



Auctioneer

FEBRUARY 2019

The official publication of the National Auctioneers Association

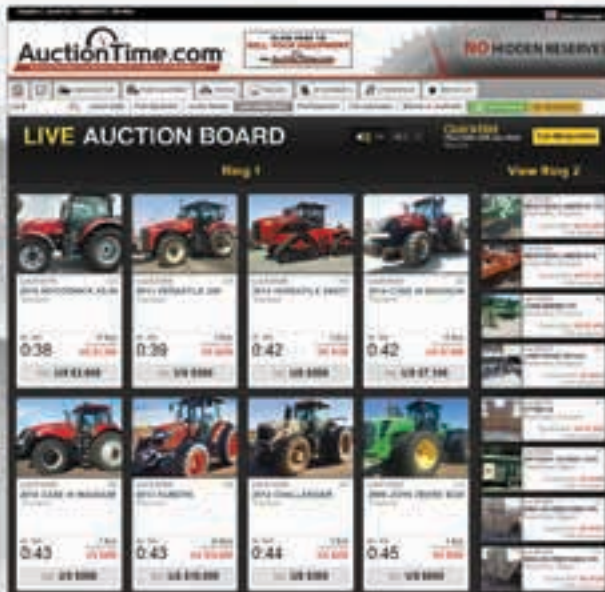
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Kick off 2019 by celebrating your auction family

This issue is about leadership.

This issue is about NAA's role within the auction industry.

But, this issue is not about NAA. It is about how you are an important part of the NAA and what we are doing to help position you within the auction industry.

The individuals who are featured in this issue are the past president and the executive director of the National Auto Auction Association (NAAA). We also talked to the president of the World Automobile Auction Professionals Association, the immediate past president of the Industrial Auctioneers Association, and the past president of the Livestock Marketing Association.

We approached each one of these individuals because they are members of the NAA – just like you. They are industry leaders, but the one thing they have in common is that they believe – as you are likely to believe – that NAA is important because it is the only auction association that represents the entire auction industry regardless of the assets that are sold. And that is important.

For the last several months, we have been working with the ramifications of the June decision made by the Supreme Court of the United States in the case South Dakota vs. Wayfair. Each week, staff works with a group of members to talk about how we can provide tools to help NAA members comply with the state laws that are being passed as a result of that decision. Check out the South Dakota vs. Wayfair page in the Advocacy section at auctioneers.org for the latest information.

For the last several months, we have also been working with the legal team at Zillow and Trulia to rectify issues related to how auctions are erroneously listed as foreclosures on the websites belonging to these companies. The October issue of Auctioneer – on page 22 – went into detail on this.

Each year, we produce a licensing guide for our members that delineates whether a license is needed within that state and whom to call to find out what the requirements are. You can find this in the Members Area at auctioneers.org.

All of these issues are important to the industry – regardless of the asset that is sold.

There is an old expression that says the rising tide lifts all ships. It's true! When a tide comes in, it doesn't pick and choose the boats it lifts. It lifts a cargo ship in the same way it does a speed boat or a fishing boat. And that's NAA.

We aren't celebrating these leaders just because they are leaders; we are celebrating them because they know and understand the value of NAA membership. We are celebrating them because they are part of the NAA family – and that's what families do when something good happens. We celebrate!

Look through this issue to find out what is happening in the auction industry. Celebrate that your auction family is taking what they have learned from you and your colleagues and applying it to their careers. Our influence runs deep in this industry

You help create that influence, and we are grateful for your contributions.

Best wishes for a healthy and successful 2019!

Tim W. Mast, CAI, AARE
NAA President

National Auctioneers President Tim W. Mast, CAI, AARE, is executive vice president at Tranzon Asset Advisors. A lifelong resident of southwestern Tennessee, Tim works and resides in Selmer with his wife, Ruth Anne, and their four children. He is a World Wide College of Auctioneering graduate. Tim has served as NAA Ambassador for Tennessee and was elected to the NAA Board in 2014. In 2013, Tim was inducted into the Tennessee Auctioneers Association Hall of Fame – the youngest person ever to receive that honor. In 2008, he was elected president-elect and sworn in as TAA president in 2009. He also previously served on the TAA education committee.

Fluent in three languages, Tim has used his natural skill for negotiating and a commitment to continuing education to become exceptionally successful with large, complicated real estate transactions spanning approximately 30 states and three countries.

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State watch

PENNSYLVANIA

The members of the Pennsylvania Auctioneers Association (PAA), one of the largest auctioneer associations in the U.S., gathered in Harrisburg, Penn., Jan. 8-11 to meet, greet and grow their businesses for the 71st year.

On Jan. 11, Tim Keller passed the Presidential gavel to Jeffery Pennington of New Castle, Penn. Pennington, of Jeff Pennington Auction Service, was the chairperson of the 2019 annual conference. In attendance were hundreds of auction professionals including auctioneers, apprentices, auction students, support personnel, vendors and presenters. All had access to many educational seminars during the course of the event that will allow them to better serve their buyers, sellers and the industry as a whole. Continuing education points were available to the many auctioneers who maintain advanced auctioneer certifications or auctioneer licenses held in other states requiring education. ♦



2019 Officers L to R - Kim Douglass, Bob Ensmiger, Matt Hostetter, Dan Reeder, Jeff Pennington

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NAA brings back the Internet Only Auction Summit

Event aims to keep professionals ahead of the curve

By Kora Cameron, NAA Content Developer



When you think of auctions, do you think of the internet? Well, maybe you should.

