

the auctioneer

February/March 2021

The official publication of the National Auctioneers Association



Minneapolis

FIRST HYBRID CONFERENCE & SHOW



CONFERENCE
PREVIEW

DESIGNATION
ACADEMY RECAP

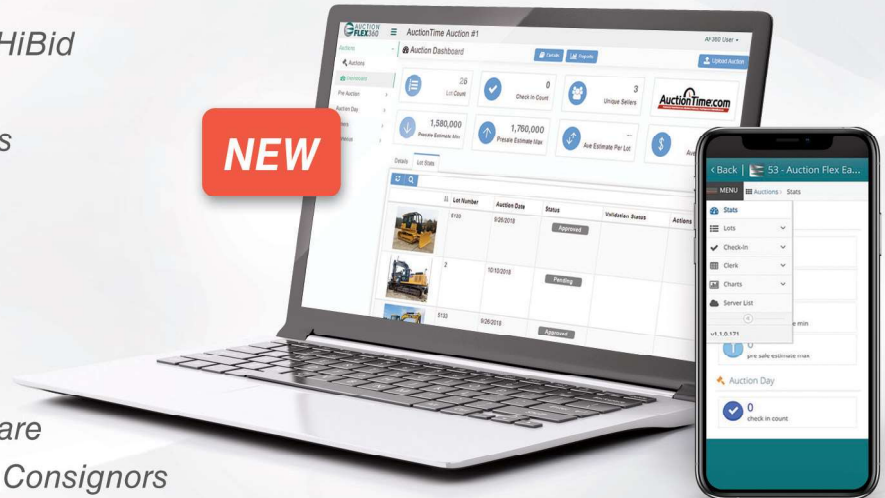
ADVICE ON
CHARGEBACKS

Full-Service Auction Management Solution

Auction Flex 360

Offers a sleek interface that makes it easy to build, organize, and reference auctions on demand.

- Upload to AuctionTime and HiBid
- Cataloged with images
- Non-Catalogued with images
- Mobile Friendly
- Online Bidding
- Absentee
- Online Only
- Webcast
- Full Function Clerking Software
- Full Settlement for Buyers & Consignors
- Full Auction Reporting



Auction Flex

The market-leader in auction software for live auctions. Manage every aspect of your auction.

- Catalog
- Clerk
- Cashier
- Pay consignors
- Manage mailing lists
- Manage inventory
- And much more!



Contact us for a free 30-day trial.

WWW.AUCTIONFLEX.COM (352) 414-1947

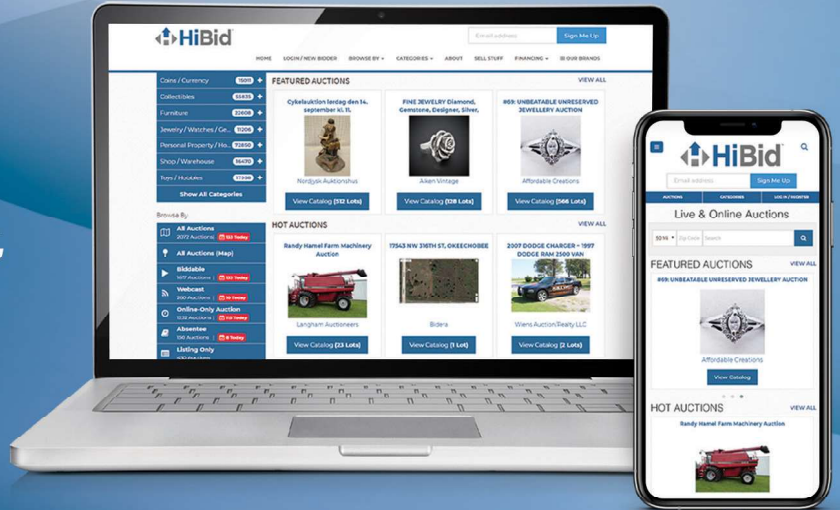


WWW.HIBID.COM

Mobile-friendly bidding on the national, local and company level.

Collectibles, Personal Property, Real Estate and more!

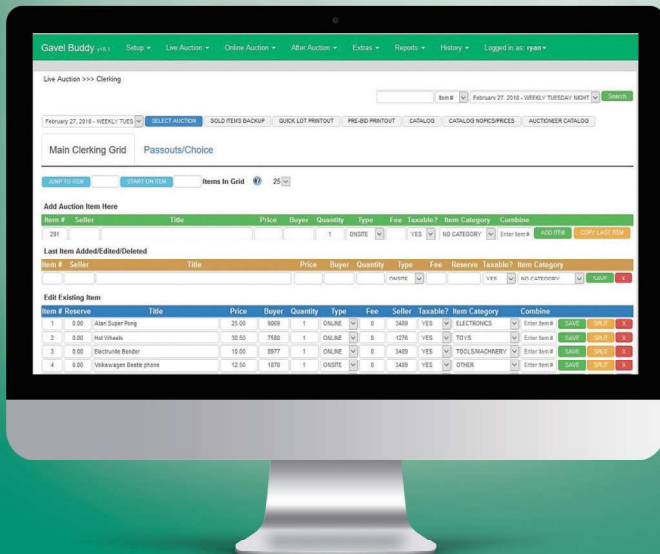
Sign Up For Your State Portal Today



Gavel Buddy™

Auction Management Software

WWW.GAVELBUDDY.COM



Simple and Intuitive Auction Management Software

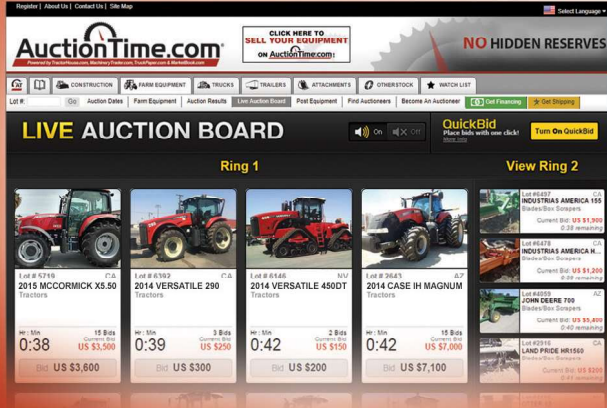
Replace clerking tickets and take your auctions online.

Start Your Free Trial Today

AuctionTime.com

Powered by TractorHouse.com, MachineryTrader.com, TruckPaper.com & MarketBook.com

WWW.AUCTIONTIME.COM (800) 334-7443



Online Auctions
Every Wednesday

No Hidden Reserves

Industry Specific Marketing In

TractorHouse®, Machinery Trader® and Truck Paper®

Equipmentfacts™

Powered by TractorHouse.com, MachineryTrader.com, TruckPaper.com & MarketBook.com

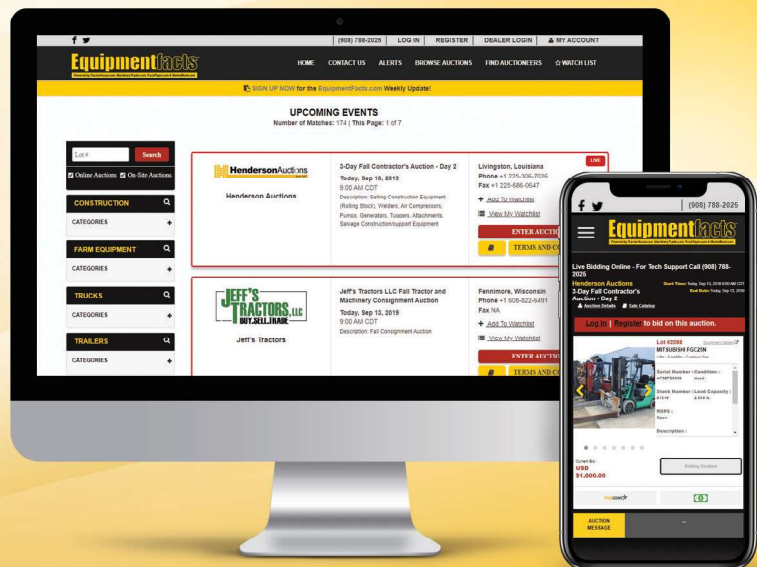
WWW.EQUIPMENTFACTS.COM

Industry Leading
Technology

Accept bids from
anywhere in the world.

Fast & Secure

User-Friendly



Our first hybrid event this summer!

Conference registration will open on Feb. 9, 2021. First of all, writing the year 2021 still feels strange to me. I haven't "messed it up" yet by writing 2020, but it just doesn't look right. And for all of the hard times in 2020, there a lot of positive things that happened.

For example, look at the direction our education has taken! We went from almost totally live to almost totally virtual and while I missed seeing my old friends in person, it was refreshing to see so many new faces who are now able to attend education sessions using a digital platform. In 2021, we've already held our first virtual Community Conversation, ringing in the New Year, and people loved getting together!

Those are the kinds of things that I don't see us giving up—even when COVID-19 goes away like the Spanish flu did, like polio did, and like smallpox did. We learned how to keep a community engaged last year.

But, what I *hope* we get back to is the reality of seeing people face-to-face. That is why I am so excited about our Conference & Show this summer. It blends what I love most about the in-person world and the virtual world together.

For those who cannot attend in-person in Minneapolis, we have an option that will be built with you in mind. This will be the first hybrid event in NAA history! As a virtual attendee, you will be able to enjoy the General Session, the International Ringman Competition (That's right, it's coming back!), International Junior Auctioneer Championship and International Auctioneer Championship, the Annual Business Meeting and the President's Gala (including the passing of the gavel and the Hall of Fame inductions) all in real time from the comfort of your home. And we've got some spectacular virtual education sessions coming your way, too!

But if you are like me and just want to see someone in the flesh, then we have an excellent opportunity for you as well. The Conference & Show schedule will be posted on conferenceandshow.com soon with some new events, but with people you have grown to respect and admire over the years.

We are giving more focused attention to our youth by bringing the IJAC to the big stage on Wednesday night and there will also be a great opportunity for our NextGen group to get together and pick up where

we left off in New Orleans. They will have some great education about the industry and begin to develop their own network.

This year we are also introducing a new pricing strategy. If you turn to page 36, you'll read about how important it is for the stability and growth of your business to train and empower your staff. So we're making it easier to do just that. If you plan to come to Minneapolis and you would like to introduce your staff to NAA, bring them with you at the member rate. Or, you and your staff are welcome to attend virtually. Or, you can attend in Minneapolis and your staff can participate virtually. Or ... well you get the picture!

It's going to be fun and y'all I can't wait!

This past year has been hard. But the thought that in less than six months I get to see some of my auction family—well, I will wait—but not patiently!

Just remember, whether in person or virtually, NAA will be there for you. I hope to see you in Minneapolis! ❖




Terri Walker, CAI, BAS, CES
NAA President

Terri Walker is the owner/auctioneer of Walker Auctions. She is a second-generation auctioneer, IAC champion, and has served multiple roles in education, promotions and advocacy for the NAA, as well as chair of the Tennessee Auctioneers Commission.

36



FEATURES

- 16 Hall of Fame forms**
Nominations are due by June 1, 2021
- 18 Candidate requirements**
Apply to serve the NAA in leadership
- 22 Conference & Show**
Local recommendations for Minneapolis
- 25 Enter the Marketing Competition**
Entries are due Feb. 19, 2021!
- 30 Designation Academy**
Testimonials from our first virtual academy

COMMUNITIES OF PRACTICE

- 34 General Interest**
Are chargebacks hurting your biz?
- 36 General Interest**
Prepare your business for any change
- 38 Benefit Auctions**
Tips and tools for client engagement

“

I thought I had to be the auctioneer at all my auctions. Then, after 25 years, I tried to get my face out of the auctions.

Matthew Hurley, CAI,
AARE

”

INSIGHTS

- 20 Business Practices**
Minimum increments
- 40 Faces of NAA**
Duke & Bird
- 42 Faces of NAA**
Event.Gives

DEPARTMENTS

- 5** President's Column
- 10** Association at Work
- 12** NAA News
- 43** New Members
- 46** In Memory
- 48** Board/Index
- 50** 50 Years Later

DIGITAL MARKETING SUMMIT

**VIRTUALLY YOURS,
FEB. 9-10, 2021**

MORE

OUTSIDE SPEAKERS THAN EVER BEFORE!

SESSIONS

**LINKEDIN, DIGITALLY ENGAGED CLIENTS, FACEBOOK,
SELF-RUNNING AUCTIONS, WEBSITE USER EXPERIENCE**






WORKSHOPS

**GOOGLE ADS & ANALYTICS, SALES FUNNEL & SEO
STRATEGIES, CLIENT LOYALTY WITH AUTOMATION**

*Plus, all the coffee and happy hour networking
events you've come to know and love!*

REGISTER: AUCTIONEERS.ORG/MARKETINGSUMMIT

JOIN THE COMMUNITY

-  facebook.com/naaauctioneers
facebook.com/auctionswork
-  instagram.com/naaauctioneers
-  twitter.com/naaauctioneers
-  youtube.com/naaauctioneers
-  National Auctioneers Association



DIGITAL EDITION AVAILABLE!

Published by the



8880 Ballentine St.
Overland Park, KS 66214-1900
P: (913) 541-8084 | F: (913) 894-5281

Chief Executive Officer
Hannes Combest, FASAE, CAE
hcombest@auctioneers.org
(913) 563-5423

COMMUNICATIONS
Director of Marketing & Communications
Erin Shipps | eshipps@auctioneers.org
(913) 563-5436

Sales & Trade Show Manager
Adam Kenne | akenne@auctioneers.org
(913) 563-5421

Content Developer
Kora Cameron | kcameron@auctioneers.org
(913) 563-5430

CONFERENCE & SHOW
Conference & Show Manager
Joyce Peterson | jpeterson@auctioneers.org
(913) 563-5439

EDUCATION
Director of Education
Kristina Franz | kfranz@auctioneers.org
(913) 563-5426

Education & Programs Coordinator
Jennifer Vossman, CMP | jvossman@auctioneers.org
(913) 563-5432

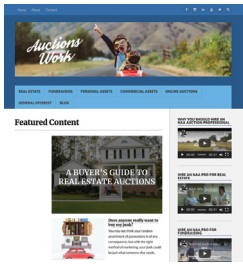
NAF Administrator
NAA Education Program Specialist
Lois Zielinski | lzielinski@auctioneers.org
(913) 563-5428

MEMBERSHIP
Membership and Database Coordinator
Brian Christiansen | bchristiansen@auctioneers.org
(913) 563-5438

ACCOUNTING
Director of Finance & Administrative Services
Jennifer Janssen | jjanssen@auctioneers.org
(913) 563-5422

Accounting Associates
Austin Cameron | acameron@auctioneers.org
(913) 563-5434

AUCTIONS WORK BLOG LAUNCHES!



We are well aware that the general public does not understand what auction professionals actually do. To help with that, we started Auctions Work, a blog to educate the public about the auction method of marketing. Read and share content with your buyers and sellers at howauctionswork.com.

AUCTIONEERS.ORG WEBSITE WILL UNDERGO TRANSFORMATION IN 2021



Because we're all about making your lives easier, the Board has approved funds to make the NAA website at auctioneers.org more user-friendly and the best resource it can be for members. Stay tuned!

