

Auctioneer



OCTOBER 2013

The official publication of the National Auctioneers Association

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Paul C. Behr
CAI, BAS, NAA President

National Auctioneers Association President Paul C. Behr, CAI, BAS, joined NAA in 1981. A three-time World Champion Auctioneer, Behr was the first IAC Champion in 1988 and has conducted over 8500 auctions in his 42-year career. Behr is President of both the World Wide College of Auctioneering and the World Automobile Auctioneers Championship. Also, he has served on the CAI Board of Governors. Behr makes his home in Denver, Colo., with his wife, Suzanne.

Looking to 2020

September was a busy month for me as NAA President! I returned to Indianapolis to attend the National Auto Auction Association's annual meeting. During my time with this group, I became aware of the leadership position that NAA holds within the auction industry. The NAAA leadership continually spoke about the importance of the NAA and the work that we do with auction professionals. It was a great week, and I believe that our relationship with the NAAA is going to be stronger and stronger as time goes by.

I also attended the National Auctioneers Association Auxiliary long-range planning meeting. This group serves a vital function within our association's community. It raises money for scholarships that are distributed to the children and grandchildren of the Auxiliary's members. To date, more than \$96,000 has been awarded, and it won't surprise me if that number surpasses \$100,000 next July. What a spectacular mission!

In addition to all of this, I am pleased to say that the NAA Board met in August to discuss a strategic plan for the NAA that will lead us through 2020. We've been working on this for several years, ever since the Council on Future Practices delivered its report. In order to get to the place where we could implement some of its recommendations, we had to make sure NAA's infrastructure was solid, and indeed now it is.

The Board will discuss the plan in October and by the first of the year, we will begin to communicate it to you. It's important that you know what we are doing and this Board — like previous ones — is committed to a transparent governing operation.

The plan continues what past presidents Randy Wells, Scott Musser, Mark Rogers, Christie King and J. J. Dower have done. It builds on a team that supports the mission of the organization (providing critical resources to auction

professionals that will constantly enhance their skills and success) and puts us on the path to achieve our vision (NAA members will be the preferred auction professionals used in the marketplace).

In order to be successful, we have to make sure that all in the NAA community are moving in the same direction. Besides the outstanding work being done by the Auxiliary, the National Auctioneers Foundation is developing a plan that will help it continue to raise more money to support the educational programs in which you participate. I recently had the opportunity to sign a three-year agreement with the Foundation for NAA to continue to provide its administrative services. Though still separate organizations, the missions of both groups are now aligned, and the organizations are moving together for your benefit.

The Trustees continue to provide outstanding education. In August, they identified their priorities, and those will be integrated within the Board's overall priorities, leading us toward 2020. We are already seeing results.

A special thanks to **Kurt and Connie Johnson** and their spectacular steering committee for developing what I have heard is the best Benefit Auction Summit to date! Be sure to see the recap on page 6 of this month's *Auctioneer*.

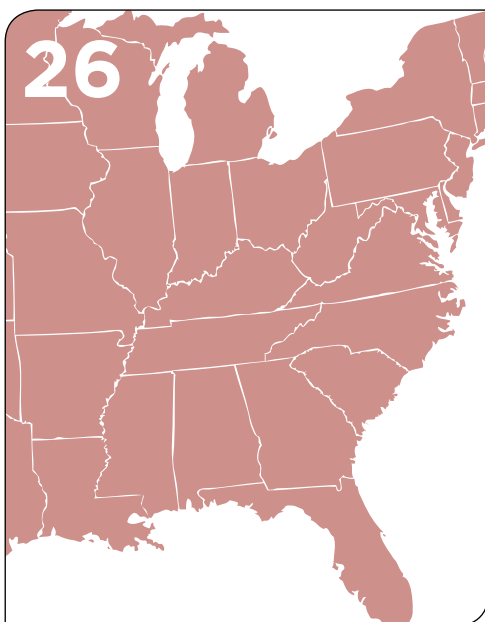
So, as you can see, we are all in the same boat and rowing in the same direction. As a result, I think now is the best time to be involved with the NAA. The Nominating Committee will be outlining its process in next month's issue of *Auctioneer*. But, it's not too early to start thinking how you can be involved with NAA. It has been beneficial to me and to my family, and I know it will be for you!

Paul C. Behr

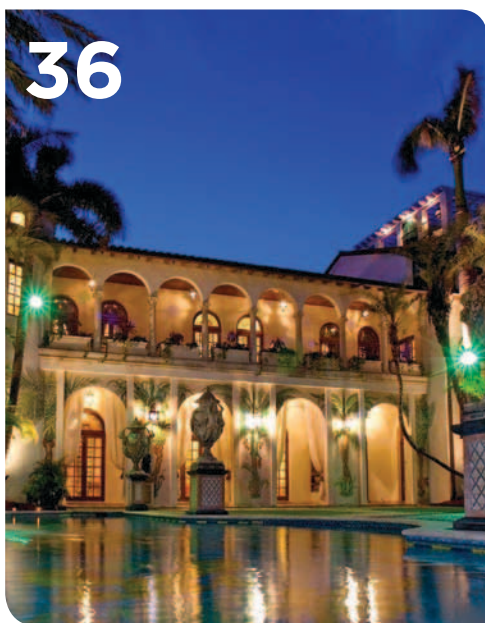
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Auctioneer

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On the cover: The famous pool at Casa Casuarina (formerly known as the Versace mansion) was part of the \$41.5-million property sale in Miami on Sept. 17. Submitted Photo

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Dean Crownover, as Donald Trump, entertains Benefit Auction Summit attendees.



SUMMIT ‘TRUMP’S’ EXPECTATIONS

More than 96 percent of attendees said the Benefit Auction Summit met or exceeded expectations.

By NAA Staff

It isn't often that “Donald Trump” makes an appearance at a learning opportunity for benefit Auctioneers. But, he (and his “creator,” Dean Crownover) and more than 80 other Auctioneers who specialize in fundraising auctions attended the Fourth Annual Benefit Auction Summit, in Rosemont, Ill., Sept. 15-17.

The goals for this year's co-chairs, Connie J. M. Johnson, BAS, and Kurt Johnson, CAI, BAS, were to take the survey results of last year's summit held in Denver and to provide

a program built on that feedback. Based on the comments from this year's survey, where more than 96 percent of the attendees said it met or exceeded their expectations, they were successful.

The highlight of the two-day event was a unique program called the Strategic Learning Fun Auction. During this event, Scott Robertson, CAI, BAS, chair of the Strategic Auction's committee, demonstrated various strategies on how to improve the benefit auction setting, discussing all aspects of the event — from production to best practices in hosting a silent auction. Several different fundraising



Left: Scott Robertson, CAI, BAS, kicks off the strategic learning gala, a new twist on the traditional fun auction. Below: Connie Johnson, BAS, and Michael Upp, role-play on how to work with travel consignment companies.

auction professionals shared their ideas and, in the process, raised \$14,000 for the National Auctioneers Foundation Benefit Auction fund. Crossover, as “Trump”, was part of this process.

The Foundation’s Benefit Auction fund supports the educational programs for Benefit Auctioneers. This year, the Foundation helped provide four speakers from outside the auction industry at the summit.

In addition to the Strategic Learning Fun Auction, programs included speaker Curtis Andersen, an actor, producer and partner at Andelon Productions, who provided unique opportunities for attendees to learn through his presentation: “Think Fast: Using Improvisation to Succeed.”

“Eighty percent of those people who attend your auction are not paying attention,” Andersen said. “However, we have two things that work in our favor: 1) they want to support “our” cause, so it is a friendly room; and 2) they are there to spend money.”

Anderson noted that in order to help them pay attention, benefit Auctioneers must do things differently so that the auction becomes the star of the event. He engaged the audience in several activities designed to help them think of different ways to make their audience more successful.

Charly Caldwell II, founder and CEO of Internet Services Group of Florida, shared ways for benefit Auctioneers to use technology that would enhance their revenue possibilities for their clients. PJ Fuerstman Meyer & Kat Napolitano, of Pzazz Productions, shared ways to “add pizzaz to the auction gala.”

Attendees also heard from their colleagues such as Jenelle Taylor, CAI, BAS, Greg Quiroga, BAS, and Wendy Lambert, BAS.

Following the Strategic Learning Fun Auction, attendees attended



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a sponsorship reception and met with the various sponsors of the event, including: Mitch Stuart Inc. and AuctionsByCellular as premier sponsors; Winspire and Greater Giving as Silver sponsors; and BidPal as Bronze sponsor. The National Auctioneers Foundation is an overall sponsor of the NAA Education program.

The Benefit Auction Summit started in September 2010 in San Antonio, Texas, with approximately 55 people in attendance. Each year, the program's attendance has grown, and this year finished oversold at 81 attendees.

"We actually had to move venues to one across from where our hotel was so that we could accommodate more people," Aaron Ensminger, NAA Director of Education, said. "It was a great problem to have."

Ensminger noted that the committee is responsible for the success of the program.

"Kurt and Connie Johnson were awesome," he said. "In fact, the entire committee really raised the bar on this event, incorporating learning while actually holding an auction."

The steering committee included: Kurt and Connie Johnson, Scott Robertson, CAI, BAS, Kathy Kingston, CAI, BAS, Dan Stall, BAS, Renee Jones, CAI, AARE, BAS, CES, and Vinnie Zaffarano.

Ensminger noted that the next summit will be held on Sept. 15-16, 2014. However, at this point, the location is undetermined until NAA staff receives feedback from the attendees. Members interested in serving on the committee should contact Ensminger at aensminger@auctioneers.org. ❖

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In time **OF NEED**

Certified Estate Specialists are a support bridge between business and families.

By Nancy Hull Rigdon
contributing writer

Chris Pracht spent 30 years working with grieving families before he lost his own parents. The experience, he says, has made him a better estate Auctioneer.

“Unless you have been there, you don’t truly know how to deal with these very tender and very emotion-

al times,” Pracht, CAI, AARE, CES, says of his experience a few years back.

Pracht passes the top lesson he learned on to the students he teaches in the National Auctioneers Association’s Certified Estate Specialist (CES) program.

“You have to do more listening than talking. You have

[continued on page 12 »](#)

PRACHT'S CIRCLE FOR SUCCESS

Chris Pracht sums up what he's dubbed the "Circle for Success" as "a heck of a lot of common sense."

Essentially, the model he created and promotes through his role as an instructor in the NAA's Certified Estate Specialist (CES) program (and elsewhere) emphasizes exchanging referrals instead of dollars as a way to market an auction business. This means if an Auctioneer finds a quality certified public accountant, the Auctioneer refers the CPA to his or her customers. In return, the CPA refers the Auctioneer to his or her customers. The circle expands to a well-rounded group of professionals, from house sitters to preachers.

"The whole key is building a group of like-minded people," says Pracht, CAI, AARE, CES. "You want to keep it as a small system of individuals in order to build your practice."

He cautions that Auctioneers must carefully choose the members of their circles.

"You are going to pay for their failures as well as their success," he says.

He's found that the referrals are a two-way street.

"My land surveyor has sent me the most business out of anyone, and I have sent him the most business out of anyone," Pracht says.

Pracht offers advice to those looking at beginning a Circle for Success. He says to build a group of trusted individuals that you can stand up for, and be sure they will stand up for you in return. Also, qualify the asset and qualify the person in charge of the asset in order to determine whether you want the individual in your circle.

- Nancy Hull Rigdon

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Jack Christy
*Christy’s of Indiana
Indianapolis*

two ears and just one mouth for a reason,” Pracht, of Chris Pracht Auctioneers in Anderson, S.C., says. “We all can get excited about selling our wares, but what we really need to be doing is listening to our clients and realizing their needs.”

In class, Pracht stresses the value of sharing personal experiences that focus on empathy and problem solving. Those skills, he says, must be delicately mixed with steps to ensure business success. For instance, when there is a family dispute on who makes estate decisions, Auctioneers must adhere to state laws as well as their personal code of ethics.



Stock image

“What I believe in my heart of heart is that the individuals in this industry are really kind and thoughtful and want to make the right decisions,” he says.

The course, which Pracht has taught for more than 10 years, gives estate Auctioneers valuable tools in all areas of business — from sensitivity to reducing overhead costs — along with the CES credentials. Auctioneers have graduated from the program at all stages of their careers.

Pracht emphasizes the program’s real-world application benefits.

“We’ve all been to those seminars where we go, get home and then don’t use it. With CES, we make everything applicable to any location,” Pracht says. “We give you enough meat and potatoes so you can go home and have the knowledge you need to meet with that attorney about your budget or that family about their estate.”

“WE ALL CAN GET EXCITED ABOUT SELLING OUR WARES, BUT WHAT WE REALLY NEED TO BE DOING IS LISTENING TO OUR CLIENTS AND REALIZING THEIR NEEDS.”

Chris Pracht

*Chris Pracht Auctioneers
Anderson, S.C.*

Jack Christy, who, like Pracht, began teaching the CES course more than 10 years ago, points out that the course adds value beyond an Auctioneer's career.

“The course greatly enhances an Auctioneer's personal life,” Christy, CAI, BAS, CES, says, adding that the program educates on topics such as wills and leaving a legacy. “It really deals with every aspect of life.”

The balance between the personal and business sides of estate auctioneering remains a crucial aspect of the course, Christy says.