The Internet Only Auction Summit coming up this month is giving auction professionals the tools to be successful in this fast-paced and ever-changing side of the industry.

According to Tech Crunch, 79 percent of Americans shop online. Consumers are finding online buying easier, faster and more convenient than the traditional buying ways. But what does this mean for the auction industry?

NAA Director of Education Aaron Ensminger says the Internet Only Auction Summit addresses this question and the many components that come with it.

The internet has become a significant factor to consider for auctioneers, Ensminger says, especially in the past several years.

With this summit, auction professionals of all levels of experience with internet auctions can walk away with an understanding of how to run internet only auctions better.



How to choose your NAA Community of Practice!

In accordance with the title of the summit, the Internet Only Auction Summit covers topics relevant to auctions conducted only through internet – not live simulcast auctions, which are conducted both online and in person.

Ensminger said the last time NAA offered the Internet Only Auction Summit was in 2014, when the idea of an online only auctions market was just emerging.

“One of the biggest questions in 2014 was, ‘Should you do it online, and what do you do online?’ I think those questions have fallen by the wayside. Today, the answers are, ‘Yes, you should, and everything.’” Ensminger says. “Now we’re looking at it with the idea that internet is a given, so how can we maximize this much faster paced way of doing auctions?”

As if the auction industry didn’t revolve around speed already, online only auctions take speed to a new level. And while internet only auctions do require many of the same skills and knowledge as traditional auctions, online only auctions involve some different factors essential to running this side of the business well.

At the summit, leaders in the internet only auction field will cover topics such as staffing, logistics, scaling business, limiting credit card liability, knowing legalities of online versus live auctions and more.

Technology and marketing will be big topics of conversation as well, as this sector of the industry revolves around these elements.

One of the highlights of the summit is the session on hiring staff.

Due to the nature of the online only auction industry, creating and operating the online auction setup requires hiring for skillsets that may be obscure in the auction industry, Ensminger said. But bringing in different skill sets also brings different perspectives, and having these perspectives has led some online only auction businesses to success.

Ensminger said his hope is that everyone will leave the summit with at least one new business idea they could implement to, at the very least, cover their summit registration cost.

“I believe people will be able to walk away from the summit with two things,” Ensminger said. “One, they can find a new energy around their business. Two, they can make new connections that can lead to new places to get business, new referrals, new people to work with or just some new ideas to make themselves more profitable.” ❖

In order to plug in fully and reap the benefits of hyper-targeted content and events, NAA members should choose the Community of Practice (or more than one!) that best applies to them. (What’s an NAA Community of Practice? See below.)

To select the Community or Communities that fit your need, do the following:

- 1) At auctioneers.org, go to “Member Area” and then select the “Member Profile” link.
- 2) Log in if you are prompted. Otherwise, select the “COP/Specialities” tab.
- 3) Under that tab, select the Community or Communities of Practice that you want.
- 4) Once the box (or boxes) is checked, hit save at the bottom left, and you’re done!
- 4) For questions or more information, you can call 913-841-8084 or email support@auctioneers.org to communicate with NAA Staff. Let them know which Community or Communities you would like to join, and they can assist you!

NAA Communities of Practice

In 2017, NAA unveiled its five pillar Communities of Practice: Benefit Auctioneer (BA); Contract (CO); Marketing and Management (MM); Personal and Commercial Assets (PCA); and Real Estate (RE).

Each community has specific, targeted education and a designation program focused within them. All now have content tagged and provided specifically for them as well. Each sector also has, on a rotational basis, a dedicated summit or event such as the upcoming PCA Summit.

“It is NAA’s opportunity to help you get the information you most need for your business to be successful,” NAA CEO Hannes Combest, CAE, said when the Communities were announced.

Take advantage of the information and event opportunities that matter to your business most. Make sure to log in and choose your Community of Practice today!

Why your business needs CRM



By Kora Cameron, NAA Content Developer

A CRM is a set of business processes that centralizes, consolidates and leverages volumes of customer data.

As a business owner, what is your most valuable asset? If sales is your goal (and it probably is), then the answer to this is “clients.” So how are you taking care of your most valuable asset?

Misty Marquam, BAS, founder and principal auctioneer at Marquam Auction Agency, says the best way to do this is by using CRM, or customer relationship management, which is designed to improve your customer experience.

Keeping current customers happy can become a large and time-consuming task, requiring coordinating information, timely and accurate correspondence and much more. A CRM can help companies not only free up time used on these tasks, but it can help establish long-term relationships with customers and increase profitability and efficiency.

“In my mind, anything that can increase profitability and efficiency and make my customers’ experiences with me better, is always a good idea,” Marquam says.

What exactly is a CRM?

A CRM is a set of business processes that centralizes, consolidates and leverages volumes of customer data.

There are many CRM systems that can be purchased. Each one offers different tools depending on what you would need for your business. You may have heard of some popular CRMs, such as HubSpot or Salesforce.

CRM services allow businesses to have a “360-degree overview of your client,” says Marquam. Unlike basic databases, CRM collects data to show who your clients are, what they desire and where they are in your sales process.

Having this information can provide countless opportunities for better sales, but more importantly, it can provide a better experience for your client.

