



Auctioneer

OCTOBER 2017

The official publication of the National Auctioneers Association

ANDY WHITE

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Triple Crown
winner ... ever



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 - | NAA READ INTO U.S. CONGRESSIONAL RECORD IN WASHINGTON
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Ring 1 Listings:

Lot #	Year	Model	Current Bid	Time	Buyer
Lot # 2016	2015	MCCORMICK X5.50	US \$3,600	0:38	US \$3,600
Lot # 2017	2014	VERSATILE 290	US \$200	0:39	US \$200
Lot # 2018	2014	VERSATILE 4500T	US \$200	0:42	US \$200
Lot # 2019	2014	CASE IH MAGNUM	US \$7,100	0:42	US \$7,100

View Ring 2 Listings:

Lot #	Year	Model	Current Bid	Time	Buyer
Lot # 2020	2014	CASE IH MAGNUM	US \$500	0:43	US \$500
Lot # 2021	2013	HUBOTA	US \$10,900	0:43	US \$10,900
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Scott H. Shuman, CAI

NAA President

National Auctioneers Association President Scott H. Shuman, CAI, is a partner and Auctioneer for Hall and Hall Auctions. He has more than 31 years of auction experience after attending auction school in 1986 and opening an auction firm shortly thereafter.

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

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

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

NAA sent letter to U.S. Department of Labor on your behalf

As I write this, I do so knowing that just last week I was in Washington, D.C., for the NAA Day on the Hill. This has quickly become one of my favorite events that NAA hosts each year.

Last year, I introduced two of my kids to Congress through NAA's Day on the Hill. We talked with Speaker of the House Paul Ryan, as well as veteran senator and former presidential candidate Robert Dole. It did for me what Board of Director member David Whitley hopes it will do for all NAA members: It lit a fire of understanding in me that I had access to some of the most influential people in the United States.

This year, I attended Day on the Hill and learned that I, as NAA President, would be allowed to sit in the congressional gallery while watching Congressman (and #NAAPro) Jeff Duncan speak about the importance of auctions, the use of professionals to facilitate those sells, and how the NAA will once again host National Auctioneers Day in 2018 (and moving forward) on the first Saturday of May. This resolution was made possible because of Congressman Duncan's office and Congressman (and NAA Hall of Fame member) Billy Long.

The resolution's reading was recorded as it was broadcast on C-SPAN and later shared on Facebook. What an awesome event – to sit in the gallery watching Congress at work and hear our organization's name spoken on the floor of Congress.

That night, we hosted three (THREE!) Congressional representatives at our reception – each of them giving us a state of the union summary. Having friends like Congressman Duncan and Congressman Long in our membership has provided us many benefits, and we want to continue to build on those relationships and more!

When we returned home, we learned that the Department of Labor has reopened comments about their employee classification and the raising of the minimum salary level for individuals who are not exempt from overtime. Immediately, we sent a letter on your behalf, ensuring that they know how difficult this will make business for us (see letter on page 8).

And finally, while in Washington, NAA CEO Hannes Combest and Director Whitley met with the staff of our member representatives (Congressmen Duncan and Long) to discuss potential ways we can encourage Congress to privatize government auctions. This will take us a long time to accomplish, but it won't happen if we don't start.

As we move more into this issue, we may need your help. So please, get to know your Congressional delegation. Invite them to an auction. Let them know you are there as a resource. It won't matter if you are the same political party or not – you have the power. But, before you have to use that power, it is good to know that person you need to influence.

Advocacy remains a focus for the Board – one of our three strategic initiatives. Education is another one. Check the NAA Education Calendar now to see what classes you may need that will be offered at the Designation Academy. And for those of you who sell real estate, you won't want to miss the Real Estate Workshop. Highly knowledgeable people will discuss trends that we will see in 2018.

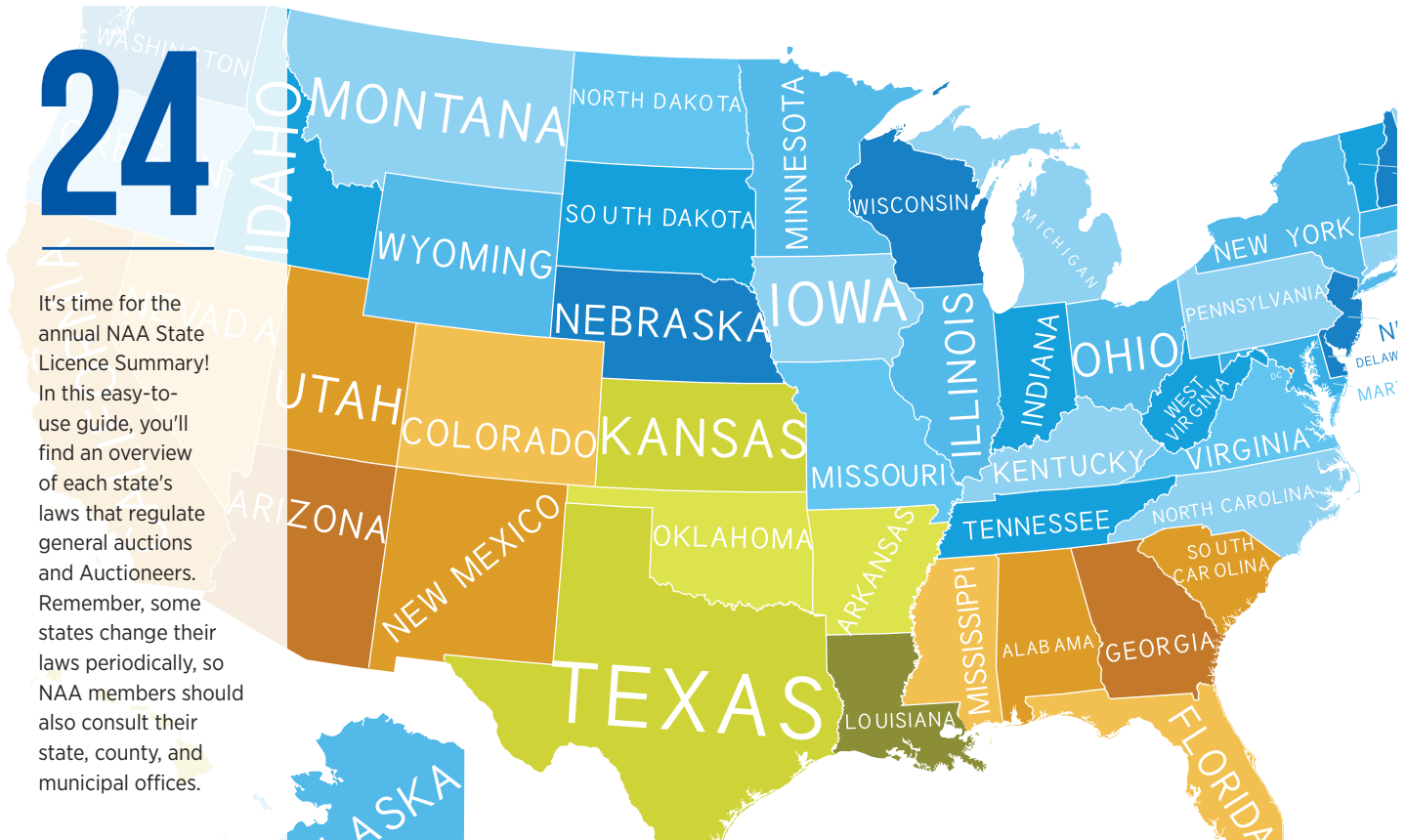
Overall, we continue to work to make sure we let people know about the great work that auction professionals do.

Did you know that we have two members who have won three major bid calling championships: NAA's IAC, LMA's World Livestock Auctioneer Championship, and the World Automobile Auctioneers Championship?

A former NAA Board of Director member and current #NAAPro, Jeff Stokes holds all three titles. Now, so does Andy White, CAI, who in June became the second Auctioneer to accomplish this feat. Read Andy's story, including thoughts from Jeff, on page 14. Like we have in the past with NAA auto Auctioneers, we hope to use Andy's success within LMA as a platform to promote NAA to the livestock Auctioneers segment.

There is a lot more in NAA for you to see and lots more in *Auctioneer* for you to read. So start reading now, and remember ... the chant goes on ...

Scott H. Shuman



FEATURES/NEWS OCTOBER 2017

NAA, National Auctioneers Day read into U.S. Congressional record

The first Saturday in May is now recognized as National Auctioneers Day.

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The Chameleon

Andy White, the second person ever to win the auction industry's 'Triple Crown,' says relating to the crowd is crucial to succeeding in different asset classes.

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Beyond fundraising: Donor focused benefit auctions

Increase your chances at raising donor retention rates by getting away from 'event-only' mindsets.

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What if you had a way to target a defined potential sellers group within a pool of 1.28 billion people? You do.

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2017 NAA Day on the Hill shows growth

More than 40 NAA members and staff met with elected leaders in Washington, D.C. to advocate for the auction industry.

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If it doesn't, your litigation risk goes up.

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FACES OF NAA

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State watch

MICHIGAN

The Michigan Auctioneers Association mentor program is available to “a new Auctioneer or one who needs support.” According to the state’s magazine, the program is not an employment situation, it is an enrichment tool. Mentors can be full time or retired. E-mail info@msaa.org for more information.

PENNSYLVANIA

The Pennsylvania Auctioneers Association has vehicle vanity plates available for purchase. Contact the PAA office for more information: info@paauctioneers.org.



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ILLINOIS

Starting in 2018, the state's bid-calling championship will take a slightly different format. The contest's preliminary round will be held during the ISAA Convention, with the finals at the state fair. Applications for the contest are being accepted now. Call 217-321-0345 for more information.



Source: <http://www.50states.com/facts>

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Congressional Record

PROCEEDINGS AND DEBATES OF THE *115th* CONGRESS, FIRST SESSION

House of Representatives

SPEECH OF
HON. JEFF DUNCAN
 OF SOUTH CAROLINA
 September 6, 2017

Mr. Speaker, today I rise to express support for designation of the first Saturday of May as "National Auctioneers Day" and the preceding week as "National Auctioneers Week." Auctioneering is one of history's oldest professions.

I was an auctioneer before running for Congress. As an auctioneer, I saw firsthand the purest form of buying and selling. You facilitate the connection between buyers and sellers where the highest bid is rewarded. Auctions continue to be the fairest, most transparent and effective means of establishing fair market value. Auction professionals create a competitive marketplace and connect buyers with sellers wishing to sell their assets for the highest dollar value.

The National Auctioneers Association and its members strive to advance the auction method of marketing and uphold the highest standards of professionalism in serving the American public. These professionals are proud business owners who support their communities.

For more than 40 years, National Auctioneers Day has been observed by state and local governments and private organizations across the United States. The designation of National Auctioneers Day and National Auctioneers Week will heighten public awareness of the contributions made by auction and auction professionals to our Nation's history and economy;

Mr. Speaker, I call upon the House of Representatives to support this designation and America's auctioneers.



NAA and National Auctioneers Day read into U.S. Congressional record

U.S. Rep. and NAA member Jeff Duncan (R-SC) read in a one-minute speech that the first Saturday in May be recognized as National Auctioneers Day.

By NAA Staff

On Sept. 6, with NAA President Scott Shuman, Board Chair John Nicholls, and Advocacy Committee Vice Chair Jason Winter watching live from the House Gallery, Rep. Jeff Duncan (R-SC) read National Auctioneers Week and National Auctioneers Day into the U.S. Congressional record.

“Mr. Speaker, today I rise to express support for designation of the first Saturday of May as ‘National Auctioneers Day’ and the preceding week as National Auctioneers Week,” Duncan said. “Auctioneering is one of history’s oldest professions.”

As Duncan continued, he stated that he was an Auctioneer before running for Congress and extolled the virtues of auction, including that it continues to be the fairest, most transparent and effective means of establishing fair market value.

Then, Duncan tipped his cap to NAA members.

“The National Auctioneers Association and its members thrive to advance the auction method of marketing and uphold the highest standards of professionalism in serving the American public,” Duncan said. “These professionals are proud business owners who support their communities.”

In his speech, Duncan also highlighted that for more than 40 years, National Auctioneers Day has been observed by state and local governments and private organizations across the United States.

“Mr. Speaker,” Duncan said as he closed, “I call upon the House of Representatives to support his designation and American’s Auctioneers.” ❖



Rep. Duncan’s speech was just part of the activities during the 2017 NAA Day on the Hill in Washington, D.C. See more, including NAA’s reception for Reps. Duncan and Billy Long (R-MO) (shown here) on page 48.

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§ October 4, 2017

Maximize Your Non-Sale Revenue 

§ November 1, 2017

Personal & Cyber Security (White Paper) 

§ December 6, 2017

Your Online Auctions Are Terrible 

§ February 1, 2018

Profiling & Targeting Customers, Part I 

§ March 14, 2018

Profiling & Targeting Customers, Part II 

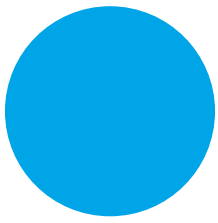
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2017



NAA Conference and Show: More popular than Amazon and Netflix*

C&S NPS:

72!



**Statement based on Net Promoter Scores (NPS) in 2016 for Amazon and Netflix (<https://www.rentently.com/blog/companies-high-net-promoter-score-common/>) versus the 2017 NPS for Conference and Show in Columbus, Ohio. The Net Promoter Score is an index ranging from -100 to 100 that measures the willingness of customers to recommend a company's products or services to others. It is used as a proxy for gauging the customer's overall satisfaction with a company's product or service and the customer's loyalty to the brand.*

The National Auctioneers Association International Auctioneers Conference and Show achieved a whopping 72 NPS based on survey results from attendees. THANK YOU to, attendees, sponsors, volunteers, staff, and everyone who helped make the 2017 Conference and Show an experience that so many of you would recommend to your peers.

So, c'mon, start inviting those people now and have them join you (and us) in Jacksonville, Florida, next July!



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POSSIBILITIES



JULY 17 - 21, 2018
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Andy White started his auction career 16 years ago. "I didn't even know if I could make it in the industry," the first-generation Auctioneer said.

THE CHAMELEON



This year, Andy White became the second Auctioneer ever to win the “Triple Crown.” Relating to the crowd, he said, is crucial in being able to switch, and succeed, in different asset classes.

By Nancy Hull Rigdon, contributor

The phone call came last year.

At the time, Andy White had won one a major auctioneering title – the National Auctioneers Association International Auctioneer Championship Men’s Division in 2013 – and was preparing to compete in two others – the World Livestock Auctioneer Championship and World Automobile Auctioneer Championship.

The possibility that he could conquer the remaining two, thus winning what many in the auction industry consider as the Triple Crown, felt simultaneously attainable and daunting to him.

White answered the phone. It was fellow NAA member Jeff Stokes – a man White had never met but whose accomplishments he knew very well. Stokes was the only individual in the history of auctioneering to achieve the Triple Crown.

White remembers the details of the call well.

“He’d heard that if I won the second crown, I would probably go on to win the Triple Crown,” White said. “And he was calling to wish me luck. For him to hold something that no one else has ever achieved and then wish me luck in achieving it immediately told me the type of guy Jeff Stokes is.

“He’s a phenomenal Auctioneer, a phenomenal ambassador for the industry and a phenomenal person.”

