd Conrad, Robert E Holland, Shawn Strothman, Rich Scott**

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The November class of the World Wide College of Auctioneering had students from 19 states, Canada, Scotland, England and China. Submitted photo



The November graduating class of the Texas Auction Academy had 26 students from Texas, Oklahoma, Wisconsin, Virginia, Arkansas and New York. They are as follows: Bottom row — Ashley Graves, Amarillo, Texas; Judy Marshall, Mountain View, Ark.; Debbie Llamas, Austin, Texas; Giovanna Trevizo, Dayton, Texas; Julie Begley, Atascosa, Texas. Row two – Instructor Scott Swenson, CAI, GPPA; Mark Thurman, Coppell, Texas; Michael Cooper, Fulshear, Texas; Cody Shelley, Comanche, Okla.; James “Chad” Polk, Hot Springs, Ark.; School Administrator Lori Jones; School Director Mike Jones, CAI, BAS, GPPA. Row three — Ronald Marshall, Mountain View, Ark.; Frank “Rocky” Evans Jr., El Paso, Texas; Matt Gallimore, Floyd, Va.; Joseph Broadrick, Houston; Marty Griepentrog, Dalton, Wis.; John “Jack” Michael, Coldspring, Texas; Daniel Leach, Troy, N.Y.; Christopher Jobe, Corpus Christi, Texas; Instructor Montie Davis. Top row — Zac Patrick, Andrews, Texas; T. Chad Wilson, Wills Point, Texas; Kevin Reeves, Denison, Texas; Matt Armstrong, Paris, Texas; Chris Foster, Okarche, Okla.; Guadalupe Sosa Jr., Point Venture, Texas; Steve English, Nolanville, Texas; Terence J. Lamb, Tishomingo, Okla. Submitted photo



The Carolina Auction Academy November graduating class is as follows: Seated — Norma Jean Scott and Tanya Torrance. First row – Chris “Pace” McMullan, Pollyanna Bullard, Brandi Roy, Lisa Maneau, John Merritt, Don Andersen. Back row — Ronnie Reams, Cynthia Tyson, Robert Castelberry, Ronnie Cutler, CT Walker, Richard Gainey, Tim Paladino, Aaron Maye. Submitted photo

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 (605) 651-1953

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 11716 Northview Dr.  
 Aledo, TX 76008  
 mike.hale@oakfloorsupply.com  
 (817) 929-8708

Edward Christian Schmidt  
 Christian Schmidt Auction Company  
 1720 Grand Ave Pkwy  
 Pflugerville, TX 78660  
 echristianschmidt@gmail.com  
 (210) 379-4969

**Washington**

Nelson D. Jay  
 Gavelo Auctions, LLC  
 5917 59th Avenue NE  
 Seattle, WA 98105  
 www.gaveloauctions.com  
 nelson@gaveloauctions.com  
 (206) 419-0046

Jeff F. Lee  
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 Glenoma, WA 98330  
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**Canada**

**Alberta**

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 Hansen Land Company Ltd  
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 1st Street Wes,  
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 www.hansenlandco.com  
 hansen@hansenlandco.com  
 (403) 652-1798

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**Nigeria**

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 paul.ruthven@smag.co.uk  
 07525252435



Hill

*“I joined NAA for a couple of reasons: to get into an organization that moves forward, educates its members and builds a sense of unity within the community of its members. I liked that I could feel a sense of belonging to a community that wanted me to succeed ... I expect that (the NAA will) continue the excellence of staying ahead of the game, to keep us informed of changes and challenges that we as Auctioneers could face in our businesses. I expect education opportunities as well as networking and business building experiences. I guess what I am expecting is for the NAA to continue to be who they have always been and more.”*

**Lee Hill**

Lee's Auctions  
 Quakertown, Penn.

New members compiled by Brandi McGrath



# Learn to love (and hate) the right things for copy that sells



By Carl Carter, APR

**N**o matter what you sell, you have to tell people about it. That means we have to do something we call “writing”

I wish we could do away with the word. It seems to either freeze our brains or inspire us to get clever. Both lead to bad writing that fails to sell.

The best writing tip I ever got came from my old city editor at The Birmingham News. I'd written a really clever story and was proud of it. It was full of fancy words and elaborate, well-turned phrases. He glared at me over the desk and said, “Pretend I'm your mama. Now tell me what happened.”

I did. It sounded nothing like the story in his hand. (We still used paper in those days.)

“Good,” he said, “now go write that, and don't ever give me any (stuff) like that again.”

Only he didn't say stuff. You get the idea.

Few Auctioneers have had a mentor who knew how to write well. That leads to brochures, ads and websites that are confusing and lifeless. Here are some of the best principles I've learned. I promise they'll help you sell more.