Marquam says her business uses the information for follow-up on client leads, which normally would be a time-consuming and frustrating task to do well. Her CRM keeps record of all contact with a particular prospect or client in one spot, allowing for any staff member to pick up where another left off in communication with the client.

This information can also be used to automate certain types of client follow-up rather than spending worker time to correspond manually.

Why is CRM important for modern business?

With technology today, massive amounts of valuable data is available to use, but the data must be managed in order to leverage its value. CRM collects the relevant data to your specific business and shows insights and patterns in not only clients but also employees and the work they are doing.

Marquam said her favorite part about CRM is that it provides a forward look at your business instead of an historical review of revenue.

“In other words, you’ll be forecasting what will or may happen versus reviewing what already happened,” Marquam says. “Consider the edge you have as a business owner being proactive versus reactive. What I mean by that is once you can forecast trends and see where they are going you can change your business strategy based on what you’re finding there.”

What to look for in a CRM

Marquam says that each business will have their priorities to look for in a CRM, but in general, here’s what to look for:

- It matches your businesses needs and goals
- Scalability so it can grow with you
- Customizable by you – not a third-party hire
- Easy to use and learn
- Good customer support
- Appropriate cost
- Integrates well with the tools you already use
- Security

With the right CRM, businesses can have opportunities to not only capture new clients, but also keep their current clients happy and loyal.

Marquam says using a CRM is a must-have for almost any business. After all, happy customers can lead to more sales. ❖



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

Cryptocurrency: What you need to know

You've heard the Bitcoin buzz. But what does it mean for your business?

Question: What is a cryptocurrency? Should I be accepting payments in cryptocurrencies on behalf of my sellers?

Answer: This is a great question and gets into many different issues. In general, a cryptocurrency, such as Bitcoin, is a "digital or virtual currency" designed to work as a medium of exchange. Some cryptocurrency have been created for use primarily over the Internet. One website I visited said that there were over 2,000 types of cryptocurrencies.

In order to understand the risks associated with cryptocurrency, it is important to think about who has the power to create and regulate money. The Constitution of the United States of America gives that authority to the United States Congress in Article 1, Section 8(5). It specifically gives power to Congress "to coin money, regulate the value thereof, and of foreign coin, and fix the standard of weights and measures." This was to make a standard currency that could be used to encourage commerce – the buying and selling of real or personal property. Prior to the Constitution giving this specific power to Congress, each state printed its own money and coins. The U.S. has established the dollar as the legal tender for the U.S. Dollars specifically have printed on them "this certificate is legal tender for all debts public and private." There is a regular market for dollars, and they can be used to pay bills or buy products and services.

Cryptocurrencies are unregulated. That means that the value of the cryptocurrency can fluctuate wildly. Dollars are traded regularly, and the valuation fluctuates daily. But cryptocurrencies

can have even more significant valuation swings and risks. This could mean that your \$1,000 in cryptocurrency could be worth \$1,500 one day and \$500 the next. The fact that cryptocurrencies are unregulated also means that they are not backed by any taxing authority such as the U.S. or a foreign government.

Cryptocurrencies are not regularly bought and sold in the same manner as other currencies. Therefore, they do not have wide acceptance or use. While I have never tried it, I do not think most banks would exchange Bitcoin (or other cryptocurrencies) for dollars. There is no wide acceptance or use of cryptocurrencies. You cannot take them to your local barber shop or market.

What does this mean for auctioneers? The best practice is to make sure you receive payment for goods or property being sold in U.S. dollars. As an agent of the seller, an auctioneer must act with reasonable prudence and advise the seller of the risk involved with any auction. As briefly discussed above, there are risks associated with the use of any cryptocurrency. Therefore, auctioneers



generally should not accept any cryptocurrency as payment on behalf of his or her seller, unless the seller specifically consents to it in writing and after a discussion of the risks. The best practice is to state in the auction contract and the registration agreement what forms of payment will be accepted. A bidder's registration agreement could state, for example, that all payments must be made in U.S. dollars.

In conclusion, auctioneers should be aware of cryptocurrencies and the risks associated with them. Auctioneers should educate themselves and their sellers before agreeing to use or accept any type of cryptocurrency. ❖

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MEMBERSHIP MULTIPLIED

Industry association leaders find value in NAA membership.

By Kora Cameron, NAA Content Developer



They serve in various roles for different sectors of the auction industry, but they all have one thing in common—they're NAA members.

Last November, Chad Bailey, a member of the National Auctioneers Association since 2017, was installed as President of the National Auto Auction Association (NAAA). Bailey noted that as a business owner of an independent auction in Akron, Ohio, it is critical that he is aware of issues facing the industry on a local, state and national basis.

“I feel it is necessary and vital to be a member of both organizations so that I am on top of trends, industry intelligence, as well as staying ‘in the loop’ when it comes to anything going on with either association/industry,” he said.

The NAAA and NAA share history, being founded in Nebraska within a year of each other. A decade after the first wholesale auto auction opened, a small organization called the National Auto Auction Professional Association was founded in 1948 to nurture the fledgling industry of about 80 auctions in the United States. In fact, they shared an executive director: Bernie Hart. Today NAAA's membership exceeds 350 domestic and international auto auctions and has more than 100 associate members from related fields (leasing companies, financial institutions, insurance agencies, accounting firms, etc.).