NEW COMMUNITY OF PRACTICE



While we cover the majority of asset types in our five Communities of Practice, sometimes a topic doesn't fit nicely inside the little square. For these topics, included in event sessions, magazine articles, etc., we've created a general interest community that applies to all.

EMAIL NEWSLETTERS



Our Community of Practice eNews underwent some construction. Instead of flooding your inboxes with potentially multiple emails for different sectors of the industry, we thought we'd include it all in one bite. This way, if you work in multiple areas, or just have a general interest in them, you can stay updated without having to declare a community of practice. The new format was so well-received that we will also be updating our regular eNews to include community news. That's right, you get it all twice a month now!

Auctioneer Volume 73 Issue 2 February/March 2021 (ISSN 1070-0137) is published the first week of December, February, April, June, August and October by the National Auctioneers Association, 8880 Ballentine St., Overland Park, KS, 66214-1900. There are six issues printed annually. Auctioneer is a means of exchanging ideas that will serve to promote the auction professional and the auction method of marketing. The views expressed by columnists do not necessarily reflect the opinions of the National Auctioneers Association. Periodicals postage paid at Kansas City, MO, and additional mailing offices (USPS 019-504). POSTMASTER: Send address changes to auctioneer magazine (NAA), 8880 Ballentine St., Overland Park, KS 66214-1900. Copyright © 2021 by the National Auctioneers Association. Materials may not be reproduced without permission.

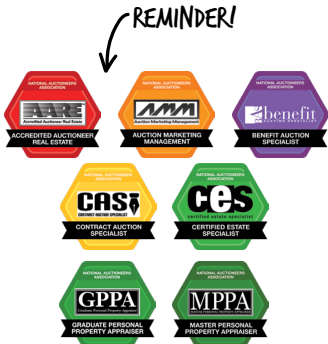
**AUCTION
MARKETING
COMPETITION** NAA + USA TODAY

*Deadline
February 19!*



AUCTIONEERS.ORG/MARKETINGCOMPETITION

Your Association at Work



More value for your designations!

We heard you: You want more for your annual designation dollars—and you certainly deserve it! That’s why the NAA has decided to make all current designation course recordings free for designations you currently hold.

Did you take AMM a few years ago and want to ensure you’re staying on top of marketing trends? View the most recent recorded virtual course again at your leisure!

NAA designation courses are being re-written regularly. Make sure you’re up to date in this new, convenient way to take your designations to the next level.

Information will be sent out to all designation holders in early 2021. Stay tuned!

For more information, contact education@auctioneers.org.

“

In a world and industry as fast paced as auctions, the NAA understands the value of bringing you the most relevant, timely, useful content possible to help you succeed.

”

Erin Shipps, Director of Marketing & Communications, NAA



NAA Town Halls bring valuable, timely information to NAA members

Back in December 2020, with some members expressing concern over data privacy, the NAA held a Town Hall for members with 11 companies representing 16 online bidding platforms.

These companies answered questions about their platforms to help NAA members make informed decisions about their businesses.

As a result, the NAA is also producing a white paper with the help of participating vendors. The paper will be released in early 2021.

Additionally, the NAA released a position statement in July 2020 stating, *The National Auctioneers Association encourages auction entrepreneurs to actively monitor markets and proactively manage their personal and company brand(s) with special attention to the ownership of bidder and sales data. When engaging with any*

vendor or service provider the NAA recommends understanding data ownership, data sharing, cooperative branding, and long-term industry impacts.

At the end of January, the NAA also hosted a Town Hall on the Paycheck Protection Program and how your small business could receive even more financial assistance.

Did you miss an NAA Town Hall meeting? Never fear! Both Town Hall recordings can be viewed in the NAA’s Online Education Center at pathlms.com/naa.

Next Community Conversation Feb. 25

The first Community Conversation, hosted by the new Community Cornerstone Committee was held in January with rave reviews from attendees. The committee has taken some great feedback into account for February’s meeting and we hope to see you all for Coffee with the NAA Feb. 25, 2021, at 9 a.m. CT.

February iSeries features outside speaker



In case you missed February’s iSeries on an impeccable way to overcome objections and question based selling with VP of Sales Acceleration for LGCY Power Ashton Buswell, catch the recording online at auctioneers.org/iseries.

**WE ARE
ALL IN**

**NATIONAL AUCTIONEERS WEEK
APRIL 26 – MAY 1, 2021**

Certified Auctioneers Institute to be held virtually for 2021

COVID-19 has made hosting an in-person CAI impossible. The city of Bloomington imposed strict gathering limitations with no known end date. Because your health and safety are of utmost importance to us, the NAA Board of Directors, Education Institute Trustees, and CAI Committee made the decision to go virtual in order to deliver the most value currently possible to CAI students and avoid a second canceled CAI year. Here are some FAQs about the virtual event.

How long is the virtual CAI?

The virtual event is scheduled for the same days as the in-person CAI was scheduled— Sunday, March 21 through Thursday, March 25, 2021. Plan your schedule as though you were out of the office and unavailable for anything other than CAI during this time. Generally speaking, virtual CAI classes will take place 9:00 am through 5:30 pm, CENTRAL time, with several short and long breaks throughout the day. Evening social, networking, and fellowship events will take place at least one evening during the week (more information coming soon).

What is a virtual event/conference?

A virtual event is a learning and networking event that takes place only online. The instructors and students are in many locations. Virtual events provide greater flexibility with content structures and timelines. It is not an exact replica of an in-person event, but it provides much of the same value and even additional value as an in-person event.

Do I have to attend the entire event?

Participation in all live, virtual classes is required to complete your CAI 2021 year. Because your registration includes access to recorded sessions after the live virtual days, you can go back to rewatch on demand anything that was especially important to you.

Do I have to attend every day, all day to get my CE?

The continuing education (CE) credits for the virtual CAI classes are awarded for completion

of the CAI program year as a whole. You will receive CE credits after attending all live virtual classes for your CAI Class curriculum. You can find your virtual CAI certificate of completion in NAA's Online Education Center .

Do I have access to all of the CAI education classes?

You will have access to all the education classes for your CAI Class and all virtual social and networking activities are also included in your registration.

Can I ask questions during the classes?

Yes! Each class will be a live virtual class with cameras on and microphones able to be unmuted to have real-time discussions during class and even in small groups. NAA is working with each virtual class instructor to help transition the in-person class content to interactive and engaging virtual class content.

Can my computer or mobile device handle the virtual event?

Yes. To have the best possible virtual experience, be sure you're accessing the virtual event with a strong internet connection. If others are using the same internet connection as you are, you may need a stronger bandwidth. Contact your internet provider to determine your individual internet needs for the best experience or ask others not to use the same internet connection as you while you're participating in the live virtual event. You may also wish to view detailed system requirements or to test your system prior to the virtual event.

What do I need to do on the day of the event? How do I log into the event?

Log into the NAA website with your NAA account credentials. Hover over the "Education" menu item across the top and select the "NAA Online Education Center." You are welcome to log into the virtual CAI event beginning March 15, 2021 to look around and add virtual classes to your calendar. You may also wish to join the Virtual CAI Orientation session a month before the



event for more detailed information on getting the most out of your virtual experience.

Can I access and view recordings of any education class from the event?

As long as the class was part of your CAI Class I, II, or III registration, and it was a recorded class, you can view any of those class recordings on demand after the live virtual days. The recorded education classes for all CAI Classes will be added to the NAA Online Education Center for free viewing to any current CAI designation holder.

Do I need a webcam and microphone for the event?

Yes, a webcam and microphone are necessary for this event. The virtual classes and some virtual networking activities each day will require your camera and/or microphone to be turned on to participate and get the most out of your virtual experience.

Can I gather together in-person with others in my class to participate in the virtual CAI program?

NAA is hosting and offering a virtual-only CAI program in 2021. NAA is not hosting or sponsoring any in-person gatherings during CAI week. That being said, the beauty of a virtual program is that it can be "attended" from almost anywhere. Some students in some of the classes may decide they want to "attend" the virtual CAI program together in person at some physical location of their choosing. Any in-person gatherings are not a formal part of the CAI program in 2021 and the NAA is not

involved in any in-person gatherings that any CAI students chose to do on their own during CAI week in March.

If you chose to gather in-person to participate in the virtual CAI program, be sure you:

- Log into and join the virtual event with your own unique join link and from your own internet-capable device (preferably a laptop or desktop computer and not a mobile device or tablet)
- Have your own camera turned on and have personal headphones/ microphone to avoid audio echoing and avoid picking up audio from others in the same room
- Have a strong internet connection with enough bandwidth to stream videos with multiple users connected to the

same internet connection

- Practice safe social distancing and mask-wearing where appropriate, following any local regulations and mandates
- If utilizing a main screen to stream the virtual class platform to a room of students, have a devoted, wired internet line to the presenting/ streaming computer and still log in from your personal device to participate with your own camera and microphone

For additional details and assistance, call NAA at 913-541-8084 or email us at education@auctioneers.org.

For more FAQs, visit auctioneers.org/CAI.

NAA Mission

NAA serves auction entrepreneurs with services provided based on four cornerstones: promotions, advocacy, education, and community.

NAA Vision

NAA will be the voice of the auction profession.

NAA Cornerstones

- Advocacy
- Promotions
- Community
- Education



LOOKING FOR AUCTION TECHNOLOGY THAT EMPOWERS YOU TO BUILD YOUR BUSINESS?



- Affordable Live and Timed Online Auction Solutions
- Fully Integrated Within Your Website
- Revolutionary Hybrid™ Technology
- End-to-end Cloud-Based Auction Management Tools
- Backed by 20+ Years of Auction Software Experience
- Trusted by Over 650 Auctioneers Around the World



Contact us for a free demo

+1 415-543-5825 | sales@bidpath.com



BUILD YOUR BRAND | OWN YOUR DATA | MANAGE YOUR CUSTOMERS

24 Hour Turnaround Time

PVC Post Kit

1-800-THE-SIGN.COM
Out the Door in 24!

4' x 4' SIGN **\$89.98** Full Color

PVC Post Kit - \$99.88 with flat caps

1-800-843-7446
www.1800TheSign.com

32"x48" Sign \$54.97

Podium from \$59

UPS Shipping from \$20

Since the last issue...



auctionadvocate.buzzsprout.com

189% more downloads

233 more cities streaming

8 more countries streaming



howauctionswork.com

56% more clicks on Find an Auctioneer

109% more countries viewing

71% more visitors

57% more views

We asked NAA members in our Facebook group, "What's the first thing you ever purchased at auction? How old were you?" Here are some of our favorite responses.

They first thing I remember was being with my father and buying our families first color TV. We bought it at an auction at the Van Wert County Fairgrounds.

A chocolate cream pie. I was 14 and took a date to a charity auction. Honestly, I didn't have much money and looking back, the room was nice. I bought it for \$25, which was everything in my Vans wallet. All of the other pies and pastries were going five to ten times that amount.

Age 7. An antique "Carrom" game board. Waited around 4 hours for the auctioneer to get to the table containing the item. I stood by the item the whole time, as I didn't want to miss the opportunity. Bought it for .25 cents. I later learned, No one was going to bid against me.

35 Antique coffee table and matching end tables. It is how I learned about three times the money.

My parents would allow me to go and sit at the local auction from 5pm til midnight on Saturday nights. When the auction was over I would call and tell them to come get me. I remember being about 10 and calling them and telling them to bring the truck because I had bought a couch for 2 dollars.

7 years old. I bought a game for 37 cents. It was all the money I had saved. I bid 37 cents on two other items and was outbid. When I opened the bidding on the game at 37 cents, Buck Paul the auctioneer immediately said SOLD.

A Deco Waterfall Bedroom set. I did not want it, but the Auctioneer (Bobby Campbell) got down to \$50 and I just wanted in on the fun! I bid figuring the bidding would go up...It did not! My husband was not amused. We were driving a Toyota Celica at the time. He had to go get a truck to pick up a bedroom set that we had no room for! I did sell it and get my \$\$\$ back!!! Oh, and I was around 30 at the time.

Probably a toy of some kind, pulling on my Dad's pant leg while he called bids

A Honda XL100 for \$35 at 10 yrs old. But it came in 4 boxes. Put it together and rode it for 5 years. May not have been the first thing, but first that I remember

I bought a peck of tomatoes with my grandfather at Rogers Community Auction when I was about 7 or 8. When I turned 16, I started working a part time job there and became an auctioneer when I was 18. I still sell once a month there.

A Delaware chicken, she was 1, I was 38yrs old. We are now 9 and 46!

A spool of string like this at an outdoor estate auction. I stood by it quite a while not to miss it. I think I got it for .25. I was maybe 8 or so. The string is still in my mother's home. I have no idea why I wanted it so bad. It just looked like a deal to get a HUGE spool of string.

My second 4-H calf at a local sale. I was 11 and dad would kick my ankle when I needed to bid.

A cupcake for \$.05 at the food table. That was 50 years ago. I was 5 and with my dad. I still remember that day. He let me have two!

Circa 1996, I was a mere 6 year old kid accompanying my dad to a local farm liquidation auction. It was my first real auction experience. I remember being overwhelmed at the amount of people, stuff, animals, sounds, etc. After a couple hours of wandering around and a few hot dogs my dad said we had to head over to the implements, he came to the sale in hopes of buying a set of drags for our pasture. He got them! I watched him raise his hand and the auctioneer said sold. Super easy.....my turn. Next piece, I raised my hand, then I heard, "sold!" They read my dads number out over the PA and he had this confused look on his face. I told him we won. (I didnt even know what it was I was bidding on, but I won it!) Well my \$5 high bid was on an old beat up flail mower. He told me I needed to pay for it with my own money and then explained how these things worked. We took the unneeded flail mower home. My old man saw a teaching opportunity and together we re-did the entire unit. From bearings, to chains, to a fresh coat of paint. I then listed the mower in the local paper, free section. A few days later we sold the mower to a farmer down the road from us for \$500!!!

Find these and more responses in NAA Auction Professionals on Facebook. Not a member of the group? Search the group and request to join today!

Take the plunge



National Auctioneers Association

CONFERENCE & SHOW

Minneapolis / July 13-17, 2021



2021 NAA HALL OF FAME NOMINATION FORM

PAGE 1

Name of Nominee		
Residence Address		
City	State	Zip code
Phone		

BUSINESS INFORMATION

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

PERSONAL AND FAMILY INFORMATION

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

PROFESSIONAL INFORMATION

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

NAA ACTIVITY

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



2021 NAA HALL OF FAME NOMINATION FORM

PAGE 2

STATE ASSOCIATION ACTIVITY

List state association involvement, offices held, etc.:

COMMUNITY INVOLVEMENT

List any notable community activities:

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

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

NAA Hall of Fame Committee
c/o National Auctioneers Association
8880 Ballentine
Overland Park, KS 66214

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

Submitted by (please print) _____

Address _____

City _____ State _____ Zip _____

Phone _____

Board of Directors Director/Officer Requirements

An NAA member who wishes to be elected as an Officer or Director of the association at the 73rd International Auctioneers Conference & Show in Minneapolis, Minnesota, must announce his or her candidacy by 4 p.m., CT, on Monday, March 1, 2021.