“You have to have a servant's heart to work estate auctions,” says Christy, whose business, Christy's of Indiana, in Indianapolis, handles the emptying out of about four homes each day.

To effectively walk the line, Auctioneers must be prepared to handle each family differently, as estate circumstances vary. For instance, he's dealt with situations including discovering child pornography in an estate, working with family members who struggle to understand why sentimental value doesn't translate to economic value and assisting family members going through the emotions of moving a parent into a nursing home.

No matter the situation, Christy advises Auctioneers to follow the law while upholding their values and business goals, all while keeping customer commitments at the forefront.

“We are these families' trusted adviser, problem solver and mediator,” Christy says. “We can't lose sight of that.” ❖

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By Carl Carter, APR

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

Follow the eyes

Use these resources to track consumer trends.

"Find the lady."

The Queen, that is. The magician or con man running the Three Card Monte game works with three bent cards, laying them face down in precise order, making sure you see where each card goes. See? The Queen is right there on the left. Lay your money down. It's a sure bet.

Only when he turns over the card, it's a deuce. The lady has jumped to another spot. "Pay attention now," says the dealer, pocketing your fiver and continuing with a patter smooth as any auction chant. You place another five on the table and point to where you just saw the Queen, but she's no longer there.

Reaching prospective bidders for your next auction sometimes resembles a Monte game. New services, media, devices and technologies are appearing almost daily. We think we know the direction things are going, then we get whipsawed. Newspapers are dying, but why is Warren Buffett buying them by the dozen? Folks are flocking to the hot new aggregation site. Then they're not. Oh look, they're over there now. On the phone. On the tablet. In the magazine.

Find the lady and put your money down.

It's enough to make you scream, and when nobody's been listening but my cockatiel, I've been known to do just that.

But, while things are moving faster than ever before, we also have better resources for tracking media trends. Here are some of my favorite sources of ongoing research and information in where those elusive eyeballs are. All are free, and I use the RSS feeds of the various sites to bring most of these into my tablet, where I can look over the day's media news in a matter of a few minutes. But, even if you just bookmark the sites and check them every few days, you should be able to manage it in your spare moments.

Columbia Journalism Review (cjr.org) — For decades, the Columbia Journalism Review has

kept tabs on trends in journalism, and today, they provide excellent perspectives on a wide range of current media.

Neiman Journalism Lab (niemanlab.org) — Funded by the Nieman Foundation at Harvard, the Nieman Journalism Lab is on the forefront of tracking not only what's happening now, but where things are going.

USC Annenberg News (annenberg.usc.edu) — Sponsored by the University of California's Annenberg School of Communication and Journalism, this site tracks everything from newspapers to experiments with such new technologies as Google Glass and other "wearable technology."

Alan Mutter (newsosaur.blogspot.com/) — Mutter's folksy blog, "Reflections of a Newsosaur," is far more than an old guy's musings. He studies media constantly and has some of the best insights you'll find into how people consume news nowadays. Mutter knows "where the eyeballs are."

Advertising Age (adage.com) — For years, folks who spend the big advertising bucks have relied on Advertising Age to let them know where the opportunities are. Ad Age tends to follow the crowd, but at least you'll know where the crowd is.

Pew Research Center (journalism.org) — The Pew Research Center's Project for Excellence in Journalism does the really heavy lifting and constantly conducts some of the best research in the industry. You'll find a wealth of surveys, trend data and much more here. In fact, if you could only use one resource, this would be it.

The lady will keep jumping around, and you don't want to change your media strategy every month. But, these resources will provide you enough current information to ensure that you're spending your auction budgets in the right places. ❖


Kurt Bachman

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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 an Auctioneer shall not be deemed secure or confidential. Please visit one of our offices to ensure complete confidentiality.

Document retention: How long is long enough?

Question: Over the past decade, I have accumulated documents, including contracts, advertisements and tax returns for my auction company. How long do I need to retain those records?

Answer: *This question addresses a common concern most businesses have — what to do with old business records. For Auctioneers, as with most businesses, there is not a simple one-size-fits-all answer. Each state may require documents to be kept for different time periods. Also, when a business has a pension plan or files a federal tax return, the business must maintain records according to federal law. Auctioneers should think about establishing document retention policies to set time-periods for how long specific records must be kept.*

While there are statutory requirements regarding Auctioneers' retention of records, other considerations may also influence document retention. Issues such as how long someone may be able to wait and file suit regarding an auction should influence how long the documents are kept. An individual, in some instances, may be able to sue after the required retention period. Consequently, Auctioneers should be aware when such claims are barred and adopt a retention policy consistent with the potential claim periods. As an example, we will explore Indiana law regarding its statutory document retention requirements, as well as the period in which an action may be brought against Auctioneers seeking damages.

Indiana state law requires Auctioneers to enter into written auction contracts and to maintain a copy of everyone for period of two (2)

years from the date of the auction. Ind. Code § 25-6.1-6-4. Auctioneers must know that the two- (2) year period commences on the date the auction takes place and not the date the auction contract was signed by the Auctioneer and seller. So, if the seller signed the contract two months prior to the auction, the Auctioneer would have to keep the document at least twenty-six (26) months.

In addition to maintaining a copy of every written contract, Auctioneers must also keep and maintain for a period of at least two years "complete and correct records and accounts pertaining to that [Auctioneer's] licensed activity, including the name and address of each owner or consignor of all goods and real estate involved in such activities, a description of such goods and real estate, the terms and conditions of the acceptance and sale of such goods and

real estate, and accounts of all monies received and paid out, whether on the [Auctioneer's] own behalf or as an agent, as a result of such activities." Ind. Code § 25-6.1-6-3. The Indiana Auctioneer Commission regulation states that the records and accounts, includes the (1) name, license number, and address of the auction company or house; (2) date of sale; and (3) location of sale. A summary of receipts and disbursements must be given to the seller in every transaction and maintained. Otherwise, the statutory language indicates the type of documents Auctioneers should keep and maintain. For example, the statute does not expressly include maintaining copies of advertisements. But, advertisements may be considered part of the complete records concerning the terms and conditions of the acceptance and sale. Consider a bidder challenging the use of a buyer's premium or someone asserting that an auction was without reserve. By maintaining copies of the advertisements associated with each sale, including the registration agreement, Auctioneers will be in a better position to set the record straight.

While the above gives statutory requirements for Auctioneers to maintain written contracts and complete and accurate records, there may be a better practice. There are different time-periods for filing claims depending upon the type of claim asserted. In Indiana, the statutory time period for asserting a negligence claim, with a few exceptions, is two years from the date of the injury. But, there is a six-year time period for asserting fraud claims (Ind. Code § 34-11-2-7), and the seller could potentially assert claims based on the written auction contract ten years after the auction (Ind. Code § 34-11-2-11). So, Auctioneers may want to consider maintaining copies of their written contracts and records for a period longer than the statutory requirement of two (2) years and possibly even ten (10) years.

With respect to tax returns, federal law generally provides that the IRS may audit a return within three years of the date the return. But, the time period for conducting an audit extends to six years under some circumstances, generally when the taxpayer omits 25 percent or more of income. In addition, there is no time limit if you never file a return and no time limit on fraud. Some states also require income tax returns to be filed and may have a different time period for taxpayers to retain state returns. Federal law will also govern the retention period for other documents, such as pension records, employment records and/or policies, federal permits, ADA policies and other documents.

Retaining records is important to comply with the applicable

statutory requirements and to be able to defend against any claims. Whenever an Auctioneer learns about a claim, he or she is obligated to hold onto the documents and preserve them for the dispute — this obligation generally includes emails and other electronically stored information. The documents or electronically stored information must be maintained until the claim has been fully resolved.

In conclusion, Auctioneers should carefully consider how long to hold onto specific documents and adopt a document retention policy. There is not a one-size-fits-all approach for retaining documents. There is a great variety of documents that Auctioneers create or receive. Auctioneers should seek the advice of a licensed attorney to create a good document retention policy for their business. ❖

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Steve Proffitt

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

Representations trump disclaimers

“Steve, if, before an auction starts, I say, ‘We are not guaranteeing the authenticity, condition or anything else about what will be offered, and every bidder must rely solely on his or her own knowledge and expertise,’ and then I mistakenly sell a reproduction as a genuine period piece, am I clear of liability to the buyer?”

An Auctioneer asked me this question, and it’s a good one. What he described is the course that a lot of Auctioneers take — give a general disclaimer of liability and then make material representations to bidders about the goods being sold. Is there potential liability for an Auctioneer in such a situation?

Disclaimers

Disclaimers are not bulletproof armor and cannot give umbrella protection to Auctioneers for all they might say or do during an auction — far from it. If an Auctioneer gives a good disclaimer against warranties and then conducts an auction within the bounds of the disclaimer, that’s safe ground. Here’s an example of a general disclaimer:

“Please inspect the lots carefully before bidding. Everything will be offered on an ‘as is’ basis with all characteristics, conditions, damage, defects, facts, faults, flaws, imperfections, and other issues existing. No warranties will be given, either expressed or implied, and a buyer will take the goods in the condition existing.”

Descriptions

The Auctioneer could then offer a lot and say, “Here’s a nice chair. What will you give for it?”

So long as the piece is a chair and the owner holds good and clear title, and title and possession will pass to the buyer upon sale, the Auctioneer is in good shape, whether the chair is an antique or a new reproduction. This is because what the Auctioneer is selling is what he offered — a chair.

Of course, that’s not the way it’s done in many auctions. Instead, what frequently happens is something like this:

“Folks, take a look at this one,” the Auctioneer says. “It looks like Chippendale to me ... solid mahogany ... a genuine period piece. How many dollars will you give?”

The Auctioneer then sells the chair for \$2000. Sadly, for the buyer, the chair is a recent and cheap reproduction worth only a small fraction of that amount. Where does that path lead?

A ring

I have found that the best way to help someone understand the answer to a question is sometimes to ask another question that will give the questioner a different slant on the same issue. This can be particularly instructive when the questioner’s own interest becomes the focal point. Here’s an example:

Suppose the Auctioneer walked into a jewelry store to look at a ring for his wife. A large sign on the wall states: “Everything is sold ‘as is’ with all defects, faults, flaws, imperfections, and other issues existing. No warranties are given, either expressed or implied.”

The Auctioneer tells a salesperson what he’s looking for and is soon shown a sparkling ring. The salesperson says, “This is a beautiful, one-carat, round, brilliant-cut diamond solitaire that is almost flawless. It has the best clarity and color money can buy.”

The Auctioneer pays \$2000 for the ring on “a special sale” and presents it to his missus. Sadly, Sweetums later discovers it’s a cubic zirconia and worth only a tenth of what her husband paid.

Will Mr. Auctioneer be okay with this because a disclaimer was clearly made on the store’s wall and printed on his receipt for the sale, or will he be fighting mad? It’s a safe bet he will be

mad, and why shouldn't he be? He paid for what he didn't get and did so because of false representations made to him by the salesperson.

Actual fraud

If the salesperson knew the ring was not what it was represented to be, that is fraud. Due to the salesperson's intent to misrepresent, this is an "actual fraud." The ring was purposefully misrepresented to trick the Auctioneer into paying for what he didn't receive.

Do you think Mr. Auctioneer much cares whether the ring was misrepresented intentionally or in error? He probably doesn't because, either way, he thought he was buying a fine diamond ring, when he was actually purchasing a fake. That is the same view the law takes of such a matter.

Constructive fraud

If the salesperson did not know the ring

was a cubic zirconia, it is still fraud. The salesperson's mistake in giving false representations about the ring, as opposed to intentionally giving them, makes this a "constructive fraud." Lack of malevolent intent does not change what happened — the Auctioneer still did not get what he thought he was buying.

The salesperson's representations were false whether intentionally or mistakenly made. The Auctioneer relied on these representations and, as a result, suffered a significant loss. The law would analyze the issue like this: A seller made a material representation that was untrue, and a buyer relied on that falsity and was damaged. Between these two parties, who should pay for the loss — the seller who made the false statement, or the innocent buyer who relied upon it?

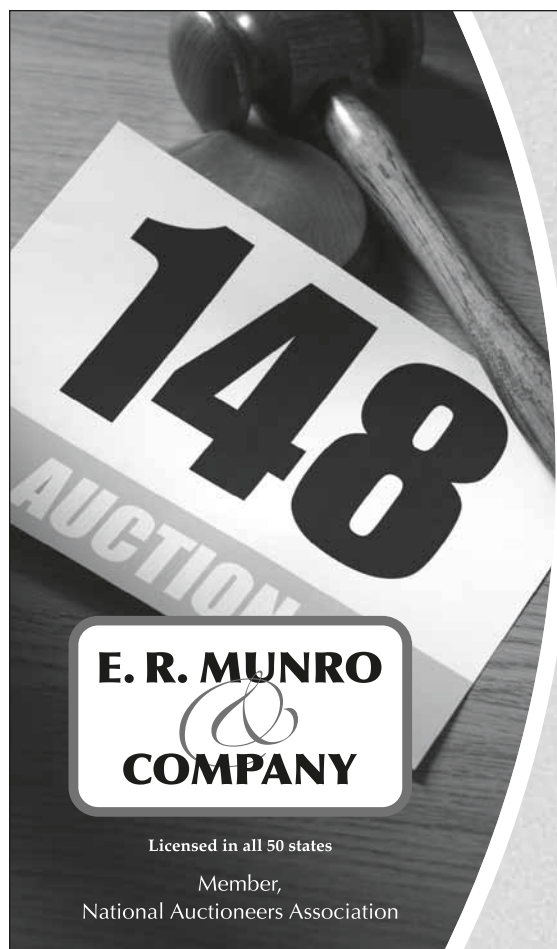
The answer is obvious. The law will hold the salesperson guilty of committing a fraud on the buyer for which the salesperson will be liable.