Building collaboration

NAA and NAAA have collaborated on several activities, including advocacy efforts and some educational programs. NAAA's Executive Director, Frank Hackett, CAS, is a member of the NAA and helped develop the curriculum for the Contract Auctioneer Specialist (CAS) program.

Another association in the industry – the World Automobile Auctioneers Professional Association, advanced the idea for the CAS program. Members of WAAPA discussed the need for education for contract auctioneers with members of the NAA Leadership Team. Two years later, CAS was offered in order to provide the education and professional development that contract auctioneers (irrespective of the asset class sold) would need to be successful.

Hackett noted that the NAAA also has developed and promoted a significant safety effort for auto auctions, ensuring that auctioneers, dealers and auction employees are kept safe.

Advocacy efforts

Jasen Kisber, past president of the Industrial Auctioneers Association (IAA), agreed with Bailey and Hackett on the need for participation in the associations.

He noted, “Being part of industry associations is critical for staying abreast of what is happening in the industry, understanding legal and legislative changes, and developing relationships with other auctioneers.”

The IAA is serving a subset of the auction industry and has a narrower focus than does NAA. The purpose of the IAA is to promote the use of auction sales as the best method for selling idle industrial equipment.



Chad Bailey, president,
National Auto Auction
Association



Tom Frey, president,
Livestock Marketing
Association



Peter Gehres, CAI, CAS, CES;
president, World Automobile
Auctioneers Professional
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Frank Hackett, CAS,
executive director, National
Auto Auction Association



Jasen Kisber, past president,
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While brick and mortar auctions are still extremely important, technology is playing a larger and larger role with our national consignors.

However, Kisber said he sees that both associations strive to raise the bar for auction professionals.

“I believe that the NAA’s role is first and foremost to connect auctioneers and provide a forum where we can learn from each other,” Kisber said. “The NAA provides a hub for understanding the industry landscape, best practices and coming changes from both a technology, and, legal and legislative standpoint.”

Tom Frey, president of the Livestock Marketing Association and an NAA member, agrees. The LMA is not an organization that exists to serve auctioneers; like the NAAA, they exist to serve the owners of facilities that use auction as a way to sell their assets – in this case livestock. However, Frey noted that he views the relationship between NAA and LMA as being a very important one.

“LMA represents over 800 member markets that sell livestock at auction on a daily basis,” he said. “The auctioneer is the voice and face that maintains the relationship between the market and its customers.”

As a result, Frey said, “It is very important that the auctioneer maintains the professionalism and high standard that is expected from an NAA member.”

Fry noted that there is a connecting factor between LMA and NAA and the industries they represent.

“Both of our organizations share a strong voice when it comes to shaping the way laws that affect our businesses are written, and voicing our ideas and concerns about regulations that affect all of us in the auction business,” he said.

Networking

Peter Gehres, CAI, CAS, CES, NAA member and current president of the World Automobile Auctioneers Professional Association, says that many of the WAAPA members are also NAA members. Membership in both provides him and others in WAAPA a broader network and more contacts.

Gehres noted, “Both organizations are focused on the auction method and members of both organizations want to be the best at what they are doing.”

WAAPA just focuses on those individuals who work in the automobile auction world, and as a result, the networking is specific to the challenges that they face.

Hackett agrees, “Auctioneers are some of the finest men and women I have ever met in the industry,” Hackett said. He enjoys the camaraderie provided by NAA and NAAA.

“Being a member of multiple associations builds your network even more and exposes you to multiple aspects of your industry,” he said.

What does the future hold?

Frey noted that it was important that all associations work to keep young members involved, giving them opportunities in leadership roles.

“Increased regulations, finding good, reliable employees together with the financial risk associated with our business is keeping younger people from wanting to own and operate livestock markets.”

Kisber and Bailey believe that technology will have a continued and growing impact on the industry.

“While not a new trend, I think that the maturity of the online auction presents one of the greatest challenges and opportunities, not just in the Industrial Auction space, but to the entire auction industry,” Kisber said. “It is redefining the term ‘auctioneer,’ and the convergence of technology, marketplace and information has existential implications for auctioneers.”

Bailey noted that there would be more and more involvement with the Internet. “While brick and mortar auctions are still extremely important, technology is playing a larger and larger role with our national consignors,” he said.

Gehres said he also sees that this impacts the need for more education for auction professionals.

“To be successful in the next decade, WAAPA members and all auctioneers are going to have to look at themselves as professional business men and women.. ❖

BOARD OF DIRECTORS

DIRECTOR/OFFICER REQUIREMENTS

An NAA member who wishes to be elected as an Officer or Director of the association at the 71st International Auctioneers Conference and Show in New Orleans, Louisiana, must announce his or her candidacy by 5 p.m., Central time, on Thursday, Feb. 28, 2019.

NAA POSITIONS AVAILABLE

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

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

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

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

APPLICATION PROCESS

Complete position descriptions for Vice President or Director can be obtained by emailing NAA CEO Hannes Combest, CAE, at hcombest@auctioneers.org or going to www.auctioneers.org where the entire process is outlined.

The application process is outlined at www.auctioneers.org. It also can be obtained by sending an email to Hannes Combest.

Once an NAA member has reviewed the aforementioned information, he or she may run for election by first submitting a **letter of intent** answering these questions:

- Why are you interested in serving?