## Learn to love

**Facts.** Channel Dragnet's Joe Friday and stick with “Just the Facts, Ma'am.” With all due respect to the sales experts who tell you to “sell the sizzle,” just remember that the bidder's buying the steak. (He assumes it'll be sizzling.) What he wants to know is whether he's getting a ribeye or a sirloin and whether it's Prime or Choice.

**Details.** As you learn to stick to the facts and eliminate the fluff, use that space to give the reader more specifics. Instead of just saying a house has hardwood flooring, point out that it uses planks of two-inch-thick, six-inch-wide oak reclaimed from a colonial mansion.

**Nouns and verbs.** These are the guts of good writing. “We sold” is a complete sentence all by itself. Start with these and build around them.

**Your reader.** Be kind to him. Make his job easier. Never make

him cut through a bunch of clutter to get to what he needs.

**Bullets.** The simple bullet frees you from the compulsion to write in complete sentences. It lets you cram a lot of details into a little space, without waste.

**The delete button.** Don't be afraid. I've wasted hundreds of hours trying to fix bad sentences when I needed to just start over. Just take a deep breath, highlight and delete. There. Now you're free to write something good.

## Learn to hate

**Passive voice.** Never say, “the home was built” when you can say, “he built the home.” For starters, active sentences are more specific because they tell the reader who built the home. Active verbs keep people reading.

**Adjectives.** OK, they're a necessary evil. Just remember that words like beautiful, elegant and lovingly hand crafted are there mostly to make the seller happy. They rarely help sell anything because readers breeze past them looking for the stuff that actually tells them what you're selling.

**Long sentences.** I can't tell you how long is too long. Just set a tripwire in your brain that alerts you when you've gone a while without using the period key. You don't have to buy into the Twitter limit of 140 characters, but keeping it in mind can actually help you set a rhythm.

**Verbs derived from “to be.”** You can't get away from words like is, are, am, was and were, but try to at least keep them corralled. Pairing them with “not” gets you extra points off. (Contractions like “can't” and “don't” seem OK. I have no idea why. They just do.)

**Needless words.** Make it a game to see how much you can cut out without actually removing any real information. My first draft tends to be much longer than the last one.

We've all written bad stuff. It's OK. The blank screen in front of you is an invitation to do it better.

*Carl Carter, APR, is President of NewMediaRules Communications, which has provided Auctioneers with public relations, copywriting and design services since 1994. He offers free communications tips through his blog, [www.newmediarules.net](http://www.newmediarules.net). E-mail him at [carl@newmediarules.com](mailto:carl@newmediarules.com). ❖*



# MEMBERSHIP APPLICATION

Please complete all four sections of this form.

To apply for membership in the NAA, choose one of these application methods:

- Complete this form with credit card information and fax to (913) 894-5281
- Complete this form and return with payment to: NAA Membership, 8880 Ballentine, Overland Park, KS 66214

## 1

**PLEASE CHECK ONE.** Membership in NAA is open to individuals, not companies.

MEMBERSHIP TYPES		All members except *ONLINE members will receive the print version of <i>Auctioneer</i> magazine.
<input type="checkbox"/> REGULAR	An active Auctioneer that subscribes to the NAA Code of Ethics and embraces the NAA Mission and Vision. Voting Member (Printed Materials)	<input type="checkbox"/> \$300 (1 Year) <input type="checkbox"/> \$535 (2 Years) <input type="checkbox"/> \$725 (3 Years)
<input type="checkbox"/> ONLINE	Online member is an active Auctioneer receiving all correspondence through online and electronic formats. Voting Member (*Digital Materials - Receives digital version of <i>Auctioneer</i> magazine)	\$275
<input type="checkbox"/> AFFILIATE	Individuals who are not Auctioneers but who are involved in auction or auction-related business with the purpose to provide goods and services to Auctioneers and the public. Non-Voting Member (Printed Materials)	\$500
<input type="checkbox"/> ASSOCIATE	Employees of Active Members who are not Auctioneers. Auction-related professionals representing the real estate, finance and legal industries should apply for Associate membership. Non-Voting Member (Printed Materials)	\$225
<input type="checkbox"/> MEMBER + SPOUSE	An Active member and his/her spouse or significant other that subscribes to the NAA Code of Ethics and embraces the NAA Mission and Vision. Includes Auxiliary membership for spouse for one year. Voting Member (Printed Materials) Spouse's Name (Must Complete): _____	\$450
OPTIONAL FEES		
<input type="checkbox"/> NATIONAL AUCTIONEERS FOUNDATION DONATION	The National Auctioneers Foundation is the fundraising partner of the NAA. Funds promote the auction profession and industry. Donations are tax deductible.	\$50
<input type="checkbox"/> MEMBERSHIP NAA AUXILIARY*	The Auxiliary is a source for the promotion and advancement of the auction team. Membership is open to regular, online and retired members and spouses only. One year membership per person. <input type="checkbox"/> Self <input type="checkbox"/> Spouse *Auxiliary Member's Name (Must Complete): _____	\$25 per member