Same rules

Now, let's answer the question the Auctioneer asked. We'll start with this: There is no special rule or exemption from the law of fraud for auctions or Auctioneers. None! The law imposes the same requirements on Auctioneers as for all other sellers — the same rules on auctions as for all other forms of sale. Consequently, the rule that controls the sale of the diamond ring is the same as for the period chair. Commercial law holds that material representations regarding the goods trump disclaimers of liability.

Conclusion

The lesson to take away is this: A seller can say whatever he wants to make a sale, but it had better be true. If it's not, the seller can be held liable for any damages caused — and so can an involved agent of the seller ... someone like an Auctioneer. ❖



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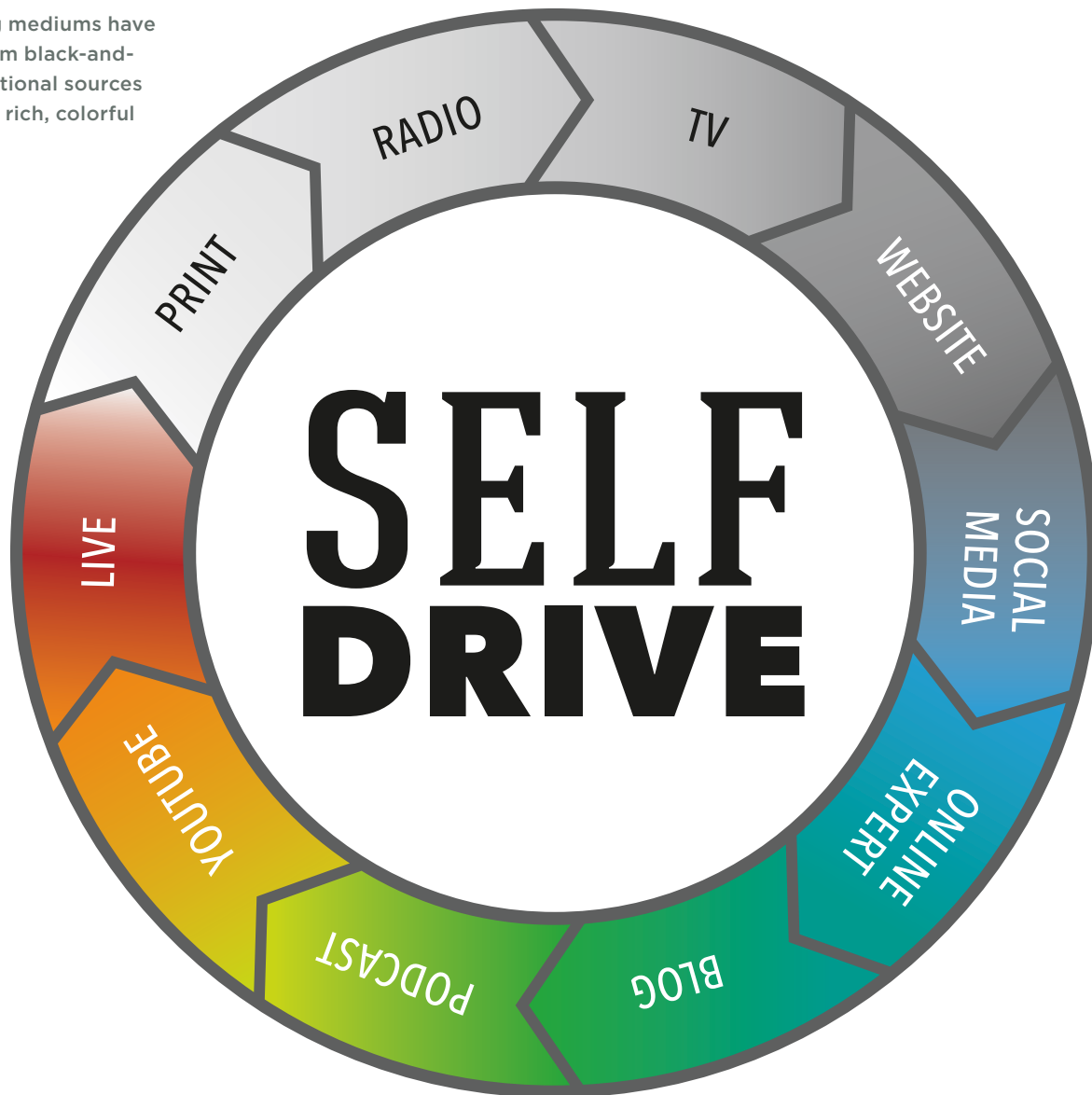
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You have the tools to drive your own marketing machine.

By Curtis Kitchen
editor

When it comes to public relations and marketing, two thoughts have always generally ruled the rest, usually in this order: 1) My business or product really could benefit from that; and 2) How much will it cost me?

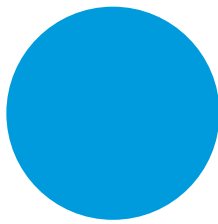
The answer to that second question is often where dreams of improved public relations and/or marketing meet their maker. And, up until about 10 years ago, it was completely understandable why. Options for self-promotion were still extremely limited to traditional avenues like television, radio and print outlets. If we consider October 2003, Facebook was still about five months from being founded. Twitter was still just noise for the birds, literally,

as the mega share-center we recognize today didn't launch until July 2006.

However, those tools and many other are in play now, so applying archaic rules and trains of thought from a decade ago is as absurd as it sounds. That is especially true when we refer back to those original two thoughts. We must realize that never have there been so many ways to effectively sell and market. And, thanks to the new-age push for sharing ideas and information, never has cost been as low as it is these days to start up the engine and drive your own public relations machine and marketing.

That said, of course, just like when you first received your driver's license, if you're not used to it, you will want some

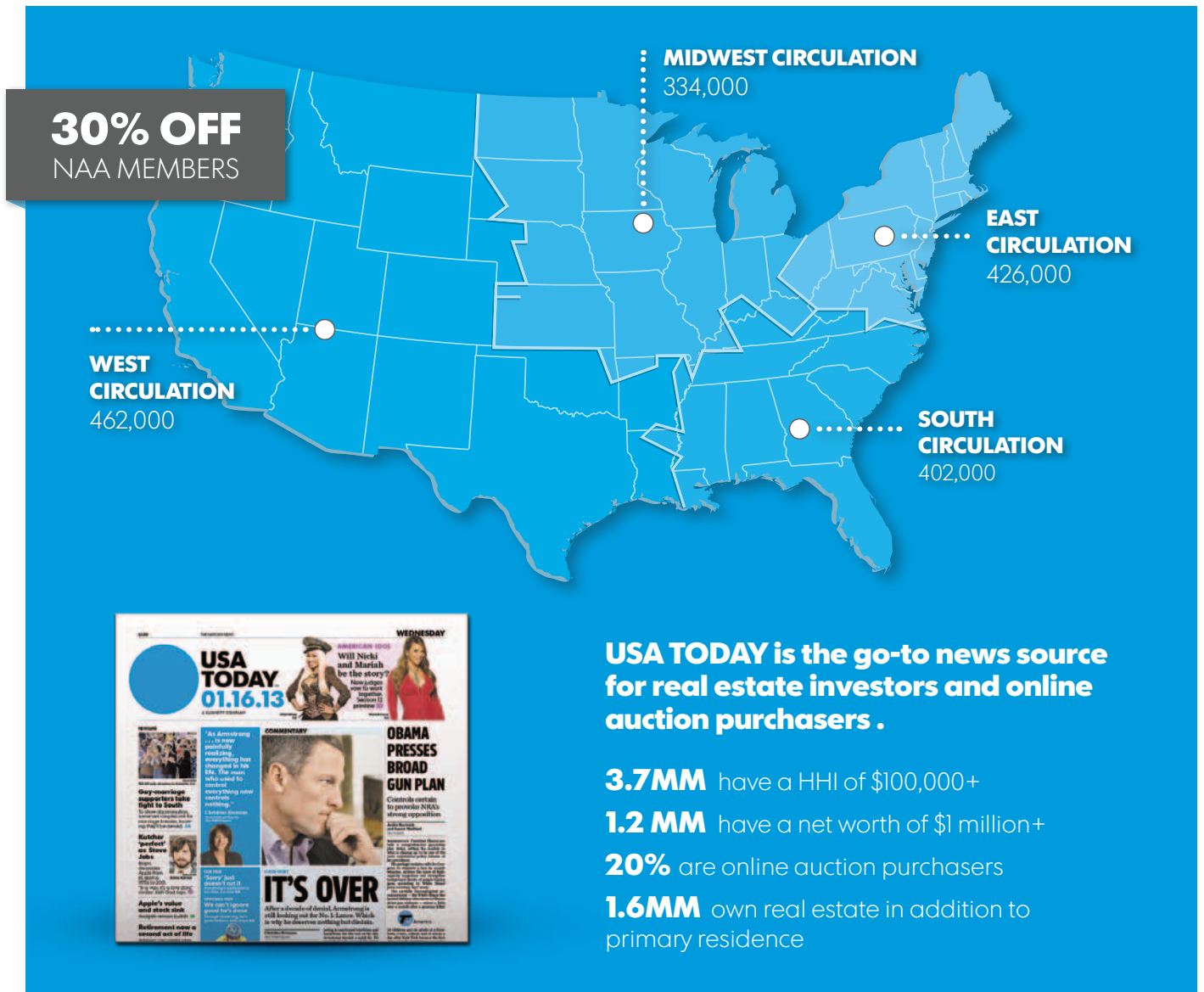
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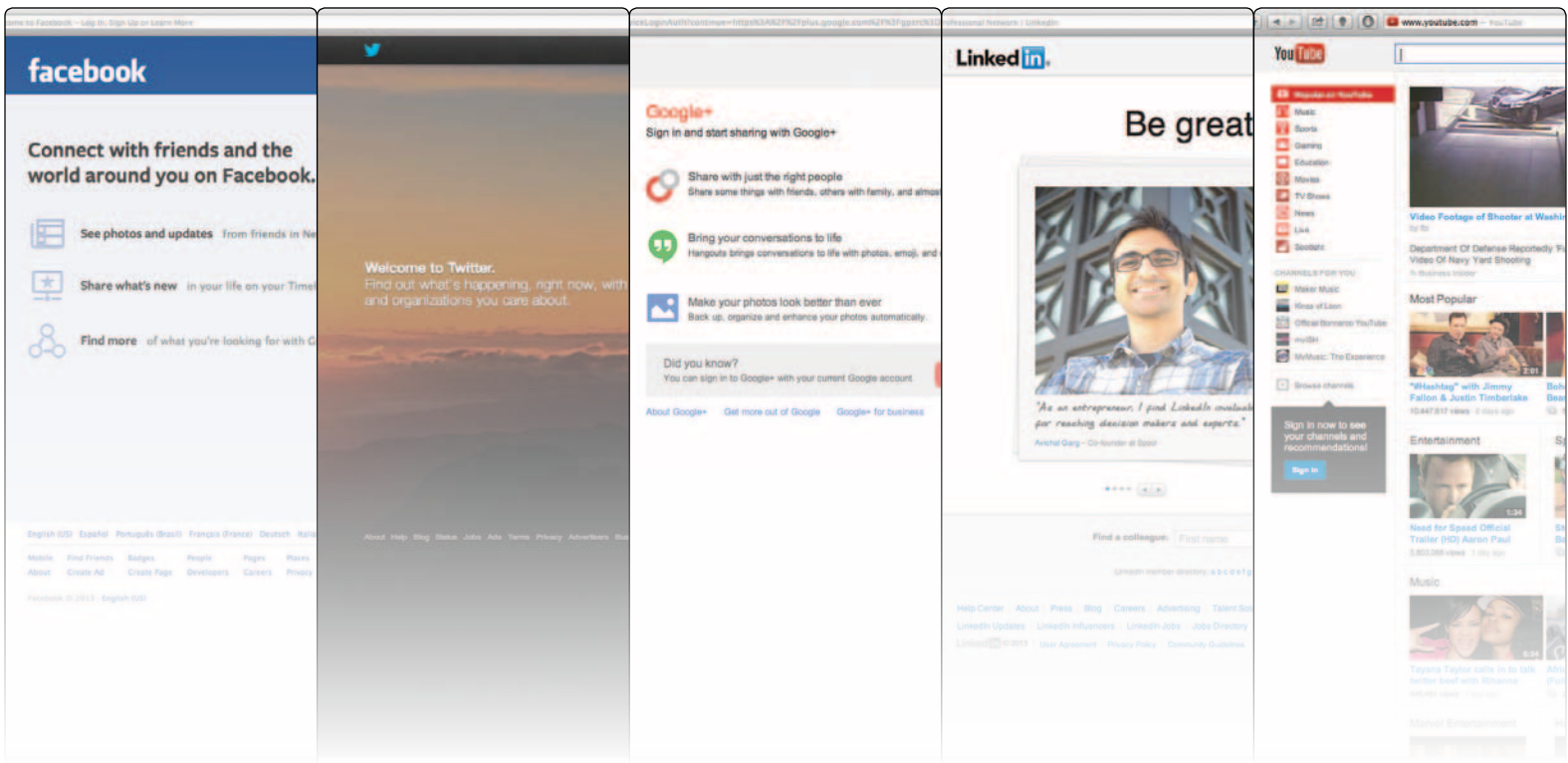
- 3.7MM** have a HHI of \$100,000+
- 1.2 MM** have a net worth of \$1 million+
- 20%** are online auction purchasers
- 1.6MM** own real estate in addition to primary residence

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



"People are creatures of habit. It's up to you to make your points appetizing enough to consume and do it enough that it becomes a staple in your consumers' diets."

instruction and practice in controlled environments before heading out into mainstream promotions traffic or on the once-called information superhighway.