- How many years have you been a member of the NAA?

- What have you learned from serving on a volunteer board, if applicable?

- What state Auctioneer association(s) do you belong to?

- What committees and/or offices have you served on or held in your state association or in NAA?

Candidates must then submit **two to three sentences indicating how they demonstrate the characteristics of each of the competencies of the "Characteristics and Attributes of an Ideal NAA Board Member,"** which can be obtained in the information packet provided by Ms.

Combest. They also must provide the Committee three references and a **professional photo** of themselves.

An interview will be held during the first two weeks of March.

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

Candidates who are not endorsed by the Committee but still choose to run must notify the Committee of their intentions by 5 p.m. central time on March 29 in order to appear on the ballot.

Contact hcombest@auctioneers.org for questions.

2019 Candidate Review Committee

- Chairman of the Board Scott H. Shuman, CAI – Chair
- President Tim Mast, CAI, AARE
- Chair, El Trustees Tom Jordan, CAI, AARE, AMM, CES, MPPA
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NAA EDUCATION INSTITUTE

TRUSTEE CANDIDATE REQUIREMENTS

NAA members and designation holders who wish to be considered for a position of Trustee for the NAA Education Institute must submit information declaring their interest by Feb. 28, 2019.

Two (2) new Trustees will join the Education Institute as of the 2019 Conference and Show in New Orleans. Terms are for three (3) years, and Trustees are expected to take a very active role in the planning and implementation of education efforts of the NAA. EI Trustees plan the educational activities of the NAA, including designation programs such as CAI, AARE, AMM, BAS, CES, GPPA and MPPA, summits and educational offerings at Conference and Show.

TRUSTEES MUST MEET THE FOLLOWING REQUIREMENTS:

- Must have been a member of NAA for 3 years
- Have an NAA designation (CAI, AARE, AMM, BAS, CES, GPPA or MPPA)
- Submit a letter confirming a commitment to serve
- Attend the International Auctioneers Conference and Show

TRUSTEE CANDIDATES SHOULD BE AWARE THAT:

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

CANDIDATES MUST SUBMIT ALL OF THE FOLLOWING BY 4 P.M. CENTRAL TIME ON FEB. 28, 2019:

1. A signed letter of intent to seek a trustee position
2. A brief response (75 words) for each of eight questions listed below
3. A color photograph of yourself

4. The following profile information:

- Number of years in the auction profession
- Number of years as an NAA member
- Work history
- Education
- Prior NAA volunteer activities

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

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

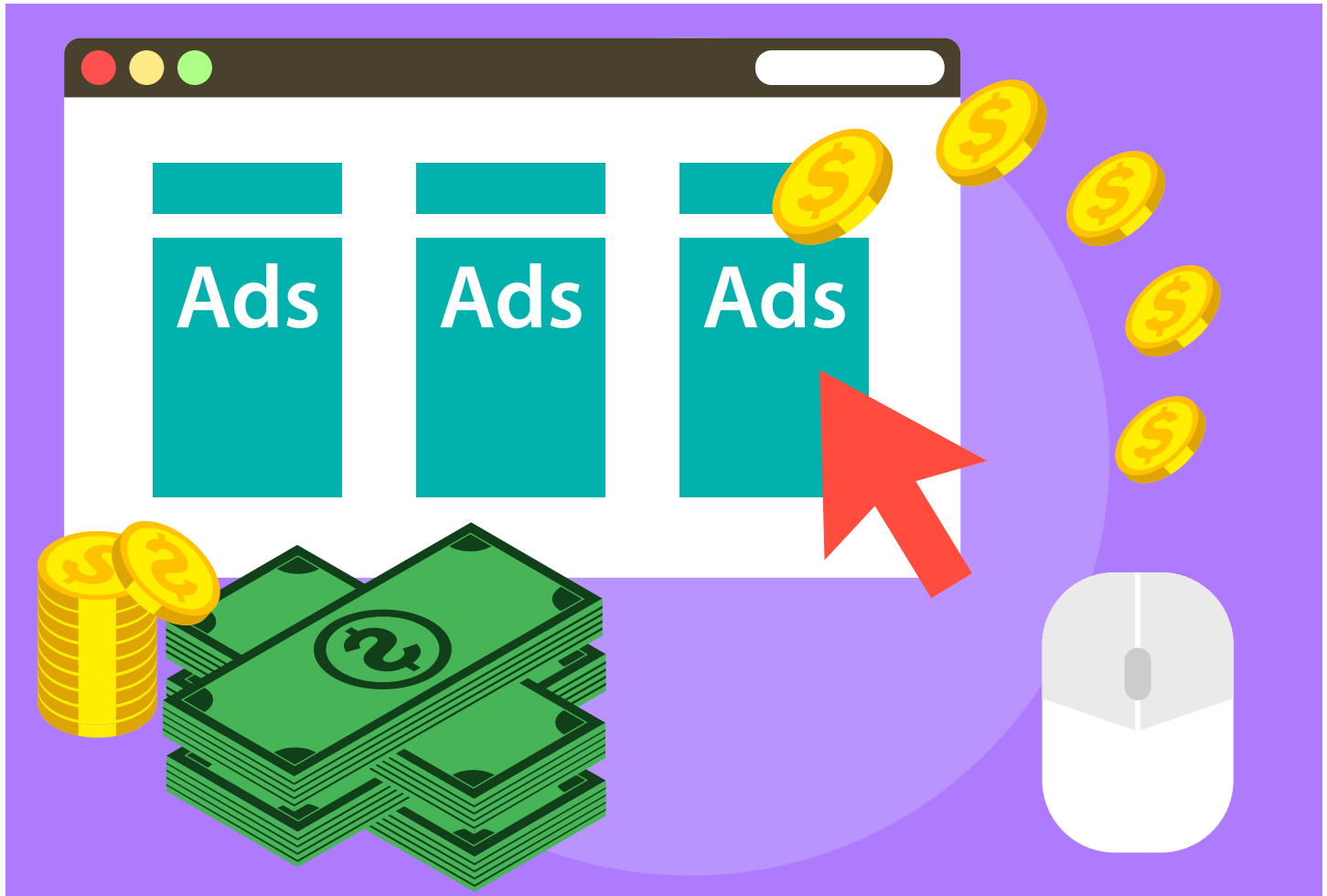
1. Why do you wish to serve on the NAA Education Institute Trustees?
2. What specific talents and skills would you bring to the Education Institute?
3. Should you be appointed, what would you like to accomplish during your term with the Trustees?
4. What is your vision for the education of an auction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