## 2

### MEMBERSHIP INFORMATION (Please Print)

TOTAL AMOUNT DUE \$

First \_\_\_\_\_ Middle \_\_\_\_\_ Last \_\_\_\_\_  
 Nickname \_\_\_\_\_  
 Company Name \_\_\_\_\_  
 Address \_\_\_\_\_  
 City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_  
 Phone \_\_\_\_\_ Fax \_\_\_\_\_  
 E-Mail \_\_\_\_\_  
 Web Site \_\_\_\_\_  
 Check here if you are a previous member or a member of a state association.  
 Male  Female  
 Number of Years in Industry \_\_\_\_\_ Year of Birth \_\_\_\_\_  
 Name of auction school attended if applicable \_\_\_\_\_  
 Referred By (Optional) \_\_\_\_\_

## 3

### PAYMENT INFORMATION

- Check Enclosed (\$USD)  Credit/Debit Card

**Payment Plan  
See Reverse**

Credit Card # \_\_\_\_\_ Exp. Date (MM/YY) \_\_\_\_\_

Card Holder Name (Print) \_\_\_\_\_

Signature \_\_\_\_\_

## 4

### AUCTION SPECIALITIES

It is recommended that you indicate your specialities. This information is available on the NAA web site where the public can search by speciality. You may choose up to FIVE.

- Antiques & Collectibles
- Appraisals
- Art & Galleries
- Auto & Motorcycles
- Bankruptcy
- Benefit & Charity
- Boats & Water Sports
- Business Liquidations & Office Equipment
- Coins
- Collector Cars & Vintage Equipment
- Estate & Personal Property
- Farm, Ranch & Livestock
- Firearms
- Govt. Surplus Property & Seizures
- Heavy Equipment & Construction Machinery
- Industrial & Manufacturing Equip.
- Intellectual Property
- Jewelry
- Real Estate, Commercial/Industrial
- Real Estate, Land
- Real Estate, Residential
- Off-Road & Recreational Vehicles
- Restaurant, Food & Spirits
- Trucks, Trailers & Transportation

# NAA Member Benefit Highlights

NAA Member Services: (913) 541-8084 — Fax: (913) 894-5281  
memberservices@auctioneers.org — www.auctioneers.org

## NAAuction.com

Built specifically for the consumer, this website provides the public with information and education about the profession and industry, and connects buyers and sellers with NAA Auctioneers and their auctions.

## OfficeMax Discounts

This custom office supply program offers savings of 31% to 88% off more than 25,000 products online, through the catalogue or at one of nearly 1,000 stores.

## Shipping & Freight Discounts

Save up to 25% off Express, 12% off Ground and 70% off Freight when you ship with FedEx. Discounts of up to 70% off are also available on freight shipping with YRC and UPS.

## Constant Contact

NAA Auctioneers receive a discount when they use Constant Contact, an e-mail marketing provider. Communicate easily and efficiently with your clients, announce your next auction to everyone in your e-mail database list and save money! Get a 60-day free trial for up to 100 e-mail addresses. After that, pre-pay and get a discount of up to 25% off! Get started by visiting [naa.constantcontact.com!](http://naa.constantcontact.com!)

## Auctioneer magazine

Stay tuned to current news and trends impacting the auction industry and profession. This full-color magazine is produced monthly for NAA members.

## Auction E-News

Get up-to-date on events, education and news at the NAA with this free members-only e-newsletter delivered to your inbox on the second and fourth Wednesday of each month.

## Industry Insights

Free online seminars presented by industry professionals teach today's business essentials to help you run your business more successfully.

## Online Mentoring and Networking Forum

Share information with fellow members and ask questions about the auction profession when you participate in the NAA's members-only forum. Check back frequently as many topics are discussed on this very active forum. Call NAA Member Services at (913) 541-8084 or log on to [www.auctioneers.org](http://www.auctioneers.org) for more information.

## Auction Calendar

Members can post their auctions for free on the exclusive NAA Auction Calendar hosted at [www.NAAuction.com](http://www.NAAuction.com).

## NAA Education Institute

The NAA is dedicated to providing professional development opportunities for the auction industry. Members enjoy discounts on all educational events, seminars, designation and certification programs. Designation programs include: CAI, AARE, ATS, BAS, CES, GPPA and MPPA. Learn more at [www.auctioneers.org](http://www.auctioneers.org) or e-mail [education@auctioneers.org](mailto:education@auctioneers.org).