Stokes’ report proved to be true as White, CAI, CAS, went on to win the World Livestock crown in June 2016 before taking the World Auto Auctioneers belt this past spring. In doing so, Andy White had become just the second Auctioneer to ever conquer the Triple Crown.



Andy and Megan White's three sons - Ruger, Danner, and Case - each have a ring to their own.

The historic news quickly reached Stokes.

“My phone blew up – in a matter of minutes, I probably had 15 people texting and calling me. It was a big celebration,” Stokes said. “Above all, I am humbled to be in a class with Andy. I am humbled because he is a wonderful Auctioneer with impeccable character and the highest amount of integrity.”

“For Andy to win all three in such a short amount of time shows his prowess and commitment to the craft,” said Stokes, who earned his three titles during a 16-year span ending in 2003. “Andy is a very well-loved leader in all three venues.”

Reflecting on his elite achievement, White likens his path to stair steps.

“When I started out in the field of auctioneering 16 years ago, I didn’t even know if it could make it in the industry,” said White, co-owner of Real Estate Showcase Auction Company in Ashland, Ohio. “I was a first-generation Auctioneer and really didn’t know when it meant to be an Auctioneer.”

He took his competing goals one at a time. First, he aimed for the Junior Ohio Auctioneers Association Championship. Once he won that, he successfully set out to win the senior state competition. He won IAC next.

"The best thing about competing in auctioneering is the people you meet. I met a lot of my dear friends standing in line waiting my turn at one of these competitions."



Andy, his wife, Megan, and their family. "I try to push myself to be a better husband and better father every day," White said.

"Never in my wildest dreams had I felt like I could compete with the caliber of talent at the IAC, let alone win. And once I did win, at first I thought competing was over for me. But then I realized that there may be more out there for me," White said.

The variety in bid-calling skills required to achieve the Triple Crown has always been a priority for White. As he puts it, you have to be a chameleon, adjusting chants and strategies while moving from one asset to the next. The most important aspect when shifting gears, he says, is understanding the audience and altering accordingly.

"You have to be able to relate to the crowd in front of you to be successful," he said.

White easily pinpoints the highlight of his momentous journey.

"The best thing about competing in auctioneering is the people you meet. I met a lot of my dear friends standing in line waiting

my turn at one of these competitions. Each time, I draw on their positive energy and encouragement and try my best to give it back," he said.

One of those dear friends is 2016 IAC Men's Division Champion TJ Freije, CAI, CAS.

"If not for TJ, I never would have done the car championship. I was there because of his encouragement, and then I was fortunate to be able to impress a group of judges," White said. "And TJ's energy level is second to none – I really would draw on his energy."

2011 IAC Men's Division Champion Joseph Mast, CAI, played a defining role as well.

"Joe is always so calm, cool and collected, no matter what. I tried to emulate him to control my nerves," White said.

There are others, too many to count, surrounding White in competition environments that collectively draw out the top effort and performances from him and from each of the contestants. It's in these places, he said, where the true benefit of competition exists.

"When you're standing shoulder to shoulder with the best of the best, everyone draws on that to raise the level of professionalism in the industry," White says.

The NAA, he says, has played a crucial role in his success.

"You're only as good as the people supporting you, and everyone in the NAA has really pushed me to be the best that I can be," he says.

White's beginnings

White's gravitation toward auctioneering dates back to his childhood.

"When I was a little boy, I'd go to the county fair with my father. He was a farmer, and when he was talking to other farmers he'd always lose me. But he always knew where to find me. I'd be sitting in the front row listening to the Auctioneer," White said.

The pull continued when he was working construction after completing some college.

"My friend showed me a pamphlet for the Missouri Auction School, and the rest is history," he says.

White's competitive drive has remained a constant in his life, including competing against himself in his daily personal life.

"I wake up and ask how I can be better that morning than I was the night before. I try to push myself to be a better husband and better father every day," he says.

He and his wife, Megan, have three sons: Ruger, 6, Danner, 5, and Case, 3, and prior to achieving the Triple Crown, White had a goal: win a ring for each son. Today, the rings are displayed on a shelf in the family's home, and each White boy has laid claim to one of the rings.

"Earning a ring for each of my boys has been the most meaningful to me," White said. "Hopefully, one of them will decide to go out and earn his own one day."

Having three children is another common bond also shared between White and Stokes, who has his own three plus three grandchildren.

"Andy and I have won the Triple Crown in auctioneering and in life," Stokes said. ❖



Jeff Stokes (left) reached out to Andy White after White won the first of his eventual three titles.

NATIONAL AUCTIONEERS ASSOCIATION
EDUCATION CALENDAR

**Uniform Standards of Professional
Appraisal Practice**

Portland, ME • Clarion Hotel • November 18, 2017

Designation Academy

Las Vegas, NV • The Linq Hotel & Casino • December, 10-16, 2017
Specific Dates for Classes Below

Auction Marketing Management (AMM)

Richmond, VA • Hilton Short Pump Hotel • January 9-11, 2018

Wichita, KS • DoubleTree by Hilton • January 23-25, 2018

**Uniform Standards of Professional
Appraisal Practice**

Cleveland, OH • Cowan's • January 11-13, 2018

DESIGNATION ACADEMY EDUCATION SCHEDULE

AARE • Dec. 10-12

AMM • Dec. 11-13

BAS • Dec. 14-16

CAS • Dec. 10-11

CES • Dec. 14-16

GPPA • Dec. 10-14

Internet Auction Methods • Dec. 10

Expert Witness • Dec. 11-12

Interpersonal Communications for Auction Professionals • Dec. 13-14

USPAP (15-Hour) • Dec. 15-16

USPAP (7-Hour) • Dec. 10

Real Estate Workshop • Dec. 13

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

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CONGRATULATIONS!

NAA Designations earned:

AMM

Susan Holder, CAI
Britni Rogers

BAS

Chad Coe

CAS

Jeffery Fortenbaugh
Michael Riggins

CES

Jeff Crissup, CAI, AARE

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Kelly Nicholas
Anne Nouri, AARE, BAS



EARN YOUR DESIGNATION!

Check out the Education Calendar for upcoming NAA education opportunities. You can also visit the full education calendar on the NAA website at www.auctioneers.org/education-calendar.



Kurt Bachman

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Auctioneer from
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krbachman@
beersmallers.com.

Kurt R. Bachman and Beers Mallers Backs & Salin LLP appreciate the opportunity to review and answer legal questions that will be of interest to Auctioneers. The answers to these questions are designed to provide information of general interest to the public and are not intended to offer legal advice about specific situations or problems. Kurt R. Bachman and Beers Mallers Backs & Salin LLP do not intend to create an attorney-client relationship by offering this information, and anyone's review of the information shall not be deemed to create such a relationship. You should consult a lawyer if you have a legal matter requiring attention. Kurt R. Bachman and Beers Mallers Backs & Salin LLP also advise that any information you send to **Auctioneer** shall not be deemed secure or confidential. Please visit one of our offices to ensure complete confidentiality.

Should your contract include the reserve?

If you don't, your risk of disputes or litigation goes up.



Question: Should Auctioneers include reserve prices for specific items in the auction contract?

Answer: Yes, Auctioneers should generally include the “reserve” for specific items in an auction contract for a reserve auction. I recently reviewed auction contracts for reserve auctions where the Auctioneer did not specify the reserve amounts in the auction contract. That creates a significant risk.

How does the Auctioneer know when to accept the final bid? What prevents a seller from having seller's remorse and later disputing the sale satisfied the reserve? Specifying the reserve price is the best practice, because it will help reduce the risk of disputes and/or costly litigation.

The “reserve” or “reserve price” is generally defined as “[t]he minimum price that a seller is willing to accept for a property to be sold at auction.” NAA Glossary. Members have an ethical and legal duty in most states to have a

written auction contract. See NAA's Code of Ethics Art. VI; See e.g., Ind. Code 25-6.1-6-4, Ohio Rev. Code 4707.20, 18 Virginia Admin. Code 25-21-110. (The trend appears for states to be more specific about what is required to be in auction contracts. If you have not reviewed the applicable law in your jurisdiction lately, you should review it to make sure your contract complies with the applicable requirements.)

Having the reserve price in the auction contract will significantly reduce the likelihood of any dispute over what the applicable reserve price is

for a specific item. If a reserve price is not set forth in the auction contract or some other written agreement signed by the seller, what prevents him or her from dispute the sale and asserting a higher reserve price?

Consider a hypothetical example. Auctioneer is retained to sell a parcel of real estate and the property is to be sold with “reserve,” but the reserve is not specified in the auction contract. At the auction, the highest bid for the real estate comes in at \$225,000.00. The seller orally agrees to sell the property for that amount. After the sale, however, the seller convinces himself that he sold the property for less than he should have.

He then contacts the Auctioneer and questions why the Auctioneer improperly sold the property for less than the reserve of \$300,000.00 on the real estate. This creates a factual issue over what the reserve actually was at the time of the auction. Since there was nothing in writing stating what the reserve was, there is a credibility issue and the finder-of-fact in subsequent litigation would have to decide who is more believable.


The reserve price would not need to be listed for auctions subject to seller’s confirmation, which is also known as a conditional sale in some jurisdictions. The Court of Appeals of Kansas explained:

“In a conditional auction, the seller reserves the right to accept or reject bids after the close of the bidding. ... The key distinction between an auction with reserve and a conditional auction is that property can only be withdrawn before the close of bidding in the former, but it can be withdrawn after the close of bidding in the later.” *Young v. Hefton*, 173 P.3d 671 676-77 (Kan. Ct. App. 2007).

In this type of auction a firm reserve is not necessarily agreed upon. After the bidding, the seller can review the bids and decide whether to accept or reject the highest bid or bids. In order to avoid disputes in this type of auction, the decisions to accept or reject the bids should be memorialized in writing and signed by the seller.

It is clearer, easier, and the best practice to include the reserves in the auction contract. The reserves could be specified in the agreement itself or on an attachment or exhibit. Using an attachment is easier when there are several items being sold with a reserve.

Specifying the reserves in the auction contract will help reduce the likelihood of disputes and costly litigation on that issue. ❖

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Ambassador Spotlight

Who I am:
Bob Dann, CAI, AARE

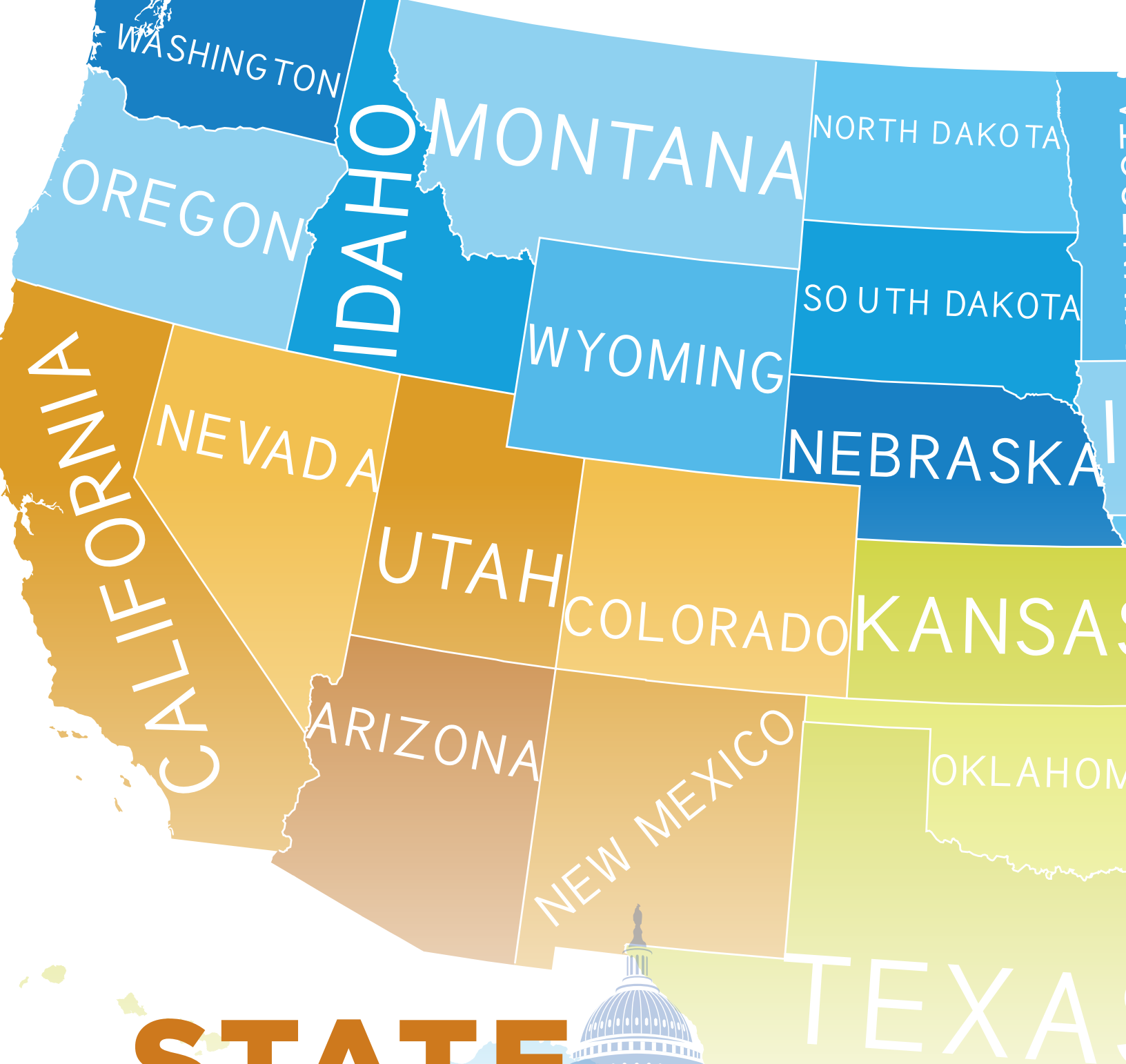
Who I represent:
Max Spann Real Estate & Auction Co.

Where I'm from:
Clinton, New Jersey

Q: Why did you join the National Auctioneers Association?

I joined the NAA to learn from the best in the country and wound up making friends across the world.





STATE LICENSING SUMMARY

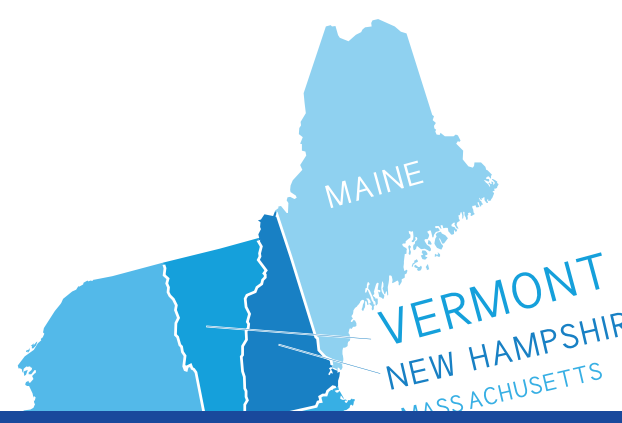


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State Auctioneer License Laws Update

*Editor's Note: The following update provides an overview of state laws that regulate general auctions and auctioneers. National Auctioneers Association staff members and the National Auctioneer License Law Officials Association (NALLOA) worked to compile this information. The NAA made every attempt to ensure this list was complete and timely as of August 2017. NAA members should be aware that states change their laws periodically. Therefore, readers should consult their state, county and municipal offices for the most current and complete requirements and fees for any and all types of auctions. Additionally, many states require Auctioneers to have a license to sell real estate; these requirements can be obtained from the state's real estate licensing body. Other types of auctions (e.g. livestock, motor vehicles, wine, etc.) may also require special permits and licenses. Check with the appropriate local and state departments for complete details. **This licensing summary is a copyright material and should not be reproduced in any manner (including online) without the explicit written permission of the National Auctioneers Association.***

ALABAMA

License Required: Yes

License Required For Online-Only Auctions: No

Minimum Age: 18 for apprenticeship program; 19 for auction license

School/Apprenticeship Required: Yes. Education is required for one-year apprenticeship but not required if the apprentice serves a two-year apprenticeship.