Please remember that we need all information by 4 p.m. Central time on Feb. 28, 2019. Please email the requested information to: education@auctioneers.org.

Finding the right audience

Auctioneers look to Google Ads as a business growth tool.

By James Myers, contributor



Pulling in a larger group of buyers boosts your bottom line and creates a better bidding environment for your clients. For every item you sell, there's going to be a target audience for it. The problem that marketing tries to solve is finding the right audience, make them aware that you have what they want, and it's going to be on the auction block soon. If you use the right digital marketing tools, such as Google Ads, you can connect with that audience.

For those who are new to Google Ads, it's an online advertising platform that auctioneers (or marketers in any industry) can use to display brief advertisements, service offerings, video content or product listings.

Billie Jo Glisson, AMM, CAI, and Ambra Sanner, AMM, are experts at auction marketing and they have some advice to share

about using Google AdWords, which several months ago was rebranded to Google Ads. But it's more than just a name change – Ads now includes Smart Campaigns, which makes it easier for beginners to get started with this powerful platform.

“A lot of times you'll hear of people who try Google AdWords, and they don't do it because it's just too intimidating,” said Sanner. “If you're not familiar with the platform, it can be difficult. So, Google listened, and they're doing something about it.”

Sanner added that Smart Campaigns has new features and analytics that help with mobile, tablet and desktop traffic, giving users a more holistic understanding of how everything will work on their websites.

“It's an advertising tool that help connect to your customers,”

Glisson said of Google Ads, adding the qualification that when it comes to internet searches, nearly 80 percent of users utilize Google, and they generate roughly 68,000 searches per second on any given day.

Sanner adds that utilizing Google Ads, auctioneers not only make prospective buyers aware of auctions, they also raise brand awareness, promote their business and increase traffic to their websites.

Remarketing

Remarketing (sometimes referred to as behavioral retargeting) is what marketers utilize to target consumers based on the actions they take while surfing the web. The reason remarketing is popular is because you can deliver ads to the right people based on their previous actions.

Google Ads can help you utilize remarketing with something called a Google global site tag, Sanner said, which is a JavaScript tagging framework allowing you to send event data to Google Ads. Users get a site tag with their Google Ads account and can easily install it on their website, which allows them to track web visitor information (IP addresses, etc).

It's just another tool in the Google Ads toolbox that makes it easier for you to pinpoint the right people so you get a better return on your ad investment.

User friendly

It wasn't that long ago that advertisers wanted their ad placements to stand out on the page, demanding the attention of the user. This mindset is part of what has hundreds of millions of users utilizing adblock programs – they don't want to be distracted.

The people behind Google Ads are constantly doing research, Glisson said, and they've found that rather than having ads stick out like a sore thumb, users are more likely to click on them if they blend in to the page.

"You want your ad to look like it belongs," she said.

But auctioneers don't have to be design experts to do this. Google Ads is focused on being user friendly, which means for those using this platform, hiring a graphic artist to build the ads is no longer the norm.

"The display ad builder will adjust the size and the color of the ad, and its appearance to fit with the website they're placing it on," she explained.

Going mobile

Glisson and Sanner agree that with so many users spending more time on mobile phones, your ads have to be mobile friendly. That means when a user clicks on your ad, they expect a fast and error-free experience.

"We're living in a mobile-first world," Glisson said. "Fifty percent of users will move on from a potential purchase if the landing page is slow to load."

Glisson explained that you can create a top-notch campaign and build the best ads, but if it's slow to load, you've delved into "ineffective marketing – it's a waste of your money."

To combat this, they recommend going to testmysite.thinkwithgoogle.com, which is a site that will test your load speed and give you recommendations on how to improve your site speed, if needed. ❖

This article includes a few Google Ads best practices Billie Jo Glisson and Ambra Sanner shared during a presentation. NAA members can access the full audio of their presentation – and many others – at auctioneers.org/knowledgecenter.