## Buyers' Guide

The NAA has collected information from those companies who have developed products and/or services with the auction company in mind at [www.auctioneers.org](http://www.auctioneers.org).

## NAA Credit Card Program & Free Check Recovery

Save on processing rates when accepting credit card payments from your sellers for their purchases.

## NAA Knowledge Center

Watch or download previous Conference & Show educational seminars, past IAC competitions and other NAA educational sessions. Each month, NAA members have access to a free seminar from a previous Conference and Show. Individual, track or all-access passes are available.

## Discounted Advertising Rates

Reach your target buyers thanks to the NAA's exclusive auction advertising programs. Receive discounted advertising rates with USA TODAY, Investor's BusinessDaily, The Wall Street Journal and TheNetwork of City Business Journals. Other contracts available on request.

## Free Website Design & Hosting

Members can individualize information about their company and post auctions with their very own free website. This program also includes free web hosting when you pay just \$9.95/year for the URL.

## Workers' Compensation Insurance

NAA offers a deviated Workers' Compensation insurance program through the Blue Valley Insurance Agency. Premium prices vary by state and by payroll.

## Publications

"Waiting For the Hammer to Fall - A Guide for Auctioneers" and "Auction Law" by Kurt R. Bachman and Joshua A. Burkhardt provide legal guidance and up-to-date information on issues Auctioneers encounter in their course of business.

# NAA Payment Plan

Be part of the National Auctioneers Association and stay on a budget when you choose the NAA Payment Plan, which allows you to spread your membership dues over three consecutive months.

## **Regular Membership (\$300)**

\$100/month for three consecutive months

## **Online Membership (\$275)**

\$92 for first and second months; \$91 for third month

## **Member and Spouse Membership (\$450)**

\$150/month for three consecutive months

## **PLEASE CHECK ONE - REQUIRED**

- Payment by Credit Card:** By checking this box, I understand the terms and conditions of the payment plan and authorize the NAA to automatically apply payment to my credit card on the 25th of each month (three consecutive months).
- Payment By Check:** All payments by check must be received by the 25th of each month (three consecutive months).

*\*Please Note: Failure to make three consecutive monthly payments will result in the cancellation of your NAA membership.*

Return completed form to the National Auctioneers Association by email to [accounting@auctioneers.org](mailto:accounting@auctioneers.org), fax to (913) 894-5281 or mail to 8880 Ballentine, Overland Park, KS 66214.

**IF EMAILING OR FAXING FORM, PLEASE MAKE SURE TO INCLUDE BOTH FRONT AND BACK PAGES.**

## **Mission**

*To promote the professionalism of auctioneers and auctions through education and technology.*

## **Vision**

*The National Auctioneers Association will unify and lead the auction and competitive bidding industries so they will be increasingly utilized as the preferred method of sale for personal and real property in all segments of the economy.*

These are just a few of the outstanding benefits of NAA membership. For a complete list of member benefits, visit our website.

[www.auctioneers.org](http://www.auctioneers.org)



# Professional images might help move millions of dollars in foreclosures, bank-owned properties

By Sarah Bahari

contributing writer

**T**rying to sell a high-end home, luxury property or valuable piece of art?

Start with professional-quality photography and video, industry experts say.

“People do judge a book by its cover,” says Bart Wilson, Chief Innovation Officer for VPiX, a Colorado-based company that specializes in virtual tours. “If you do not grab their attention and impress them right away, they’ll move on.”

Professional-quality photography pays off, studies have found. A 2010 analysis by Redfin, a Seattle brokerage firm, found that homes with professional photographs sold for \$934 to \$116,076 more than homes shot with basic point-and-shoot cameras.

Aerial photography, high-definition video and 360-degree virtual tours are among the top options available to Auctioneers seeking to market homes, properties or other items.

One company, 3vTV, based in Jacksonville, Fla., is now traveling the country by plane and automobile capturing aerial and on-the-ground images, which Auctioneers and real estate professionals will be able to purchase, says Bo Zarn, Business Development Director for the company.

## How it works

For the aerial images, an airplane with 14 cameras attached to the belly flies at an altitude of 1,500 feet, capturing panoramic views of commercial and residential properties. A street-level system uses eight cameras mounted on a vehicle’s roof rack to snap photos. The cameras collect hundreds of images, which are strung together and essentially form a video.

“We’re sweeping the country,” says Zarn, a

former real estate appraiser and National Auctioneers Association member. “We’ll be everywhere except 1600 Pennsylvania Avenue and Camp David.”