NAA POSITIONS AVAILABLE

Vice President: One-year term. Will ascend to the presidency the next year. Must have served a full term on the Board of Directors, Education Institute Trustees, AMI Board of Governors or National Auctioneers Foundation Trustees.

Treasurer: Two-year term. Must have served a full term on the Board of Directors, Education Institute Trustees, AMI Board of Governors or National Auctioneers Foundation Trustees.

Directors: Candidate must be a member of the NAA in good standing for at least three consecutive years; must have served on an NAA committee/task force; must have completed CAI or taken the NAA Leadership Development course. Directors may serve two, three-year terms that are not consecutive. Two Directors are elected each year.

BOARD RESPONSIBILITIES

Expected to attend all scheduled face-to-face meetings and those called by Zoom. In addition, Board members are expected to serve on committees as requested by the President. Committees typically meet by electronic means. In addition, it is expected that the Board communicates the work of the organization and shows support for the NAA. The Candidate Packet includes complete job descriptions for both Officers and the Board positions.

APPLICATION PROCESS

Obtain a candidate packet by going to auctioneers.org or by emailing NAA CEO Hannes Combest, FASAE, CAE at hcombest@auctioneers.org.

All applications must be submitted by 4 pm CT on Monday, March 1, 2021.

The packet includes the following:

1. A signed and completed application
2. A separate document indicating how the candidate demonstrates the “Characteristics and Attributes of an Ideal NAA Board Member.”
3. The names and addresses of three references
4. A professional photograph
5. A one-page document which answers the following questions:
 - Why are you interested in serving on the NAA Board of Directors
 - What have you learned from serving on a volunteer board?

An interview with the Candidate Review Committee (CRC) will be held during the first two weeks of March.

Candidates will be notified if they are being recommended by March 17.

Candidates who are not endorsed by the CRC but still choose to run must notify the Committee by 4 p.m. CT on Thursday, March 31, 2021.

2020 CANDIDATE REVIEW COMMITTEE:

◆ Chairman of the Board Jason Winter, CAI, AARE, AMM, CES

◆ President Terri Walker, CAI, BAS, CES

◆ Representative of the Education Institute Trustees, Sherman Hostetter, CAI, AARE, BAS, CES

◆ Representative from the National Auctioneers Foundation, Jennifer Gableman, CAI, ATS

◆ State Representative Charlotte Pyle, CAI, AARE

NAA Education Institute Trustee Candidate Requirements

ALL INFORMATION IS DUE BY 4 P.M.
CENTRAL TIME ON MARCH 1, 2021

TRUSTEE CANDIDATE REQUIREMENTS

NAA members and designation holders who wish to be considered for a position of Trustee for the NAA Education Institute (EI) must submit information declaring their interest by March 1, 2021.

Two (2) new Trustees will join the Education Institute as of the 2021 Conference & Show in Minneapolis. Terms are for three (3) years, and Trustees are expected to take a very active role in the planning and implementation of education efforts of the NAA. EI Trustees plan the educational activities of the NAA, including designation programs such as CAI, AARE, AMM, BAS, CAS, CES, GPPA and MPPA, summits and educational offerings at Conference & Show.

TRUSTEES MUST MEET THE FOLLOWING REQUIREMENTS:

- ◆ Member of NAA for three (3) years
- ◆ Hold an NAA designation (CAI, AARE, AMM, BAS, CAS, CES, GPPA or MPPA)
- ◆ Served on an NAA volunteer committee or task force
- ◆ Submit a letter confirming a commitment to serve
- ◆ Attend the International Auctioneers Conference and Show

TRUSTEE CANDIDATES SHOULD BE AWARE THAT:

- ◆ Trustees are required to participate in monthly virtual meetings and attend three (3) face-to-face meetings each year (one of which takes place at Conference and Show).
- ◆ Trustees recommend to the NAA Vice President new Trustee candidates for appointment
- ◆ The NAA Vice President makes the final recommendation of new Trustee candidates to the NAA Board for approval
- ◆ Only two (2) Trustees will be appointed annually
- ◆ Terms are three (3) years
- ◆ Trustees may not serve two consecutive terms and may not serve concurrently on the NAA Board, other than the NAA Vice President and the Chair of the Trustees
- ◆ Leadership positions of Chair and Vice Chair are elected by the Trustees
- ◆ Trustees may not teach in seminar or designation programs during their tenure.
- ◆ Trustees may be asked to chair volunteer committee or task force groups

CANDIDATES MUST SUBMIT THE FOLLOWING BY 4 P.M. CENTRAL TIME ON FEB. 28, 2020:

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

Candidate profiles will be reviewed by the Education Institute Trustees. The profile is intended to help Trustees and Board members learn more about the candidate and their respective goals and views. Any questions about these requirements or this process should be sent to education@auctioneers.org.

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

1. Why do you wish to serve on the NAA Education Institute Trustees?
2. What specific talents and skills would you bring to the Education Institute?
3. Should you be appointed, what would you like to accomplish during your term with the Trustees?
4. What is your vision for the education of an auction professional?
5. How has education affected your success in the auction industry?
6. What changes do you foresee in the auction profession in the next five to ten years, and how can the Education Institute make sure the NAA is positioned to address those changes?
7. In your opinion, how can auction education through the NAA enhance the auction professional's image, skills, success and satisfaction?

Please submit all the items noted above in the
online application form located at:
forms.gle/awmThSUvVSsFiHwa9



Kurt Bachman
Attorney and licensed
auctioneer from
LaGrange, Indiana

Business Practices

Minimum bid increments online

Question: Would minimum bid increments required by an auction website be unethical or create a problem for absolute auctions?

It depends. An absolute auction, also known as an auction without reserve, is an auction where the property is sold to the highest qualified bidder with no limiting conditions or amount. There is no reserve and the seller is not permitted to bid (directly or through an agent). So, if a qualified bidder makes a bid the property will be sold even if the bid is very low compared to the seller's idea of property's fair market value. As I have previously discussed, a minimum bid increment could be considered a limiting condition. If an auctioneer advertises an auction as an absolute, but imposes terms requiring minimum bid increments of \$1,000.00, for example, that would be a limiting condition and would not be consistent with the advertisement and requirements of an absolute auction. A minimum bid requirement or bid increment requirement is sometimes used as a way to advertise the auction as absolute, but still attempt to establish some type of reserve. If bid increments of \$1,000.00 were permitted, then why not \$10,000.00 or \$25,000.00? All of these would be limiting conditions

This question came from an auctioneer who was concerned about an online auction. The auctioneer stated: "This comes solely from the practical/logistical functioning of an online website that I recently became aware of that has only \$1 increments as a possible bid. So while it advertises as an absolute without reserve auction, the minimum bid is practically \$1 and all subsequent bids must be in whole \$1 increments as that is the only increment the online portal accepts." Would a website requirement that requires bids in \$1 increments be unethical or violate the terms of the absolute auction?

I am not aware of any cases that have considered this issue to date. From a practical perspective, a bidder would not likely challenge a \$1.00 bid increment requirement. The difference is so small that a bidder is not likely to want to spend the time, effort and money involved in a dispute. If there were a large enough group of buyers, however, there is a risk that a group of buyers may challenge the practice. If a group of buyers worked together, they could file suit on behalf of the group or as a class action. While one buyer may not contest the \$1.00 bid increment requirement, a group or class of hundreds of buyers may be more willing to do so.

There could be reasonable grounds for dispute. Does an absolute auction require auctioneers to allow bidding in fractions of a dollar? In the context of the website,

the online portal is not programmed to accept bids in fraction of a dollar. This makes it impossible for bidder to bid \$0.01 or \$1.25. How difficult or expensive would it be to reprogram the website to allow it to accept bids in a fraction of a dollar? If it is not practical to permit a website to accept bids in a fraction of a dollar, then that would be important factor in the analysis to determine whether the method is ethical and reasonable.

There is also a reasonable argument for a "de minimis" exception. In the law something can be considered de minimis and exceptions made. De minimis means something lacking significance or importance. It comes from the Latin phrase "de minimis non curat lex," which translates to "...about minimal things." In other words, it is when the amount is too minor or trivial to merit consideration. De minimis exceptions are fairly common and are used in tax settings and business law. Courts are generally comprised of smart individuals who are reasonable. Courts are also busy and stretched to capacity. So, should a court permit a lawsuit that would take significant time and resources from both the parties and the court to fight over such a small amount? I can think about someone attempting to or making a bid at an absolute auction for \$0.01, but that would create several problems and be impractical.

There are always some risks associated with absolute auctions. It would be important to contact local counsel to consider the law in your jurisdiction to see whether it states anything that would give additional guidance on this issue. Some states have specific requirements for absolute auctions. This could relate to opening bid requirements or bid increment requirements.

If there is a concern about this issue, what options would an auctioneer have to consider it? First, an auctioneer could find out how much it would cost to have the website re-programmed to allow bidders to bid in fractional increments. He or she would also have to consider how many problems and how much hassle this would create. After gathering the information and considering it, the auctioneer would have to determine whether it makes sense to re-program the website to remove the risk. Second, an auctioneer could consider changing the auctions from absolute to reserve auctions with low reserves. The reserve could be as low as a \$1.00 or some other amount. This would permit the auctioneer avoid this issue. The auctioneer would be

**Have a legal
question?**

Submit it to [eshipps@
auctioneers.org](mailto:eshipps@auctioneers.org)



possible. That could be accomplished by either permitting bidding in fractions of a dollar on the website or conducting the auctions as a reserve auction with a low reserve. ❖

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.

Contact Kurt Bachman:
(260) 463-4949
krbachman@beersmallers.com

able to establish both a minimum bid requirement and/or bid increment requirements.

The courts have been clear that absolute auctions are auctions where the lots are sold to the highest qualified bidder with no limiting conditions or amount. This question raises some interesting issues and concerns for online auctions where the software program establishes bid increment requirements. This is important for auctioneers to be aware of and helps identify a risk for online auction companies that conduct absolute auctions. Since the courts have not given specific guidance on this issue, the best option for auctioneers may be to avoid the issue if

BONDS & INSURANCE

THE COVERAGE YOU NEED:

- ◆ Liability Insurance ◆
- ◆ Property Coverage ◆
- ◆ Cyber Liability Coverage ◆
- ◆ Consignment Property ◆
- ◆ Errors and Omissions ◆
- ◆ Employment Practices Liability ◆
- ◆ Bonds to support your License ◆
- ◆ Bankruptcy Court Auctioneer Bonds ◆

We can place coverage in as little as 7 to 21 days with a completed and signed application.

877-376-8676

Bonds

Insurance

Extension 146, Stevi or sdell@ermunro.com
Extension 152, Melissa or mbromley@ermunro.com

Extension 157, Greg or gmagnus@ermunro.com

VISIT US AT WWW.ERMUNRO.COM

148
AUCTION

E. R. MUNRO & COMPANY

Licensed in all 50 states
Member,
National Auctioneers Association



National Auctioneers Association

CONFERENCE & SHOW

Minneapolis 2021 / Preview

Will you take the plunge?

Plan your plunge in the

City of Lakes

with advice from local Megan Mahn Miller, MPPA



Get back to nature

Minnehaha Falls is a natural treasure that also boasts a wonderful seafood restaurant called Sea Salt. It is a lovely place to go for an easy hike and very family friendly.

All of our city lakes are beautiful, but my favorite is Lake Harriet. You can walk around the lake or enjoy a beautiful drive and the Rose Garden is not to be missed.



If you like beer then come to Northeast Minneapolis! I can't number how many breweries are in this neighborhood. My favorites are: Bauhaus Brew Labs, Able Seedhouse and Brewery, Insight Brewing, and Dangerous Man Brewing (seen left). Dangerous Man is kitty corner from the best fish and chips of your life at The Anchor Fish & Chips.

While you are on the northeast side of the Mississippi wander around and find cool shops and restaurants all within walking distance of each other like I Like You, Glam Doll Donuts, Find Furnish, Masu Sushi and Robata, Brasa, and Kramarczuks.

Shop local

Very near Lake Harriet is a lovely neighborhood called Linden Hills. There you will find cafes, ice cream, shops like Hunt & Gather (seen right), and the cutest kids bookstore called The Wild Rumpus.

Vote for your favorite Jucy Lucy. A Jucy Lucy is



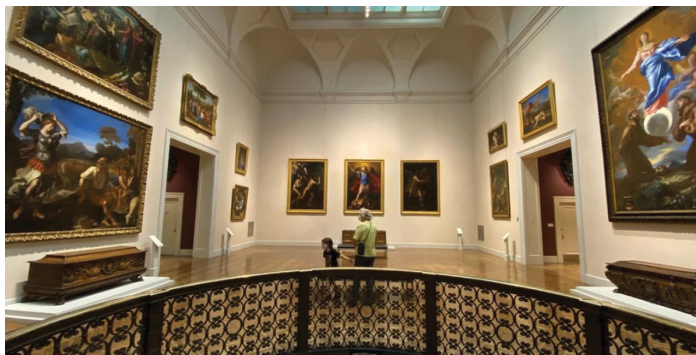
Take in the arts

The Walker Art Center (contemporary art) is very near the convention hotel and has a beautiful sculpture garden to meander through in your down time.

The Minneapolis Institute of Art (seen below) is the crown jewel of Minneapolis museums. It is free and contains art from every period and just about everywhere in the world.