Write it

Just because you don't write it down on paper, that doesn't mean print is dead. The "written word" plays every bit the role it always has. Don't think so? Consider, on a daily basis, the number of websites you browse, the number of text messages you send and receive, Tweets, Facebook status updates — all of that is "written" communication.

That's why the base to anyone's present-day public relations machine must be a website. It is home base for every other online function you choose to use.

"Okay, here's where the cost kicks in," you may think. Not necessarily. A site doesn't have to be decked out in fancy-pants fashion. What if I told you all you need is a tiny bit of technical, coding know-how to use a template on sites such as *Wordpress* or *Google's Blogger*? Arrange some widgets, write your content and away you go. You can publish images

and set up rotating articles. You can post photo galleries and have your site's colors reflect those of your business. And, of course, you can and will highlight your brand.

The point here is web-based hosting and publishing. You don't need to set up servers and manpower to run this thing. It may take a little sweat equity at the beginning to get it rolling, but, for comparative pennies, you can easily have the power to publish, which 1) helps establish or enhance your standing as an expert, and 2) sets you up with a base from which to work with and promote.

Once you have a place to produce and showcase your written material, it's time to share it.

Socialize it

Endless white papers have been written and continue to be written on the importance of social media in marketing. The key to making **Twitter, Facebook, LinkedIn, Google+**, etc. work for you (you don't need them all, just be good at the ones you use) is to understand that it is a day-by-day case study on new fishing techniques. (In "Follow the eyes" on

TV interview make-up tips

It is an often overlooked make-or-break step in promoting your auction business visually. You landed that TV interview, and, sharply dressed, you deliver a perfect message ... that nobody pays attention to because they couldn't get past how off-color, or sweaty, or shiny you appeared on screen.

Guys, makeup is a necessary evil in a TV setting, meaning these tips, presented by Scott Lorenz, President of Westwind Communications, are for men as much as they are for women. Apply them, and they will help you deliver your knockout business message.

- *Apply powder on your nose, forehead, and face to avoid looking shiny, oily, and like plastic.*
- *Make sure the powder makeup you use is the same color as your skin, not lighter or darker.*
- *Even if you never normally sweat, you will sweat on TV because of the hot lights. Makeup will cover this.*
- *If you are bald or balding, be sure to powder your head so it doesn't shine.*
- *You can't count on the makeup department at TV stations or networks. They might be busy, at lunch, or in a bad mood. Be prepared to do your own makeup.*
- *What looks like a close shave in person will look like a five o'clock shadow on TV, even if it's only 9:00 a.m. With a little makeup, these imperfections fade away.*
- *The pressure of appearing on TV also makes most people more nervous than usual, resulting in more perspiration.*
- *You need to wear makeup, not to change your looks, but to keep yourself from having your looks altered beyond recognition.*
- *Only apply as much makeup as you need. Using too much is worse than wearing none.*
- *Eyeliner and blush add accent to your face. Women know these techniques quite well, but inexperienced men should ask for help.*

For the full list and accompanying article, visit www.westwindcos.com.

page 15, Carl Carter lists sites that help you know where to fish.)

The next step is to be consistent and timely with your expert material. People are creatures of habit. It's up to you to make your points appetizing enough to consume and do it enough that it becomes a staple in your consumers' diets. Just like a good meal, people will tell their friends where they ate.

The ability to share and ... wait for it ... advertise in this fashion is worth much more than throwing time, effort and cash at traditional print ads.

Speak it

Just like your new site allows you to write as an expert, if you can record audio, there are free ways to produce your own podcast for free and have it sound every bit as good as a professional piece. *Audacity* (do a quick search for the download) is terrific as it allows for mixing intro and outro music beds, along with other basic edit tools. You can upload your podcasts to your site, and share them elsewhere. That sort of engagement is monumentally better than a lonely 30-second radio ad playing once per day, which can add up quickly.

[continued »](#)

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"Overall, the means for you to effectively self-promote at a professional level exist today at an attractive quality-vs.-price ratio never seen before."

See it

Forget having your own TV commercial. How about your own channel? YouTube has evolved from its hodgepodge beginnings and transformed into a smart, brand-pumping outlet for anyone with a camera. (Hint: You have one on your smart-phone ... maybe even a good one.) Post interviews, video ads you may already have in house, or testimonials about your business on your channel. Then, share those links!

Live it

Of course, while all of this technology is great, there still isn't much better than person-to-person communication. So, while some costs in terms of booth space and materials come into play, make it part of your budget to take part in trade shows. Good shows provide captive, attentive audiences that want to know about your product. Sales on the show floor may not happen directly, but from the time the lights go on until they turn off, you are a living, breathing advertisement for your business. Engage folks who approach you. Be friendly and informative. And, make sure they leave your space with tangible contact information. Otherwise, you may as well sit at home and cold-call, and who wants to do that?

Overall, the means for you to effectively self-promote at a professional level exist today at an attractive quality-vs.-price ratio never seen before. Take advantage of them. ❖

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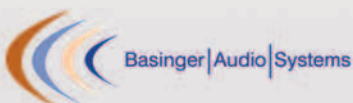
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UPDATE:

STATE AUCTIONEER LICENSE LAWS

Editor's Note: The following update provides an overview of state laws that regulate auctions and Auctioneers. National Auctioneers Association staff members and the National Auctioneer License Law Officials Association (NALLOA) worked to compile this information. The NAA made every attempt to ensure this list was complete and timely as of August 2013. NAA members should be aware that states change their laws periodically. Therefore, readers should consult their state, county and municipal offices for the most current and complete requirements and fees for any and all types of auctions. Additionally, many states require Auctioneers to have a license to sell real estate; these requirements can be obtained from the state's real estate licensing body.



ALABAMA

License Required: Yes
Minimum Age: 18 for apprenticeship program; 19 for auction license
School/Apprenticeship Required: Yes. Education is required for one-year apprenticeship but not required if the apprentice serves a two-year apprenticeship.
Bonding/Insurance Required: \$10,000
Licensure Period: Annually, expires

September 30
Continuing Education Required: Yes, six hours on odd years. Licensees 65+ years are exempt.
Fees: Exam (\$100) and License (\$150)
Reciprocity: AR, FL, GA, IL, IN, KY, LA, MS, NC, OH, PA, SC, TN, TX, VA, WV
State Association:
www.alauctioneers.org

State Real Estate Contact:
www.arec.alabama.gov
State Agency Contact:
 Alabama State Board of Auctioneers
 2777 Zelda Rd.
 Montgomery, AL 36106
 (334) 420-7235
www.auctioneer.state.al.us



ALASKA

License Required: Municipalities may require permits, check for requirements.
State Real Estate Contact:
www.commerce.alaska.gov

State Agency Contact:
 Alaska Division of Corporations, Business and Professional Licensing
 333 Willoughby Avenue, 9th Floor

Juneau, AK 99801-1770
 (907) 465-2550
www.dced.state.ak.us/occ



ARIZONA

License Required: Municipalities may require permit, check for requirements.
State Association:
www.azauctioneers.org

State Real Estate Contact:
www.re.state.az.us
State Agency Contact:
 Arizona Department of Revenue

1600 W. Monroe
 Phoenix, AZ 85007-2650
 (602) 255-2060
www.azdor.gov



ARKANSAS

License Required: Yes
Minimum Age: 18
School/Apprenticeship Required: No
Bonding/Insurance Required: \$200 to Recovery Fund
Licensure Period: Annually, expires June 30
Continuing Education Required: Yes,

six hours annually.
Fees: Exam (\$100), Background Check (\$22) and License (\$100)
Reciprocity: AL, FL, GA, IL, IN, KY, LA, MS, NC, OH, TN, TX, WI
State Association:
www.arkansasauctioneers.org

State Real Estate Contact:
www.arec.arkansas.gov
State Agency Contact:
 Arkansas Auctioneers Licensing Board
 101 East Capitol, Suite 112B
 Little Rock, AR 72201
 (501) 682-1156
www.aralb.com

CALIFORNIA



License Required: Municipalities may require permit, check for requirements.
Bonding/Insurance Required: \$20,000
State Association:
www.cauctioneers.org

State Real Estate Contact:
www.bre.ca.gov
State Agency Contact:
 California Secretary of State Office
 1500 11th Street, 2nd and 3rd Floors

Sacramento, CA 95814
 (916) 653-6814
www.sos.ca.gov

COLORADO



License Required: Municipalities may require permit, check for requirements.
State Association:
www.coauctioneers.org
State Real Estate Contact:

www.dora.state.co.us/real-estate
State Agency Contact:
 Colorado Secretary of State –
 Business & Licensing
 1700 Broadway, Ste. 200

Denver, CO 80290
 (303) 894-2200
www.sos.state.co.us/pubs/business

CONNECTICUT



License Required: Municipalities may require permits, check for requirements.
State Real Estate Contact:
www.ct.gov/dcp

State Agency Contact:
 Connecticut Secretary of the State
 30 Trinity Street
 Hartford, CT 06106

(860) 509-6200
www.sots.ct.gov/sots

DELAWARE



License Required: State business license required. Municipalities may require permits, check for requirements.
State Real Estate Contact:

www.dpr.delaware.gov/boards/realestate
State Agency Contact:
 Delaware Department of Revenue
 Carvel State Office Building

820 N. French St.
 Wilmington, DE 19801
 (302) 577-8778
revenue.delaware.gov

DISTRICT OF COLUMBIA



License Required: Yes
Minimum Age: 18
School/Apprenticeship Required: No
Bonding/Insurance Required: Verify with Agency contact below
Licensure Period: Two years
Continuing Education Required: No.

Fees: Application (\$70), Endorsement Fee (\$25), Category License (\$578), Technology (10% of Total)
Reciprocity: N/A
State Real Estate Contact:
www.pearsonvue.com/dc/realestate

Agency Contact:
 D.C. Department of Consumer & Regulatory Affairs
 1100 4th Street SW
 Washington, DC 20024
 (202) 442-4400
dc.gov/DC/DCRA

FLORIDA



License Required: Yes
Minimum Age: 18
School/Apprenticeship Required: Yes
Bonding/Insurance Required: Up to \$300 to Recovery Fund
Licensure Period: Two years, expires November 30 of odd years.
Continuing Education Required: No.

Fees: Exam (\$250), Application (\$50), License (\$150) and Renewal (\$155)
Reciprocity: AL, AR, GA, IL, IN, KY, LA, MA, MS, NH, NC, OH, PA, SC, TN, TX, VA, WV, WI
State Association:
www.floridaauctioneers.org

State Real Estate Contact:
www.myfloridalicense.com/dbpr/re
State Agency Contact:
 Florida Board of Auctioneers
 1940 N. Monroe St.
 Tallahassee, FL 32399
 (850) 487-1395
www.myfloridalicense.com/dbpr/pro/auct/

LAW UPDATE: CA - FL



GEORGIA

License Required: Yes
Minimum Age: 18
School/Apprenticeship Required: Yes
Bonding/Insurance Required: \$150 to Recovery Fund
Licensure Period: Two years, expires February 28 of even years.
Continuing Education Required: Yes, 8 hours every two years.