Bonding/Insurance Required: \$10,000

Licensure Period: Annually, expires September 30

Continuing Education Required: Yes, six hours on odd years. Licensees 65+ years are exempt.

Fees: Exam (\$100), Background Check (\$20) and License (\$200)

Reciprocity: AR, FL, GA, IL, IN, KY, LA, MS, NC, OH, PA, SC, TN, TX, VA, WV

State Association: www.alabamaauctioneers.org

State Real Estate Contact: www.arec.alabama.gov

State Agency Contact:

Alabama State Board of Auctioneers
2777 Zelda Rd. Montgomery, AL 36106
(334) 420-7235
www.auctioneer.state.al.us

ALASKA

License Required: Counties and municipalities may require permits, check for requirements.

State Real Estate Contact: www.commerce.alaska.gov/web/cbpl/professionallicensing/realestatecommission.aspx

State Agency Contact:

Alaska Consumer Protection Unit
PO Box 110300
Juneau, AK 99811
(888) 576-2529
www.law.alaska.gov/consumer

ARIZONA

License Required: Counties and municipalities may require permit, check for requirements.

State Association: www.azauctioneers.org

State Real Estate Contact: www.re.state.az.us

State Agency Contact:

Arizona State Consumer Protection Department
1275 W. Washington St.
Phoenix, AZ 85007-2926
(602) 542-5025
www.azag.gov/consumer

ARKANSAS

License Required: Yes

License Required For Online-Only Auctions: No

Minimum Age: 18

School/Apprenticeship Required: No

Bonding/Insurance Required: \$100 to Recovery Fund

Licensure Period: Annually, expires June 30

Continuing Education Required: Yes, six hours annually.

Fees: Exam (\$100) and License (\$100)

Reciprocity: AL, FL, GA, IL, IN, KY, LA, MS, NC, OH, PA, TN, TX, WI

State Association: www.arkansasauctioneers.org

State Real Estate Contact: www.arec.arkansas.gov

State Agency Contact:

Arkansas Auctioneers Licensing Board
101 East Capitol, Suite 112B
Little Rock, AR 72201
(501) 682-1156
www.aralb.com

CALIFORNIA

License Required: Counties and municipalities may require permit, check for requirements.

Bonding/Insurance Required: \$20,000 (\$30 filing fee)

State Association: www.cauctioneers.org

State Real Estate Contact: www.bre.ca.gov

State Agency Contact:

California Secretary of State Office

1500 11th Street

Sacramento, CA 95814

(916) 653-6814

www.sos.ca.gov

COLORADO

License Required: Counties and municipalities may require permit, check for requirements.

State Association: www.coauctioneers.org

State Real Estate Contact: colorado.gov/dora/division-real-estate

State Agency Contact:

Colorado State Consumer Protection Office

1300 Broadway, 7th Floor

Denver, CO 80203

(800) 222-4444

coloradoattorneygeneral.gov/departments/consumer-protection

CONNECTICUT

License Required: Counties and municipalities may require permits, check for requirements.

State Real Estate Contact: www.ct.gov/dcp (Licenses section)

State Agency Contact:

Connecticut Department of Consumer Protection

450 Columbus Blvd., Ste. 901

Hartford, CT 06103-1840

(860) 713-6100

www.ct.gov/dcp

DELAWARE

License Required: State business license required for resident auctioneers. Other terms and licensure may apply to non-resident auctioneers. Counties and municipalities may require permits, check for requirements.

State Real Estate Contact: www.dpr.delaware.gov/boards/real-estate

State Agency Contact:

Delaware Consumer Protection Unit

Carvel State Office Building

820 N. French St.

Wilmington, DE 19801

(302) 577-8600

www.attorneygeneral.delaware.gov/fraud/cpu

DISTRICT OF COLUMBIA

License Required: Yes

License Required For Online-Only Auctions: Yes

Minimum Age: 18

School/Apprenticeship Required: No

Bonding/Insurance Required: Verify with Agency contact below

Licensure Period: Two years

Continuing Education Required: No.

Fees: Category License (\$578), Application (\$70), Endorsement Fee (\$25), Technology (\$67.30)

Reciprocity: N/A

State Real Estate Contact: www.pearsonvue.com/dc/real-estate

Agency Contact:

D.C. Department of Consumer & Regulatory Affairs

1100 4th Street SW

Washington, DC 20024

(202) 442-4400

dcra.dc.gov/service/get-auction-sales-license

FLORIDA

License Required: Yes

License Required For Online-Only Auctions: Contact the Florida Board of Auctioneers for questions regarding online auctions.

Minimum Age: 18

School/Apprenticeship Required: Yes

Bonding/Insurance Required: \$100 Recovery Fund surcharge

Licensure Period: Two years, expires November 30 of odd years.

Continuing Education Required: No.

Fees: Exam (\$250), Application (\$50) and License (\$150)

Reciprocity: AL, AR, GA, IL, IN, KY, LA, MA, MS, NH, NC, OH, PA, SC, TN, TX, VA, WV, WI

State Association: www.floridaauctioneers.org

State Real Estate Contact: www.myfloridalicense.com/dbpr/re

State Agency Contact:

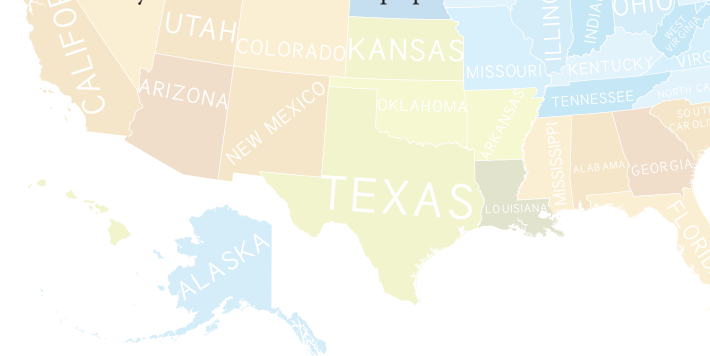
Florida Board of Auctioneers

2601 Blair Stone Rd.

Tallahassee, FL 32399

(850) 487-1395

www.myfloridalicense.com/dbpr/pro/auct/



GEORGIA**License Required:** Yes**License Required For Online-Only Auctions:** Yes**Minimum Age:** 18**School/Apprenticeship Required:** Yes**Bonding/Insurance Required:** \$150 to Recovery Fund**Licensure Period:** Two years, expires February 28 of even years.**Continuing Education Required:** Yes, 8 hours every two years.**Fees:** Exam (\$70), Application (\$200)**Reciprocity:** Commission does not maintain an official list but looks at individual states' requirements when making a decision on reciprocity. Application required.**State Association:** www.georgiaauctioneers.org**State Real Estate Contact:** www.grec.state.ga.us**State Agency Contact:**

Georgia Auctioneers Commission
 214 State Capitol
 Atlanta, GA 30334
 (844) 753-7825
sos.georgia.gov/plb/auctioneer

HAWAII**License Required:** Counties and municipalities may require permits, check for requirements.**State Real Estate Contact:** cca.hawaii.gov/reb**State Agency Contact:**

Hawaii Department of Commerce –
 Consumer Protection
 King Kalakaua Building
 335 Merchant St., Room 333
 Honolulu, Hawaii 96813
 (808) 586-2643
www.cca.hawaii.gov

IDAHO**License Required:** Counties and municipalities may require permits, check for requirements.**State Association:** idahoauctioneers.org**State Real Estate Contact:** <http://irec.idaho.gov>**State Agency Contact:**

Idaho Consumer Protection Division
 954 W. Jefferson, 2nd Floor
 Boise, ID 83720
 (208) 334-2424
www.ag.idaho.gov

ILLINOIS**License Required:** Yes**License Required For Online-Only Auctions:** Yes**Minimum Age:** 18**School/Apprenticeship Required:** No**Bonding/Insurance Required:** N/A**Licensure Period:** Two years, expires December 31 of even years.**Continuing Education Required:** Yes, 12 hours every two years.**Fees:** Initial License (\$200), Exam fees apply.**Reciprocity:** AL, AR, FL, IN, MA, MS, OH, TN, TX, WI**State Association:** www.illinoisauktioneers.org**State Real Estate Contact:** www.idfpr.com/DRE.asp**State Agency Contact:**

Illinois Auction Advisory Board
 320 West Washington St., 3rd Floor
 Springfield, IL 62786
 (888) 473-4858
www.idfpr.com/Contact/DPRContact.asp

INDIANA**License Required:** Yes**License Required For Online-Only Auctions:** No**Minimum Age:** 18**School/Apprenticeship Required:** Yes**Bonding/Insurance Required:** Payment to Recovery Fund (amount varies)**Licensure Period:** Four years, expires Feb. 28 of even years.**Continuing Education Required:** Yes, 16 hours every four years.**Fees:** Exam (\$35), License (\$70) and Renewal (\$70)**Reciprocity:** AL, AR, FL, GA, IL, KY, NC, OH, PA, SC, TN, TX, VA, WV**State Association:** www.indianauctioneers.org**State Real Estate Contact:** www.in.gov/pla/real.htm**State Agency Contact:**

Indiana Auctioneer Commission
 402 W. Washington Street, Room W 072
 Indianapolis, IN 46204
 (317) 232-2960
www.in.gov/pla/license.htm

IOWA**License Required:** Counties and municipalities may require permits, check for requirements.**State Association:** iowauctioneers.org**State Real Estate Contact:** www.plb.iowa.gov/board/real-estate-sales-brokers**State Agency Contact:**

Iowa Consumer Protection Division
 Hoover State Building
 1305 E. Walnut St.
 Des Moines, IA 50319
 (515) 281-5926
www.iowaattorneygeneral.gov/for-consumers

KANSAS

License Required: Certain types of auctions may require licenses. Counties and municipalities may require permits, check for requirements.

Bonding/Insurance Required: Three times the cost to vendor of merchandise if/when license applies.

State Association: www.kansasauctioneers.com

State Real Estate Contact: www.krec.ks.gov

State Agency Contact:

Kansas Consumer Protection Division
120 SW 10th Avenue, 2nd Floor
Topeka, KS 66612-1597
(785) 296-2215
Ag.ks.gov/in-your-corner-kansas

KENTUCKY

License Required: Yes

License Required For Online-Only Auctions: Yes

Minimum Age: 18

School/Apprenticeship Required: Yes

Bonding/Insurance Required: \$30 to Recovery Fund

Licensure Period: Annually, expires June 30

Continuing Education Required: Yes, six hours annually.

Fees: Exam (\$125) and License (\$155)

Reciprocity: AL, AR, FL, GA, IN, LA, MA, MS, NC, OH, PA, SC, TN, VA, WV, WI

State Association: www.kentuckyauctioneers.org

State Real Estate Contact: krec.ky.gov

State Agency Contact:

Kentucky Board of Auctioneers
2819 Ring Rd., Ste. 200
Elizabethtown, KY 42701
(270) 360-0736
auctioneers.ky.gov

LOUISIANA

License Required: Yes

License Required For Online-Only Auctions: Yes, except for "eBay-style" timed online auctions.

Minimum Age: 18

School/Apprenticeship Required: Yes

Bonding/Insurance Required: \$10,000

Licensure Period: Annually, expires Dec. 31

Continuing Education Required: No

Fees: License (\$300)

Reciprocity: AL, AR, FL, GA, KY, MS, NC, OH, PA, SC, TN, TX, VA, WV

State Association: www.louisianauctioneers.org

State Real Estate Contact: www.lrec.state.la.us

State Agency Contact:

Louisiana Auctioneers Licensing Board
11736 Newcastle Ave., Bldg. 2, Ste. C
Baton Rouge, LA 70816
(225) 295-8420
www.lalb.org

MAINE

License Required: Yes

License Required For Online-Only Auctions: No

Minimum Age: 18

School/Apprenticeship Required: No

Bonding/Insurance Required: \$10,000

Licensure Period: Annually, expires March 31

Continuing Education Required: No

Fees: Exam (\$150), License (\$271) and Renewal (\$200)

Reciprocity: None

State Association: www.maineauctioneers.org

State Real Estate Contact: www.maine.gov/pfr/professionallicensing/professions/real_estate

State Agency Contact:

Maine Board of Licensing of Auctioneers
35 State House Station
Augusta, ME 04333
(207) 624-8603
www.maine.gov/pfr/professionallicensing/professions/auctioneers

MARYLAND

License Required: Municipalities and counties may require permits, check for requirements.

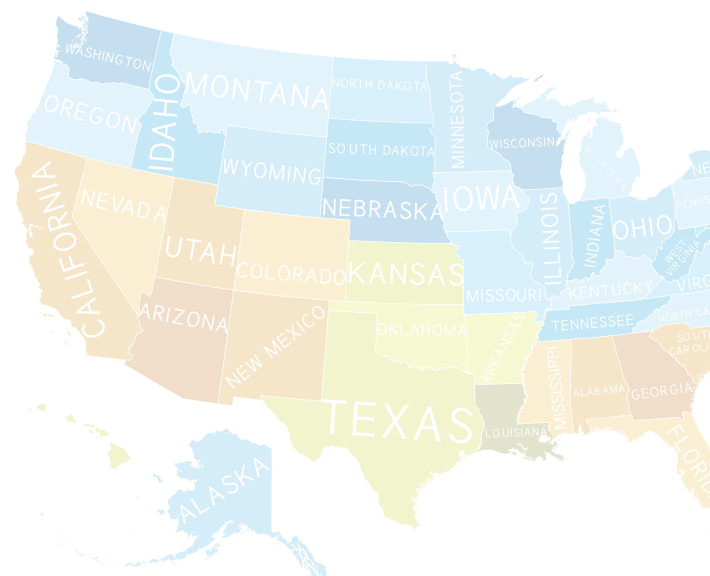
Bonding/Insurance Required: Municipalities and counties may require, check for requirements.

State Association: mdauctioneers.org

State Real Estate Contact: www.dllr.state.md.us/license/mrec

State Agency Contact:

Maryland Consumer Protection Division
200 St. Paul Pl.
Baltimore, MD 21202
(410) 528-8662
www.marylandattorneygeneral.gov



MASSACHUSETTS

License Required: Yes

License Required For Online-Only Auctions: Generally required and recommended.

Minimum Age: 18

School/Apprenticeship Required: Yes

Bonding/Insurance Required: \$10,000

Licensure Period: One year from date of issuance

Continuing Education Required: No

Fees: License (\$100) and Renewal (\$100)

Reciprocity: Contact state agency for complete details.