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Auction Contracts: Avoiding Conflict with Clarity

by James Myers, contributor



David Warren, an attorney and former president of Tranzon LLP, refers to things going wrong as the “ship hitting the bridge.” It’s a reference to a political figure who was having a great first couple of months in office until a ship hit a bridge in his district, spilling oil into a nearby bay. Auctioneers can protect themselves in situations where the “ship hits the bridge” by carefully crafting contracts.

Warren, who references *Waiting for the Hammer to Fall: A Guide for Auctioneers* as a great guide for what to consider when drafting an auction agreement or listing agreement, says the listing agreement is the “critical document in the auction process.” It clearly identifies the parties and the property being auctioned. And yes, there has been litigation tied to auctions where it wasn’t entirely clear what was being sold, which is why Warren’s mantra for contracts is to “explain, explain, explain.”

Thinking ahead is crucial, Warren said.

“A large part of what layers do and what auctioneers should do is think ahead to what can go wrong,” Warren said. “What if there is no sale? Many auctioneers like to have a no-sale fee to provide some compensation for their effort. Or, if there is a break-up or

withdrawal of the property by the owner before the auction sale, you may want to provide for a withdrawal fee or a break-up fee. Be very specific about how and when the fees are going to be paid.”

Contracts should clearly describe the responsibilities of the auctioneer, such as the time and place of the auction, if it’s online, live or a hybrid auction, if the auctioneer has the authority to sell outside of the action, how advertising and marketing will be handled – it should all be spelled out in the agreement.

Auctioneers are keen to please their clients, but bidders aren’t always as giving with their money as the seller would like, which is why it’s important to establish in the contract if there is a reserve or not.

“This is something that is very important,” Warren said. “It’s an important fundamental characteristic of the auction contract that I recommend a sign-off on at that point.”

Dispute resolution is also something to consider. Should the auctioneer run into disagreements with a client, it can be

established in the contract whether the issue will be taken into arbitration or through judicial resolution.

Traditional thought on the matter is that arbitration is faster and cheaper than going through with a trial. Warren’s opinion is that arbitration is a “little bit more of a roll of the dice” in regard to the quality of the decision being made, because the deciding party involved in an arbitration procedure might not have the level of experience necessary to come to a quality resolution.

Clarity in contracts means more than just clarity of language. For example, a legal document can be one huge block of a continuous flow of words, but that’s not easy to comprehend. A more sensible approach is to address each element in a section of its own. Warren also advises to avoid legalese, which would include words such as whereas, hereinafter, aforesaid, and hereinabove.

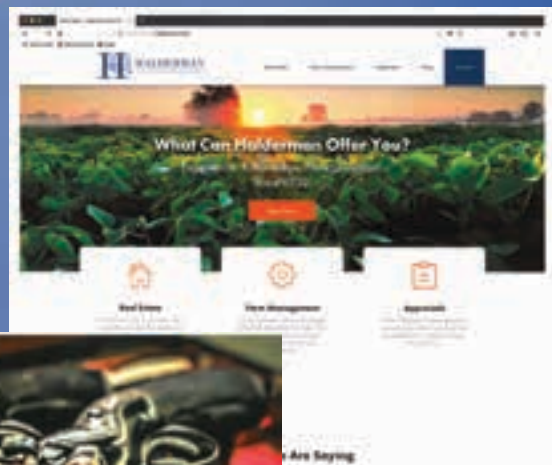
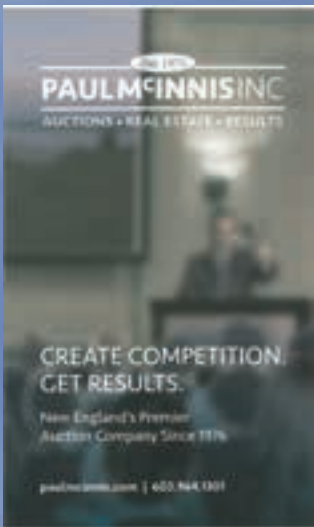
Finally, Warren advises auctioneers to include an explicit warning to bidders that the “auction isn’t” over until the auction’s

over,” especially in online auctions where auto-extends can create a “ship hits the bridge” situation.

“What we started doing was adding an explicit warning to not assume you’ve won until you get a notice from us that the auction is concluded and you are the ultimate and final high bidder,” he said. ❖

For more information about how to approach contracts, listen to Warren’s session from last year’s Conference & Show, or review the sections in *Waiting for the Hammer to Fall: A Guide for Auctioneers* regarding contracts. Hear it at auctioneers.org/knowledgecenter.

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Benefit auctions: establishing your base

By James Myers, contributor

Traditional auctions are based on an item or items that someone wants to sell, and the auction is built around those items. Benefit auctions are an entirely different beast. There is no original item, just an idea: the goal to fund a charity or need. From building up a client base to planning how the auction will play out, the process can be quite different than for any other type of auction.

Janelle Taylor, CAI, TIF, is better known to some as the Gala Gal. She's made a name for herself in the benefit auction industry since getting into it in 2002. She's invested hundreds of hours consulting and put together hundreds of galas and charity events. She's even written a book on the topic – *Auction! The 98 Solutions to Every Charity Auction Challenge*.

Getting that solid list of regulars who count on you to perform their annual auction year after year is the ultimate goal, but how can you get there? There are basically two ways to find them: you can let them find you (inbound) or you find them (outbound).