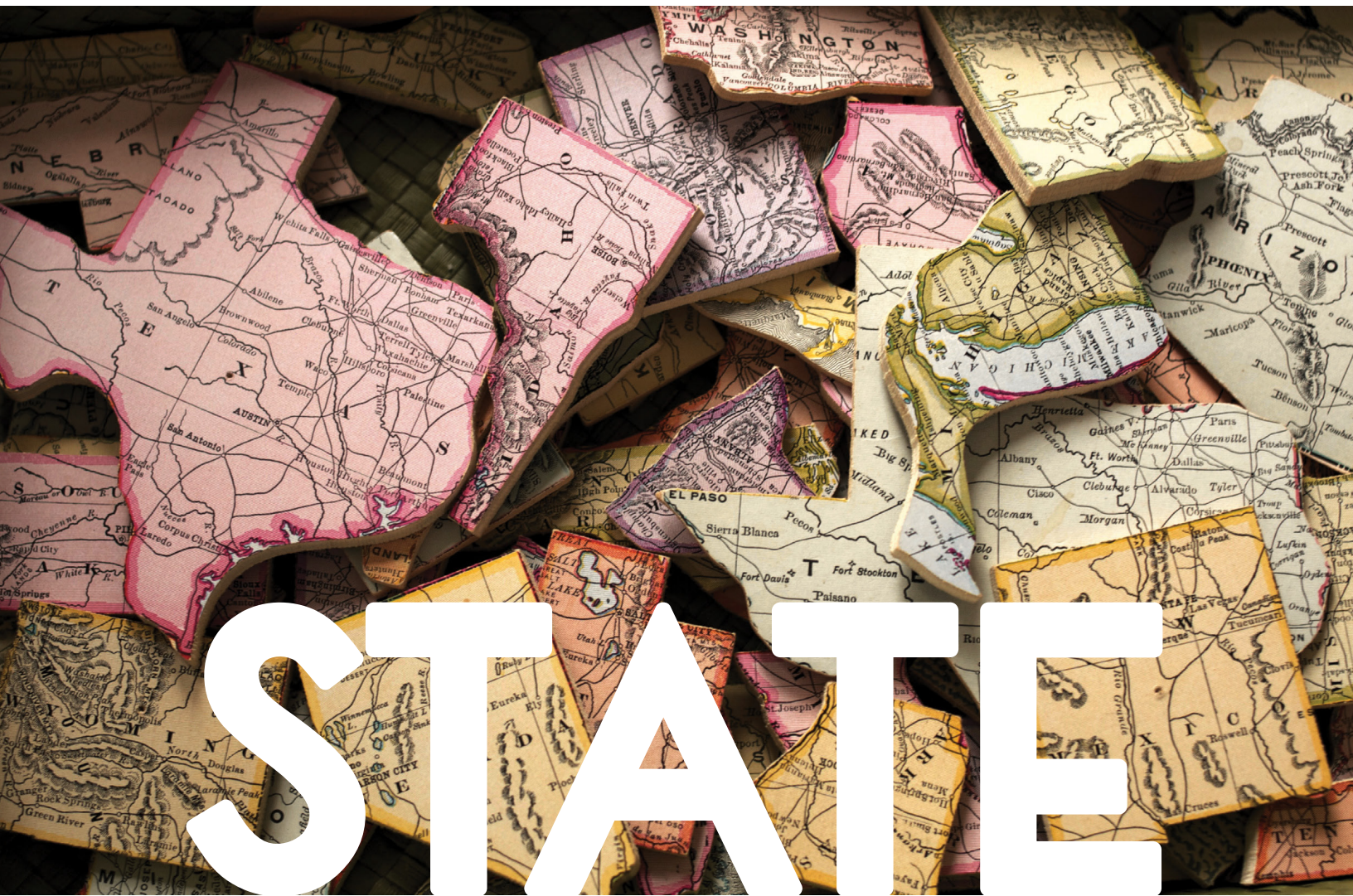


a hamburger you have probably never heard of—two beef patties hiding a center of molten hot cheese. Two Minneapolis restaurants vie for the title of creator of this masterpiece: The 5-8 club and Matt's. For my money, Matt's (seen left) is the true masterpiece.



Resources: Sea Salt (www.seasaltmpls.com); The Wild Rumpus (www.wildrumpusbooks.com); Matt's (www.mattsbar.com); 5-8 Club (5-8club.com/menus/minneapolis); Bauhaus Brew Labs (www.bauhausbrewlabs.com); Able Seedhouse and Brewery (ablebeer.com); Insight Brewing (www.insightbrewing.com); Dangerous Man Brewing (www.dangerousmanbrewing.com); The Anchor Fish & Chips (www.theanchorfishandchips.com); I Like You Minneapolis (www.i-like-you-minneapolis.myshopify.com); Masu Sushi and Robata (www.masusushiandrobata.com); Find Furnish (www.findfurnish.com); Brasa (www.brasa.us); Kramarczuks (www.kramarczuks.com); Glam Doll Donuts (www.glamdolldonuts.com); Walker Art Center (www.walkerart.org); Minneapolis Institute of Art (www.new.artsmia.org)

Photo credits: Minnehaha Falls courtesy Instagram @aschwenzfeier. Hunt & Gather courtesy Instagram @huntandgathermpls. Jucy Lucy courtesy Instagram @the.review.guru. Dangerous Man IPA courtesy Instagram @dangerousman. Minneapolis Institute of Art courtesy Instagram @artsmia.



STATE

LICENSING

GUIDE

[auctioneers.org](https://www.auctioneers.org) > [advocacy](#) > [state licensing law summary](#)

AUCTION MARKETING COMPETITION

NAA + USA TODAY

ENTRY FORM



12401 Johnson Drive, Shawnee, Kansas 66216

CAENEN CASTLE COMMERCIAL BUILDING
Renovated Limestone 3-Story Castle | 6,600sf +/- | 1.1 Acre Site | Former Restaurant/Event Space

Seller's Reserve Only \$775,000 - Auction Ends July 30th

CATES AUCTION REAL ESTATE COMPANY
For more information please contact the listing agent
Ray Buckner, 816.855.0763, ray@ratesauction.com

816.781.1134
www.CatesAuction.com/Castle

McCurdyAuction.com

SIMPLIFYING LIFE TRANSITIONS
Minimize stress. Maximize results. *Secure your future.*

37 years of experience creating custom real estate and personal property solutions.

McCurdy AUCTION REAL ESTATE SPECIALISTS

12041 East 13th Street North, Wichita, KS 67206 | (316) 683-0612

FARM EQUIPMENT AUCTION

TUESDAY, DECEMBER 10TH @ 10AM
2875 ROAD 96, PAYNE, OHIO

- TRACTORS • COMBINE
- TILLAGE • SEMI TRUCKS & TRAILERS
- TOP SPRAYER • PICKUP TRUCKS
- WAGONS • TIRES
- MISC. ITEMS

AUCTION PREVIEW:
SAT. DEC. 7TH, 10AM-4PM
MON. DEC. 9TH, 10AM-4PM

SCHRADER
75th ANNIVERSARY
Since 1944

schraderauction.com
800-451-2709

LIVE INTERNET BIDDING
Visit SchraderAuction.com for Details
or call 800-451-2709

Seller: Jack & Renee Cox



REGISTRATION FORM

NAA MEMBER/CONTESTANT NAME

NAA MEMBER #

OFFICIAL COMPANY NAME

BUSINESS ADDRESS

CITY

STATE

ZIP

PHONE

EMAIL

WEBSITE

PAYMENT INFORMATION *PLEASE NOTE FREE ENTRIES ARE NO LONGER ACCEPTED*

(_____ X \$20) + (_____ X \$40) = _____
OF ENTRIES # OF CAMPAIGN ENTRIES TOTAL AMOUNT DUE

PAYMENT TYPE (PLEASE CIRCLE): CHECK: CHECK NO. _____ CREDIT CARD

NAME ON CREDIT CARD

SIGNATURE

CREDIT CARD NUMBER

EXPIRATION DATE

CVV

HOW TO ENTER

- COMPLETE THE REGISTRATION FORM
- COMPLETE A SEPARATE ENTRY FORM FOR EACH SUBMISSION
- SUBMIT ALL ENTRIES BY FEB. 19, 2021

**MAIL ENTRIES TO NAA HEADQUARTERS:
MARKETING COMPETITION
8880 BALLENTINE ST.
OVERLAND PARK, KS 66214**

**EMAIL SUBMISSIONS FOR RADIO, VIDEO OR
PHOTOGRAPHY CATEGORIES TO:
ENTRIES@AUCTIONEERS.ORG**

**QUESTIONS? CONTACT ADAM KENNE:
AKENNE@AUCTIONEERS.ORG**

GENERAL RULES

1. Entries must be reflective of the auction industry in some capacity and must have been created between Jan. 31, 2020 and Jan. 31, 2021.
2. Each entry must be accompanied by a \$20 entry fee. Campaign of the Year requires a \$40 entry fee.
3. Every entry requires an entry form and a corresponding registration form.
4. Printed entries must include two copies.
5. The member whose name appears on the entry form must be a current member of the NAA, or the entry will be disqualified. Forms must clearly list the member name and official company name, as this cannot be changed once submitted.
6. The NAA reserves the right to move an entry to another category if it does not clearly meet the criteria for the category in which it was entered.
7. Submissions will not be returned.
8. Images submitted for this contest may be used in future Auctioneer magazines or for other NAA promotional and marketing purposes.
9. Each entry will be judged by a panel of marketing professionals according to standards of excellence. Entries are not judged against one another, but rather by a pre-determined set of criteria to reach certain award levels.
10. All entries are eligible for a "Best of Show" award. Awards will be given for photography, print and digital.

FOR MORE INFORMATION, VISIT AUCTIONEERS.ORG/MARKETINGCOMPETITION

AUCTION MARKETING CAMPAIGN OF THE YEAR

One entry will be selected as Campaign of the Year

Submit a binder with title pages dividing major sections that includes any or all of the following:

- A brief, one-page summary of your auction campaign.
- Important information on why the auction was noteworthy
- Marketing strategy and tactics used
- Goals for the auction
- Copies of photographs, advertisements and any other promotional materials
- Innovative marketing or techniques employed
- Online marketing
- Target markets



PRINT & DIGITAL

Categories

- Postcards
- Brochures & Catalogs
- Bidder Cards
- Newspaper/Magazine Print Advertising
- Public Relations & Company Promotions
- Email & Website Communications
- Social Media
- Radio
- Video

Two copies of printed work must be submitted. Only submit original copies of printed work. No photocopies will be accepted.

Digital entries will be accepted for Radio and Video categories. Please send files to entries@auctioneers.org. These categories can also be submitted via flash drive or CD/DVD.

For company website entries, include URL on entry form.



PHOTOGRAPHY

Categories

- Auction Crowd
- Auction Team
- Auctioneer in Action
- Buyer Excited About Purchase
- Creative Photography
- Technology in use at Auction
- Fun at Auction
- Auction Lots
- Behind the Scenes
- Real Estate

Photos may be produced in house or by professional photographers.

The same photo may be entered in more than one category.

Photos must measure 8x10 inches at 300dpi.

Submit two copies of printed photos, or submit digitally to entries@auctioneers.org.

ENTRY DETAILS | ONE FORM PER ENTRY IS REQUIRED

NAA MEMBER/CONTESTANT NAM

NAA MEMBER #

CIRCLE ONE: CAMPAIGN OF THE YEAR PRINT & DIGITAL PHOTOGRAPHY
DIVISION

CATEGORY

OFFICIAL COMPANY NAME

TITLE OF ENTRY

ENTRY DETAILS | ONE FORM PER ENTRY IS REQUIRED

NAA MEMBER/CONTESTANT NAM

NAA MEMBER #

CIRCLE ONE: CAMPAIGN OF THE YEAR PRINT & DIGITAL PHOTOGRAPHY
DIVISION

CATEGORY

OFFICIAL COMPANY NAME

TITLE OF ENTRY

ENTRY DETAILS | ONE FORM PER ENTRY IS REQUIRED

NAA MEMBER/CONTESTANT NAM

NAA MEMBER #

CIRCLE ONE: CAMPAIGN OF THE YEAR PRINT & DIGITAL PHOTOGRAPHY
DIVISION

CATEGORY

OFFICIAL COMPANY NAME

TITLE OF ENTRY

ENTRY DETAILS | ONE FORM PER ENTRY IS REQUIRED

NAA MEMBER/CONTESTANT NAM

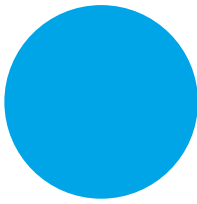
NAA MEMBER #

CIRCLE ONE: CAMPAIGN OF THE YEAR PRINT & DIGITAL PHOTOGRAPHY
DIVISION

CATEGORY

OFFICIAL COMPANY NAME

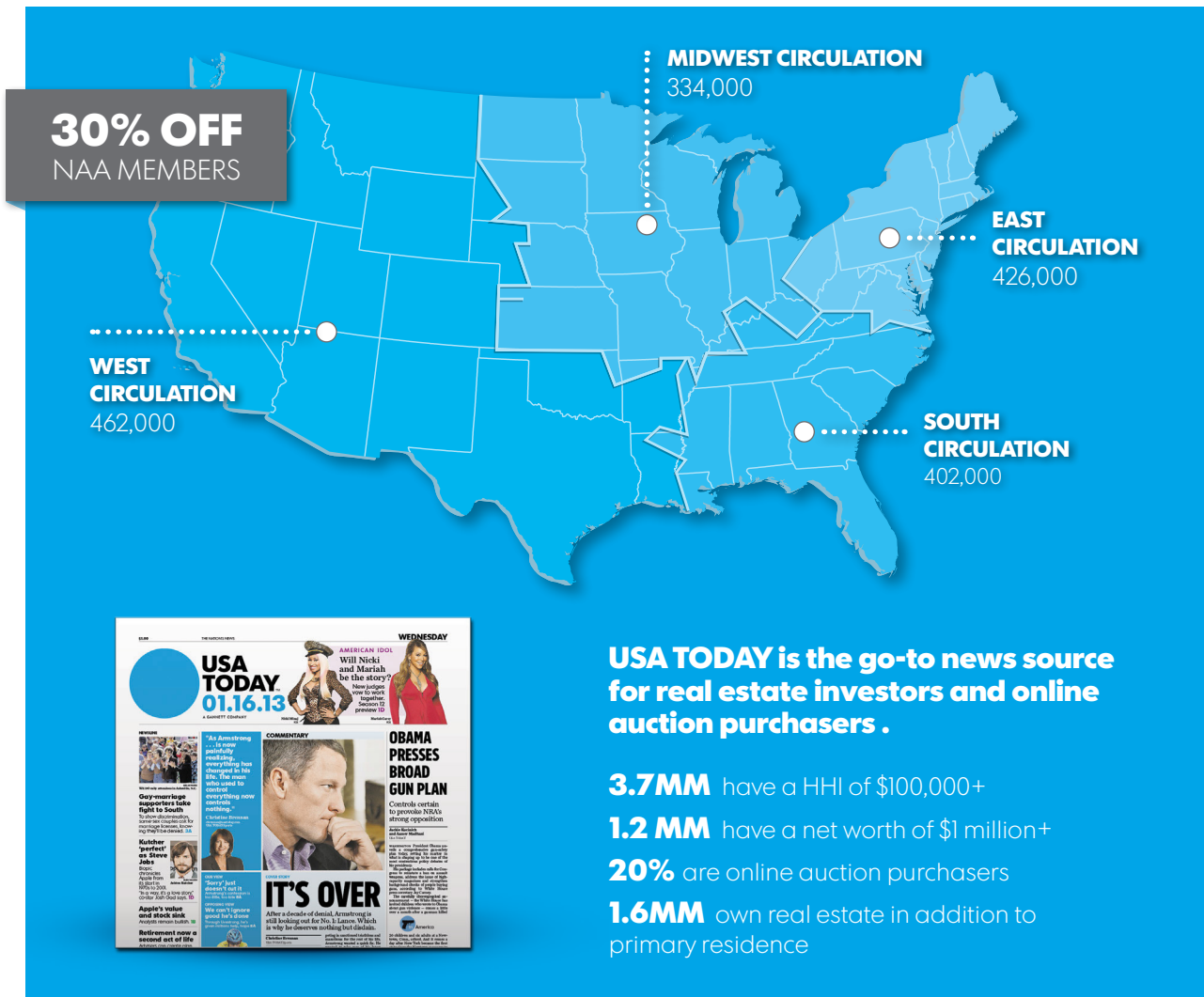
TITLE OF ENTRY



USA TODAY
A GANNETT COMPANY

AUCTION SHOWCASE | REGIONAL NATIONAL

USA TODAY and the National Auctioneers Association offer a weekly advertising feature that allows you to reach your target audience on a National or Regional scale.