Fees: Exam (\$70), Application (\$200) and Renewal (\$150)
Reciprocity: Commission does not maintain an official list but looks at individual states' requirements when making a decision on reciprocity. Application required.
State Association: www.georgiaauctioneers.org

State Real Estate Contact: www.grec.state.ga.us
State Agency Contact: Georgia Auctioneers Commission
 237 Coliseum Dr.
 Macon, GA 31217
 (478) 207-2440
sos.georgia.gov/plb/auctioneer



HAWAII

License Required: Municipalities may require permits, check for requirements.
State Real Estate Contact: cca.hawaii.gov/reb

State Agency Contact: State of Hawaii – Business Registration Division
 1130 North Nimitz Highway

Second Level, Suite A-220
 Honolulu, Hawaii 96817
 (808) 586-2545
www.hawaii.gov/dcca/breg



IDAHO

License Required: Municipalities may require permits, check for requirements.
State Association: idahoauctioneers.org
State Real Estate Contact:

<http://irec.idaho.gov>
State Agency Contact: Office of the Secretary of State – Idaho
 700 West Jefferson, Room E205

(208) 334-2300
www.sos.idaho.gov



ILLINOIS

License Required: Yes
Minimum Age: 18
School/Apprenticeship Required: No
Bonding/Insurance Required: N/A
Licensure Period: Two years, expires December 31 of even years.
Continuing Education Required: Yes, 12

hours every two years.
Fees: Exam (\$46), Initial License (\$200) and Renewal License (\$450)
Reciprocity: AL, AR, FL, IN, MA, MS, OH, TN, TX, WI
State Association: www.illinoisauctioneers.org

State Real Estate Contact: www.idfpr.com/dpr/re/realmain.asp
State Agency Contact: Illinois Auction Advisory Board
 320 West Washington St., 3rd Floor
 Springfield, IL 62786
 (217) 782-3000



INDIANA

License Required: Yes
Minimum Age: 18
School/Apprenticeship Required: Yes
Bonding/Insurance Required: Payment to Recovery Fund (amount varies)
Licensure Period: Four years, expires Feb. 28 of even years.
Continuing Education Required: Yes, 16

hours every four years.
Fees: Exam (\$35), License (\$70) and Renewal (\$70)
Reciprocity: AL, AR, FL, GA, IL, KY, NC, OH, PA, RI, SC, TN, TX, VA, WV
State Association: www.indianauctioneers.org

State Real Estate Contact: www.in.gov/pla/real.htm
State Agency Contact: Indiana Auctioneer Commission
 402 W. Washington Street, Room W 072
 Indianapolis, IN 46204
 (317) 234-3040
www.in.gov/pla/auction.htm



IOWA

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

State Association: iowauctioneers.org

State Real Estate Contact:
www.state.ia.us/government/com/prof/sales

State Agency Contact:
Iowa Secretary of State
First Floor, Lucas Building

321 E. 12th St.
Des Moines, IA 50319
(515) 281-5204
www.sos.iowa.gov



KANSAS

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

Bonding/Insurance Required: Three times cost to vendor of merchandise

State Association:
www.kansasauctioneers.com

State Real Estate Contact:
www.accesskansas.org/krec

State Agency Contact:
State of Kansas - Office of the

Secretary of State
Memorial Hall, 1st Floor
120 SW 10th Avenue
Topeka, KS 66612-1594
(785) 296-4564
www.sos.ks.gov



KENTUCKY

License Required: Yes

Minimum Age: 18

School/Apprenticeship Required: Yes

Bonding/Insurance Required: Payment to Recovery Fund

Licensure Period: Annually, expires June 30

Continuing Education Required: Yes,

six hours annually.

Fees: Exam (\$100) and License (\$100-\$130)

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

State Association:
www.kentuckyauctioneers.org

State Real Estate Contact: krec.ky.gov

State Agency Contact:
Kentucky Board of Auctioneers
9112 Leesgate Rd., Suite 5
Louisville, KY 40222
(502) 429-7145
auctioneers.ky.gov



LOUISIANA

License Required: Yes

Minimum Age: 18

School/Apprenticeship Required: Yes

Bonding/Insurance Required: \$10,000

Licensure Period: Annually, expires Dec. 31

Continuing Education Required: No

Fees: License (\$300)

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

State Association:
www.louisianauctioneers.org

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

State Agency Contact:

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



MAINE

License Required: Yes

Minimum Age: 18

School/Apprenticeship Required: No

Bonding/Insurance Required: \$10,000

Licensure Period: Annually, expires March 31

Continuing Education Required: No

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

Renewal (\$200)

Reciprocity: None

State Association:
www.maineauctioneers.org

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

State Agency Contact:

Maine Board of Licensing of Auctioneers
35 State House Station
Augusta, Maine 04333
(207) 624-8637
www.maine.gov/pfr/professionallicensing/professions/auctioneers



MARYLAND

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

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

State Association: mdauctioneers.org

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

State Agency Contact: Maryland Department of Assessments and Taxation

301 West Preston Street
Baltimore, MD 21201
(410) 767-1184
www.dat.state.md.us



MASSACHUSETTS

License Required: Yes

Minimum Age: 18

School/Apprenticeship Required: Yes

Bonding/Insurance Required: \$10,000

Licensure Period: One year from date of issuance

Continuing Education Required: No

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

Reciprocity: FL, KY, IL, MS, NH, NC

State Association:

www.massauctioneers.com

State Real Estate Contact:

www.mass.gov/ocabr/licensee/dpl-boards/re

State Agency Contact:

Massachusetts Division of Standards
One Ashburton Place, Room 115
Boston, MA 02108
(617) 727-3480, ext. 21134
www.mass.gov/ocabr



MICHIGAN

License Required: Voluntary Registration

Minimum Age: N/A

School/Apprenticeship Required: Yes (for Registration)

Bonding/Insurance Required: N/A

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

Continuing Education Required: No

Fees: Application (\$50) and Registration (\$200)

Reciprocity: N/A

State Association: www.msaa.org

State Real Estate Contact:

www.michigan.gov/realestate

State Agency Contact:

Michigan Department of Licensing and Regulatory Affairs
P.O. Box 30018
Lansing, MI 48909
(517) 241-9288
www.michigan.gov/auctioneers



MINNESOTA

License Required: Licensed by county, check for requirements

Minimum Age: 18

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

Fees: Varies by county

State Association:

www.minnesotaauctioneers.org

Real Estate Contact: mn.gov/commerce

State Agency Contact:

Minnesota Secretary of State
60 Empire Dr., Suite 100
Saint Paul, MO 55103
(651) 296-2803
www.sos.state.mn.us



MISSISSIPPI

License Required: Yes

Minimum Age: 18

School/Apprenticeship Required: Yes

Bonding/Insurance Required: \$10,000

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

Continuing Education Required: No

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

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

State Association:

www.mississippiauctioneers.org

State Real Estate Commission:

www.mrec.ms.gov

State Agency Contact:

Mississippi Auctioneer Commission
P.O. Box 5088
Jackson, MS 39296
(601) 364-2384
www.auctioneers.ms.gov



MISSOURI

License Required: Licensed by county, check for requirements.

Bonding/Insurance: Varies by county

Fees: Varies by county.

State Association:

moauctioneers.org

State Real Estate Contact:

pr.mo.gov/realestate

State Agency Contact:

Missouri Secretary of State

600 West Main Street

Jefferson City, MO 65101

(573) 751-4936

www.sos.mo.gov



MONTANA

License Required: Municipalities or counties may require permit, check for requirements.

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

State Association:

www.montanaauctioneers.org

State Real Estate Contact: bsd.dli.

mt.gov/license/bsd_boards/rre_board/board_page.asp

State Agency Contact:

Montana Department of Commerce

301 S. Park

Helena, MT 59620-0501

(406) 841-2700

www.commerce.mt.gov



NEBRASKA

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

State Association:

www.nebraskaauctioneers.org

Real Estate Contact: www.nrec.ne.gov

State Agency Contact:

Nebraska Secretary of State

State Capitol

1445 K Street, Suite 2300

Lincoln, NE 68509

www.sos.ne.gov



NEVADA

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

State Real Estate Contact:

www.red.state.nv.us

State Agency Contact:

Nevada Secretary of State

Nevada State Capitol Building

101 North Carson Street, Suite 3

Carson City, NV 89701

(775) 684-5708

www.nvsos.gov



NEW HAMPSHIRE

License Required: Yes

Minimum Age: 18

School/Apprenticeship Required: Yes

Bonding/Insurance Required: \$25,000

Licensure Period: Two years

Continuing Education Required: No

Fees: Exam (\$75) and License

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

State Association:

www.newhampshireauctioneers.org

State Real Estate Contact:

www.nh.gov/nhrec

State Agency Contact:

New Hampshire Board of Auctioneers

107 North Main St., Room 204

Concord NH 03301

(603) 271-3242

www.sos.nh.gov/auctioneers



NEW JERSEY

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

State Association: www.njssa.com

Real Estate Contact:

www.state.nj.us/dobi/division_rec

State Agency Contact:

New Jersey Department of State

225 West State Street

Trenton, NJ 08625

(609) 984-1900

www.nj.gov/state

NEW MEXICO

License Required: Municipalities may require permits, check for requirements.
Real Estate Contact: www.rld.state.nm.us/boards/Real_Estate_

Commission.aspx
State Agency Contact:
 New Mexico Secretary of State
 New Mexico Capitol Annex North

325 Don Gaspar, Suite 300
 Santa Fe, NM 87501
 (505) 827-3600
www.sos.state.nm.us

NEW YORK

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

Real Estate Contact:
www.dos.ny.gov/licensing/realestate
State Agency Contact:
 New York Department of State
 (Albany Location)
 One Commerce Plaza, 99 Washington

Avenue
 Albany, NY 12231-0001
 (518) 473-2492
www.dos.ny.gov

NORTH CAROLINA

License Required: Yes
Minimum Age: 18
School/Apprenticeship Required: Yes
Bonding/Insurance Required: \$50 to Recovery Fund
Licensure Period: Annually, expires June 30.
Continuing Education Required: Yes, four hours annually

Fees: Application (\$50), Exam (\$50) and License (\$150)
Reciprocity: AL, AR, FL, GA, IN, KY, LA, MA, MS, NH, OH, PA, SC, TN, TX, VA, WV, WI
State Association:
www.northcarolinaauctioneers.org
State Real Estate Contact:
www.ncrec.gov

State Agency Contact:
 North Carolina Auctioneer Licensing Board
 108 Ber Creek Drive
 Fuquay-Varina, NC 27526
 (919) 567-2844
www.ncalb.org

NORTH DAKOTA

License Required: Yes
Minimum Age: 18
School/Apprenticeship Required: Yes
Bonding/Insurance Required: \$5,000
Licensure Period: One year
Continuing Education Required: No
Fees: License (\$35)

Reciprocity: N/A
State Association:
www.ndauctioneers.com
State Real Estate Contact:
www.realestatend.org
State Agency Contact:
 North Dakota Public

Service Commission
 600 East Boulevard, Dept. 408
 Bismarck, ND 58505-0480
 (701) 328-2400
<http://psc.nd.gov/jurisdiction/auctions/index.php>

OHIO

License Required: Yes
Minimum Age: 18
School/Apprenticeship Required: Yes
Bonding/Insurance Required: \$25,000
Licensure Period: Two years, expires June 30; Auction firms renew annually
Continuing Education Required: No
Fees: Exam (\$25) and License/

Renewal (\$200)
Reciprocity: AL, FL, GA, IL, IN, KY, LA, MS, NC, PA, SC, TN, TX, VA, WV
State Association:
www.ohioauctioneers.org
State Real Estate Contact:
www.com.ohio.gov/real

State Agency Contact:
 Ohio Dept. of Agriculture – Auctioneer Program
 8995 E. Main St
 Reynoldsburg, OH 43068
 (614) 728-6240
www.agri.ohio.gov/auction

LAW UPDATE: NM - OH

OKLAHOMA

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

State Association:

www.okauctioneers.org

State Real Estate Contact:

www.ok.gov/OREC

State Agency Contact:

Oklahoma Secretary of State Office

2300 N. Lincoln Boulevard, Ste. 101

Oklahoma City, OK 73105-4897

(405) 521-3912

www.sos.ok.gov

OREGON

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

State Association:

www.oregonauctioneers.org

State Real Estate Contact:

www.oregon.gov/rea

State Agency Contact:

Oregon Secretary of State

136 State Capitol

Salem, OR 97310-0722

(503) 986-1523

www.sos.state.or.us

PENNSYLVANIA

License Required: Yes

Minimum Age: 18

School/Apprenticeship Required: Yes

Bonding/Insurance Required: \$5,000

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

Continuing Education Required: No

Fees: Exam (\$220), Application (\$50)

and Renewal (\$200)

Reciprocity: AL, FL, GA, IN, KY, LA, NC, OH, RI, SC, TN, VA, WV

State Association:

www.paauctioneers.org

State Real Estate Contact:

www.dos.state.pa.us/estate

State Agency Contact:

Pennsylvania State Board of Auctioneer Examiners

P.O. Box 2649

Harrisburg, PA 17105-2649

(717) 783-3397

www.dos.state.pa.us/auct

RHODE ISLAND

License Required: Yes

Minimum Age: 18

School/Apprenticeship Required: Yes

Bonding/Insurance Required: \$10,000

Licensure Period: Three years

Continuing Education Required: No

Fees: Application (\$10), Exam (\$15) and

License (\$600)

Reciprocity: FL, IN, KY, LA, PA, SC, TN, TX, VA

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

State Agency Contact:

Rhode Island Dept. of Business Regulation

1511 Pontiac Avenue

Cranston, RI 02920

(401) 462-9500

www.dbr.state.ri.us/divisions/commlicensing/auctioneer.php

SOUTH CAROLINA

License Required: Yes

Minimum Age: 18

School/Apprenticeship Required: Yes

Bonding/Insurance Required: \$100 to Recovery Fund

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

Continuing Education Required: Yes, eight hours every two years

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

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

State Association:

www.southcarolinaauctioneers.org

State Real Estate Contact:

www.llr.state.sc.us/POL/REC

State Agency Contact:

South Carolina Auctioneers Commission

Synergy Business Park – Kingstree Building

110 Centerview Drive

Columbia, SC 29210

(803) 896-4800

www.llr.state.sc.us/pol/auctioneers

SOUTH DAKOTA

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

State Association: www.sdaa.net

State Real Estate Contact:
dlr.sd.gov/bdcomm/realestate

State Agency Contact:
South Dakota Secretary of State Office

500 East Capitol Avenue # 204
Pierre, SD 57501
(605) 773-3537
www.sdsos.gov

TENNESSEE

License Required: Yes

Minimum Age: 21

School/Apprenticeship Required: Yes

Bonding/Insurance Required: \$50 to Recovery Fund

Licensure Period: Two years

Continuing Education Required: Yes, six hours every two years

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

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

State Association:
www.tnauctioneers.com

State Real Estate Contact:
www.tn.gov/regboards/trec

State Agency Contact:
Tennessee Auctioneer Commission
500 James Robertson Pkwy
Nashville, TN 37243-1152
(615) 741-3600
www.tn.gov/regboards/auction