The database of images will help Auctioneers move millions of dollars in foreclosures and bank-owned properties, Zarn says, which would boost the sluggish national economy.

“We will not get out of this depressed economy until real estate turns around,” Zarn says. “And no group of people is better suited to move property quickly and get this country moving forward.”

“Auctioneers have the ability to get this country out of the financial quagmire.”

## Budget conscious

If hiring a professional photographer is not within your budget, experts suggest investing in a high-end digital SLR camera, which typically has more manual settings and can achieve sharper, more focused images.

Once photos and video are taken, Auctioneers must decide how and where to show them.

Many companies, including VPiX and 3vTV, are developing smartphone applications that will display video and photographs of properties.

“A lot of people are using their iPhones, iPads and Droids instead of sitting down at



February 7-8, 2012 | Atlanta, Georgia

a traditional computer,” says Wilson, with VPiX. “Many of our old virtual tours did not work on these new devices, so we have had to reinvent ourselves.”

At TourFactory, based in Spokane, Wash., clients can have their videos and photos sent to some 20 online portals, which makes it likely that more people will see the property, says David Gay, the company’s Vice President of Sales.

“We are a one-stop shop,” Gay says. “You will get the professional images and more eyes on your property.”

High-quality images of homes, properties and other items benefit buyers and sellers, professionals say. Sellers are not inundated with questions, and prospective buyers can learn just about everything they need to know.

“There is a lot less buyer’s remorse going on,” Zarn says. “Interested buyers can zoom in to a photo and look at something as small as the hardware on kitchen cabinets. They know exactly what they’re getting themselves into.” ❖

FILLERWORDS

FROM THE FORUM

www.auctioneers.org/forum

trending topics		views	replies
1	Real deal	132	2
2	Background music for video	81	5
3	Puppy at benefit auction	155	7
4	Poll: Why do Auctioneers leave the industry?	245	12
5	Government regulations	154	6



**How have recent federal or state government regulations affected your auction career or company?**

*"We are in the process of drafting legislation in our state of Delaware to help license and regulate. It has been an ongoing challenge for the past year and a half here, but we are getting very close."*

**Glenn Watson**  
Reagan Watson Auctions LLC  
Milford, Del.

*"I wouldn't say recent regulations have affected our business but rather the opposite: absence of regulations has helped define our business. In Kansas, if you can count by 10, you can be an Auctioneer. The notion that we need government regulation or definition would be as silly as legislating what a wheel is. Everyone knows what an auction is. This freedom of the West has allowed us to develop and practice what is best for people and for the market."*

**Bill Fair, CAI, AARE**  
Bill Fair & Co  
LeCompton, Kan.

Compiled by Brandi McGrath

MEMBERS' CORNER



Members of the National Auctioneers Association represented the auction industry and association Nov. 11 during the National Association of Realtors' 2011 Conference & Expo in Anaheim, Calif. Auction forum participants were NAR member Gary Shea, of Shea Realtors, Butte, Mont.; NAA member and forum Chairman Randy Wells, CAI, AARE, BAS, CES, GPPA, of Realty Auction Services LLC, Post Falls, Idaho; NAA member Charlie Montgomery, AARE, of Comas Montgomery Realty & Auction Co., Murfreesboro, Tenn.; and NAR member Leonard Ferrigno, of Advantage Realty, Clarkston, Wash. Submitted photo