RESERVE AD SPACE TODAY

1-800-397-0070 | auctions@russelljohns.com



Sources: 2012 Mendelsohn Affluent Survey, adults 18 or older, HHI \$100,000 or more; September 2012 ABC Publisher's Statement (print copies only)

VIRTUAL

Designation ACADEMY



Virtual designation education is getting rave reviews. Curious about AMM, AMM Next and BAS?

Read on.

Recap AMM

I believe this course re-writes itself every time it's taught. The digital world and how we communicate with potential customers through our marketing efforts has to be reviewed, adjusted and upgraded on a constant basis. The rewrite of the course addresses and presents the information in a way that is easily digestible, and allows for great interaction between participants. I would recommend auditing this course as often as you can, at least once a year. The instructors are "in the trenches" with the information they provide, and are a great resource for not only what's new and what the latest opportunities are, but they live it every day and are able to share what works for them in different lines of business.

Erin Turner, AMM

Recap

AMM Next

Having this recorded is a huge bonus. I don't know if I'd ever go to Vegas again. My biggest takeaway was tracking conversions on our website. There were some great advanced topics presented that we will implement.

Scott Musser, CA, ANCM

The NAA is on to something. [Speaking about virtual education.]

*Chris Rasmus,
CA, ANCM*

I would totally recommend AMM Next. It was more than I expected it to be. My biggest takeaway was the Facebook and Google tracking capabilities for the buttons on my website. The high level of this is what makes it so amazing. But actually, I love being able to be on a computer. When you're sitting in a class, you're too busy trying to look at the huge screen and little, tiny words and trying to follow along. But here, it's up close, I can easily see what you're doing. I have 10-15 tabs opened up. Once I get all the programs and website set up, then to literally just sit through the class again and go through and create the different steps—it's a huge difference. This is a technology class; it's better to do it on a technology-based platform. I think this is the way to go for AMM in the future. We could focus so much more in-depth.

Jennifer Gableman, CA, AFS

There's no way I would have been able to leave Oklahoma this week. Being able to get the foundation, the bottom layer laid down, and now to be able to go back and dig deeper and build on that foundation is going to be huge for me.

*Barrett Bray, CA,
ANCM, BAS*

AMM always has great presenters who are very knowledgeable. Listening to John and Billie Jo always overwhelms me because they know their stuff!!! AMM Next was a great course and I plan to implement some (don't think I can do all) of the things I learned. I need to rewatch the videos in order to glean bits of information.

*Cammy Theurer
McComb, ANCM*

Recap BAS

I went into the classes open minded and was immediately impressed with both the agenda and the detail. Virtual challenges were met with total success. I received much more than I anticipated and I highly recommend anyone to attain their BAS designation. The most underlying thing about these classes was a very strong sense of caring brought forth from the instructors. They created a sense of sincerely wanting everyone to "get it" and be a better auctioneer for not only ourselves but for our customers/clients as well. They went into many details of preparing, planning, pre and post event meetings, retention of customers/clients and the what, why and how of not just the organizations we serve, but the attendees and supporters as well.

BAS holders, you can view the updated AMM recording soon on-demand for free!

Jim Alban

BAS met and exceeded every expectation. The curriculum touched on every detail that an auctioneer needs to successfully establish, promote, and operate their benefit auction business. Scott Robertson and Lance Walker did an outstanding job adapting to this year's virtual format, as they delivered their education knowledgeably and with the utmost enthusiasm. I would absolutely recommend BAS to any fellow NAA member. Whether you are an established professional, or have yet to raise your first dollar, the education and networking values are immeasurable. The time and financial resources saved by participating in the virtual format leave NO EXCUSES not to pursue this highly sought after designation! Not only is the field of professional benefit auctioneering and consulting alive and well, but it is thriving. The adaptations made during the period of COVID-19 have been swift and strong, and they are paving bright new roads for the future. While many auctioneers make benefits only part of their portfolio, this is a field that can truly support itself. In a world where many asset-based auctions permanently migrate to the web, benefit auctions will always embrace the engaging spirit of the live auction, regardless of the format it is delivered.

Max Wolf

BAS indeed lived up to my expectations. We didn't know if it would be because of the virtual presentation, but the content was so good and so relevant. The Virtual Event module and the discussion with the panel was outstanding. Even though we have been involved in a few virtual events, there is so much that has to be learned in this new space. Not only was it educational to hear what leaders in the industry have done, it was extremely motivational.

Tarryn Jordaan

BAS exceeded my expectations! I was so pleased the content reflected our new virtual world. I feel I received more out of this session than I would have in previous years. It certainly reflects our time now and moving forward. I was very appreciative the classes were virtual, too. My biggest take away was being flexible and adaptable to be able meet the fundraising needs of each charitable organization whether live or virtual.

Lori Rogge

What a fabulous three days of learning! Not going to lie, I was skeptical because virtual learning can be rough, and after watching my kids struggle with remote learning I was nervous to attend. What I will say is that this experience was by far one of the most educational and invigorating learning experiences I have had. Scott Robertson and Lance Walker are amazing instructors and their gifts and talents easily transferred to the virtual platform. We had some of the best of the best guest instructors we could have asked for. I applaud the NAA for their willingness to do a major swivel and go virtual as well as adding a robust section on virtual galas. Learning from each other as we navigate this new virtual world of galas is absolutely what will set our profession and ultimately our clients up for success. And as a single mama of two kids who are both having to do remote learning from home, finding the time to travel would have been almost impossible, and having to pay for airfare and hotel on my reduced income would have been prohibitively expensive. Offering the virtual option opens the door for so many auctioneers who might otherwise not be able to attend. If you have ever thought about working toward your BAS designation I am here to say that if you can make it happen, go for it!

Deb Scheer

BAS was great—fun, lots of breaks, and over the top with knowledge as I am in the start up phase of my business. My biggest take away was that colleagues are here to help. I must reach out and pick folks brains and the Facebook page may be my best resource initially. I have lots to do to build my business and to stay focused to win. Loved the interaction of the group and being a smaller group permitted that versus if the group had been 30.

Marsha Tucker

America's Auction Academysm *Congratulations AAA Graduates!*




MORGAN HOPSON
2019 International Auctioneer
Champion Women's Division



CODY SHELLEY
2019 World Auto Auction
Champion Auctioneer

**GO TO OUR WEBSITE
TO SEE OUR REVISED SCHEDULE
THE WORLD'S FIRST
LIVE VIRTUAL TRAINING COURSE**

AmericasAuctionAcademy.com
Info@AmericasAuctionAcademy.com • 972-387-4200
Texas Workforce Commission Approved



World Wide College of Auctioneering

**CHECK OUR WEBSITE FOR
CLASS SCHEDULES IN
MASON CITY, IA • DENVER, CO • DES MOINES, IA**
AUCTIONEER TRAINING — RINGMAN — ADVANCED BID CALLING

Celebrating:
85 Years of Training Successful Auctioneers
40,000 Graduates • Experience the Difference
World Champions & Leading Auctioneer Instructors

"World's Largest Auction School"
Come Train with the Champions!
641-423-5242 • 1-800-423-5242
WorldWideCollegeOfAuctioneering.com
info@worldwidecollegeofauctioneering.com



How chargebacks can affect your small business

They're meant to protect consumers, but they could be costing you time and resources

Credit card chargebacks are when a merchant charges a credit card for a transaction and the cardholder later disputes the charge.

Chargebacks are intended to protect the cardholder in the case of their card being used for fraud or if the product is not-as-promised. But in some cases, small businesses can become a victim to chargebacks, having to spend time and resources to prove a transaction was legitimate.

How does a chargeback work?

A chargeback involves three parties: the cardholder, the merchant and the issuing

bank. The cardholder usually contacts the issuing bank to request a chargeback.

The bank will then communicate the claim to the merchant. The bank gives a specified window of time for the merchant to respond before the funds for the transaction in question are reversed. If the merchant doesn't respond, the chargeback is typically granted and the merchant assumes the monetary loss.

How do chargebacks affect small businesses?

Since the merchant carries the burden of proof in a chargeback dispute, the merchant

must provide compelling evidence showing that the charge was valid. Finding and providing this evidence can take time and resources away from a small business if they choose to dispute the cardholder's claim.

Even though chargebacks are in place to protect consumers from erroneous charges and untrustworthy merchants, dishonest consumers sometimes make false chargeback claims. This is known as "friendly fraud," according to creditkarma.com.

Jason Winter, CAI, AARE, AMM, CES, owner/auctioneer at West Central Auction Company in Harrisonville, MO, said that chargebacks are, unfortunately, a cost of doing



business. While chargeback claims are generally unavoidable if you work with credit card payments, there are ways to mitigate the work needed to prove a charge was legitimate so the chargeback doesn't occur.

What can you do to counteract and prevent chargebacks?

The best way to set your business up to avoid losing money/resources unnecessarily due to chargebacks is to create systems that ensure the merchant and the cardholder are on the same page about the purchase.

An example of a system could include something like having the purchaser sign an invoice when they pick up, acknowledging that they've picked up the item and are satisfied with the purchase. If the purchase is made online, the terms of the purchase could include language specifying that if the buyer agrees to pay the shipping, they agree to receive and be charged for the product.

Methods like these provide clear, undisputable proof that the buyer acknowledged the transaction as legitimate. If an illegitimate chargeback claim were to be made for this purchase in the future, the system you put into place could be used as proof that the claim is unjustifiable.

Another method would be requiring wired or certified funds if a charge is over a certain amount. This method avoids chargebacks altogether because it avoids the use of payment through a card.

If you're in a friendly fraud case where you don't have the proof that the transaction was legitimate and the funds were reversed, Winter said he has reached out directly to the cardholder and, after persistent communication, he was able to acquire the payment back from the cardholder.

Winter said if the customer has a problem with the item they purchased, he much rather the cardholder contact him directly rather than go around his business and file a claim with their card issuer to do a chargeback.

"If there's a real issue, we're not going to fight over it. You're not taking (the item), we'll give you your money back, and we'll sell it again somewhere else," Winter said.

While chargebacks are generally a "cost of doing business," their effects can be mitigated with thoughtful systems to help you prove charges are legitimate. With systems in place, you'll be more prepared to respond quickly and effectively if you receive an illegitimate chargeback claim. ❖

This article was the result of a member email to NAA staff. If you're having issues with your small business, drop us a line at communications@auctioneers.org, or start a conversation online in the NAA Auction Professionals Facebook group.

REPPERT AUCTION SCHOOL

**To be the Best
Learn From the Best.**

- Interaction with over 30 instructors per session
- Learn cutting edge auction technology
- Class sizes less than 50 students

Launch Your Auction Career Today!
Tuition: \$1,495 All sessions are 10 days

(260) 927-1234
ReppertSchool.com



Adapting

Is your business prepared to weather any change?



What would happen to your business if you walked in the door Monday morning and said I'll see you in three years? That was the question Matthew Hurley, CAI, AARE, owner of Hurley Auctions, asked himself when his church requested that he and his wife serve for three years as missionaries in another state. At the time, he was also battling health issues, which included Lyme Disease, a debilitating disease that causes severe fatigue, brain fog, muscle and joint pain, stiffness, and more. It was a difficult time to make such a big change; but, thankfully, Matthew had been preparing for and adapting to change for years.

Take the plunge

In 1996, after hearing a presentation by Joe Wilson, CAI, at NAA's International Auctioneers Conference & Show, Matt Hurley retired from teaching full time (after just one year) and transitioned to becoming a full-time auctioneer. That was big change number one.

Become a specialist

Change number two came with Matthew realizing he wanted to move from general auctioneer to specialist.

"I fell in love with real estate auctions. I fell in love with land. I wanted to learn how to break it into pieces and sell it in parcels," Matthew said.

So, he started networking.

"As you're going through changes, take advantage of the networking opportunities the NAA provides. These prepared me to change my focus," he said. "Get to know the ones who are doing it."

Matthew took his networking one step further by buying a day with a legend at an NAA Fun Auction.

"I was going to buy it no matter what. And I bought it and I spent some time with Joe Wilson. I went to Arkansas; I saw how he did it. He showed me how it works, his employees, how they do things, his office, and I went and spent some time doing auctions with him and I started learning how to do real estate auctions," he said.

During this period of networking on a grand scale, Matthew reached out to Beth Rose. He went to Kansas and talked with Braden McCurdy. When he was in Florida, he reached out to Marty Higgenbotham. These were all opportunities to learn how it was done. He found everyone willing to share.

Next, Matthew changed everything about his business so that when people saw Hurley Auctions' logo, ads, trucks, website, brochures, they thought real estate.

"If you want to be a specialist, look like a specialist," he said.

Finally, Matthew knew he had to become an expert.

"It doesn't happen overnight," he said. "I began to eat, drink and sleep real estate auctions. I went to AARE, I went and got my broker's license, then I started a real estate company. So when people thought of the expert, they thought of me because they knew I had the training and the licensing"

Market changes

And then the real estate market crashed. After building a wildly successful real estate

auction business, in the mid-2000s, Matthew was dealt another time of change.

"I always felt like a rock star," he said. "I'd pull in and there's cars parked everywhere to sell this house. I thought, this is easy, and I thought, I am awesome, I am the greatest RE auctioneer in the world!"

That was in 2005. And in 2006, Hurley Auctions did even better.

"I sold every house I had – 175 real estate auctions," Matthew said. "Until October. And I remember showing up one day and no one was there and I thought, did I forget to advertise this auction?"

Hurley Auctions went from 175 real estate auctions in 2006 to around 80 in 2007.

"It was out of my control," he said. "It didn't matter how hard I worked, no matter what I did, it had changed."

So, again Matthew turned to the NAA.

"They taught me how to survive," he said. "They taught me to be a better salesman."

Matthew attended a session taught by Kim Hagen where he learned how to seal the deal.

"In 2005 and 2006 I could sign up any auction that came my way and I could sell it," he said. "All of a sudden, I had to really learn the market and know, can I sell this house? And there were times I didn't know."

Matthew learned to educate his sellers. He would follow Realtors into meetings with clients where the Realtor was telling sellers they could make \$25,000 more on their home than what it was worth the previous year.

"Then I would come in having done my research and say, I know they told you \$425k,

but I really think if we get \$325k you should sell. They were not happy. But as I started using the tools I gathered, I wasn't just telling him what his house was worth, I was showing him," Matthew said.

He would show the seller the last 10 houses like his that sold in the MLS. The seller pointed out the ones that were just like his and guessed they went for \$450k. The houses actually brought \$325k, \$320k, \$319k, and one listed for \$310k had been on the market a long time.

"I learned how to help people become realistic," he said.

The market crash was difficult, but Hurley Auctions made it through because of education, networking, and also, diversifying.

"We went back to doing more personal property, medical equipment, aircraft, hunting preserves, stuff that most people weren't doing at the time," Matthew said. "We were taking everything that was good we could find."

Technology shifts

Another change came along that Matthew was not so keen on working through: The advent of online auctions.

All Matthew ever wanted to do was bid call at live auctions. So, despite the encouragement

from colleagues, he fought against the leap into online auctions.

"I did not want to sit at a computer," he said.

He saw auctioneering as a hobby that he gets paid for and venturing into the technological side of auctions was outside of his comfort zone. But he also realized the importance of technology and found the NAA's Trade Show instrumental in choosing a platform.