State Association: www.massauctioneers.com

State Real Estate Contact: www.mass.gov/ocabr/licensee/dpl-boards/re

State Agency Contact:

Massachusetts Consumer Affairs and Business Regulation

One Ashburton Place, Room 115

Boston, MA 02118

(617) 727-3480

mass.gov/ocabr/data/license/standards/auctioneer-license.html

MICHIGAN

License Required: Municipalities and counties may require permits, check for requirements.

State Association: www.msaa.org

State Real Estate Contact: www.michigan.gov/lara

State Agency Contact:

Michigan Consumer Protection Division

P.O. Box 30213

Lansing, MI 48909

(517) 373-1140

www.michigan.gov/ag

MINNESOTA

License Required: Licensed by county, check for requirements.

Minimum Age: 18

Bonding/Insurance Required: Varies by county (\$1000 - \$3000)

Fees: Varies by county

State Association: minnesotaauctioneers.org

Real Estate Contact: mn.gov/commerce/licensees/real-estate

State Agency Contact:

Minnesota Consumer Services Center

85 7th Place E, Ste. 280

Saint Paul, MN 55101

(651) 539-1500

www.mn.gov/commerce/consumers/file-a-complaint/file-a-complaint

MISSISSIPPI

License Required: Yes

License Required For Online-Only Auctions: No

Minimum Age: 18

School/Apprenticeship Required: Yes

Bonding/Insurance Required: \$10,000

Licensure Period: Two years, expires March 1 of odd years

Continuing Education Required: No

Fees: Exam (\$100), License (\$200) and Renewal (\$200)

Reciprocity: AL, AR, FL, GA, IL, KY, LA, MA, NC, SC, TN, TX, VA

State Association: www.mississippiauctioneers.org

State Real Estate Commission: www.mrec.ms.gov

State Agency Contact:

Mississippi Auctioneer Commission

P.O. Box 5088

Jackson, MS 39296

(601) 364-2384

www.auctioneers.ms.gov

MISSOURI

License Required: Licensed by county, check for requirements.

Bonding/Insurance: Varies by county.

Fees: Varies by county.

State Association: moauctioneers.org

State Real Estate Contact: pr.mo.gov/realestate

State Agency Contact:

Missouri Consumer Protection Division

207 W. High Street

P.O. Box 899

Jefferson City, MO 65102

(573) 751-3321

www.ago.mo.gov/

MONTANA

License Required: Counties and municipalities may require permit, check for requirements.

Bonding/Insurance Required: Yes, may vary by county or auction type.

State Association: www.montanaauctioneers.org

State Real Estate Contact: boards.bsd.dli.mt.gov/rre

State Agency Contact:

Montana Office of Consumer Protection

P.O. Box 200151

Helena, MT 59620-0151

(406) 444-4500

www.dojmt.gov/consumer

NEBRASKA

License Required: Certain types of auctions (e.g. motor vehicles) may require licenses. Municipalities and counties may require permits, check for requirements.

State Association: www.nebraskaauctioneers.com

Real Estate Contact: www.nrec.ne.gov

State Agency Contact:

Nebraska Consumer Protection Division
2115 State Capitol
Lincoln, NE 68509
(402) 471-2682
<https://protectthegoodlife.nebraska.gov>

NEVADA

License Required: Counties and municipalities may require permits, check for requirements.

State Real Estate Contact: www.red.state.nv.us

State Agency Contact:

Nevada Bureau of Consumer Protection
100 North Carson Street
Carson City, NV 89701
(775) 684-1100
ag.nv.gov/About/Consumer_Protection/Bureau_of_Consumer_Protection

NEW HAMPSHIRE

License Required: Yes

License Required For Online-Only Auctions: Yes

Minimum Age: 18

School/Apprenticeship Required: Yes

Bonding/Insurance Required: \$25,000

Licensure Period: Two years from issue date

Continuing Education Required: No

Fees: Exam (\$75) and License (\$200)

Reciprocity: FL, GA, IN, KY, LA, MA, NC, OH, PA, SC, TN, TX, WV

State Association: www.newhampshireauctioneers.org

State Real Estate Contact: www.nh.gov/nhrec

State Agency Contact:

New Hampshire Board of Auctioneers
107 North Main St., Room 204
Concord NH 03301
(603) 271-3242
sos.nh.gov/auctioneers.aspx

NEW JERSEY

License Required: Counties and municipalities may require permits, check for requirements.

State Association: www.njssa.com

Real Estate Contact: www.state.nj.us/dobi/division_rec

State Agency Contact:

New Jersey Office of Consumer Protection
124 Halsey Street
Newark, NJ 07102
(973) 504-6200
www.njconsumeraffairs.gov/ocp

NEW MEXICO

License Required: Counties and municipalities may require permits, check for requirements.

Real Estate Contact: www.rld.state.nm.us/boards/real_estate_commission.aspx

State Agency Contact:

New Mexico Consumer Protection Division
408 Galisteo St.
Santa Fe, NM 87501
(505) 490-4060
www.nmag.gov/santa-fe.aspx

NEW YORK

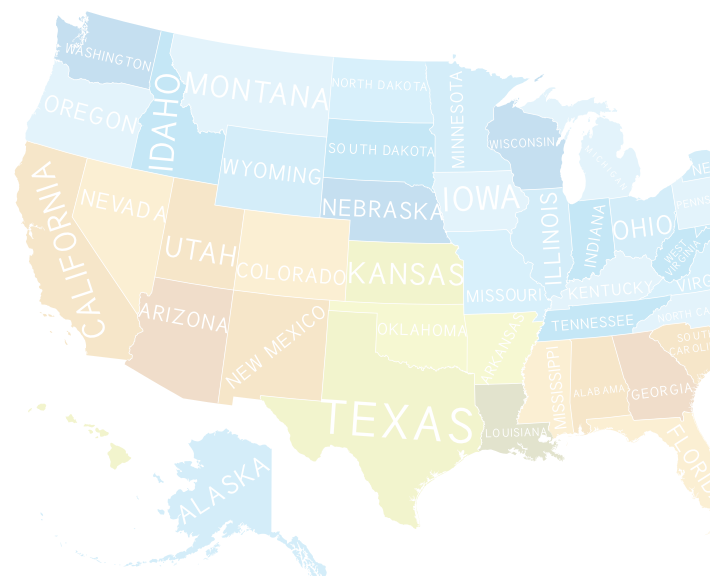
License Required: Certain types of auctions (e.g. motor vehicles, livestock, wine, etc.) may require licenses. Municipalities and counties may require permits, check for requirements.

State Association: nysauctioneers.com

Real Estate Contact: www.dos.ny.gov/licensing

State Agency Contact:

New York Division of Consumer Protection
One Commerce Plaza, 99 Washington Avenue
Albany, NY 12231-0001
(518) 474-4429
www.dos.ny.gov/consumerprotection



NORTH CAROLINA

License Required: Yes
License Required For Online-Only Auctions: Yes
Minimum Age: 18
School/Apprenticeship Required: Yes
Bonding/Insurance Required: \$50 to Recovery Fund
Licensure Period: Annually, expires June 30.
Continuing Education Required: Yes, four hours annually
Fees: Application (\$50), Exam (\$50) and License (\$150)
Reciprocity: AL, AR, FL, GA, IN, KY, LA, MA, MS, NH, OH, PA, SC, TN, TX, VA, WV, WI. Special conditions apply for FL, LA, MA, NH, TX, WI; contact NCALB for complete details.
State Association: www.northcarolinaauctioneers.org
State Real Estate Contact: www.ncrec.gov
State Agency Contact:
 North Carolina Auctioneer Licensing Board
 108 Ber Creek Drive
 Fuquay-Varina, NC 27526
 (919) 567-2844
www.ncalb.org

NORTH DAKOTA

License Required: Yes
License Required For Online-Only Auctions: No
Minimum Age: 18
School/Apprenticeship Required: Yes
Bonding/Insurance Required: \$5,000
Licensure Period: One year
Continuing Education Required: No
Fees: License (\$35)
Reciprocity: N/A
State Association: www.ndauctioneers.com
State Real Estate Contact: www.realestatend.org
State Agency Contact:
 North Dakota Public Service Commission
 600 East Boulevard, Dept. 408
 Bismarck, ND 58505-0480
 (701) 328-2400
<http://psc.nd.gov/jurisdiction/auctions/index.php>

OHIO

License Required: Yes
License Required For Online-Only Auctions: No
Minimum Age: 18
School/Apprenticeship Required: Yes
Bonding/Insurance Required: \$25,000
Licensure Period: Two years, expires June 30 (last names starting with A-K and X-Z renew in odd-numbered years and names beginning with K-W renew in even-numbered years).
Continuing Education Required: No
Fees: Exam (\$25) and License (\$200)
Reciprocity: AL, AR, FL, GA, IL, IN, KY, LA, MS, NC, PA, SC, TN, TX, VA, WV
State Association: www.ohioauctioneers.org
State Real Estate Contact: www.com.ohio.gov/real
State Agency Contact:
 Ohio Dept. of Agriculture – Auctioneer Program
 8995 E. Main St
 Reynoldsburg, OH 43068
 (614) 728-6240
www.agri.ohio.gov/divs/auctioneer/auctioneer.aspx

OKLAHOMA

License Required: Certain types of auctions (e.g. livestock, etc.) may require licenses. Municipalities and counties may require permits, check for requirements.
State Association: www.okauctioneers.org
State Real Estate Contact: www.ok.gov/OREC
State Agency Contact:
 Oklahoma Public Protection Unit
 313 NE 21st St.
 Oklahoma City, OK 73105
 (405) 521-3921
www.oag.ok.gov/oagweb.nsf/Consumer!OpenPage

OREGON

License Required: Certain types of auctions (e.g. livestock, liquor, etc.) may require licenses. See ORS698.640 for regulatory details. Municipalities and counties may require permits, check for requirements.
State Association: www.oregonauctioneers.org
State Real Estate Contact: www.oregon.gov/rea
State Agency Contact:
 Oregon Consumer Protection Office
 1162 Court St. NE
 Salem, OR 97301-4096
 (877) 877-9392
www.doj.state.or.us/consumer/Pages/index.aspx

PENNSYLVANIA

License Required: Yes

License Required For Online-Only Auctions: Yes

Minimum Age: 18

School/Apprenticeship Required: Yes

Bonding/Insurance Required: \$5,000

Licensure Period: Two years, expires Feb. 28 of odd years

Continuing Education Required: No

Fees: Application (\$50) and Renewal (\$260), exam fees may also apply.

Reciprocity: "The Board has the authority to grant licensure by reciprocity to applicants for auctioneer or apprentice auctioneer. To be eligible for licensure by reciprocity, a person must be licensed in good standing as an auctioneer or apprentice auctioneer in another state and provide a properly certified copy of the license issued to the applicant by the applicant's current licensing state." Contact Board for complete information.

State Association: www.paauctioneers.org

State Real Estate Contact: www.dos.pa.gov/ProfessionalLicensing/BoardsCommissions/RealEstateCommission

State Agency Contact:

Pennsylvania State Board of Auctioneer Examiners
P.O. Box 2649
Harrisburg, PA 17105-2649
(717) 783-3397
www.dos.pa.gov/ProfessionalLicensing/BoardsCommissions/AuctioneerExaminers/Pages/default.aspx

RHODE ISLAND

License Required: Municipalities and counties may require permits, check for requirements.

State Real Estate Contact: www.dbr.state.ri.us/divisions/commlicensing/realstate.php

State Agency Contact:

Rhode Island Consumer Protection Unit
150 S. Main St.
Providence, RI 02903
(401) 274-4400
www.riag.ri.gov/home/ContactUs.php

SOUTH CAROLINA

License Required: Yes

License Required For Online-Only Auctions: Yes, if company and/or assets being auctioned are located in state.

Minimum Age: 18

School/Apprenticeship Required: Yes

Bonding/Insurance Required: \$100 to Recovery Fund

Licensure Period: Two years, expires June 30 of odd years

Continuing Education Required: Yes, eight hours every two years

Fees: Exam (\$25), Credit Report (\$10), License (\$300), Renewal \$300 *Fees may be prorated.

Reciprocity: AL, FL, GA, IN, KY, LA, MS, NC, OH, PA, TN, TX, VA, WV

State Association: www.southcarolinaauctioneers.org

State Real Estate Contact: www.llr.state.sc.us/POL/REC

State Agency Contact:

South Carolina Auctioneers Commission
Synergy Business Park – Kingtree Building
110 Centerview Drive
Columbia, SC 29210
(803) 896-4670
www.llr.state.sc.us/pol/auctioneers

SOUTH DAKOTA

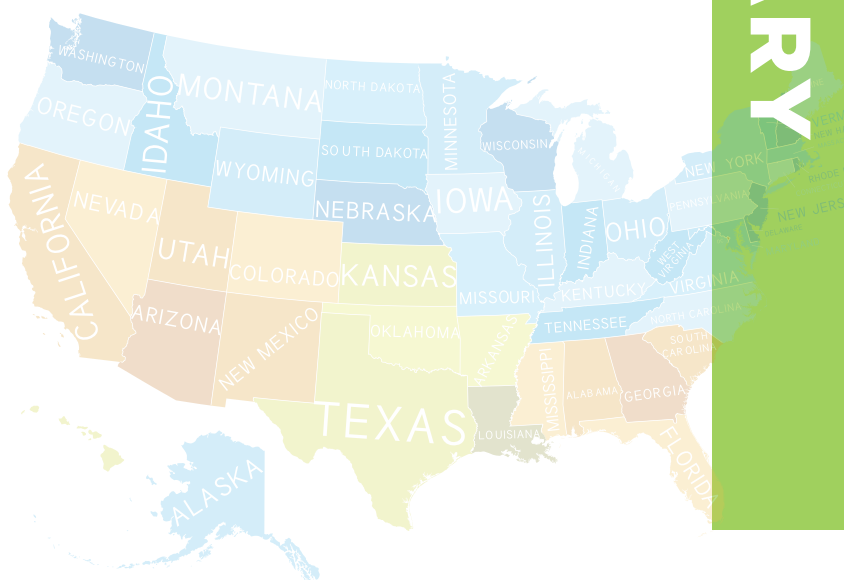
License Required: Municipalities and counties may require permits, check for requirements.

State Association: www.sdaa.net

State Real Estate Contact: dlr.sd.gov/realstate/

State Agency Contact:

South Dakota Division of Consumer Protection
1302 E. Hwy 14, Ste. 3
Pierre, SD 57501
(605) 773-4400
consumer.sd.gov/contact.aspx



TENNESSEE

License Required: Yes

License Required For Online-Only Auctions: No, but “it must start at the exact time listed and close at the exact time that is stated.”