TEXAS

License Required: Yes

Minimum Age: 18

School/Apprenticeship Required: Yes

Bonding/Insurance Required: \$50 to Recovery Fund

Licensure Period: One year

Continuing Education Required: Six hours annually

Fees: License (\$50)

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

State Association:
www.texasauctioneers.org

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

State Agency Contact:
Texas Department of Licensing and Regulation
920 Colorado
Austin, Texas 78701
(512) 463-6599
www.tdlr.state.tx.us/auc/auction.htm

UTAH

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

State Association:

www.utahauctioneer.org

Real Estate Contact: realestate.utah.gov

State Agency Contact:
Utah Department of Consumer Protection
160 East 300 South

Salt Lake City, Utah 84111
(801) 530-6601
www.consumerprotection.utah.gov

VERMONT

License Required: Yes

Minimum Age: 18

School/Apprenticeship Required: Yes

Bonding/Insurance Required: No

Licensure Period: Two years

Continuing Education Required: No

Fees: Application (\$100) and Renewal (\$200)

Reciprocity: N/A

State Real Estate Contact:
vtprofessionals.org/opr1/real_estate

State Agency Contact:

Vermont Office of Professional Regulation
89 Main Street, 3rd Floor
Montpelier, VT 05620-3402
(802) 828-1505
www.vtprofessionals.org/opr1/auctioneers

LAW UPDATE: SD - VT



VIRGINIA

License Required: Yes
Minimum Age: 18
School/Apprenticeship Required: Yes
Bonding/Insurance Required: \$10,000
Licensure Period: 24 months from the last day of the month in which the license is issued
Continuing Education Required: Six

hours per renewal period
Fees: Exam (\$40), License (\$25) and Renewal (\$55)
Reciprocity: AL, FL, GA, IN, KY, LA, MS, NC, OH, PA, SC, TN, TX, WV
State Association: www.vaa.org
State Real Estate Contact: www.dpor.virginia.gov/Boards/Real-Estate

State Agency Contact:
 Virginia Department of Professional and Occupational Regulation
 9960 Mayland Drive, Suite 400
 Richmond, Virginia 23233-1463
 (804) 367-8506
www.dpor.virginia.gov/Boards/Auctioneers



WASHINGTON

License Required: Yes
Minimum Age: 18
School/Apprenticeship Required: No
Bonding/Insurance Required: \$5,000
Licensure Period: One year
Continuing Education Required: No
Fees: License (\$155)

Reciprocity: N/A
State Association: www.washingtonauctioneers.org
State Real Estate Contact: www.dol.wa.gov/business/realestate
State Agency Contact: Washington Department of Licensing –

Auctioneer Program
 405 Black Lake Blvd. SW
 Olympia, WA 98502
 (360) 664-6636
www.dol.wa.gov/business/auctioneers



WEST VIRGINIA

License Required: Yes
Minimum Age: 18
School/Apprenticeship Required: Yes
Bonding/Insurance Required: \$10,000
Licensure Period: One year, expires Dec. 31
Continuing Education Required: Six hours annually

Fees: Exam (\$50), License/Application (\$100) and Renewal (\$50)
Reciprocity: AL, FL, GA, IN, KY, NC, OH, PA, SC, TN, TX, VA
State Association: www.wvaa.org
State Real Estate Contact: www.wvrec.org

State Agency Contact:
 West Virginia Department of Agriculture - Auctioneers
 1900 Kanawha Blvd. East
 Charleston, WV 25305
 (304) 558-3550
www.wvagriculture.org/auctioneers.html



WISCONSIN

License Required: Yes
Minimum Age: 18
School/Apprenticeship Required: No
Bonding/Insurance Required: No
Licensure Period: Two years, expires Dec. 14 of even years
Continuing Education Required: 12 hours every two years

Fees: Exam/License (\$201) and Renewal (\$170)
Reciprocity: AR, IL, KY, NC, TN, TX
State Association: www.wisconsinauctioneers.org
State Real Estate Contact: dsps.wi.gov/Licenses-Permits/RealEstateBroker

State Agency Contact:
 Wisconsin Department of Regulation and Licensing
 PO Box 8935
 Madison, WI 53708-8935
 (608) 266-2112
dsps.wi.gov/Licenses-Permits/Auctioneer



WYOMING

License Required: Municipalities and counties may require permits, check for requirements.
State Association: www.wyoauctioneer.org

Real Estate Contact: www.wyoming.gov/loc/02252011_1
State Agency Contact: Wyoming Secretary of State
 200 W 24th St # 106

Cheyenne, WY 82001-3642
 (307) 777-7378
www.soswy.state.wy.us



REAL ESTATE:

AUCTIONS HELPING REBOUND

The famous pool at Casa Casuarina (formerly known as the Versace mansion) is lined with 24k gold — part of \$33 million in renovations once done by Gianni Versace, who bought the home in 1992.



By Sarah Bahari
contributing writer

Featuring hand-painted murals, a swimming pool flecked with 24-karat gold and an opulent courtyard, the home at 1116 Ocean View Drive in Miami, Fla., once entertained some of the world's biggest stars.

In September, the former Versace mansion, now known as Casa Casuarina, fetched \$41.5 million in one of the most high-profile real estate auctions in history.

"This is an iconic, one-of-a-kind property," said Lamar Fisher, president and CEO of Fisher Auction Company, which handled the Sept. 17 event. "It is breathtaking."

Billed by sellers as the "Auction of the Century," the high-profile sale helped boost visibility of real estate auctions as the housing market rebounds nationwide.

Industry professionals tout auctions as the most effective way to achieve the true market value of a property. Real estate owners, those same professionals say, are increasingly seeing the benefits of auctions.

In the case of the Versace mansion, the sale received international coverage from sources including the *New York Times*, *NBC's "Today Show"* and *Bloomberg News*. The

continued »



Above: (left to right) Benny, Lamar and Paul Fisher celebrate the Casa Casuarina sale and three generations of Fishers in the auction industry.

10-bedroom home was owned and renovated by the late fashion designer Gianni Versace, who once hosted Madonna and Princess Diana, among many others.

Three bidders, including the Donald Trump family, competed in the auction. VM South Beach LLC, an investor group that includes the Nakash family, owner of Jordache Jeans, offered the winning bid. The Nakash family owns the Hotel Victor next door and said it plans to turn the Versace property into a hotel.

“We were extremely honored and privileged to offer this property via the auction process,” said Fisher, CAI, AARE. “It really spotlighted how real estate auctions can maximize the value of a property.”

Historically, auctions were the primary method used to sell real estate, said Rob Doyle, CAI, CES, of United Country Absolute Auction and Realty in Pleasant Valley, N.Y., who specializes in real estate auctions.

But during the Great Depression, he says, auctions became associated with foreclosures, and public perception shifted.

Slowly, Doyle says, Auctioneers are helping to shed that image and demonstrate that auctions are a viable — and successful — way to sell real estate.

“It’s a challenge all of us are working to overcome,” he said. “I tell my clients that the finest things in the world sell at auctions. Thoroughbred race horses. Antiques. Art. Why not real estate?”

“WHY WOULD YOU NEGOTIATE WITH JUST ONE PERSON?”

Rob Doyle

United Country Absolute Auction and Realty Pleasant Valley, N.Y.



Doyle recently conducted an auction for the City of Poughkeepsie in New York that netted \$1.8 million and helped the city reduce a budget deficit.

Initially, Doyle met with city leaders, who were negotiating the sale of a four-deck parking garage adjoining a hotel. The hotel owner offered \$25,000.

“Why would you negotiate with just one person?” Doyle recalled asking at the meeting. “In a well-advertised auction, you get lots of competition, which equates to a fair market value.”



Ultimately, the four-deck parking garage sold for \$1.4 million, far surpassing expectations of city leaders, Doyle said, adding that the city now plans to have another auction in November.

As the real estate market rebounds, he said, Auctioneers have a unique opportunity.

“You need confidence in the market for people to want to buy. If people are afraid, they tend to sit on their hands and wait,” he said. “The auction method is the way to go, especially in this market.” ❖





NEBRASKA

KNOW HOW

**Regina Andrijeski
husked the field
to become the first
female Nebraska
Auctioneer Champion.**

On stage, Regina Andrijeski stepped forward.

The crowd at the Nebraska State Fairgrounds had swollen to more than a couple of hundred, but Andrijeski's nerves faded. She auctioned one item after another — pottery bowl, toy tractor, Nikon digital camera, pocket knife.

Year after year, Andrijeski had stood in the same spot, competing for the title of the Nebraska Auctioneer Champion. And every year, she had fallen short.

This year would be different.

After three grueling rounds, which included a first-ever tie-breaker, Andrijeski became the first woman in history to win the Nebraska Auctioneer Champion Contest.

"I just lost it," Andrijeski says, recalling the moments after winning the Labor Day competition. "My mouth was wide open. I was jumping up and down on stage. I had finally won."

Andrijeski began competing in the annual competition in 2007, even though she knew winning would be tough.

"Nebraska has a lot of really good Auctioneers, and men and women compete in the same category," she says. "But I wanted to be the first woman to win. It was just a goal of mine."

Born and raised on a farm near McCook, Neb., Andrijeski grew up doing farm chores and changing the oil in cars and tractors.



Andrijeski

From an early age, her father instilled a strong work ethic in her and her siblings.

“It didn’t matter that we were girls,” she says. “My dad made sure we knew we could do anything the boys could do. So, I guess this was sort of a pride thing.”

As a girl, Andrijeski also spent time at livestock auctions and farm sales. But she never imagined working as an Auctioneer, instead spending 14 years as an accountant and marketing manager for the Curtis Telephone Company.

In her free time, she helped with clerk duties for her friend Lindy Elson, a longtime Auctioneer in Nebraska. At his suggestion, she attended the World Wide College of Auctioneering in Denver in 2005.

One year later, she ran for Frontier County Assessor and won. She is now in her second term.

Andrijeski and Elson formed their own company, Old West Realty & Auction, in 2011, specializing in real estate, agriculture and personal property.

Andrijeski credits the National Auctioneers Association for helping her build the business and meet mentors.

“It is really, really important,” she says. “The associations can do so much for you. For me, finding mentors is one of the best parts.”

At auctions, Elson says, Andrijeski excels at reading the audience.

“She connects with audiences. She speaks clearly,” Elson says. “Everyone likes that they can understand her so well, but she maintains a good speed.”

Of the championship, Elson adds, “Regina was just on that day. She kept her composure. She did a hell of a job.”

Since winning, Andrijeski says numerous people have offered congratulations.

“Everyone says they could tell I was having fun up there, and I was,” she says. “It was a great day. We made some history.”

Andrijeski now has her sights set on 2014, when she will compete in the International Auctioneer Championship at the NAA International Auctioneers Conference and Show in Louisville, Ky. ❖

(left to right) Andrijeski finished ahead of David Whitaker (reserve champion) and Curtis Wetovick (runner up). Adam Marshall took home rookie honors.

CLAIM

IMPORTA

ensure that all sections of the claim form are fully completed. The form should be returned with all supporting documents. Do not
 form are not completed in full. The form should be returned with all supporting documents. Do not
 enclose the original invoices, photocopies, receipts and other supporting documents. Do not
 write clearly in black ink and BLOCK CAPITALS.

complete a new / separate claim form for each claim. Do not
 patient

THE CLAIM GAME

Once infrequent, Auctioneer insurance claims are rising.

By Nancy Hull Rigdon

Auctioneer insurance claims are on the rise, insurance professionals specializing in the auction industry report.

“We are seeing more claims across the board — in all industries,” says Greg Magnus, of E.R. Munro & Co., which insures Auctioneers nationwide. “With Auctioneers, we’re seeing more worker’s comp claims, general liability claims, theft, lightning hitting an auction house — you name it.”

The increase in claims does lead to an increase in premiums, as well as more difficulty in keeping and securing coverage, Magnus says. However, since going without coverage can open up Auctioneers to the risk of facing claims costs on their own, Magnus has some recommendations on insurance he considers vital to auction businesses.

A basic general liability policy is a must, he says. The coverage protects against bodily injury, such as trips, falls and property damage. Auctioneers should also prioritize errors and omissions coverage, he says. He likens the policies to malpractice coverage for Auctioneers. It covers an Auctioneer’s work product. For example, it comes into play on contract issues and allegations that sales weren’t properly advertised.

In addition, Magnus says he’s seeing more requests for consignment coverage, where Auctioneers are seeking the coverage so they can market that they insure sellers’ property in their possession. Yet, he stresses the coverage is not necessary if a contract details that a seller’s existing coverage of property releases the Auctioneer from responsibility.

Larry Harb, of IT Risk Managers, Inc., points out a coverage aspect that often catches Auctioneers running small businesses by surprise: Auctioneers who don’t have

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employees can get pinned with worker's compensation claims when independent contractors are injured on the job. Therefore, Harb considers worker's compensation coverage crucial. Harb, who specializes in insurance for Auctioneers nationwide, says 2013 has been a record year in terms of auctioneer claims.