Get out of the way

Matthew's experiences with life and business changes helped him take the call from his church to serve in stride, but in order for his business to survive, he quickly had to learn a very important lesson—he had to get out of the way.

"I thought I had to do every appointment, every appraisal," he said. "I thought I had to be the auctioneer at all my auctions. Then, after 25 years, I tried to get my face out of the auctions."

Matthew spent time training his employees, building them up, enabling them and letting them run the show. He sent his Acting CEO Marjorie Hartman, a long-time employee, to auction school, then to CAI, and then to real estate licensing. As much as he wanted to jump in, he knew his team had to learn. He had to accept that they might be able to do things he never could.

And that is a bonus lesson in getting out of the way. Matthew's aversion to technology helped him realize that trying to do everything himself was a losing game.

"Allow people to do what you're not good at," he said. "Get people who are better than you to run those parts of your business."

For his business, he also wrote a book on how to conduct Hurley Auctions—from the first appointment, how to meet with sellers and negotiate with buyers, how to physically conduct an auction, etc.

"It's not easy, but sit down and write the book," he said.

A day may come, whether it's health related, market crashes, technology changes, or a call to serve, when you will thank yourself for writing things down, having systems in place, and empowering your employees.

That way, if you walk into your office Monday morning and tell your employees you're leaving for three years, they don't run out the back door, and your business can continue to grow, despite any change. ❖

This article was adapted from a 2020 virtual Conference & Show session. Look for this and more content from that event free to members in February at pathlms.com/naa.

Sound Machine SM-5
by
SPP
Sound Projections

The standard of excellence in the auction industry! References Nationwide!

Uses 2 built-in Shure wireless for dual wireless operation (300' range)

Battery powered for up to 7 hours using high end Lithium Iron batteries (rechargeable)

3 band tone controls for perfect voice control

Built-in media play center

Wireless companion speakers available

Includes 2 wireless mics and tripod stand



\$3785

FREE UPS GROUND SHIPPING

877-638-5816
PortableSound.com

Basinger
audio systems

KIEFER AUCTION SUPPLY

40
Years

America's #1 Auction Supplier Since 1980

417 W. Stanton Ave.
Fergus Falls, MN 56537
(Free Catalog)

218.736.7000

www.kieferauctionsupply.com

- Tags, Labels & Markers
- Clerk Sheets & Forms
- Signs & Banners
- PA Systems



Tools for client engagement in today's world

What to look for in various business resources

The world has been gradually shifting over to digital for decades. But in the last year especially, many who hadn't made the switch already were plunged into a new way of interacting with others through digital means.

Businesses have had to change the way they engage with clients and customers. This change has touched a lot of industries, and the benefit auction industry has certainly been no exception.

Dan Campbell, AMM, BAS, of Raising Paddles, LLC in Chicago, Illinois, said the question is not a matter of if you should move your business more digitally—it's a matter of when. And the best time to do it is as soon as possible.

Making the switch is easiest while your business is smaller because, naturally, you have less documents and data to convert. But even if your business is not small anymore, the sooner you make the switch, the easier it will be. Moving everything over to digital can be a cumbersome task, but Campbell said it is worth it. Remember that this can be done gradually rather than all at once.

With your business operating from the cloud (storing and accessing data and

programs over the internet), you are not only able to access use your business's information from anywhere with internet, but you also improve your customers' experience. For example, imagine you're out of the office working with a client and you were able to access remotely all of their previous data. This helps you (or another staff member) make informed decisions as you're working with them. This is just one of the many ways your data can work for you.

Campbell said he has noticed several new trends in the benefit auction industry—many of which overlap with other industries too—and he believes moving business over to the cloud can help address these trends occurring right now.

1. Digital transformation

In general, the world is heading more and more digital, and we are seeing this digital transformation take place in many industries. Businesses are finding ways to take old systems and improve upon them by going digital. They are also finding new systems altogether, thus, providing a new experience for customers.

CRM (CUSTOMER RELATIONSHIP MANAGEMENT) TOOLS

CRM Vendor Examples

- Salesforce
- Dendesk
- Pipedrive
- Zoho
- Hubspot
- Really Simple

What to look for

- Usability, customization, automation and social media tools
- Lead management and sales funnel
- Opportunity management
- Contact management

PROJECT MANAGEMENT (COLLABORATION) TOOLS

Collaboration Vendor Examples

- Google Drive
- Workdrive
- Dropbox
- What to look for
- Common platform to share internally and externally
- Collaborative access and editing features
- Templates
- Organization tools

EVENT PLANNING TOOLS

Event Planning Vendor Examples

- Eventbrite
- Facebook
- Mobile bidding platforms
- Backstage

What to look for

- Ability to customize
- Integrates with CRM
- Collaborate capacity
- Reports, templates

MARKETING TOOLS

Marketing Vendor Examples

- Google
- Facebook
- Hootsuite
- Mailchimp
- YouTube
- Livestream

What to look for

- Easy to use tools
- Ability to integrate with website presence
- Omnichannel capabilities
- Response management
- Social media integration

CUSTOMER ENGAGEMENT TOOLS

Customer Engagement Vendor Examples

- Zoom
- Teams
- Webex
- Skype
- GoToMeeting
- Slack
- Cliq
- Zoho Meeting

What to look for

- Easy to use
- Group, webinar features
- Ability to record/track history
- User engagement tools

BACK OFFICE TOOLS

Back Office Vendor Examples

- Microsoft Dynamics
- SAP
- Workday
- Zoho
- Sage
- Quickbooks

What to look for

- Ability to manage resources (employees/subcontractors, business operations, inventory management, asset management)
- Integrate with front office tools/data
- Financials, bookkeeping contracts, invoicing, commerce
- Reporting and analytics

ANALYTICS

Oftentimes, analytics are built into the tools previously mentioned.

What to look for

- Ability to customize
- Integrates with CRM
- Collaborate capacity
- Reports, templates

2. Data is king

Data is everywhere—we just have to capture it and know what to do with it. It can help us work faster, cheaper and better. The more data you have, the more you can take that information and turn it into knowledge to respond to customers' needs. Data also allows you to be more proactive, which is important in the fast-paced culture we are in.

3. Customers are driving experience

Customers are telling us through their actions and non-actions what they want and how they want it. We can learn about customers through the data we collect. Then, we can make intelligent decisions based on that data to improve customer experience.

4. New world = new competitors

As industries change, so do new competitors. For the benefit auction industry, people who maybe couldn't get up on stage like benefit auctioneers did in the past can engage with donors virtually. This may be opening up the door for others with those talents and skill sets to enter the scene. Campbell said to watch out for dilution of the market. Think about the next "pivot" this industry is going to have to go through and how you can be ahead of the curve.

New trends bring change, but look at them as opportunities to improve your systems and think outside the box with how business has been done in the past. What new systems have you put in place in the past year, and what are you planning to implement in the future? ❖

This article was adapted from a 2020 virtual Conference & Show session. Look for this and more content from that event free to members in February at pathlms.com/naa.

AUCTION TOPPERS

Building Quality Auction Toppers Since 1985!



LAMPI AUCTIONEERS

Call Lampi Auctioneers for a quote!
320-274-5393

To view Inventory visit LampiAuction.com & Click on Auction Equipment

Testimonial
The Lampi Auction Equipment team turned our auction topper visions into reality. They built us a quality product specified to our exact need. Full service from design to delivery. Daniel Pruitt
Ritchason Auctioneers, Inc.
Lebanon, TN

All-inclusive program - 10 days 90 hours

YOU CAN BE AN AUCTIONEER!

Quick-Start chant for ANY auction
Business, Law, Online Auction
The School with **RINGMASTER**
Compare with any other school
then reserve your new career with us TODAY!



FLORIDA AUCTIONEER ACADEMY
8930 S US Hwy. 1, Port St. Lucie, FL 34952
800.422.9155 www.f-a-a.com

Q&A

Duke Domingue & Bird Bartlett, BAS, PRI

What sparked your interest in becoming auction professionals?

Duke: I worked in the entertainment industry as an actor for more than 20 years. After nearly 4,000 performances on the professional stage, I was ready for a change—a Second Act in life, if you will. One of my theatre colleagues' brother is auctioneer Robin Treadway, and he talked to me about the profession. It seemed like a natural progression from the boards to the block that used my strongest skill sets—ease in front of crowds, my voice, improvisation, telling a story persuasively—all the components of theatre craft which I'd been honing for years.

Bird: Every now and then you get an invitation you just cannot pass up. Duke returned from his training at World Wide College of Auctioneering and said to me, "You need to become a ringman, you'll love it." Thanks to Professional Ringmen's Institute, I did, and I do.

What road did you take to get there?

Duke: Robin filled me in on the details: auction schools, licensing, specialties in the industry ... I enrolled in school in the fall of 2012, joined the NAA, licensed the following

spring, and never looked back.

Bird: I worked in non-profit performing arts for 23 years. I began in theatrical production then moved to marketing and development. I was general manager of The State Theatre of North Carolina, Flat Rock Playhouse, when I transitioned my career to Benefit Auction Specialist. I continue to maintain independent project management and marketing contracts.

Were there any challenges you faced?

Duke: Of course! From culling a client base from scratch, to the unprecedented difficulties of 2020 when live events were just not an option, it's definitely been a road with a few potholes. But steep and curvy trails—at least here in the mountains—lead to breathtaking vistas. In the end, challenge is what makes life compelling, and while it may rattle our inertia and momentum, it always brings an opportunity to transform—to better ourselves and our work.

Bird: Starting over, particularly as an independent business, certainly presents challenges. Duke Says Sold opened its doors with no client base! Fortunately, our experience in performing arts prepared us

to knock on doors and have our "audition" material ready. We began with small fundraising events, staged in retail stores, galleries, and one very tiny wine tasting room. Step-by-step, one at a time, we earned our clients' confidence and built our base. Each year has seen growth. In retrospect, the restriction of events during 2020 may have been our biggest challenge to date.

Has your perception of the auction industry changed since you started? If so, how?

Duke: There's a wide gamut of folks who make terrific auctioneers, and I've been delighted to discover the diversity within the auction world. From the stockyard to the ballroom, we each have a novel collection of talents and energies to offer and to learn from; diversity drives innovation and creativity by not limiting who can contribute.

Bird: Admittedly, my perspective of the auction industry is limited to that of a Benefit Auction Specialist. I joined the profession in 2013 and it was clear that the National Auctioneers Association had embraced this growing specialty area. As I participated in educational opportunities, I realized I was in "the" group of professionals who

are on the cutting-edge of defining the best practices and new techniques for traditional auctioneering to become a vital part of event-based fundraising.

Why do you love what you do?

Duke: Albeit cliché, I think everyone wants to do things that make the world a better place and affect change for good. The benefit environment is literally crowdsourcing support of a cause. When we engage and educate a donor audience, and coerce them to embrace a need, it feels like we're doing just that. Success and the impact it brings comes from the collective, and that's why I tell people that I have the most gratifying job in the world.

Bird: A great event! When all the elements



are executed with precision and excitement there is nothing better than an engaged group of guests and donors who are inspired to connect with and support the mission and work of the non-profit client. Funding goals exceeded is the cherry on top.

What do you think is the biggest thing (or things) auction professionals can do to stay relevant in the future?

Duke: The auction industry has always been about problem solving. At its most fundamental level—connecting buyers and sellers—communication is its core. For a profession so deeply rooted in tradition, legacy and heritage, I think embracing new ways of doing things, new ways of communicating, and evolving with technology is key. 2020 certainly iterated that lesson.

Bird: Just that; stay relevant. Again, from a BAS perspective, I believe continued education about the ever-evolving non-profit industry, current fundraising techniques and messaging is paramount. The BAS client base is extremely diverse and the citizens served by non-profits are even more diverse. Our clients are addressing contemporary issues with the services they provide. For me to stay relevant, I must understand today's issues, today's mindset, and today's people. I am dedicated to improving my personal ability to understand diversity, help build equity, and support environments of inclusivity. If I am successful at my work, I am serving. I must be able to serve with empathy and grace. This journey will last my lifetime.



How has the NAA helped you become a better auction professional?

Duke & Bird: That's easy ... Training! Networking! Training!

What do you love about this point in your career?

Duke: Our clients and the people they serve are a continuous source of motivation for us. I can honestly say that we meet heroes everyday at our benefit events. Some are parents of kids fighting insidious disease. Some are folks struggling against disability or disadvantage. Their stories are sometimes full of sadness and sacrifice, but these events are the embodiment of a community bringing hope. It's altogether humbling, inspiring and rewarding.

Bird: Variety of activity. Each client, and each event, has its own unique personality.

Getting to know the people and organizations that employ Duke Says Sold is always a pleasure. The ability to be a part of presenting their mission and goals makes the workday even more fun.

You are actively involved in preservation projects in your local area. What are those and why is local conservation important to you?

Bird: I work with the Blue Ridge National Heritage Area and focus on the Blue Ridge Music Trails of North Carolina. This project spans the 29 counties of Western North Carolina and serves to preserve and promote the traditional music, song, dance and Cherokee traditions born in our mountains. I promote more than 200 partner organizations representing more than 300 annual events.

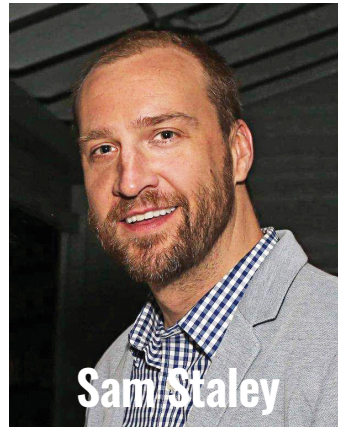
We are currently developing the Blue Ridge Craft Trails of NC, which will preserve and promote the wide variety of craft artists and galleries in our region. During the summer of 2020 Duke Says Sold became an official stop on the Quilt Trails of WNC. This, too, is a project that honors our region's hand quilting and barn quilt tradition. Learning about and

participating in the historic traditions of our people provides insight, understanding and opportunity. I've met amazing community artists, elders, leaders of the Cherokee Nation, and members of the Warriors of AniKituhwa. I've attended CD release parties for teenagers whose musical talent belies their age. I've enjoyed bluegrass and old-time bands who have gone from home-grown to internationally known. I've come to understand that pride-of-place is why I love my home in North Carolina. ❖

Learn more about Duke and Bird at dukesaysold.com.

Q&A

EVENT.GIVES
Volunteer Powered



When and how did your business start?

In 2014, our founder Sam Staley was working with his wife to organize a silent auction for their kids' elementary school. As he saw the chaos swirl around him of paper bidding and a very complex checkout process, he began thinking about how to make it better. He started writing code around a SMS text to bid application. Once he shared it with a couple of other events, people were super excited and started to come to use it. Six years later, Event.Gives has grown into a full event management and ticketing platform for in-person, virtual and hybrid events.

Was there a specific need you saw in the auction industry that prompted the business?

The biggest specific need that we saw, was in March of 2020 when many of our non-profit clients were having to cancel their events. We set to work to try and give them a tool that they could use to hold a virtual event. We assumed at that time it would be pretty quick and we'd be back in room. However, as we all know now that virtual video streaming component became critically important. We've

spent the last year making it the perfect live auctioneer tool to be used even when events return in person.