Minimum Age: 18; 21 for auto

School/Apprenticeship Required: Yes

Bonding/Insurance Required: \$50 to Recovery Fund

Licensure Period: Two years from issue date

Continuing Education Required: Yes, six hours every two years

Fees: Exam (\$125), Application (\$50) and License (\$175)

Reciprocity: AL, AR, FL, GA, IN, KY, LA, MS, NC, OH, PA, SC, TX, VA, WV, WI

State Association: www.tnauctioneers.com

State Real Estate Contact: www.tn.gov/commerce/section/real-estate-commission

State Agency Contact:

Tennessee Auctioneer Commission

500 James Robertson Pkwy.

Nashville, TN 37243-0565

(615) 741-2241

www.tn.gov/commerce/section/commerce-contact-us

TEXAS

License Required: Yes

License Required For Online-Only Auctions: No

Minimum Age: 18

School/Apprenticeship Required: Yes

Bonding/Insurance Required: \$50 to Recovery Fund

Licensure Period: One year

Continuing Education Required: Six hours annually

Fees: Application/License (\$75)

Reciprocity: AL, AR, FL, GA, IL, IN, LA, MS, NC, OH, SC, TN, VA, WV, WI

State Association: www.texasauctioneers.org

State Real Estate Contact: www.trec.state.tx.us/

State Agency Contact:

Texas Department of Licensing and Regulation

920 Colorado

Austin, Texas 78701

(512) 463-6599

www.tdlr.texas.gov/auc/auction.htm

UTAH

License Required: Municipalities and counties may require permits, check for requirements.

State Association: www.utahauctioneer.org

Real Estate Contact: realestate.utah.gov

State Agency Contact:

Utah Division of Consumer Protection

160 East 300 South, 2nd Floor

P.O. Box 146704

Salt Lake City, Utah 84111

(801) 530-6601

<https://dcp.utah.gov>

VERMONT

License Required: Yes

License Required For Online-Only Auctions: No (as of 2016; contact state for most current information).

Minimum Age: 18

School/Apprenticeship Required: Yes

Bonding/Insurance Required: No

Licensure Period: Two years

Continuing Education Required: No

Fees: Application (\$100)

Reciprocity: N/A

State Real Estate Contact: www.sec.state.vt.us/professional-regulation/profession/real-estate-commission.aspx

State Agency Contact:

Vermont Office of Professional Regulation

128 State Street

Montpelier, VT 05633-1101

(802) 828-2363

[www.sec.state.vt.us/professional-regulation/](http://www.sec.state.vt.us/professional-regulation/list-of-professions/auctioneers.aspx)

[list-of-professions/auctioneers.aspx](http://www.sec.state.vt.us/professional-regulation/list-of-professions/auctioneers.aspx)

VIRGINIA

License Required: Yes

License Required For Online-Only Auctions: No

Minimum Age: 18

School/Apprenticeship Required: Yes

Bonding/Insurance Required: \$10,000

Licensure Period: 24 months from the last day of the month in which the license is issued

Continuing Education Required: Six hours per renewal period

Fees: Exam (\$40), License (\$25) and Renewal (\$55)

Reciprocity: AL, FL, GA, IN, KY, LA, MS, NC, OH, PA, SC, TN, TX, WV

State Association: www.vaa.org

State Real Estate Contact: www.dpor.virginia.gov/Boards/Real-Estate

State Agency Contact:

Virginia Auctioneers Board

9960 Mayland Drive, Suite 102

Richmond, Virginia 23233

(804) 367-8500

www.dpor.virginia.gov/Boards/Auctioneers

WASHINGTON

License Required: Yes

License Required For Online-Only Auctions: Yes, a company license would be required when the items/property and/or company is located in the state of Washington.

Minimum Age: 18

School/Apprenticeship Required: No

Bonding/Insurance Required: \$5,000

Licensure Period: One year

Continuing Education Required: No

Fees: License (\$155) and Renewal (\$155)

Reciprocity: N/A

State Association: www.washingtonauctioneers.org

State Real Estate Contact: www.dol.wa.gov/business/realstate

State Agency Contact:

Washington Department of Licensing –
Auctioneer Program
P.O. Box 9026
Olympia, WA 98507
(360) 664-6636
www.dol.wa.gov/business/auctioneers

WEST VIRGINIA

License Required: Yes

License Required For Online-Only Auctions: No

Minimum Age: 18

School/Apprenticeship Required: Yes

Bonding/Insurance Required: \$10,000

Licensure Period: One year, expires Dec. 31

Continuing Education Required: Six hours annually

Fees: Exam (\$50), License/Application (\$100) and Renewal (\$50)

Reciprocity: Contact state agency for details.

State Association: www.wvaa.org

State Real Estate Contact: rec.wv.gov

State Agency Contact:

West Virginia Department of Agriculture –
Auctioneer Program
1900 Kanawha Blvd., Room E-28
Charleston, WV 25305
(304) 558-3550
www.agriculture.wv.gov/divisions/executive/Pages/Auctioneers.aspx

WISCONSIN

License Required: Yes

License Required For Online-Only Auctions: Yes, when auction is conducted by a person; no, when the auction is conducted by software only. For complete details, contact the Wisconsin Department of Regulation and Licensing.

Minimum Age: 18

School/Apprenticeship Required: No

Bonding/Insurance Required: N/A

Licensure Period: Two years, expires Dec. 14 of even years

Continuing Education Required: 12 hours every two years

Fees: Exam/License (\$201) and Renewal (\$170)

Reciprocity: AR, IL, KY, NC, TN, TX

State Association: www.wisconsinauctioneers.org

State Real Estate Contact: dps.wi.gov/Licenses-Permits/RealEstateBroker

State Agency Contact:

Wisconsin Department of Regulation and Licensing –
Auctioneers
PO Box 8935
Madison, WI 53708-8935
(608) 266-2112
dps.wi.gov/Licenses-Permits/Auctioneer

WYOMING

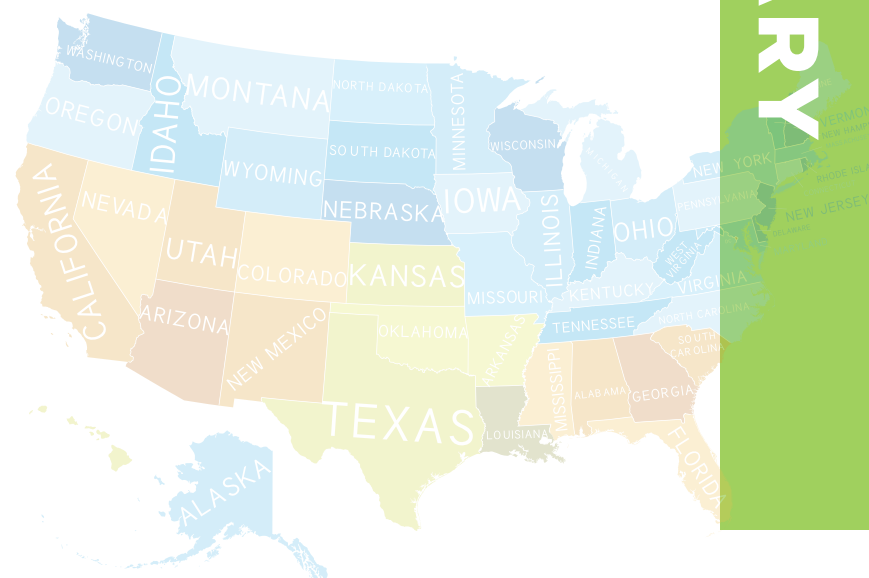
License Required: Counties and municipalities may require permits, check for requirements.

State Association: www.wyoauctioneer.org

Real Estate Contact: realestate.wyo.gov

State Agency Contact:

Wyoming Consumer Protection Unit
Kendrick Building
2320 Capitol Avenue
Cheyenne, WY 82002
(307) 777-8962
ag.wyo.gov/cpu





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NAA Hall of Famer Kurt Kiefer passes away

By NAA Staff

Kurt Kiefer, former Treasurer for more than three terms of the NAA, passed away on Tuesday, Sept. 19, in Fergus Falls, Minnesota, following a brief battle with pancreatic cancer. Kurt was 62 years old.

A lifelong entrepreneur, Kurt spent most of his life developing and running businesses in and around Fargo-Moorehead and Fergus Falls. He was the president and founder of The Kiefer Companies and a number of associated businesses including Kiefer Auction Supply. Kiefer was a Life Member of the NAA and was inducted into the NAA Hall of Fame in 2015.

Kiefer served as Treasurer from 1991-1993 and then again in 2008-2013. President Tommy Williams awarded him the President's Award of Distinction at the 2008 International Auctioneers Conference and Show due to his work to in helping create a more stable budget.

Kiefer was committed to auctions as a teenager. In an interview conducted when he was inducted into the NAA Hall of Fame, Kiefer said "I love the method of selling, and it just suits my personality well."

Kiefer and his company performed live real estate auctions but began to move the majority of his business online.

Upon learning of Kiefer's death, Past President Tommy Williams said "Science tells us no two snowflakes are alike so it is with people. Each person has individual uniqueness and how that individual expresses their uniqueness affects all those they come in contact with. Today the auction industry and NAA in particular lost a snowflake that had a profound influence on the auction world as we know it.



Kurt Dennis Kiefer

March 1, 1955–Sept. 19, 2017

"The passion, dedication and knowledge Kurt Kiefer brought to NAA can never be surpassed and rarely if ever equaled. Kurt's uncanny ability to analyze a financial problem and come up with the best solution was astounding. Kurt designed and put in place the financial checks and balances NAA enjoys today. His foresight will keep us strong for generations to come.

"Today I lost a very dear friend. The auction world lost a true champion and innovator. We are forever grateful for the opportunity to share Kurt's uniqueness."

NAA Chief Executive Officer Hannes Combest agreed with Mr. Williams' assessment.

"Kurt and I spent a lot of time together in the first years of my tenure at NAA," she said. "I don't believe I have ever met another volunteer who was as committed as he was to this organization. He truly loved it and his only focus was making sure it would last until the next generation was around."

Kiefer was an avid runner and reader, dog lover, jig-saw puzzle aficionado, and a Fargo-Moorhead history buff with a lifelong curiosity for the world.

He is survived by his mother, Barbara Ford Kiefer, Perham, Minnesota; Partner, Mark Amon, Fergus Falls & Moorhead, Minn.; brothers Mark Kiefer, Wayzata, Minn., Jim Kiefer & wife Kyle, Northbrook, Illinois; and sister Katie Kiefer, Steamboat Springs, Colorado; along with many other family members and friends.❖

Benefit auction expert Kathy Kingston (hand raised) says benefit auctions are the new catalyst for donor development.

Beyond fundraising: Donor focused benefit auctions

Get away from the “event-only” mindset and you increase your chances at raising donor retention rates.

By NAA Staff

What, actually, is a donor? What are the biggest challenges organizations face regarding donors?

Knowing the answers to these and other questions, Kathy Kingston, CAI, Founder & Principal of Kingston Auction Company, has raised millions of dollars for non-profit and charitable organizations. Having that knowledge also has allowed her to successfully establish long, beneficial donor relationships in addition to leading high-level fundraising events.

“Benefit auctions are the new catalyst for donor development,” said Kingston, who is a consultant, speaker, and an award-

winning author. It seems the two could be symbiotic.

Retaining donors is the top challenge non-profit and charitable organizations face. According to Kingston, in 2016, charitable giving was up 2.7 percent from the year before, which amounts to a staggering \$390.05 billion. Within that amount, however, 75 percent of first-time donors do not give a second gift. And the average donor stays just 1.9 years to support the specific cause.

It begs the question: Why such a high turnover rate?

Trust and shifting relationships are a plausible explanation as

donors are applying more discretion to their decision making. But, that's not the full cause. Donors also are reluctant to give again when they are not repeatedly asked, not properly thanked, or not given sufficient reason why their gift is vital. These all are repeatedly overlooked.

So, as benefit Auctioneers (or auction professionals in general), how can one assist in donor retention and increased gifts? By correcting those overlooks and asking, thanking, and communicating.

Understand your donors

First, it is beneficial to understand your donors and their passion for the cause.

Use social media and other tools to investigate the cause and its audience. Find out to which other charities and organizations your attendees have given gifts, and find a way to personalize the event experience for them.

According to Tom Ahern, it is important to "Make each donor feel special. Make each donor feel wanted, happy, good, needed, proud, pleased, and important."

Then, make the cause ongoing rather than just focusing on

one event. You can do this by changing the consulting business model to a more philanthropic model rather than an event-centered model. Doing this could increase donor retention. How? Changing the model shifts the mindset away from thinking the event is the highlight of the fundraising effort. Donors then can see giving as an ongoing effort as opposed to a "one event and it's done" situation.

Also, invite diverse people who can bring different elements and experiences to the event. Then, you can emphasize the common passion shared by so many unique people and highlight the community they have created. Next, inspire that community with real stories of the impact of the audience's gifts.

During the event, make sure to constantly remind donors what the cause is and what their assistance is going to be. You can do this by using "Impact bullet points." In addition, make sure you are an "expert in gratitude" by weaving in the pronoun "You." Using "you" personalizes the donor and connects them to the mission.

Following all of this helps an auction professional establish a trusting, thankful relationship with donors. Get that foundation set, and you, as an auction professional, have the power to influence donor retention amounts. ❖

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Don't call it a comeback

2017 Rising Star Award winner France Fripp knew auction was meant for her, even if she was denied initially.

By Sarah Bahari, contributor



Frances Fripp used severance pay to attend the Auctioneers Association of Ontario annual convention. The rest is history.

Frances Fripp graduated from the Canadian Auction College with one thought.

“This is what I’m meant to do. This was my destiny,” she recalled. “It blew my mind. I fell in love.”

Almost immediately, though, she was dealt her first setback.

An Auctioneer at the large industrial equipment auction company where she worked told her to forget about a job as an Auctioneer there. Fripp was devastated.

“It’s something I should have bounced back from right away, but I just didn’t. I had worked three jobs to pay for auction school,” she said. “I had all these high hopes and was shot down immediately.”

Nearly 10 years later, Fripp has undoubtedly bounced back.

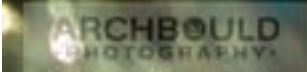
The Canadian Auctioneer was recently awarded the Rising Star Award at the National Auctioneers Association International Auctioneers Conference and Show this past July, and she is the co-founder of On It Canada, an Ontario-based auction company.

Fripp’s comeback began in 2012, when the industrial auction house where she worked in the webcasting department closed and relocated. Suddenly, she was out of a job.

So she did the only thing she could think of. Fripp used her severance pay to attend the Auctioneers Association of Ontario annual convention, where she received an unexpected welcome.

Auctioneers even convinced Fripp to compete in the novice

"You are hearing stories about how an organization changed someone's life, and you see tears in people's eyes. Then it's your job to get up on stage and make it count," Fripp said.



competition, where she placed second. "At that point, I had not auctioned for anyone but my cats," she said. "But people opened their arms to me. I will always be grateful. I will forever work as hard as I can for the association. They gave me back my identity."

Fellow Auctioneers became mentors for Fripp, offering her shots to auction at their own companies. Among them were Barb and Krista Richards, who own the Canadian Auction College; Frank Stapleton, CAI, who worked as an instructor at the college; and Theresa Taylor, a respected Ontario Auctioneer.

Using her experience at the industrial auction company, Fripp quickly found her footing and began to dabble in benefit auctions.

"I fell in love with the benefit side. You are seeing people at the very best, dressed up and contributing to an important cause," she said. "You are hearing stories about how an organization changed someone's life, and you see tears in people's eyes. Then it's your job to get up on stage and make it count."

"That feeling when you put the mic down, it's an overwhelming feeling of good," she said. "It makes you feel like a rockstar."

As her work grew, Fripp wanted to give back to the Auctioneers Association of Ontario, and, in 2015, became the youngest woman ever elected to serve as President. She recently stepped down after a two-year stint.