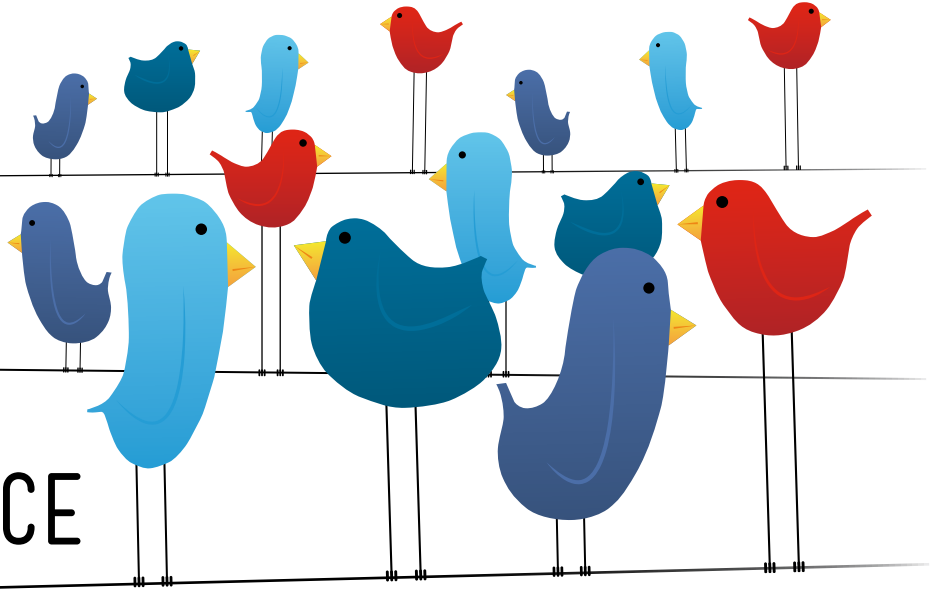
AROUND THE BLOCK

On Oct. 21, the California Air Resources Board played host to a public hearing and approved amendments to the Transport Refrigeration Unit (TRU or reefer) regulation, says Rod Hill, Staff Air Pollution Specialist for the California Air Resources Board. **The Board's reefer regulation prohibits the sale of noncompliant reefers that could reasonably be expected to do business in California.** This includes auction sales. The amendment requires the seller of a noncompliant unit to disclose to potential buyers from outside of California that the unit cannot legally operate in the state.

United Country — Realty Pioneers, Wellsboro, Penn., has joined forces with United Country — Jelliff Auction Group LLC, Tioga, Penn., according to a news release. The new venture will conduct business in Wellsboro. **The company will serve the real estate needs of Tioga, Bradford and Potter counties,** as well as the surrounding areas of northern Pennsylvania and western New York.

Real Estate auction company Fortna Auctioneers & Marketing Group, Annville, Penn., has established a new affiliation with Atlantic Properties International Inc., Fort Lauderdale, Fla., according to a news release. **The companies plan to place their first batch of real estate auctions on the block in early February.** The Florida operation will concentrate on beach and waterfront properties, condos, commercial buildings, privately held property and bank portfolios. Through the partnership, the companies plan to increase sales to international buyers.

# SOCIAL MEDIA: FIGHTING FOR RELEVANCE



By Peter D. Gehres, CAI, CES

place in our collective consciousness.

One basic question remains for Auctioneers: How can we use these tools to market auctions, attract bidders and increase hammer prices? The answer to that question is in fact the larger question: How will Auctioneers become relevant in the world of social media?

Relevance is fundamental to effectively building a following on social media platforms and, more importantly, directing that sphere of influence to view and bid on lots in an upcoming auction.

Increasing an auction company's Facebook "likes" or Twitter "followers"

**S**ocial media is a rapidly maturing communication and networking tool. Sites such as Facebook, Twitter, YouTube and LinkedIn have cemented their

place in our collective consciousness. seems to be the easiest and most understandable way build exposure, and it falls in line with a traditional marketing ideology.

Numbers have the power to be deceiving, though, and it is increasingly those users that regularly interact, comment, "like" and "retweet" that are the marketing goldmine and will be far more valuable to an auction company.

For Auctioneers and auction companies, there are four keys to building relevance.

## No. 1: Be a consumer first

One must be engaged in social media and be a consumer first. The most relevant and interesting actors in the current social media sphere are also regular social media consumers.

There are software programs and services that will "manage" your company's social media marketing. Some programs will automatically post to Facebook and Twitter pre-programmed information on a set schedule. As Ron Popeil, mass marketing guru, says, "Set it and forget it." That might work for

kitchen appliances, but most users will see right through such efforts.

Regularly look at Facebook, Twitter and other websites on your phone and desktop — those you hope to influence surely do the same. Follow other Auctioneers, local businesses and industry thought leaders, and immerse yourself into the information stream.

Being a social media consumer will naturally lead you to relevant social media marketing. Further, as the landscape evolves, the active consumers are the early adopters. Finally, if you are not a consumer, you will most likely not effectively respond to the feedback and comments generated by your social media marketing efforts.

The only thing worse than not having "fans" or "followers" is ignoring those you have and their comments and feedback. The equivalent would be publishing your phone number and not having a phone to answer the call.

## Build content

Auctioneers operate on the leading edge of the market and are often the

first responders to changes in market conditions. Active Auctioneers have a keen sense of the micro and macro market trends and are a treasure trove of information.

Turning that information into market reports, prices realized and other quantitative research has always been an effective tool for Auctioneers. Social media allows for instant dissemination of this information and ensures searching for that information is equally expedient.

Take advantage of video as well as written content. Video is a powerful form of communications, and for Auctioneers, it offers the best way to showcase the performance art of a live auction.

Become a local, regional or product expert and liberally share that information. Short of obtaining celebrity status, creating content is the primary method to build relevance and is fundamental to any social media campaign.

### Walk the line

There is a thin line that all walk when looking to attract social media followers. The most effective social media campaigns and relevant content will be useless if Facebook users “hide,” “unsubscribe” or “unlike.”