What do you hope you do for your clients?

We hear it from our live auctioneer partners everyday ... Event.Gives strives to be the easiest single URL, zero latency virtual live auction tool. Everyday we listen to our live auctioneer partners and event organizers to improve the software, our support docs, and best practices for the most successful events!

What do you love about working with your clients/customers?

Our entire team is super passionate about helping non-profits raise money for their causes. We focused hard in the last few years on making the attendee experience super easy and smooth, by killing check-in and -out lines altogether. If we make the attendee experience perfect, we know that they are more likely to bid on items. Then, more recently we invented our live auction video streaming mode to make sure they could all hold a virtual event with zero latency and the real feel of an auctioneer.

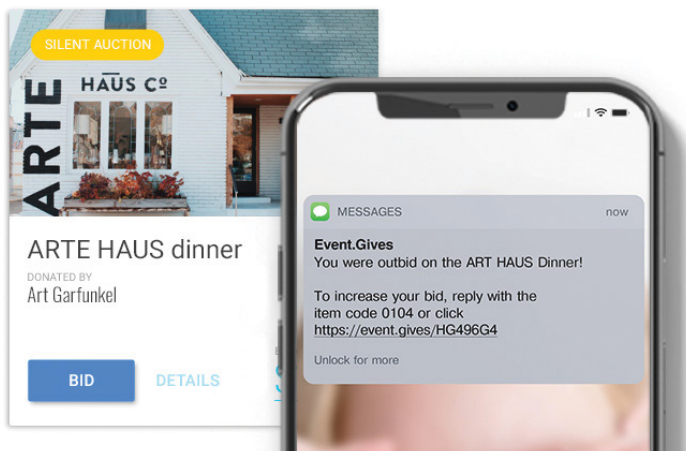
Is there anything new you're particularly excited about this year?

We are incredibly excited about our live auctioneer partners. Our partner program has 25 of the premier auctioneers in the country. They have been instrumental in helping us build the best live auction video streaming software for nonprofits. In the past year we have launched new features like teleprompter for live auctioneers, a live feed showing bids and donations, and real time closed captioning for the hearing impaired.

What's on the horizon for the next few years?

We want to expand the number of auctioneer partners benefiting from the platform. We completely see our partner program as the number one way to reach more events. In the last year we have learned so much about virtual live auctions. We are working with Janelle Taylor, CAI, BAS, right now to build support docs and a curriculum to share with others. Finally, we're going to keep listening to the needs of our partners and events to build the best software we possibly can!

Learn more at www.event.gives.





New Members

Dani L. Aalfs

Arizona Online Auctions
reachus@arizonaonlineauctions.com
arizonaonlineauctions.com
Anthem, AZ

Curtis R. Clark

(469) 826-0940
curtisrclark@gmail.com
2527 Dove Creek Ln.
Carrollton, TX 75006

Morgan DeBurgh

TLC Auctions
(417) 720-1701
morgan@moliiquidations.com
moliiquidations.com
1938 S Glenstone
Suite B
Springfield, MO 65804

Lindsay Doll

(316) 867-3600
ldoll@mccurdyauction.com
McCurdy Auction
12041 E 13th St. N
Wichita, KS 67206

James Fry

info@circleauction.co
901 Woodswether Rd
Kansas City, MO 64105-1121

Chris E. Gregory

Ron Gregory Realty & Auction Inc.
(615) 504-2500
gregory5507@gmail.com
rongregoryrealtyand
auction.com
500 Kasper Way
Goodlettsville, TN 37072

Trenton Holzworth

970-380-8605
trentonjay2018@gmail.com
P.O. Box 71
Stoneham, CO 80754

Ron D. Kroenke

(816) 805-4427
ksu64701@gmail.com
19900 E. 235th
Harrisonville, MO 64701

Cody Douglas Miller

4C LAND & AUCTION
(785) 533-3300
cody@hamitauction.com
1797 W 100 Rd
Phillipsburg, KS 67661-7072

Kevin Milz

908-303-4146
kdmilz@hotmail.com
3305 Greenwood Drive
Hellertown, PA 18055

Arla R. Neuenschwander

Kaufman Realty & Auctions
(330) 466-5838
arla@kaufmanrealty.com
5294 Kidron Rd.
Apple Creek, OH 44606

Byron R. Robinson

(636) 614-8385
blessedman1125@yahoo.com
3590 Sanitago
Florissant, MO 63033

Christopher J. Routledge

(905) 399-1319
routledge350@gmail.com
1079 Lavender Lane
Oakville, Ontario L6J1V3
Canada

Joe M. Sponsler

(970) 380-1604
jmsponsler@outlook.com
15771 County Rd.
Ault, CO 80610



“Asta Auctions is a brand new business. While I have participated in many auctions as both a consignor and a bidder, our February Pro Audio, Lighting & Video timed online auction was the maiden voyage for Asta Auctions. Between our software developers and in-house team, we exceeded our expectations. The auction was a big success. Like with any new business venture, establishing trust with potential clients is key. Joining the NAA allowed us to demonstrate that we are part of an association that promotes integrity among its membership. The NAA also provides valuable educational opportunities for its members. I plan to take advantage of those opportunities for myself and my team. I am particularly impressed by the Foundation; providing pathways to a successful career in the auction business for young people benefits both members and clients. Truly, a rising tide raises all boats. I look forward to attending future NAA meetings and conventions on the other side of the pandemic. In the meantime, I’ll be availing myself of the incredible resources offered by the NAA to help my new business grow and thrive.”

Steve Vian
Ontario, Canada

St. Jude patient
Riku



Bring your passion to our mission.

Join us in our lifesaving
mission: Finding cures.

Saving children.®

Volunteer or create a
fundraiser for kids like
Riku at stjude.org/naa.



©2019 ALSAC/St. Jude Children's Research Hospital (42267)



New Members

Jonathan W. Thompson

TNA Auctions
(479) 659-4799
hompson22085
@yahoo.com
7232 Lawrence
Monett, MO 65708

Sheldon Yoder

Enlisted Auctions
sheldon
@enlistedauctions.com
3510 Apple Tree Dr
Rockingham, VA 22802-
0265

Marsha Tucker

Marsha Tucker Auctions
(678) 887-870
marshatuckerauctions
@gmail.com
250 Monument Hill Trail
Georgetown, TX 78633

Kenny Zamora

Golden Gavel Aucitoneers
(505) 469-4388
kennysamora@hotmail.com
P.O. Box 2822
Las Vegas, NM 87701

Steve Vian

Asta Auctions
(905) 646-3006
sales@asta.auction
9 Keefer Rd
St. Catharines ON L2M 6K4
Canada

New Members!

**Connect with other NAA
members by joining the
NAA Auction Professionals
group on Facebook!**

Also, follow along with the NAA:



facebook.com/naaauctioneers
facebook.com/auctionswork



instagram.com/naaauctioneers



twitter.com/naaauctioneers



youtube.com/naaauctioneers

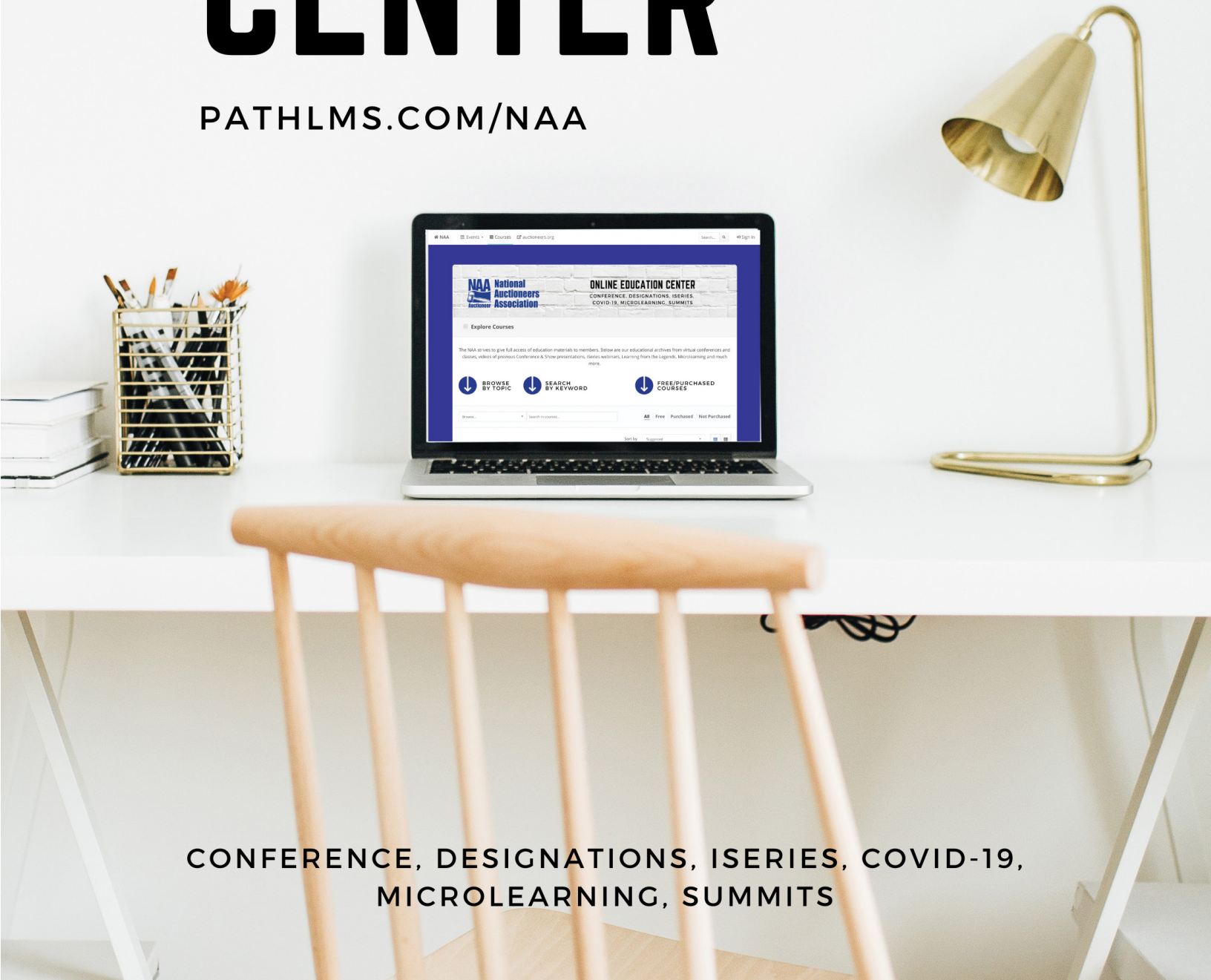


National Auctioneers Association

NATIONAL AUCTIONEERS ASSOCIATION

ONLINE EDUCATION CENTER

[PATHLMS.COM/NAA](https://pathlms.com/naa)



CONFERENCE, DESIGNATIONS, ISERIES, COVID-19,
MICROLEARNING, SUMMITS

In Memory



Robert Penfield **Hall of Fame member** **Past President**

Robert, known as Bob, Penfield was born in Lemmon, South Dakota, on Dec. 2, 1930. Besides college and his stint in the army, Bob never lived more than 75 miles from the sod house his granddad built six miles south of Lemmon in 1906.

As a boy, Bob loved to be around livestock, especially horses, and that influenced his decision to get a bachelor's degree in Animal Science from South Dakota State University.

Bob was drafted into the U.S. Army during the Korean War on his 23rd birthday, with most of his assignment spent in Okinawa in the Veterinary Corps. Both at SDSU and in Okinawa, he was instrumental in starting Rodeo Clubs, winning bareback bronc buckles as well as announcing rodeos.

After returning from the Korean War, he found his wife, Winona, and they bought

Home Base Livestock Auction Market in Bowman, North Dakota, and operated it for 19 years before shifting their focus to Real Estate, farm, and antique auctions.

Bob knew at age 6 that he wanted to be an auctioneer, following in his father and grandfather's footsteps. As a boy he'd go to Gramp's house before school to help with chores and that's where you'd find him again after school until it was time to go home to sit at the family dinner table with

his five sisters. If there was a livestock auction, Bob would negotiate a deal with his teacher to do his schoolwork ahead of time so he could miss school and help at the auction. Gramps rewarded Bob for his work with small shared investments in livestock buying and selling.

Bob conducted his first solo auction at age 17. Although he did other things—Real Estate brokerage and appraisal, rodeo announcing, and authoring six books—the auction profession is where he poured his time and energy, pioneering many innovations in the auction industry. Bob championed and promoted the auction way of doing business when and wherever he had the chance.

A lifelong learner, Bob was the first North Dakota auctioneer to hold a real estate license and both wrote and taught a course on real estate auctions for the National Auctioneers Association.

At age 37, Bob was elected as the youngest NAA President, and at 43, he was the youngest inductee into the NAA Hall of Fame. Multiple state associations also inducted Bob into their

auctioneer halls of fame. But more than the awards and accolades, Bob treasured the lifelong friendships with his colleagues and would often go out of his way to help other auctioneers.

Family was always a priority and source of pride and joy for Bob. The Penfields worked together in the family business of Penfield Auctions with Bert as a 4th generation auctioneer, while the girls helped Winona as clerks, cashiers and ringmen. In their busiest year they held 383 auctions while always reserving Sunday as "The Lord's Day" for church and rest.

Unwavering loyalty and tireless commitment to his wife, family, church, community, and profession was a deep part of who Bob Penfield was. His 90 years on this earth surely ended with a joyful "Welcome Home" from his Savior.

Bob was preceded in death by his parents, Earl Scott Penfield and Anna Weinkauff Penfield, along with sisters, Bonnie Kile, Betty Davis, and Ruth Saunders. Also, his granddaughter Hanna Martin. He also was preceded in death by his beautiful bride of 53 years, Winona Logsdon Penfield, whom Bob always considered a partner in both life and business.

His two surviving sisters are Samantha Landy and husband Randy Swanson, and Yvonne and Bill Shockley.

Bob will be missed by his children: Bert Penfield and son Jesse McLaughlin; Parker (Arianna) Krinke; Patty (Sam) Stallings and their children Sara (Matt) Jones, Paul Robert Stallings, Benjamin Stallings; Laura (Ray) Jilek and children Madison Jilek and Dakotah Simpson, and Allison Jilek; Joan (Casey) Martin and their children Abigail and Austin Melms, Nick Martin, Sam Martin; Sam Penfield and John Kindt and son Maximilian Ramdeen; three great-grandchildren: Brynn McLaughlin, Atlas Jones, and Finnegan Robert Melms; and many nieces and nephews.

Memorial donations may be sent to Fellowship of Christian Auctioneers International: 535 HCR 4223, Hillsboro, TX 76645; and/or, North Dakota Cowboy Hall of Fame: PO Box 13, Medora, ND 58645-0137.



Marvin Yeaman

Marvin D. “Shorty” Yeaman, 77, of Needville, Texas passed away on Dec. 24, 2020, at his home in Needville. He was born on Nov. 6, 1943, in Hillsboro, Texas, a son of the late Chester and Etta Mae Kelley Yeaman.