One year later, in 2016, Fripp made a major career move. She and Auctioneer Mark Balanowski opened On It Canada, which provides auction solutions for fundraising and asset management.

Fripp, who earned her BAS designation from the NAA, added estate sales to her repertoire and found herself drawn to the challenge.

"Unlike benefit auctions, with estate sales you are often seeing people on their worst days. What I see as a trinket, they see as a treasure their mother loved her entire life," she said. "This is not just stuff to them. It can be difficult, overwhelming and emotional, but I try to bring people a little bit of closure."

On It Canada now hopes to focus on expanding real estate auctions, which Fripp said have not taken off in Canada as they have in the United States.

The young Auctioneer said she also plans to continue mentoring and nurturing new Auctioneers.

"This is a really hard business to get into. That could be why you don't see many young Auctioneers," she said. "But if we can help a new generation become Auctioneers, we can help this industry grow." ❖

How to use social media to find sellers

What if you had a way to clearly target a defined potential sellers group within a pool of 1.28 billion people? You do.

By NAA Staff



Cold calling used to be an uncomfortable, inefficient experience.

“It’s hard,” said John Schultz, AMM, of Grafe Auction Company, in Spring Valley, Minnesota. “It converts poorly – make a hundred calls and 10 turn into prospects. And of those 10 prospects, one turns into maybe a deal.

“What if there were an easier, more efficient, and more direct and appropriate method of direct marketing?”

By utilizing the right tools, a company can exponentially increase its prospects and, eventually, deals. That’s happening at an increasing rate through social media use for businesses. Companies are using new methods to promote services and products to new audiences – minus the classic, awkward cold call.

While this is a good thing, on the other hand, this provides consumers more opportunities and selections when searching for a particular service or product. However, Schultz has been teaching auction professionals how to ensure their companies stay at the front of the increasingly crowded space. He likes to show how to turn internet “cold calls” and social media platform leads into sellers, as well as demonstrate how easy information obtainment is online.

The information component is critical when one takes into

account the massively larger number of qualified leads that can result from adapting to this new environment.

No longer at mercy of word-of-mouth

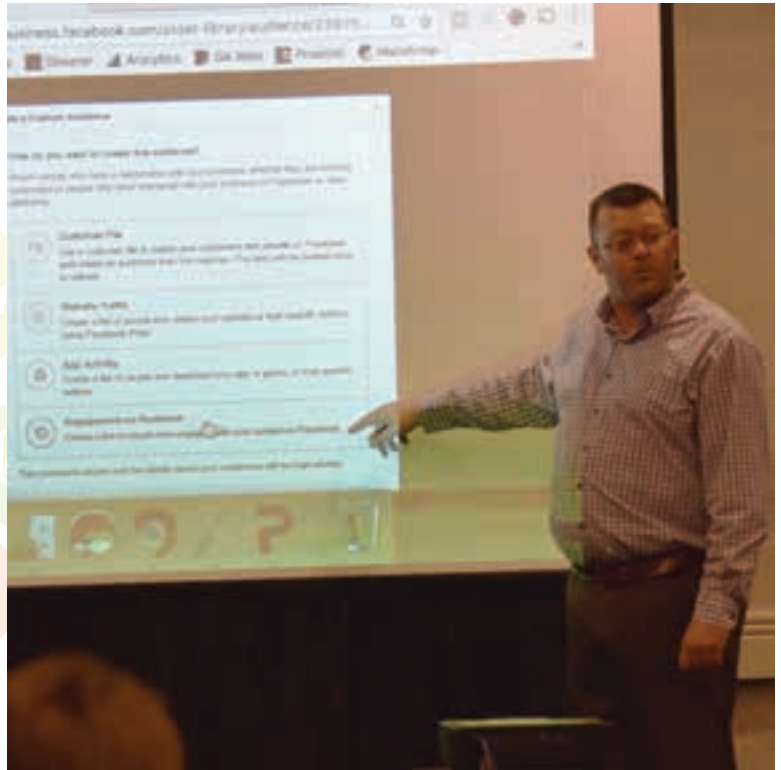
At one point, companies were at the mercy of word-of-mouth recommendations, bought lists, and print/media advertisement. That isn’t the case anymore. Social media has opened new doors for advertisers by creating an unsuspecting database of constant potential clients and sellers. For example, data indicates roughly 1.28 billion people are daily users of Facebook, which has provided a sophisticated way for setting clearer target audiences.

“Statistically, almost every consumer that we want to get after is on social media,” Schultz said, and each person leaves a data footprint. These data points make it easy to get to know a person and their personal data, preferences, and psychological make-up. Facebook provides this information, called audience insights, free of charge, simply by doing a search for a custom audience.

The ability to collect and sort information doesn’t stop there, though. In fact, in a matter of seconds, you can use Facebook’s help and begin collecting information consumers leave on your own auction company’s website. Then, again using Facebook, you can form targeted groups based on your own website traffic. There are also other tools available that help you use social media to find sellers.

Following up with an online lead within five minutes results in nine times the conversion rate.

"Statistically, almost every consumer that we want to get after is on social media," said John Schultz, AMM (shown here).



Facebook pixel

Have you ever wondered how you search or research a product through Google or Amazon, for example, and suddenly you're seeing ads for that product in your social media feed?

It's not magic; it's a tracking pixel.

In short, a pixel is easily placed in a site or page's HTML code and allows an advertiser to register your information into their program. That program has been instructed to serve ads to anyone who visits a site or page that has the pixel. Where and how often you see the ad depends on a campaign.

At the same time, based on those people have been tracked by the pixel, Facebook can conduct a data analysis, build a data-based profile, and give you the opportunity to market to people who "look like" that profile. This "Lookalike Audience," in this case, would "look like" those who visited your website. These audiences can be built based on virtually any sort of demographic, hobby, interest, or online activity.

Have a plan to go with your pixel

Once you get a potential lead to your site, there needs to be a clear path for the lead to follow to navigate to convey interest. (Need help getting a path started? Try Facebook Blueprint, a free advertising educational tool, at: facebook.com/blueprint.)

Be very intentional on navigation buttons and landing pages.

Include videos, have few form fields, include a benefits list, and use real photography. Make sure you have a privacy policy in place on your site. Ask the consumer to do something in a Call To Action (CTA) on your site to get them interested in getting involved with you – sign-up for a newsletter, leave an email address, etc.

Once you have a potential contact, follow up with them quickly.

"Following up with an online lead within five minutes results in nine times the conversion rate," Schultz said. "Once you have the lead, it is then up to you to make the sale."

Other ways advertisers also have found to target specific products to people include simply analyzing past purchases. These tools, once only available to mainly Fortune 500 companies, are now available to the general public. ❖

This article was an excerpt from a presentation given at the 2017 NAA International Auctioneers Conference and Show. Want even more tips regarding this topic? NAA members can access the full audio of the presentation in the NAA Knowledge Center.

Trust and patience

An auction professional must have both when managing an estate auction. And, you need to build trust with more people than the client themselves.

By NAA Staff



Tim Keller (shown here) said an auction professional needs to be able to read his or her client. Doing so allows the client to go through the auction experience with a more relaxed and trusting approach.

As auction professionals, you work with many different types of people. Coming into contact with so many different kinds of people additionally opens the door to a wide range of diverse experiences and emotional settings.

And let's face it, above many other auction environments; estate auctions can be especially delicate when managing seller emotions.

Normally, an estate auction professional is contacted after an individual passes on, so, a client's emotional levels at this time understandably can range from overwhelmed and upset to anxious, or even simply eager to "just get it done."

Tim Keller, a 28-year auction veteran, focuses on what it takes to be successful in the world of estate auctioning and has a few reminders on the importance of patience when handling delicate clients.

"Grieving people need someone to listen to them and help

provide the care, encouragement, and support they require to help re-establish their lives," said Keller, CAI, AMM, CES, of Keller Auctioneers, in Lancaster, Pennsylvania.

Estate auction professionals are expected to wear many different hats and perform varying roles during the lengthy process it takes to put on the actual auction. This may include everything from counselor, mediator, and even mover. So, it is not surprising that trust is a vital key in the client-Auctioneer relationship.

Establishing trust with multiple types of personalities can be rather difficult, however, and Keller believes in the importance of reading the client's personality, their comfort and emotional levels, and their social cues to better understand how to effectively assist them, or when to back away.

"You need to be able to read your client," Keller said. "You will have a better direction on how to set up the auction, complete it successfully, and have [the client] go through the experience with a more relaxed and trusting approach."

Reading your client isn't just about reading the individual. In fact, reading into the relationships he or she has and identifying those key individuals who surround your client can carry just as much impact (or more) on whether you ultimately conduct a successful auction event.

How so? While it important for an Auctioneer to try to relate to their clients personally and build trust there, those other individuals need to trust you as well. Their trusting you will allow for the client and their group to make sound business decisions (including, perhaps, following your advice) during emotional times.

Let's look at some of those outside areas where trust in you will be important.

Decision Maker vs. Influencer

Ultimately, the person who has the ability to make the legal decisions is key, but it can be just as beneficial to assist the person who influences them. Educating, instructing, and guiding

the influencers can, in some instances, help make an auction run smoother.

Real property vs. personal property

If a person inquires about one of these, why not determine if the other is included or also available? Many times an executor isn't knowledgeable enough about auctions to know that most of it can be included. Also find out if a formal appraisal is required or if the client only needs to find a general value for the property.

Special types of property, collections, fine art, or guns

Are there any special types of property that require a specialist? Don't be afraid to use the people you know, and make sure you're focusing on the right market for specific items. Know your strengths and weaknesses when auctioning property.

Other non-auction competitors will start to appear

There are people who quickly move in on an estate in hopes to purchase the real estate or other highly valuable items. Auctioneers have the best interest of the estate in mind and will

guide the executors through what should be kept, what should be thrown out, and will protect the sale from competitors.

Emotional items

Make sure the clients and the executors are comfortable with what is included in the sale, as it is possible for them to place emotional value on items. Make sure you keep your emotions unbiased on personal items and even suggest the more emotionally valuable items be kept back and out of the sale. This will also build trust between the Auctioneer and client/executor. Also, perhaps suggest donating items that can be used and won't necessarily bring in much profit or have little emotional value.

Attorneys

Attorneys are busy, and most are unknowledgeable about the protocols involved with auctions. Make sure you give requests and lists to the attorneys in writing to help them complete their files correctly. Keep everybody informed. Give them reasons to want to work with you. Build a relationship with them.

"The people that you do business with is because of your relationships," Keller said. ❖



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First impression

Kendall Nisly won IJAC in July. He has already received career advice and potential job leads since participating.

By James Myers, contributor

Kendall Nisly has only been a member of the NAA since February, and he really didn't know much about the NAA International Auctioneers Conference and Show before attending it for the first time in Columbus, Ohio last July.

However, any impression the event made on the teenager might have been dwarfed by the great first impression he left on those around him.

The 17-year-old from Kirksville, Missouri, was shocked by the size and scope of the event when he arrived with his auctioneering mentor, Jerick Miller.

"I got there and I was like, 'Whoa, this thing is a lot bigger than I thought,'" said Nisly.

Nisly only started his auctioneering career in December last year, working at a livestock sale barn. He attended World Wide College of Auctioneering in Mason City, Iowa, earlier this year, when instructors encouraged him to attend the Conference and Show – and to compete in the NAA International Junior Auctioneer Championship (IJAC).

Nisly has an uncle, Larry Nisly, who is an Auctioneer in Ohio,

but his immediate family is not in the industry, making him a first-generation Auctioneer. He said he was exposed to the industry at a young age, attending area auctions with his father. When he was around 11 years old, he began practicing his chant, and his interest evolved into something more than just a fascination and a hobby.

"The chant came to me slowly," Nisly said, adding that while his style continues to evolve, it's definitely a bit too fast, which is fine when he's selling livestock, but he has to remind himself to slow down at other auctions. "I would describe it as more of a cattle chant. I'm more comfortable selling cattle. I try to change it up a little bit because if you have an Auctioneer with the same flat line chant, it gets old."

Nisly met Miller, who lives a couple hours northwest of Kirksville in Leon, Iowa, through local auctions. Miller has been a big help to Nisly, inviting him to auctions, giving him advice to prepare for IJAC, and accompanying him to Columbus for the Conference and Show.

"I would highly advise all young beginning Auctioneers to find a mentor that has been in the auction industry to help them get started," Nisly said.



After winning IJAC, Kendall Nisly (above center) was interviewed on "IAC Live" - shown worldwide via Facebook Live. He also was featured as a new champion during the Foundation's Children's Fun Auction and helped younger aspiring bid callers on stage.

Up at 4:30 a.m.

Eager to compete in his first IJAC, Nisly was up at 4:30 a.m. to practice, get his voice going and his "tongue loosened" for the 8 a.m. competition.

"Prelims had a small crowd," Nisly said. "I got up there, and I was pretty nervous."

The nerves didn't set him back at all, at least not with the judges. He was one of three finalists chosen to go at it again later in the week. The IJAC finals were also early in the morning, but the room was filled with men and women competitors in the International Auctioneer Championship who were just finishing up role call before the all-day competition began.

"I didn't feel quite as nervous because I knew what to expect," Nisly said of the finals. However, the butterflies made a swift return when it was his turn to hit the stage. "After I auctioned my first item, I felt myself relax and enjoyed myself being up there on the stage."

Walking off the stage following his finals performance, Nisly said he was confident, feeling like he'd left his best up there. And so did the judges, who awarded him first place.

"They were all congratulating me and were really glad for me," Nisly said of the reaction of other Auctioneers. "I really enjoyed competing with them. We had a fun time and I got to know a few of them."

Trying to make a name for himself as an auction professional at 17 years of age has been a challenge, but taking the IJAC crown has its perks. He said the biggest change he's noticed since winning is in the willingness of Auctioneers to reach out to him to offer advice and job opportunities.

Nisly said one of his dreams is to start his own auctioneering business, but he's currently focused on chasing down contract work. He's keeping his options open, too, but is interested in benefit, automobile, real estate and livestock auctions.

"One of my personal responsibilities is to try to find contestants for next year's IJAC," he said. "Going out and finding and talking to younger Auctioneers and encouraging them to compete in it"

Asked what advice he has for young, prospective Auctioneers, Nisly said he would encourage them to attend an auction school.

"That would be a good first step," he said.

Practice, practice, practice

As for jumping into the IJAC, Nisly recommends that contestants practice their chant (he practices daily), and practice their stage presence and how they're going to act on stage (hand motions, etc.).

IJAC contestants are also given an interview question a week before the competition, and Nisly said this is an important aspect of the competition.

"That's one big thing that you need to memorize," he advised. "Figure it out and memorize it so you have it down pat."

Nisly will be old enough to compete in the men's IAC next year, but being so new to the NAA, he's going to sit out the competition for a year or two.

"I'm just trying to get my name out there," he said. "Going to all the auctions I can in my spare time, talking to auction owners and giving them my name and number if they need an auctioneer."

Finally, though he's only been in the NAA since February, he recommends all Auctioneers get involved in the organization, as well as their state organization, as it can be a big boost to a career.

"Get involved with your state association and NAA," he said. "They help with new job opportunities and openings and things like that." ❖

2017 NAA Day on the Hill shows growth

More than 40 NAA members and staff met with elected leaders in Washington, D.C., last month to advocate for the auction industry and build key relationships.