Spamming the newsfeed with auction announcements, excessive comments and event or auction invites is almost guaranteed to erode social media following and can, in the course of a few days, render one completely irrelevant.

Posting auctions is important. Posting the same or similar content over and over again is counterproductive. Show

restraint and control, and compare your posting schedule with that of other companies.

As a social media consumer you will see quickly what constitutes “too much information” and what is just right.

### Traditional marketing

Adding social media links or logos to any and all other marketing efforts is effective in two regards: First, like websites and phone numbers, these logos direct traffic to your social media outlets. If you have been developing content on these portals, traditional and nontraditional marketing will complement and extend your marketing dollar. Second, these links and logos are a signal your company embraces the new media. Though subtle, these signals are powerful in influencing younger decision makers.

The U.S. presidential campaigns of 2012 will likely include social media integrated into billion-dollar marketing campaigns. Both sides of the isle and other interest groups will be driving voters to interact and engage on these portals. Develop a plan to build the visibility and relevance of your auction company to take advantage of this traffic. If buyers and sellers do not find you and your auction company, they will surely find someone else.

*Peter D. Gehres, CAI, CES, is an Auctioneer, Realtor and professional speaker based in Columbus, Ohio. Gehres is the owner of Belhorn Auctions and Vice President of Auction Operations for United Country — Gryphon Realty & Auction Group. ❖*

## What you'll find on the web



### Save on shipping

Through the NAA Shipping Program, members can save up to up to 26 percent on FedEx Express and 12 percent on FedEx Ground.

Go to [www.auctioneers.org/member-resources](http://www.auctioneers.org/member-resources).

### Save on freight

Through the NAA Shipping Program, members can save up to 70 percent on FedEx Freight and at least 70 percent on less-than-truckload shipments of more than 150 pounds through YRC and UPS.

Go to [www.auctioneers.org/member-resources](http://www.auctioneers.org/member-resources).



### Save on e-mail marketing

The NAA's partnership with Constant Contact provides members with significant discounts on e-mail marketing. Get your 20 percent to 25 percent NAA discount at [www.auctioneers.org/constant-contact](http://www.auctioneers.org/constant-contact).

### Find the NAA online

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[NAAnews.wordpress.com](http://NAAnews.wordpress.com)  
[www.twitter.com/NAAuctioneers](http://www.twitter.com/NAAuctioneers)  
[www.youtube.com/NAAuctioneers](http://www.youtube.com/NAAuctioneers)



Follow us on: 

Like us on: 

# Calling all scholars

## Three Auxiliary scholarships available in 2012

International Auctioneers Conference and Show in Spokane, Wash. The Auxiliary Scholarship Program assists its members' children or grandchildren as they pursue higher education. This is the Auxiliary's 20th year to provide the awards.

### Eligibility requirements are as follows:

- Must be a child/stepchild or a grandchild/step grand-

**T**he National Auctioneers Association Auxiliary plans to award up to three, \$2,000 scholarships in July during the 63rd annual

child of an Auxiliary member with continuous membership since Jan. 1, 2007

- Candidates applying must be graduating from an accredited high school and have been accepted into a qualified college or university undergraduate study program or a school of technology; or, candidates must have completed the past year at a qualified college, university or school of technology (undergraduate)
- Candidates can apply for this program more than once but can only be awarded the scholarship one time
- Scholarship applications will be distributed by request only with a request deadline of Feb. 23
- Packets are available Dec. 1 with a required completion packet return postmarked by March 15

To qualify for a scholarship packet, please e-mail Kim Ward, CAI, BAS, CES, at kim@wardauction.net or via mail at 1775 Fodderstack Mtn. Loop, Greeneville, TN, 37745. Call with questions at (630) 740-5860.

## STATE AUCTIONEER ASSOCIATION UPCOMING EVENTS

### JANUARY

- 6-7» Colorado Auctioneers Association convention, Denver
- 11-13» Pennsylvania Auctioneers Association conference, Harrisburg
- 12-14» Wyoming Auctioneers Association convention, Cody
- 13-14» Idaho Association of Professional Auctioneers convention, Boise
- 13-15» Virginia Auctioneers Association convention, Charlottesville
- 14-16» Ohio Auctioneers Association convention, Dublin
- 15-16» New York State Auctioneers Association convention, Utica

- 20-21» Auctioneers Association of North Carolina convention, Greensboro
- 22-24» Wisconsin Auctioneers Association conference, Wisconsin Dells
- 24-27» Michigan State Auctioneers Association conference, Lansing
- 26-28» Minnesota State Auctioneers Association conference, Minnetonka
- 26-29» Kansas Auctioneers Association conference, Wichita
- 27-29» Auctioneers Association of Maryland conference, Ocean City
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### FEBRUARY