"We have seen more Auctioneer claims in 2013 than we have in the last eight years combined," Harb says. "Auctioneer claims used to be infrequent. Now, there's at least one every week."

Theft claims have been extremely common, he says. He thinks the popularity of reality shows featuring auctions have played a role in the theft surge.

"The good news is that the shows have raised the profile of the auction industry. And the bad news is that they have raised the profile of the auction industry," Harb says. "Auctioneers have become a target."

To combat the issues he's seeing, Harb advises Auctioneers not to overlook a basic principle.

"The higher the dollar value of the item, the greater the need for insurance," says Harb, who also urges

Auctioneers to transfer risk when they can.

"If you can buy insurance and not absorb the risk yourself, you should do it," Harb says. ❖

"With Auctioneers, we're seeing more worker's comp claims, general liability claims, theft, lightning hitting an auction house — you name it."

Greg Magnus
E.R. Munro & Co.,

\$ELL VALUE, NOT PRICE

A LITTLE BIT OF DISCOUNTING
GOES A LONG WAY.

By Don Hutson

As we look at the current and future landscape of professional selling, I would like to make four predictions: competition in the marketplace will continue to get keener; decision makers will become smarter and more discriminating; margin pressure will continue to be an issue; earning customer loyalty will be challenging.

As we go forward, it will be necessary for us to carefully and strategically sort out our options as to how we go to market and how we address the issues of selling value versus discounting. Taking our creative selling efforts to new levels and maintaining our position as viable and profitable organizations will be “Job One.”

I am often asked if I would rather be selling a product

of the highest quality at an upper-level price or selling a product of marginal quality at a much lower price. I'll take the former over the latter every time. People are more willing to pay for excellence than they have ever been. They just are not willing to endure the hassle that goes along with the compromise in quality or service. It is easier to explain price once than to apologize for quality forever. In our attempts to assess the mindset of these buyers, we find that people in practically every industry want problem-free products and services that do the job for them without requiring additional time and money to solve associated problems. You are usually dealing with sophisticated buyers who know the significant cost of downtime.

One of my clients in the furniture business was recently telling me about one of his best salespeople, Will, who called on the national headquarters of a rental company to present their office seating line. He wanted to become the primary supplier for the company's rental business.

Will already knew that his seating was priced at least 20-percent higher than the product the rental company was carrying. His approach was to build his presentation around the quality and performance of his product in order to justify the additional investment.

At his first meeting with the company, Will realized that this sale was not going to be easy. Price, as anticipated, continued to be the primary objection. But, even after several unsuccessful calls on the buyer, Will persisted in looking for the right hot button. Finally, he found a way to let facts and figures do the selling for him.

Will did an analysis based on the rental company's records of replacement costs, repair costs, and life of the chairs they were using (his competitor's product). He compared these figures with similar records on his chairs used in specific large industrial installations.

When this analysis was laid out in front of the decision-makers, Will made his sale. He showed the rental company that, even though they were paying less for his competitor's chairs initially, they were really paying more in the long run. With his products, they would pay less in returns and repairs and enjoy a longer rental life.

Within a short time, Will turned that company into one of the largest purchasers of his company's seating products anywhere. And he did it with a simple, yet very effective, technique: He creatively illustrated to them the (quality) differentiation and showed them what the real value was.

We can all learn something from Will. Price is not a singular, obvious number; price can be very complex. I refer to this dynamic as "Apparent Price Today vs. Actual Cost Over Time." This analysis can be a worthy investment of time in today's competitive arena.

Remember, anyone can cut prices, but it's a risky strategy at best. Price cutting is a far more expensive exercise than most people realize. For example, if your company is offering a product for \$1000 that has a 40-percent (\$400) gross profit in it, and if a salesperson gives the customer a 10-percent (\$100) discount, that represents a 25-percent decrease in profit. A little bit of discounting goes a long way. So, go forth and talk value with great conviction. ❖

Don Hutson, CSP, CPAE, is CEO of U.S. Learning, Chairman of Executive Books and the author of twelve books, including The Sale, The Contented Achiever and his two Wall Street Journal, USA Today and NY Times best sellers, The One Minute Entrepreneur and The One Minute Negotiator. Don is a past president of the National Speakers Association and has received its Cavett Award. He has also been inducted into NSA's Speakers Hall of Fame. Don can be reached at 901-767-0000. Learn more at: www.DonHutson.com.

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Jenelle Taylor leads a session on how to create more bidders during the 2013 Benefit Auction Summit.

Gala GAL

Participants at the 2013 Benefit Auction Summit in Chicago saw a familiar presenter's face — Jenelle Taylor, CAI, BAS, the owner of GALA GAL, Inc. Fundraising Auctions of Florida.

The certified benefit Auctioneer specialist took part in the inaugural Summit in 2010 when she led a session on understanding how clients feel and discussed the “hot button” issues in benefit auctioneering. For the 2013 Summit, she led a session titled “62 Ways to Create More Prepared, Engaged Bidders.”

Benefit Auctioneers unfamiliar with Taylor through her instruction at the Summit also might have had experience with her through

her training course – BOOTCAMP for Benefit Auctioneers – a weekend-long session that gives Auctioneers the tools they need to succeed. In all, she's held 41 of them all over the country.



Taylor

During her presentation last month, Taylor covered 20 ways to create the best live auction display tables; 22 ways to get people excited about the auction and 20 things Auctioneers can do to help the audience come to the auction prepared and ready to bid. The information is a segment taken directly from her BOOTCAMP course.

The Summit format was altered slightly from the previous three as Taylor's session preceded the "fun" auction, which is a small auction held over lunch that benefits the Summit fund. This year, the committee decided to take more of a "best practices" approach to showcase the information from Taylor's session during the auction.

"I think the whole afternoon was a reminder for the seasoned people and a great exposure for people who haven't done a whole lot and who came to the Summit to absorb as much as possible," Taylor said.

After more than a decade working benefit auctions, Taylor said her passion is tied directly for the commitment she has for the charities.

"Everybody has a great charity or a good cause they love," she said. "They want to help them but don't know how to find the best resources or people to maximize it. I feel like my role is to be the matchmaker."

Taylor also had copies of her latest book on hand, which a good percentage of the 80-plus registered participants probably helped write. "Boost Your Benefit Auction" is a compilation of 50 benefit Auctioneers lending their

advice. Taylor edited the book and wrote a chapter herself.

"I'm just getting started," she said of her future in benefit Auctioneering. "I have some really big things coming down the pike. I feel like this is just the beginning." ❖

"I think the whole afternoon was a reminder for the seasoned people and a great exposure for people who haven't done a whole lot and who came to the Summit to absorb as much as possible."

Jenelle Taylor, CAI, BAS
GALA GAL, Inc. Fundraising
Auctions of Florida.

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Kiefer Auction Supply is located in Fergus Falls, Minn., and is America's supply house for professional Auctioneers. Kiefer's has been owned for more than 30 years by Kurt Kiefer, who is a professional Auctioneer. Kiefer's manufactures most of the products the firm sells. Phone (218) 736-7000. On the Web at www.kiefers.com.

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Bidders take part in a portion of the East Coast Brokers & Packers assets auction that resulted in a total of more than \$75 million.



Bankruptcy court approves sales of East Coast Brokers & Packers assets

After months of marketing, seven auctions and more than 13,000 man hours, the combined efforts to sell the assets of East Coast Brokers and Packers, of the Madonia family and of related entities have culminated in court approval of sales totaling more than \$75 million.

Four live real estate auctions, an online real estate auction, two equipment auctions, and the private sale of a condominium resulted in a grand total of \$75,097,134, which was approved by the U.S. Bankruptcy Court — Tampa Division, on Thursday, Sept. 5.

The total excludes a \$2.1 million bid for the Red Rose Inn & Suites in Plant City, Fla., which was rejected but still has interested buyers. ❖



\$6600



\$3240



\$5520



\$3840

Human skeleton grabs \$6600

An antique human medical skeleton found in a local artists' estate fractured pre-sale estimates of \$1000-\$3000 to land at \$6600 during Nest Egg Auctions' Arts & Antiques auction on Sept. 14.

"The skeleton was a great surprise," said Auctioneer Ryan Brechlin. "The best part for me was watching the look on the consignor's face as the bidding climbed."

Also, an original 1930's era Gibson Mastertone Florentine banjo sold for \$5520. A surprise lot in the sale was a California gold rush era silver and hand-hammered gold souvenir spoon that closed at \$3000.

Mid Century Modern furniture did well with a Dieter Waekerlin for Behr sideboard selling within estimate at \$3840. An Eero Saarinen for Knoll: Womb chair & ottoman brought \$1560, and an Isamu Noguchi for Knoll: Cyclone side table also hammered down at: \$1560. A collection of works by French artist Jean Janssem brought strong interest from the trade to close at a total of \$8040.

Continental porcelain did well with a Meissen "Capture of the Tritons" figurine exceeding its pre-sale estimate to land at \$3240.

"We had an excellent auction with almost one thousand bidders participating in-person, on the phones, and online," Brechlin said. "Everyone who works here is family, and they consistently put together a great auction." ❖



\$1200



\$1500



\$3000



\$3600

Duck decoys attract \$3000; bidder fires \$3600 at revolvers

A Colt 1976 US Bicentennial Set of three revolvers realized \$3600 and a group of six vintage duck decoys saw \$3000 in Cordier Auction's Firearms & Militaria auction held on July 28, 2013.

Approximately 128 bidders were registered in the room, and more than 1150 bidders pre-registered to bid via the Internet. The sale featured 300 cataloged lots in categories including antique, military and modern long guns and handguns, edged weapons and other military collectibles.

The Sunday sale began with antique handguns. Two Whitney percussion .36 caliber revolvers were offered. One sold online for \$650, while the other went to the room for \$800. A Remington & Sons New Model Police revolver generated strong interest, with a bidder from the internet seeing success at \$900 on an estimate of \$800 to \$1000.

A World War II era RZM marked Walther PPK pistol in .32 caliber with two magazines and holster hammered down

above estimate at \$1600 while a Smith & Wesson Model of 1917 revolver realized \$850. Another WWII piece made by General Motors, generated considerable interest. Called the FP-45 Liberator, these pistols were manufactured in approximately six seconds from pressed steel and were chambered in .45 ACP. A bidder in the room won out with a bid of \$900. A Colt 1911 manufactured in 1914 and refurbished at Augusta Arsenal hammered down above estimate at \$1100.

A Colt DiamondBack revolver with a six-inch barrel and original box in .22 caliber brought \$1700. The high lot of the sale was a Colt 1976 U.S. Bicentennial set of revolvers that sold for \$3600 — well above estimate. Set in a three-drawer presentation case, it featured a Python in .357 Magnum, a single action Army in .45 long Colt and a black powder dragoon in .44 caliber.

Elsewhere, a 19th-century percussion cane gun brought \$1500, while two 19th-century European cane guns realized \$950 each. ❖



\$1600



\$900



\$1100



\$2700



\$1700

A 1976 U.S. Bicentennial set of three revolvers headlined a Firearms & Militaria sale that attracted 1150 pre-registered online bidders, along with an additional 128 bidders in the room. Among the lots, the General Motors FP-45 Liberator was manufactured in approximately six seconds from pressed steel. The piece (second from top) sold for \$900.

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\$3400



\$3500



\$1600



\$4600



\$3510



\$8400

Cinnabar panels bidding draws \$38,400, applause

The September sale at Charlton Hall Auctioneers, in South Carolina, featured the estate of Lisa Kurts, a Memphis fine art dealer. Lisa Kurts founded her Memphis art gallery in 1987 and was highly acclaimed for presenting to the public the works of respected contemporary artists such as: Carroll Cloar, Michael Eastman, Adele Lemm and Anita Huffington, among many others. Over 2600 bidders from over 50 countries registered to participate in the 885-lot sale that generated a total of over \$1.1 million.

Three works by Alice Neel brought upwards of \$3400, easily surpassing the estimates of \$400-600. Studies by Carroll Cloar surprised bidders by selling for as high as \$4560 and sold for a gross total of \$43,500, an impressive feat considering nearly 25 lots of Cloar drawings were featured in this auction alone. This sale also featured a pristine set of Chocolat Buddha Series I-V, 1989 lithographs by Keith Haring from an Atlanta, Ga., private estate. These lithographs, never displayed and in immaculate condition, sold for \$21,600.

Also, the Columbus Museum of Columbus, Ga., consigned items that no longer fit the museum's mission statement. Included were three pieces of Chinese history that drew intrigue, including a Chinese silk nine-dragon empire robe,

four lacquered cinnabar panels, and a rare cloisonné champion vase, all from the Qing dynasty. The empire robe, sold with a Japanese obi, went to an excited floor bidder who was able to take home the beautifully intricate nine-dragon robe for \$3510 after a heated bidding process.

The biggest sales of the auction were of the cinnabar panels and the cloisonné vase. The panels, in the museum's collection for over half a century, feature traditional Chinese flowers over an intricately carved lattice-and-wave ground contained within a lotus-and-foliage carved border. Estimated at a conservative \$2000- 4000, the opening Internet bid was \$3000. After a rousing competition by five phone bidders, numerous Internet bidders and several of those on the floor, the sale culminated in a round of applause by the public as the panels sold to a satisfied Internet bidder for \$38,400.