In September, the National Auctioneers Association hosted its third consecutive Day on the Hill in its ongoing, growing effort to develop key government relationships at the state and federal level.

Starting with a Wednesday reception for U.S. Congressmen and NAA members Jeff Duncan (R-SC) and Billy Long (R-MO), which also saw an appearance by U.S. Rep. Larry Bucshon (R-IN), members were able to hear Congressional updates from the officials. They also had the chance to have their pictures taken.

After a Thursday morning orientation with NAA leaders, members took to the Hill to meet with their officials.

“I met with Congressman Rick Allen from Georgia for about an hour and gave him the NAA agenda package,” said NAA member Grant Lanier, CAI, CES. “We discussed mostly on the tax reform and health care and the auction method of marketing. This was a very educational and successful trip for me.

“Also, thanks for all you did in helping me to attend and be with this awesome group of auctioneers.”

Among highlights from the trip, NAA President Scott Shuman, CAI, Chairman of the Board John Nicholls, AARE, AMM, and Advocacy Committee Vice Chair Jason Winter, CAI, AARE, AMM, CES, all were present to hear NAA and National Auctioneers Week read into the Congressional minutes by Rep. Duncan on Wednesday, Sept. 6. (See page 8.) Also, NAA member Randy Ligon, CAI, BAS, CES, met with several leaders, including Rep. Lindsey Graham (R-SC).

It wasn't all business during the trip, however. On Wednesday evening following the reception, many NAA members and guests were able to take a “Monuments by Moonlight” tour bus to see some of the capitol's most iconic structures. Though the weather was wet and dreary, spirits were high as the group visited several statues and honored places.

Look for information regarding the 2018 NAA Day on the Hill event next September in the coming months.



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B



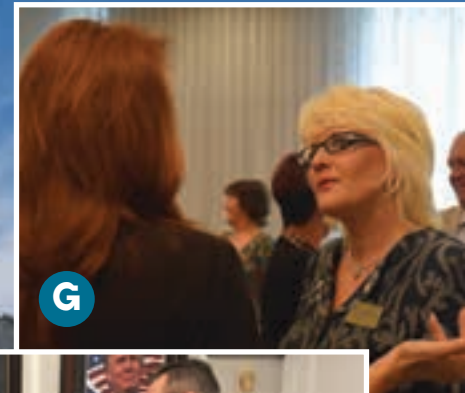
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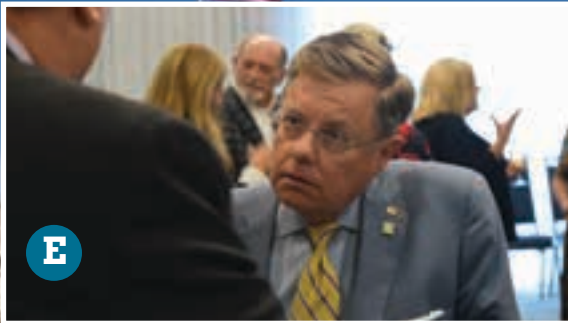
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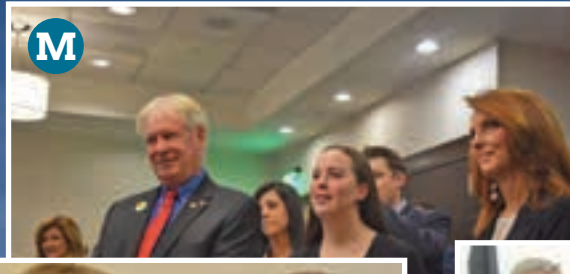


H



J

- A. Scott H. Shuman, CAI, Georgeanne Elemond, Rep. Greg Gianforte (R-MT), Bryce Elemond, BAS, J.K. Kinsey, CAI, AMM.
- B. Bryce Elemond, Georgeanne Elemond, Rep. Ed Perlmutter (D-CO), Scott H. Shuman, David Whitley, CAI, CES, JK Kinsey
- C. Braden McCurdy, CAI, AARE
- D. Jennifer Winter, Rep. Vicky Hartzler (R-MO), Jason Winter, CAI, AARE, AMM, CES
- E. Randy Ligon, CAI, BAS, CES
- F. Rep. Rick Allen (R-GA) and Grant Lanier, CAI, CES
- G. Charlotte Pyle, CAI
- H. AND I. John Nicholls, AARE, AMM, Scott H. Shuman
- J. Sandy Alderfer, CAI, MPPA, Rep. Billy Long (R-MO)



K. Rep. Billy Long (R-MO)

L. NAA Day on the Hill attendees listen during the morning's orientation and debrief.

M. Rob Doyle, CAI, CES, Jennifer Mensler, CAI, ATS, Lori Jones

N. Mike Fisher, CAI, AARE, ATS, BAS, Rep. Robert Aderholt (R-AL)

O. The Abraham Lincoln memorial

P. Lisa York, CAI, AMM, Andrew Wilson (facing away), CAI, CES, Rep. Jeff Duncan (R-SC)

Q. Curtis Kitchen, Braden McCurdy, Dave Webb, BAS, GPPA, Venia Garrison

R. John Nicholls, Braden McCurdy, Andrew Wilson, Charlotte Pyle, Chad Johnson, CAI, BAS, Lisa York, Rep. Larry Bucshon (R-IN), Congressman Jeff Duncan (R-SC), David Whitley, Dave Webb, Jason Winter, Scott H. Shuman

S. Rep. Larry Bucshon (R-IN), Andrew Wilson

T. Day on the Hill materials were given to each attendee to deliver during their Capitol Hill appointments.



NAA responds to Dept. of Labor's request for information

In a letter dated Sept. 15, 2017, the National Auctioneers Association replied to the U.S. Department of Labor's Request for Information on Changes to the Overtime Regulations (RIN 1235-AA20).



The request comes as the Department readies changes to the salary level test of the Fair Labor Standards Act (FLSA). The change would increase executive, administrative, and professional employees (EAP) exemptions to \$47,476, as specified in the 2016 Final Rule.

“Converting employees to non-exempt would have a significant adverse effect on our organization’s members and on their employees,” NAA said in the letter. “To avoid these negative consequences, the Department should either set a lower salary level applicable to all employers or set the minimum salary level at a lower percentile of the national average for small employers.”

The letter was signed by NAA President Scott H. Shuman, CAI, and CEO Hannes Combest, CAE. ❖



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By Carl Carter, APR, AMM

Carl Carter is President of NewMediaRules Communications, which has provided public relations and marketing communications services to auction companies throughout the U.S. since 1994.

Hitting the sweet spot

Locate the 'tipping point' between sales points and "TMI."



Every real estate Auctioneer I know faces a constant balancing act in deciding how much information to provide on the Internet for an upcoming auction. We have to offer enough to get people interested in the property, but not so much that we lose traffic that might result in bids.

To keep the language simple here, I'm going to use the example of selling a luxury home because there seems to be more homes lately going to auction. However, the same principles hold for any property.

If it's an office building, you'll show and describe different aspects, but you'll always have some tipping point where you move from "selling" to too much information (TMI). You know the difference even if you haven't thought about it. And trust me, prospective bidders know it too.

So let's look at some elements of your marketing in search of the point where, "Oh, I must see this!" turns into, "Um, maybe not."

- **Maintain high quality standards.** How much quality material do you have? Sort through

your photos and select the best ones that show the most important aspects of the asset. If a photo is out of focus or underexposed, throw it out. With today's digital cameras, you should have plenty of alternatives that are better. Now, do the same thing with your words. What are the features that would compel someone to bid? How well have you described them? Are they clear? Do they raise unanswered questions?

- **Avoid repetition.** Now and then, I'll see a web site where an Auctioneer has used five or six photos of the same granite island or swimming pool. At best, these may weigh down your site's function speed (if you didn't size them correctly), and at worst, they can be confusing to the individual.

Does the house have six kitchens? Of course not. Sure, the visitor will figure it out pretty quickly, but why put them to the trouble? It is fine to shoot different angles if they help tell a story like how well the pool is landscaped or how close the dining area is. But, consider whether you shouldn't be focused on the landscaping or the dining area anyway.

- **Be careful with oversharing the personal story behind the asset.** I'm a storyteller by nature and by trade, and the story can help generate interest. But, I've learned the hard way that overdoing the background can backfire, especially with luxury homes.

The seller may have a compelling story about the painstaking effort to import a certain type of marble or to commission hand-painted wallpaper. But, this can backfire. Why? Because the person who's willing to spend \$5 million on a "custom" house probably wants to feel that it's his or her custom house, not somebody else's. Remember what the bidder is buying and keep the focus on the assets you can deliver.

- **Avoid relying on celebrity connections.** I've written dozens of stories promoting homes that have belonged to professional athletes, actors, rock stars and other celebrities. If the celebrity is the current owner and willing to be front-and-center, it may help you get some publicity on the auction.

But, if anything, the sale prices on their properties tends to be lackluster. I can hardly point to a blowout celebrity-home auction, and I can't say with confidence that the connection increases the value. I can say with great confidence that past owners add little or no value. An ugly or poorly home won't bring more because a B-list celebrity owned it in the 1990s.

Finally, remember that the quality of your web site, video, photos, brochures, signs and other promotional and marketing products also conveys a message about the quality of your company. ❖

Remember that the quality of your web site, video, photos, brochures, signs and other promotional and marketing products also conveys a message about the quality of your company.

NAA member Terrel named President for United Country Real Estate | Auction Services Division



NAA member Shawn Terrel (above) has served on the NAA Board of Directors and is now President of United Country Real Estate | Auction Services Division.

KANSAS CITY, Mo. – United Country Real Estate has announced that NAA member Shawn Terrel, CAI, AARE, has been promoted to lead the United Country Real Estate| Auction Services Division as President.

A 25-year veteran of the auction industry, Terrel was formerly Executive Vice President of UCRE | Auction Services.

Over the past decade Terrel has successfully helped architect, develop, innovate and provide direction for what is now the nation's largest auction real estate team. In his new role as President, Terrel will provide strategic planning, management and program enhancements to further grow the Auction Services Division.

“Shawn is an extremely innovative and progressive Auctioneer and business leader,” said Mike Duffy, President of United Country Real Estate. “He has played a critical leadership role by successfully developing a very powerful auction services program at United Country Real Estate. This year alone, Auction

Services has achieved record sales and has had an additional 11 new auction-centric offices join the network.

“We are excited to have Shawn as the leader of the auction division as we enter the next level of auction technology and marketing innovation.”

Recognized as a leader in auction technology and marketing, Terrel has successfully launched dynamic websites for auction offices and auctioneers, a leading online auction platform, enhanced auction marketing services, auction support and training and fully integrated these services within traditional real estate brokerages. His auction services team supports more than 300 individual auctioneers and nearly 500 franchise offices across the U.S., as well as Mexico and Central America. His efforts have played a significant role in the division representing over 20 percent of annual sales within the \$6 billion URE network.

Terrel has professionally served on the NAA Board of Directors, is a multiple State Champion Auctioneer, is an instructor for

the NAA Certified Auctioneers Institute at Indiana University, has trained hundreds of auction classes and is a nationally recognized real estate and asset Auctioneer. His experience consisting of over 2,500 auctions ranging from real estate, personal assets, livestock, oil and gas and numerous charities has contributed a wealth of knowledge to UCRE.

Terrel is also co-owner and chief operations officer of Mineral Marketing LLC, a nationwide oil and gas mineral marketing and leasing firm headquartered in Oklahoma. Shawn and his brother Shane Terrel have successfully expanded Mineral Marketing's operations into most all major oil and gas plays across the country.

Also, NAA member Mike Jones, former President of UCRE | Auction Services, has taken a new position as President of Auction Services for United Real Estate Group.

In his new role, Jones, CAI, BAS, GPPA, will be leading efforts to develop new business for United Real Estate (URE), the urban-focused company within the group. Since 2016, Strategic Client Services (SCS) has been establishing and nurturing relationships with national clients on behalf of affiliates and working with local United Real Estate and United Country Real Estate Auctioneers and affiliates on incremental auction and sales opportunities. ♦

Bidders 'all aboard' for toy and train auction



HARRISBURG, Pa. – If sales at Cordier's July 2 Toy and Train auction are anything to go by, antique and modern hobby trains remain a strong collecting field. The auction saw bidders competing over more than 450 lots of trains, vintage toys, and Star Wars memorabilia.

1920's trains in the original boxes were far and away the top lots of the sale, with an Ives 1134 Railway Lines Freight Set hammering down for \$6,000. A Lionel 199 Ives Derrick with a red top sold for \$5,500. Other Lionel lots included 2 Lionel Harnischfeger cars in the original boxes, which brought \$2,200, and a set of Lionel 2373 Canadian Pacific AB diesels which sold for \$1,200.

A mechanical Uncle Sam bank was the most highly sought after non-train lot of the sale, selling for \$2,900 to an internet bidder after heavy competition. The bank, marked with a late 1800's patent date, was still working and retained most of its paint.

A large offering of Star Wars memorabilia drew bidders looking to

grow their own collections, as well as those seeking to get in on the current nostalgia wave. A grouping of four 1984 Star Wars figures with collectors coins brought \$650, bringing credence to that craze. Other top Star Wars items included Darth Vader and



\$5,500



\$2,900



\$325



\$650

Obi-Wan Kenobi figures, which sold together for \$500, and two 1977 Kenner Star Wars figures including a Jawa and an R5-D4 which brought \$425.

(\$425), Teenage Mutant Ninja Turtle figures (\$325), and Disney memorabilia featuring a Giuseppe Armani Cinderella and the prince pairing (\$325). ❖

Other toys offered included a complete set of Dick Tracy figures

History sells in \$14.5M gun auction



\$276,000

ROCK ISLAND, Ill. – Thanks in part to the nine collections featured in the sale, collectors of every discipline had their pick of high condition firearms and those with a historical significance during the September Premiere Firearms Auction, which realized total of \$14.5 Million for Rock Island Auction Company.

Over 450 Winchesters graced the sale, so finding history there was no problem – even the early Volcanics were complimented by a fascinating assortment of cased daguerreotype images.

Leading the way in lot 1016 was silver plated, first year production Henry rifle with the supremely low serial number of 17. That number is so low, in fact, that they were still presenting Henry rifles to men of great importance such as President

Abraham Lincoln and Secretary of War Edwin Stanton. The significance was as easy to see as the glints off the silver finish and the “damned Yankee rifle” saw a realized price of \$276,000.

The rarity and high condition was plentiful even in the accessories. Collectors were quick to capitalize on the opportunity and the early Winchester bullet board in lot 19 was snatched up for \$37,375. The Collection of Vernon J. Berning proved to be a boon for dozens of happy collectors.

If you can believe it, the Colts in the sale were even more abundant than the Winchesters. They numbered more than 600 and were led by items from the Robert M Lee Collection. One of these Colts had the honor of carrying the highest sale price of the entire auction. In lot 3169 was “an absolute icon in the pantheon of fine 19th century American arms.”



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\$51,750



\$63,250

Previously part of the William M. Locke and Warren Anderson Collections, the well documented Colt 1860 Army is arguably the finest of its kind in existence and easily the best accompanied by its matching shoulder stock. Featured in numerous books and publications, the competition was fierce for the well-known and highly sought cased revolver. Bidding quickly shot over the \$280,000 high estimate and a bidding battle of juggernauts erupted. The heavy hitters went back and forth until finally the stunning cased set became the cornerstone in a new collection for \$506,000.