Shorty was raised in the Hillsboro area and graduated from Hillsboro High School in 1962. He married Sharon Dianne Fitzpatrick on Aug. 3, 1968, in Houston. Shorty, Dianne and their family moved from Houston to Needville in 1977, where he was more than just a resident—

he loved being in Fort Bend County. He worked for Texas Instruments for more than 30 years where he was a manager in the Glass Shop, Fab Laundry & Evap Clean Up Room. But, when he became an auctioneer, he found his true passion! For more than 35 years Shorty sold anything and everything—from real estate to antiques, collectible glassware to heavy equipment. His auction house in Old Town Rosenberg was a constant for more than 26 years.

But, his heart was in benefit auctions and especially anything involving children. He was very proud of the funds he helped raise for

various organizations and schools, including Lunches of Love, Seniors Meals on Wheels, Cystic Fibrosis, Muscular Dystrophy, pro-grads and senior serves, just to name a few. Before any auction at his auction house, donated items were sold to benefit St. Jude Children’s Research Hospital. And between 1997 and 2018, Shorty and his family/auction company were very proud to have sent more than \$34,000 to St. Jude. Shorty said he was blessed to have two healthy children and two healthy grandchildren and he wanted to do a little bit to help other children be healthy, too. And of course, he did all those auctions in his trademark cowboy hat, boots and vest! He always said, “I can’t talk without my hat and boots!”

He loved everything about Texas and rarely went a day without his Texas favorites—Blue Bell and Whataburger.

He was a proud member of the Texas Auctioneers Association for more than 30 years and was proud to have served as President in 2004 and was on the Board of Directors for 9 years. He graduated from the Certified Auctioneers Institute through the National Auctioneers Association. And, he was very proud to be a member of the Fellowship of Christian Auctioneers International (FCAI). Shorty and Dianne were active members of the Graeber Rd. Church of Christ in Rosenberg.

Shorty is survived by his wife of 52 years, Dianne Yeaman of Needville, daughter, Traci Yeaman of Needville, and son, Chad (Donna) Yeaman of Richmond, and his twin grandsons, Ethan and Aaron Yeaman of Richmond and brother Mac (Eva) Yeaman of Hillsboro.

In lieu of flowers, the family has named St. Jude Children’s Research Hospital as the memorial of choice: stjude.org/donate.



Don Burford

Donald Edward Burford, 67, farmer, real estate broker and auctioneer, of Wichita, Kansas, formerly of Conway Springs, Kansas, died Nov. 5, 2020, at Wesley Medical Center, Wichita.

He was preceded in death by his parents, Harold and Martha (Swinehart) Burford, and infant brother, Harold Duane Burford.

He is survived by his wife of 40 years, Susan

(Speirs) Burford; daughter, Lindsay Burford of Lincoln, Nebraska; son, Trevor Burford and Faye Blick of Maize, Kansas; brother, Dr. Philip Burford of Cheney, Kansas; sister, Rita Burford of Conway Springs; grandchildren Noah Burford, Brennan Pence; Aysha Williams, Mia Christmon and Lona Burford.

Memorials have been established to Central Community Church or the United Methodist Church, Conway Springs, Kansas.



Association Index

NAA Board of Directors

Officers

President

Terri Walker, CAI, BAS, CES
(901) 685-9090
terri@walkerauctions.com

Vice President

Beth Rose, CAI, AARE, AMM
(419) 534-6223
beth@bethroseauction.com

Treasurer

J. Craig King, CAI, AARE
(256) 439-0173
cking@jpkking.com

Chairman of the Board

Jason Winter, CAI, AARE, AMM, CES
(816) 884-1987
jasonbwinter@me.com

Chief Executive Officer

Hannes Combest, FASAE, CAE
(913) 563-5423
hcombest@auctioneers.org

Directors

Term expiring 2021

Ailie Byers, CAI, AMM, BAS
(603) 356-5765
ailie@alpenglowbenefits.com

Kelly Strauss, CAI

(540) 226-1279
Kdsauctioneers@gmail.com

Term expiring 2022

Peter Gehres, CAI, CAS, CES
(614) 306-1435
petergehres@gmail.com

John Schultz, AMM

(612) 432-4015
john@grafeauction.com

Term expiring 2023

Trisha Brauer, CAI, BAS
(913) 481-8280
trisha@takingbidsbenefitauctions.com

Philip Gableman, CAI, AMM, GPPA

(845) 635-3169
philipg103@gmail.com

Chair of Education Institute Trustees

Sherman Hostetter, CAI, AARE, BAS, CES, GPPA
(724) 847-1887
sherm@sherm.biz

Foundation Representative

Jennifer A. Gableman, CAI, ATS
(845) 635-3169 x102
jennifer@arauctions.com

Presidential Appointee Devin Ford

(606) 878-7111
devin@fordbrothersinc.com

Foundation Board of Trustees

Officers

President

Christie King, CAI, AMM, BAS
(256) 467-6414
cking@ckingbenefits.com

Vice President

Jennifer A. Gableman, CAI, ATS
(845) 635-3169 x102
jennifer@arauctions.com

Immediate Past President

Jay D. Nitz, CAI, MPPA
(402) 727-8800
jaynitz@nitzauctions.com

Treasurer

William L. Sheridan, CAI, AARE, GPPA
(517) 676-9800
bill@sheridanauctionservice.com

Trustees

Terms expiring 2021

Scott Steffes, CAI, CES
(701) 237-9173
scott.steffes@steffesgroup.com

Sid Miedema, Jr., CAI

(616) 538-0367
sid@1800lastbid.com

Terms expiring 2022

Damien Massart, CAI, AMM, BAS, GPPA
(920) 468-1113
damien@massartauctioneers.com

Joseph Mast, CAI

(608) 293-4662
joseph@resauctions.com

Scott Mihalic, CAI

(440) 796-4739
scottmihalic@gmail.com

Terms expiring 2023

Merle D. Booker, CAI, GPPA
(509) 297-9292
merle@bookerauction.com

Ruth Lind, CAI, AARE, BAS, GPPA

(207) 751-1430
moxielady@me.com

Megan McCurdy Niedens, CAI, BAS

(316) 683-0612
megan@mccurdyauction.com

NAA Board

Representative

NAA Chairman of the Board

Jason Winter, CAI, AARE, AMM, CES
(816) 884-1987
jasonbwinter@me.com

Executive Director

Hannes Combest, FASAE, CAE
(913) 563-5413
hcombest@auctioneers.org

Legacy Youth

Scholarship Committee Representative

Krista Shuman, AMM
(970) 978-5928
krista@hallandhall.com

Education Institute Trustees

Officers

Chair

Sherman Hostetter,
CAI, AARE, BAS, CES,
GPPA

(724) 847-1887

sherm@sherm.biz

Vice Chair

Mike Fisher, CAI, AARE,
ATS, BAS

(256) 413-0555

mikefisher@

redfieldgroup.com

Trustees

Terms expiring July 2021

T. Kyle Swicegood, CAI,
BAS, GPPA

(336) 751-4444

tkyleswicegood@

gmail.com

Terms expiring July 2022

Kathy Packard, CAI

(715) 610-7999

kathy@

northcentralsales.com

Lynne Zink, CAI, BAS,
CES

(410) 852-6925

lynne@lynnezink.com

Terms expiring July 2023

Anne Nouri, CAI,
AARE, BAS, GPPA

(703) 889-8949

Anne@PrimeAuction

Solutions.com

Erik Rasmus, CAI, AMM

(703) 768-9000

erikrasmus@rasmus.com

NAA Representative

NAA Vice President

Beth Rose, CAI, AARE,
AMM

(419) 534-6223

beth@

bethroseauction.com

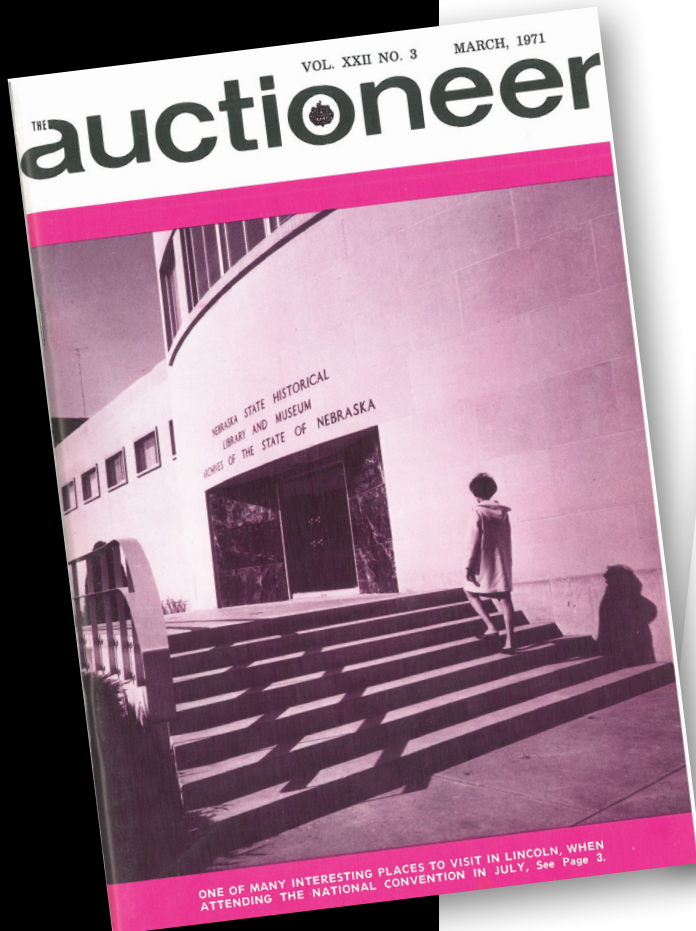
Advertiser Index

1-800-The-Sign	13
America's Auction	
Academy.....	33
Auction Flex	IFC
AuctionTime	4
Basinger Audio	
Systems	37
Bidpath.....	13
E.R. Munro and	
Company	21
EquipmentFacts	4
Florida Auctioneer	
Academy.....	39
Gavel Buddy.....	3
Hi-Bid	3
Kiefer Auction	
Supply.....	37
Lampi.....	39
Reppert School of	
Auctioneering.....	35
St. Jude	44
United Country Auction	
Services.....	BC
USA Today.....	29
World Wide College of	
Auctioneering.....	33

To advertise: Contact Adam Kenne
(913) 563-5421
akenne@auctioneers.org

50 years later

The first Advertising Contest



ADVERTISING CONTEST

Advertising is one of the key ingredients of a successful auction sale. We must be constantly aware of new ideas in order to write effective ads for our clients.

This year the National Auctioneers Association is conducting its first advertising contest. We hope to accomplish two things in this contest. First, to recognize those auctioneers who are doing an effective job in advertising. And second to help all auctioneers by the sharing of ideas from all types of auction firms and from all locations.

The guidelines for this contest are very simple. Send a sale bill, brochure, newspaper ad, etc. from one or more of your auctions to the National headquarters between now and one week prior to the convention. The sale date must be between August 1, 1970 and July 31, 1971.

Judging will be based on eye appeal and overall presentation. Neither the size of the material nor the magnitude of the sale is important. All entries will be displayed at the convention and the winners name will be placed on a permanent plaque to be displayed in our new building and they will receive an individual trophy.

We want this first contest to be a big success but in order to be successful we need everyone's help. Place those advertisements in the mail NOW.

C. P. TERRY DUNNING

Gypsy Rose Lee's Estate At Auction March 9-10

BEVERLY HILLS, CALIF. — The well-proportioned dressmaker's dummy that her own clothes is up for auction, an artificial red rose at its hip.

Also offered are her \$18,000 Rolls-Royce with tea service built into a door and cut-glass rose vase on the dash; her black-lacquered Victorian furniture; and her ornately decorated metal and wood toilet cover, monogrammed "GRL" on the lid.

The widely-known stripper, burlesque queen, author, actress and television performer — Eric Kirkland, the only child of her three marriages, said recently Miss Lee on an auction and so he had decided nearly all of her possessions.

They will be sold March 9-10 at the galleries of Sotheby, Parke-Bernet, Los Angeles, but at present are still in the home she bought — at auction — 10 years ago. The three-story home is on a secluded hillside, amid lush lawns, pines, eucalyptus trees and the 150 rose bushes Miss Lee helped plant.

Sotheby's vice president, John Stair, leading a pre-auction tour of the furnishings, said he thought Miss Lee's possessions should bring \$80,000 to \$80,000. They include:

A harp, made about 1800, which she took as part payment for work in a road show that went broke.

A 19th century clock with a human face whose eyes blink when the pendulum swings. Lamps with fancy shades made by Gypsy. Gypsy's lace-canopied bed. Paintings and sketches of Gypsy, including a nude sketch from the rear.

A pink-tasseled bedroom chair originally used in his boat by some 18th-century gondolier.

Born Rose Louise Hovick in Seattle, the younger sister of actress June Havoc, Gypsy rose to fame thru vaudeville, Minnsky's burlesque, the Ziegfeld Follies and movies. In her stage act she peeled but never entirely. "Bare flesh hores men," she once said.

HARD TIMES

Two ranchers were talking about the drought.

"How are things over your way?" asked the first rancher.

"Well," answered the second, "The cattle are so thin that by using carbon paper we've been branding them two at a time."

IN UNITY THERE IS STRENGTH

Fifty years ago, the NAA published an ad for the first Advertising Contest. The article states that they hoped to accomplish two things with the contest. First, to recognize the auctioneers who were doing an effective job in advertising. Second, the contest was to help all auctioneers by the sharing of ideas from all types of auction firms and from all locations.

To enter the contest, one had to mail their advertising piece to the NAA HQ one week prior to the national convention. The advertisements had to be for auctions between August 1, 1970 and July 31, 1971, and the judging was based on eye appeal and overall presentation.

Fifty years later, the NAA continues to hold this contest, now called the Auction Marketing Competition. The competition is sponsored by USA Today and receives hundreds of submissions each year from auction professionals around the country.

The 2021 Auction Marketing Competition is currently accepting entries until Feb. 19, 2021. To learn more, visit auctioneers.org/marketingcompetition.

Auction Adventures

available at
myamericanfarm.org

Choose your avatar



Learn about auctions!



Real Estate Auction

\$1,260

\$1,409

\$9,400

\$12,600

Problem 1 of 10

There are 9 acres of land for sale and you have the winning bid of \$1,400 per acre. How much money did you spend?

9 x \$1,400 = _____

Enter

What is an acre?

Need help?

AUCTION ADVENTURES

Total Wallet
\$0



Auction Commission 10%



Get Paid

MAKE 2021 THE YEAR YOU GROW YOUR BUSINESS!

The United Country Real Estate business model has been perfected for over 95 years to give brokers and auctioneers the support and resources they need to differentiate and succeed.

The Most Powerful Real Estate & Auction Tools in the Industry



**PROPRIETARY
TECHNOLOGY**



**MARKETING
PROGRAMS**



**TRAINING
PLATFORMS**



**EXECUTIVE
CONSULTING**

**Contact Us Today for a Live Demonstration
of Our Industry Leading Services**



**Auction
Services**



800.444.5044 • JoinUnitedCountry.com