- 3-5» Oklahoma State Auctioneers Association convention, Oklahoma City
- 10-12» Kentucky Auctioneers Association convention, Gilbertsville
- 11-13» Illinois State Auctioneers Association conference, Bloomington
- 24-26» West Virginia Auctioneers Association convention, Roanoke

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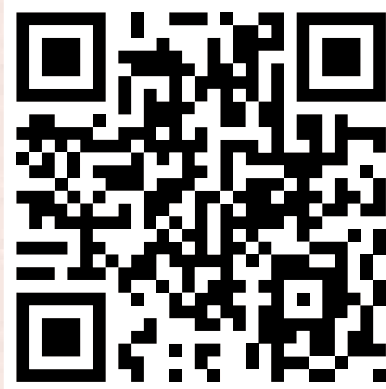
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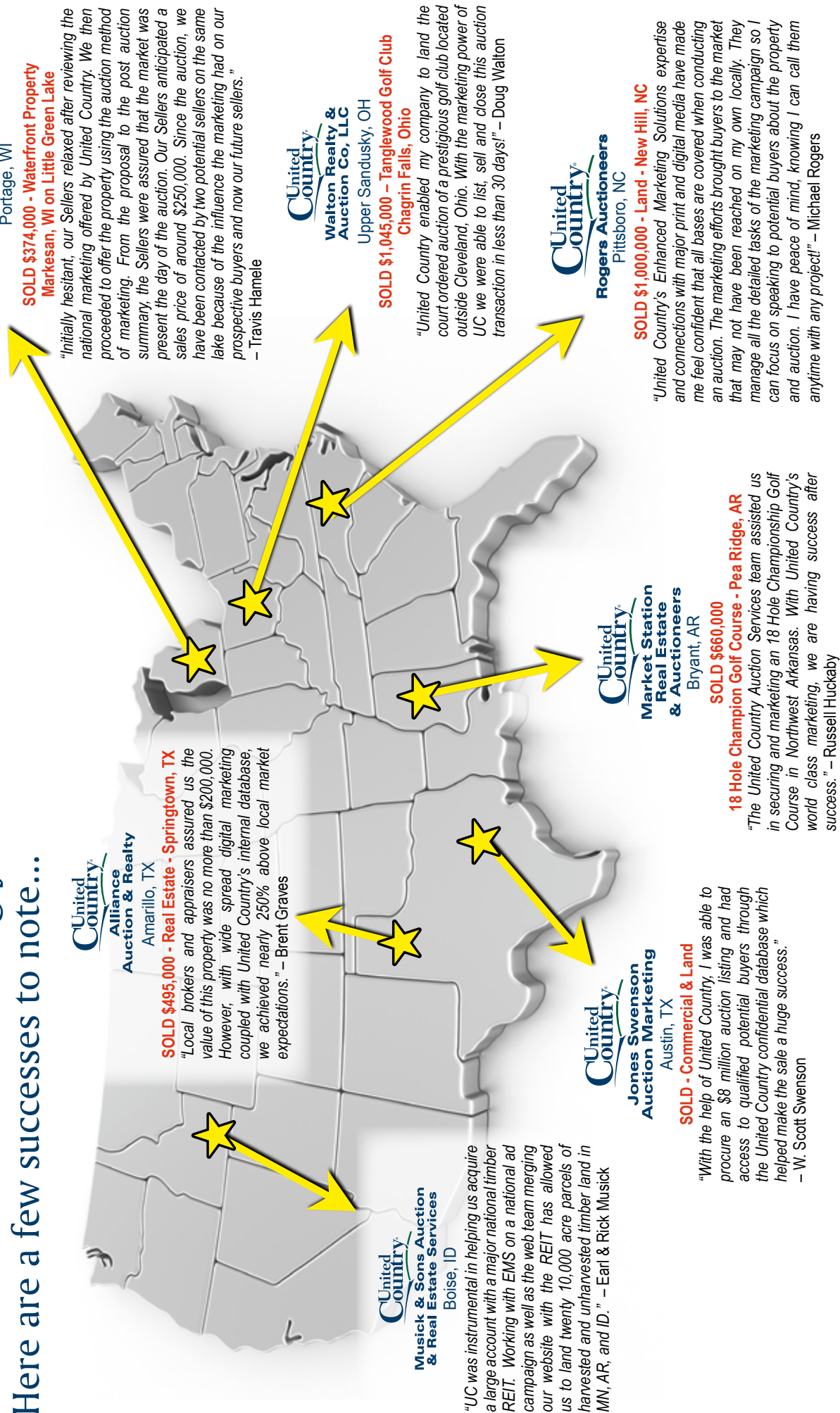


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