Other Colt revolvers of note were lot 1230's deluxe engraved, blackpowder, nickel finished Colt Single Action Army that brought \$86,250, and a spectacular gold Damascene Colt Third Model Hartford London Dragoon revolver that satisfied someone's gold fever for \$74,750.

Easily the most exciting portions of the auction were those that offered the Class III firearms. The phone bank was buzzing with live bidders across the country and even the live internet bidders couldn't pass up on the action. Bids were flying in from all corners of the room and watching Auctioneers match the energy in the room made for an unforgettable atmosphere.

In machine guns or other NFA items, the top item in this

category was an early production Colt Model 1921 Thompson submachine gun originally shipped to a police captain in Detroit, Michigan. The winning bid would come from a live internet bidder who won his very own "Chicago Typewriter" for \$63,250.

Also of note, this Johnson M1941 LMG brought an attractive \$63,250. Another highlight of the NFA items offered.

Other strong showings were made by the Smith & Wesson revolvers of the Chad Gripp Collection and 1911 pistols. Leading the way for the beloved wheel guns was the Registered Magnum owned by Hollywood star Gary Cooper that brought \$57,500, and a fantastic master engraved and gold inlaid .357 Magnum depicted numerous North American big game animals that bagged and tagged its \$27,500 high estimate en route to a \$51,750 realized price.

Earning similar enthusiastic bidding, 1911 pistols seem to be growing more popular with every auction, driving their prices to new levels. Indicative of this fact was the Singer M1911A1 with its mysterious sweetheart grips that found \$69,000, or the first year production, 3-digit serial number Colt 1911 Navy Contract pistol that sailed off for \$17,250. ♦

North Carolina sees record breaking auction

HILLSBOROUGH, N.C. (Sept. 16, 2017) – Leland Little Auctions' Fall Quarterly Auction, featuring the Estate of Esther B. Ferguson, broke auction records for five North Carolina Artists.

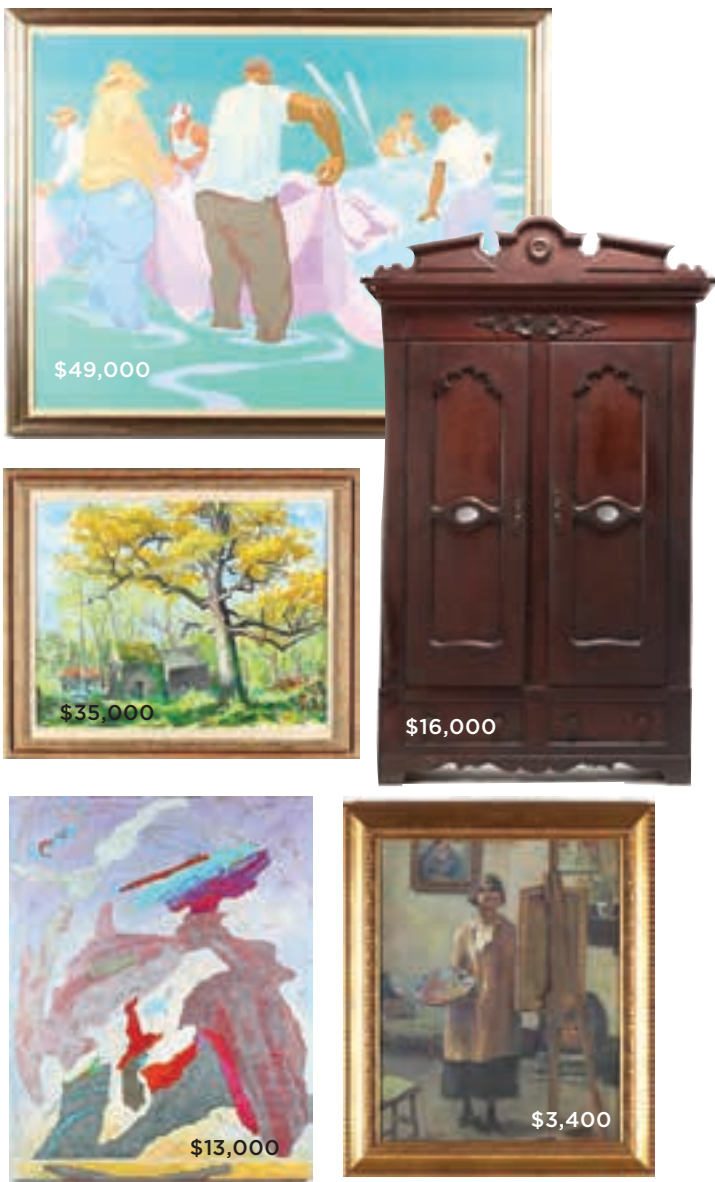
This auction, achieving \$1.3 million, featured fine art, jewelry, photographs, historical maps, furniture, and other objects of value.

"Loading the Nets," by Claude Howell, achieved \$49,000 and

sailed past the auction record to date for this artist.

"Loading the Nets' is the finest example from Howell's mature period to come to public auction," said Fine Art Director Claire Fraser. "Howell's fishermen are depicted with the same reverence as Raphael's Sibyls – larger than life, proud, and hard-working."

Other works by North Carolina artists that surpassed existing auction records included an oil-on-canvas, "Old Smoke-houses," by Francis Speight which hammered at \$35,000; an acrylic



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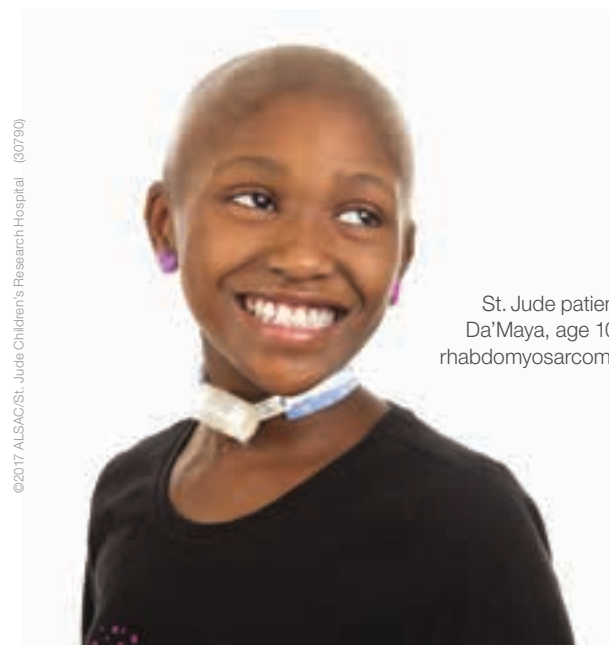
Da'Maya had a tumor in her neck. Rhabdomyosarcoma, a soft tissue cancer, was pushing her airway to the side and growing fast. Fortunately, she was referred to St. Jude Children's Research Hospital.® Families never receive a bill from St. Jude for treatment, travel, housing or food - because all a family should worry about is helping their child live. "I got to see what St. Jude is really all about," said her mom. "They've been taking care of us from day one. It's such a relief."

During 42 weeks of intensive cancer treatment, Da'Maya enjoyed activities like painting with Child Life Specialists and attending the St. Jude School Program by Chili's. Now 10 years old, she is cancer-free and back at home.

and acrylic gesso on canvas by Herb Jackson, "Veronica's Veil CLXIV," which rose to \$13,000; and an oil-on-canvas on board Self Portrait in Studio by Mabel Pugh, which brought \$3,400.

"Mabel Pugh was bold to travel to New York City on her own as a young woman in the early 20th century," Fraser said. "This self-portrait proudly and confidently proclaims her identity as an artist."

A Late Classical Walnut Armoire by Caswell County Craftsman Thomas Day quickly rose to \$16,000, exceeding the auction record for this North Carolina artist. Day, a master cabinet maker and skilled artisan and architectural woodworker, was a free man of color living in North Carolina during the pre-Civil War era. Born in 1801 in Virginia, he settled in Caswell County in the late 1820s and opened his shop on Main Street in Milton. In an area of prosperous tobacco planters, his clientele soon became the elite of the county, North Carolina, and Virginia.❖



St. Jude patient Da'Maya, age 10, rhabdomyosarcoma

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WESTERN COLLEGE OF AUCTIONEERING

Out of Billings, Montana, Western College of Auctioneering graduated Class No. 243 in October. The class consisted of 14 members from the United States and Canada. States represented included: Alabama, Arkansas, Idaho, Illinois, Nevada, Oregon, South Dakota, Washington, Wyoming, and Alberta (Can.).

Dennis Kruse family re-acquires Reppert Auction School

AUBURN, Ind. (Sept. 21, 2017) – Reppert Auction School, has been re-acquired by the Auburn, Indiana-based Dennis Kruse Family. The school will continue providing its core services of training Auctioneers, with an emphasis on running a business, and will offer continuing education.

“We are passionate about education, and auctions, as they are purest form of marketing and sale known and are a foundation to the free market, said John Kruse, Reppert’s new Owner and President. “We intend to build on our history and lead into the future of auction education.”

Senator Dennis Kruse, CAI, former President of the National Auctioneers Association, will continue as President Emeritus.

“Serving our industry has been a life-long pursuit and I’m pleased to know that I can continue to do so along with my four sons,” Kruse said.

Eldest son, D. Matthew Kruse, will serve as both owner for the institute as well as the Dean of the Auction School. His brother, Tim Kruse, will act as Executive Director. Youngest brother, Daniel Webster Kruse, will participate as an instructor.

Upcoming auction school dates are Dec. 1-10, 2017, and student applications are currently being accepted at www.ReppertSchool.com. Or, call 317-300-1075.

2018 courses will be held in April, August and December.❖



Scott Carnz



I joined the NAA to gain a broader knowledge of the auction industry, to make solid networking connections and to lend professional credibility to my business. As a new Auctioneer, I am looking forward to getting know my new industry and its luminaries and learn from as many of them as I can."

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Olatunbosun Okpeseyi

“

I intend to take home sound knowledge of auctioneering practice and extensive networking available in the industry from my membership. My resolution is to project and sustain professionalism driven by skills and competence within the framework of best practices by 'Gentlemen of the Gavel.' ”

Olatunbosun Okpeseyi
Lagos, Nigeria

IN THE RING

PAGE 15 *“For him to hold something that no one else has ever achieved and then wish me luck in achieving it immediately told me the type of guy Jeff Stokes is. He’s a phenomenal Auctioneer, a phenomenal ambassador for the industry and a phenomenal person.”*

Andy White, CAI, CAS
Real Estate Showcase Auction Co.
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PAGE 38 *“Benefit auctions are the new catalyst for donor development.”*

Kathy Kingston, CAI, BAS
Kingston Auction Co., LLC
 Hampton, New Hampshire

PAGE 40 *“This is what I’m meant to do. This was my destiny. It blew my mind. I fell in love.”*

Frances Fripp, BAS
ON It. Canada
 Mississauga, Ontario (Can.)

AROUND the BLOCK

- **NAA member Wayne Tuiskula, GPPA**, hosted “Treasures in the Attic,” an antique appraisal program sponsored by the Finnish Heritage Society Sovittaja. It was held Saturday, Sept. 30, in Rutland, Massachusetts.

Tuiskula has been a collectables appraiser for PBS’ “Antiques Roadshow.” He is also a freelance antiques columnist for local media outlets and became a full-time Auctioneer 13 years ago.

- **AutoIMS recently published “Simplifying Auction Charges”** – a whitepaper that, after studying a 30-day period of auction sales in early 2017, reported the 10 most common charges spotted in the auto auction marketplace. “Auctions benefit by spending less time on reconciliations, and more time on higher-value activities, to serve clients,” it said.



The top three most common auction charges: Sale fee, Transportation fee, Detail fee. See the whitepaper at: www.autoims.com/external/pdf/AuctionChargesWP_09_2017.pdf.

MEMBERS' CORNER



2015 NAA Hall of Famer Danny Ford honored for Leadership

SOMERSET, Ky. – NAA Hall of Fame member Danny Ford, an area Auctioneer and member of the Kentucky House of Representatives, was recognized at the 14th Annual Congressman Hal Rogers Leadership Award Dinner.

The event is one of the biggest fundraisers for the Lake Cumberland Boy Scouts of America organization, according to Delaney Stephens, District Executive for the Lake Cumberland and Mt. Laurel BSA Bluegrass Council.

“We look for outstanding leaders who serve their community each year (to honor),” said Stephens. “(Ford) was nominated to be this year’s honoree.

“We’re honoring his commitment to the region and him serving in the Kentucky legislature, and then as a businessman,” added Stephens.

A Republican, Ford served as a member of the state House of Representatives from 1983 to 2013, representing Pulaski, Lincoln and Rockcastle Counties. He was the House’s Minority Floor Leader from 1995-1998 and Minority Whip from 2011-2013.

Ford, a Mt. Vernon native, holds a degree in Business Administration from Eastern Kentucky University. He attended the Reppert School of Auctioneering and is Vice President of Ford Brothers, Inc., a major area auction company.

Ford serves as director of the Somerset-Pulaski County Board of Realtors, and a member of the Dix River Board of Realtor, Kentucky Auctioneers Association, National Auctioneers Association, Rockcastle County Young Republican Club, Somerset Board of Realtors, Somerset-Pulaski County Chamber of Commerce, and Bible Baptist Church. ❖

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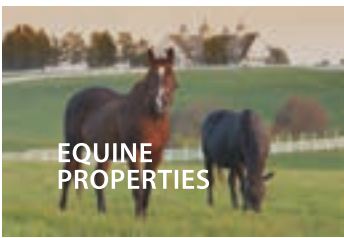
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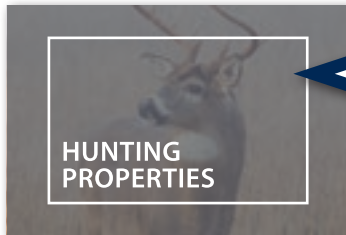


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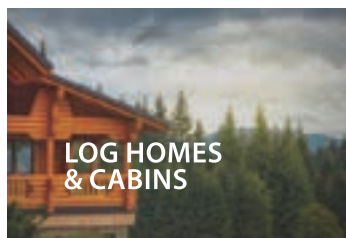


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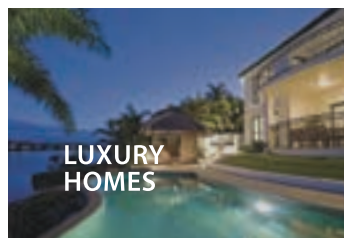
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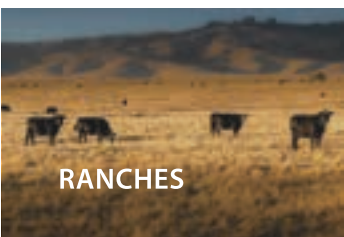
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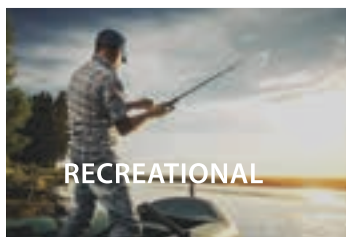
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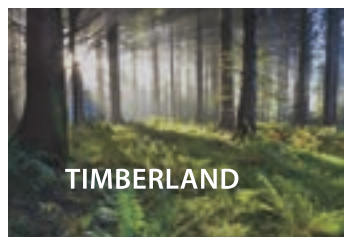
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