Shortly following, the museum's rare cloisonné champion vase was presented for auction. What made this vase extraordinary was the inclusion of matching mounted lids, a detail that set this vase apart from others. Two phones and excited Internet bidders competed for this lot, resulting in a \$44,600 purchase. ❖

New Mexico ranch rakes in \$1.6M

Surprise Valley Ranch – a retreat with a lodge, cabins, saloon and frontage on the Sapello River in New Mexico – has sold at auction for a total of \$1,631,100, with Assiter Auctioneers marketing the property and managing the sale.

The auction, held Sept. 19 at the ranch, attracted 38 registered bidders. The real estate was purchased by a bidder from South Texas who plans to use it for a family retreat, according to Spanky Assiter, CAI, AARE, president of the auction company.

“As I understand it, the new owner did not express any plans to continue to operate Surprise Valley Ranch as a business,” Assiter

said. “This was a remarkable facility, and our auction marketing process enabled us to spotlight it in a way that wouldn’t have been possible otherwise. I’m delighted we were able to get it sold.”

The 360-acre property is located 30 miles from Las Vegas, N.M. It is surrounded by the Santa Fe National Forest and the Pecos Wilderness, with abundant wildlife, including bear, lion, elk, deer, bobcat, coyote, turkey, grouse and bald eagles. ❖

White House visitors autograph book earns \$25,300

A 19th-century autograph book containing the signatures of 300 famous and powerful visitors to the White House has sold at auction for nearly double its asking price in Vancouver, British Columbia.

The book, compiled over 40 years by White House doorman Maj. Charles D.A. Loeffler, was snapped up by a Canadian phone bidder during Maynards' Antiques, International and Asian Art Auction, in Vancouver.

Signatures spanned eight White House administrations from 1869 to 1909 and included scrawls from Ulysses S. Grant, Winston Churchill, Theodore Roosevelt, The Queen of Hawaii, Buffalo Bill Cody, P.T. Barnum and many others.

Maynards valued the book at between \$10,000 and \$15,000, but when the final gavel dropped, the unidentified bidder had paid \$25,300.

Several other items at the same auction fetched well above their asking price, including Red Plum Tree, a traditional Chinese ink scroll painting by artist Guan Shanyue which sold for \$241,500, more than double its expected value of \$120,000, while a 70-million-year-old triceratops dinosaur skull changed hands for \$63,250.

Bidders at the auction hailed from more than 52 countries, including the United States, China, Japan, Malaysia, Hong Kong, Britain and France. ❖

(Information from the Canadian Press)

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Counterclockwise from top: On a crisp day, thousands of bidders and spectators gather as Yvette VanDerBrink auctions rows of vehicles in Pierce, Neb. The two-day event drew live coverage from The History Channel (bottom right).



World takes part in rural Neb. auto auction

On Sept. 28-29, approximately 10,000 people converged on tiny Pierce, Neb., to take part in or witness the auction of more than 500 cars.

Pierce, with a population of nearly 1800, was host to the two-day event that saw visitors from as far away as South America and Norway. The registered online bidder number topped out at 5507, and online catalog views exceeded 5.2 million, according to Dana Kaufman, Proxibid director of corporate communications, who said 29,330 pre-bids were placed online.

Bids were placed from as far away as Iceland, Singapore and Brazil. Part of the event was televised live on The History Channel.

Overall, the auction was handled by VanDerBrink Auctions, which began preparing last June.

The first vehicle sold was a sky-blue, 1958 Chevrolet pickup that had only 1.3 miles on the engine. ❖

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NAA Hall of Fame member Musser passes away

Robert E. “Bob” Musser, passed away Thursday, Sept. 26. He was 87.

Robert was a Life member and was inducted into the NAA Hall of Fame in 2001. He was an NAA director, an instructor at the Western College of Auctioneering and owner of Musser Sales Company. He conducted many types of auctions, including real estate, industrial, live-stock, antiques and business liquidations. He attended his first NAA convention in 1959.

His family has long been involved within the auction industry. His sons, Scott and Harold, have been integral parts of the NAA. Scott was NAA President in 2009-10 and IAC Champion in 2001, the same year his father entered the Hall of Fame. Harold has served on the NAA Board as a director.

At the time this magazine edition’s deadline, details regarding services had not been received. ❖

Community leader was Iowa state champion, “Man of the Year”

John Swartzendruber passed away on Sept. 14, 2013, and is survived by his wife, Anita, of Wayland, son Jeff and daughter-in-law Pat of Waterloo, Iowa, and many other family members.



Swartzendruber

Born March 7, 1930, John began auctioneering in 1952. On Feb. 21, 1954, he married Anita Eichelberger at the Sugar Creek Mennonite Church in Wayland. John was twice named Iowa State Champion Auctioneer, and named Man of the

Year by the Iowa Auctioneers Association in 1988.

John was a member of Sugar Creek Mennonite Church and was active in many community roles. He served on the Wayland Economic Development Corporation, Wayland Lions Club, Wayland Centennial Committee and Parkview Home Board for nine years — six as president. He was a volunteer Auctioneer for the annual Parkview Home Benefit.

A memorial fund is established for the Parkview Home and the Mennonite Central Committee (Mennonite Missions). ❖

Auctioneer was NAA Director, served on Ohio Auction Commission

Herbert A. Bambeck, CAI, Dover, Ohio died July 26, 2013, at the age of 87. Herb was a past director of the NAA, and a past president of the OAA, where he was elected into its Hall of Fame. Herb also had the honor of serving several terms on the governor-appointed Ohio Auction Commission.

Herb was passionate about the auction profession and

also cherished his farm, where he had the distinction of living his entire life. Herb was an avid hunter, having traveled to northern Michigan annually for 30 years with his bear-hunting buddies.

Herb will be sadly missed by his wife, Carol, with whom he shared 60 years, sons Dave and Paul, and daughter Jane. ❖



The August 2013 class at the Southeastern School of Auctioneering graduated 10 new Auctioneers. Eight were from South Carolina, one from North Carolina, and one from Georgia. This is the 30th anniversary for SSA. The school has graduated over 1200 students since it was founded in 1983. More information can be found at SSAuctioneering.info. or by calling 800-689-5654 or 864-444-1325.



Reppert class 235 graduated Aug. 18, 2013 with students from coast to coast.



Hagen



I joined NAA to be connected with the auction profession and become the best that I can by staying current with the latest news, trends, laws and changes affecting the auction business.”

Tracy L. Hagen
New Braunfels, Texas

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New members compiled by
Brandi McGrath

Hydroxyurea use saving costs

New research from St. Jude Children's Research Hospital suggests that children receiving Hydroxyurea for sickle cell anemia have lower health care costs thanks to fewer hospitalizations.

The findings were published in the September 2 advance online edition of *Pediatrics*. The analysis, based on a database of 2009 hospital costs, found that estimated treatment costs were 21-percent lower for patients who received Hydroxyurea. The annual savings per patient were about \$3000.

This report builds on a national study led by St. Jude, which found that Hydroxyurea was safe to use with infants and young children and could dramatically improve their quality of life. Hydroxyurea is a drug also used to treat adults with sickle cell anemia.

For children facing this chronic condition nationwide, the use of Hydroxyurea could have a major economic impact. Continued support makes such research possible. ❖

On July 1, 2012, the National Auctioneers Association began a five-year commitment and pledge goal to St. Jude Children's Research Hospital to raise \$500,000 within a five-year span. NAA members have graciously and generously supported the early portions of the NAA's pledge. Thank you!

2013 Year-to-Date: More than \$42,000

Goal-to-Date: More than \$191,000 in the first 15 months!

Total Goal: \$500,000 through a five-year span

NAA donations made this past quarter:

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

These days, when Ethan's mom cues up her Zumba workout in the living room at home, she soon finds that she's not dancing alone. Ethan, her 5-year-old son, has appeared right next to her in front of the TV screen. As his mom looks down at Ethan happily stamping and sliding his little feet, her heart swells with gratitude.

When Ethan was 3 years old, he began vomiting and lost interest in food and play. Over time, doctors chalked it up to allergies, a virus, or possibly migraines. "I knew in my heart that something wasn't right," Ethan's mom remembers. "I knew it was something else, that it was serious." At her insistence, Ethan's pediatrician sent him to the local children's hospital. There, a scan revealed that Ethan suffered from a rare and dangerous brain tumor called pineoblastoma.

Ethan was slated for brain surgery. But prior to that date, "people just kept telling us about St. Jude Children's Research Hospital®," recalls his mom. "St. Jude kept coming up." She didn't yet know that St. Jude has the largest pediatric brain tumor research program in the country and the world's best survival rates. She just knew St. Jude was where Ethan needed to be.

Ethan is now cancer-free and returns to St. Jude every three months for checkups. His mom loves it when he joins in on her Zumba routine, and she can bask in just how far he's come.

Sponsored by:



Ethan
5 years old
Arkansas
pineoblastoma



©2013 ALSAC/St. Jude Children's Research Hospital (15672)

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Finding cures. Saving children.

IN THE RING

PAGE 13 *“We all can get excited about selling our wares, but what we really need to be doing is listening to our clients and realizing their needs.”*
Chris Pracht, CAI, AARE, CES
Chris Pracht Auctioneers

PAGE 43 *“With Auctioneers, we’re seeing more worker’s comp claims, general liability claims, theft, lightning hitting an auction house — you name it.”*
Greg Magnus
E.R. Munro & Co.,

PAGE 47 *“I think the whole afternoon was a reminder for the seasoned people and a great exposure for people who haven’t done a whole lot and who came to the Summit to absorb as much as possible.”*
Jenelle Taylor, CAI, BAS
GALA GAL, Inc. Fundraising Auctions

AROUND the BLOCK

Michigan repealing licensing laws?

Measures to eliminate licensing laws for several occupations, including Auctioneers, have been introduced in Michigan’s legislature but are barely moving ahead, according to michigancapitolconfidential.com. A report from Sept. 24 stated that more than 30 bills related to the elimination of occupational licensing are either in the House Regulatory Reform Committee or

Senate Regulatory Reform Committee.

“Many of Michigan’s licenses are barriers to entry that seem less about protecting the public than about protecting businesses from competition,” said James Hohman, assistant director of fiscal policy at the Mackinac Center for Public Policy. ❖

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MEMBERS' CORNER

Kingston inducted into Million Dollar Consultant Hall of Fame

Kathy Kingston, president of Kingston Auction Company, in Hampton, N.H. is the newest inductee into the Million Dollar Consultant Hall of Fame, one of only six so honored.

Criteria for election include: serving as an exemplar to others in the profession, manifesting the highest levels of integrity, ethics, and accountability, achieving significant annual revenue and profit improvement, contributing intellectual capital to the consulting profession, engaging in continuing, challenging, personal and professional development, and taking

prudent risk and demonstrating resilience.

The citation includes: "For leadership in combining teaching, counseling, business acumen, and influence into powerful, dynamic learning environments in organizational America."

The award was announced at the Mentor Summit held at the Kiawah Island Resort in Kiawah Island, S.C. by Alan Weiss, Ph.D., who conducts a global mentoring program for consultants. Dr. Weiss himself holds multiple awards in the consulting and speaking professions.

At the presentation he noted, "These are the best of the best, and I'm proud to cite Kathy as my colleague." The installation included the notation of "...the distinction of being regarded by peers as one of the world leaders in consulting, as evidenced by empirical accomplishments in client results, professional contributions, and intellectual property."

Honorees are chosen from the global participants in the Private Roster Mentor Program. ❖

Lockhart celebrates 50 years as Auctioneer

On Sept. 13, 2013, Cookie Lockhart, CAI, CES, GPPA, was honored at World Wide College of Auctioneering by President Paul C. Behr & Vice President Vicky Flickinger as the industry icon celebrated her 50th anniversary as an Auctioneer.

Lockhart attended Reisch Auction School in March 1963 as the only woman in a class of 126 students. She is one of only two women in the National Auctioneers Association Hall of Fame and is considered the first lady of women Auctioneers.

During the celebration, the ballroom was filled to overflow capacity with Auctioneers and friends as Behr described Lockhart's career and her road to the top. Behr stated that Col. Cookie Lockhart, and her stellar career, is an example for all Auctioneers to strive for excellence and longevity. ❖





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Please complete all four sections of this form.

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

1

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

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<input type="checkbox"/> SPOUSE	An active member can add his/her significant other for an additional fee. Spouse members subscribe to the NAA Code of Ethics and embrace the NAA Mission and Vision. (Includes Auxiliary membership for spouse for one year.) Spouse's Name (Required): _____	\$150
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<input type="checkbox"/> MEMBERSHIP NAA AUXILIARY*	The Auxiliary is a source for the promotion and advancement of the auction team. Membership is open to all NAA members and spouses. One year membership per person. <input type="checkbox"/> Self <input type="checkbox"/> Spouse *Auxiliary Member's Name (Must Complete): _____	\$25 per member

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

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

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

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NAA Auctioneers have access to media directories for all 50 states. Access these online directories at www.auctioneers.org/directories.

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

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Members can post their auctions for free on the exclusive NAA Auction Calendar hosted at www.NAAuction.com.

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

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The National Auctioneers Association exists to provide critical resources to auction professionals that will constantly enhance their skills and success.

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National Auctioneers Association members will be the preferred auction professionals used in the marketplace.

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

www.auctioneers.org



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