“If you're sitting by the phone waiting for someone to look for you, you're at the mercy of Google,” she said, adding that building up a social media marketing campaign and optimal website can take a long time, and even then, you're going to be one of several auctioneers getting high hits on search.

Despite the competition, Taylor recommends that if you're doing auctions other than benefit and you really want to push your benefit side of the business, focus your website solely on your auction work.

“If I have an event once a year,” Taylor began, “do I want someone who does all kinds of auctions or do I want to trust my event to a person who does (benefits) only? Your web presence says I'm serious about this.”

Taylor said you don't have to wait for your phone to ring – you can do the calling yourself. Utilizing an online resource called GuideStar, which is one of the most complete and up-to-date nonprofit data resources, auctioneers can identify prospective clients, city by city. You can see their budgets and professional fundraising efforts. Unfortunately, the database doesn't tell you who is doing live auctions, which means you've got to do some Google searches to narrow them down and make inquiries about whether or not they've secured a professional auctioneer for their next big event.

“People get all freaked out cold calling nonprofits,” Taylor said. “You don't have to. The #1 rule is – don't think of it as a sales call; it is simply a service call – it's just investigating your market.”

Taylor says when calling these nonprofits, ask them if they are under contract with another auctioneer or if they are accepting proposals. If they're under contract, just tell them “that's awesome” and that you're glad they're working with a professional auctioneer.

“That's all we want is for all the nonprofits to get the best help,” she said. “We wish you every success. Can I send you a follow-up email so you have my contact information in case you ever get into a jam?”

When you do land a potential client, Taylor said to ask open-ended questions to ensure you're the right auctioneer for them and they're the right client for you. The question they're going to ask you pretty quickly is, “how much do you charge?” Taylor said your answer should be, “what's in your budget?”

If you normally charge \$750 for your services, don't immediately shut them down if they offer you less – there are many ways for you to get paid without it costing the nonprofit anything, such as bringing in your own items for a silent auction. If they have much more in their budget for the auctioneer than you normally get, don't immediately take the job because it could be more than you're willing to do, such as 10 months of consulting and attending every committee meeting they have.

“The first thing you need to find out is ‘what did you get for that?’” she said of questioning the nonprofit about what auctioneers did for them in the past. “You aren't the best match for every client. You are the best match for clients you can provide the best solutions for.” ❖

Listen to Taylor's NAA Conference & Show session where she goes into detail about pre-qualifying clients, envisioning the event, working with committees, helping to get better items for the auction, visiting the venue, live auction planning and new approaches to fund-a-need portions of the event. Find the session audio at auctioneers.org/knowledgecenter.

Proxibid Acquires Wavebid, Completes End-to-End eCommerce Platform



Proxibid announced its acquisition of Wavebid. A press release from the companies referred to Proxibid as the most trusted platform for connecting buyers and sellers of high-value items and Wavebid as the industry leader in innovative, cloud-based auction management software.

The release also said: Proxibid and Wavebid have worked together since Wavebid's inception and are excited to strengthen their partnership by bringing the Wavebid team and product suite into the Proxibid platform. As a result of this acquisition, additional product development and customer support resources will be focused on further enhancing the Wavebid suite of products and customer experience.

"We are very eager to join the Proxibid team and accelerate the roll-out of the latest Wavebid products and features," said Russ Hilk, Founder and CEO of Wavebid. "I am even more excited about Wavebid's role in the Powered By offering as this is an opportunity second-to-none to help shape a critical inflection point in the auction industry; offering the branding, flexibility, and customization auction companies have been asking for with

the scale and support of a platform partner. Personally, this is why I started Wavebid – so I can bring the most innovative technology to the auction industry that I love."

"The acquisition of Wavebid is an important step for our company as we expand our platform's footprint," said Ryan Downs, President and CEO of Proxibid. "The addition of Wavebid enables Proxibid to offer an end-to-end solution that can easily be integrated into an auction company's website or enable partnerships with other auction marketplaces. We have always been impressed with Wavebid's innovation and their longstanding commitment to the industry. We believe together with Wavebid's founders, Russ Hilk and Michael Long, we are positioned to offer the most compelling set of tools to advance the capabilities of the auction industry."

The Wavebid team will join Proxibid, which is headquartered in Omaha, Nebraska, while continuing to operate from its headquarters in Minneapolis, Minnesota. ❖

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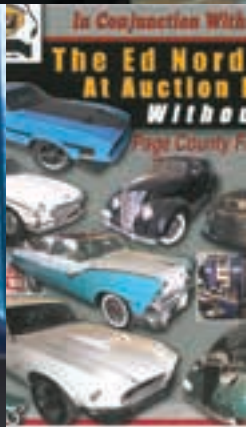
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The show must go on

Outdoor auctions endure despite bad weather

By Kora Cameron, NAA Content Developer



Imagine — you're in the middle of your outdoor auction. A large crowd showed up to bid, but dark clouds are looming in the sky, threatening your event.

Would you be prepared for what's coming?

According to Weather.com, all outdoor events need to have a weather contingency plan in place ahead of time.

Not only can weather put a damper on event turnout (or make attendees leave early), it can also pose a safety hazard, depending on the type of weather confronted.

With an attitude of “the show must go on” and a mindset of safety, here are some tips to successfully navigate planning your outdoor auction with weather in mind.

Keep an eye on the weather leading up to the event

Even though weather can be unpredictable, watching what's going on with the weather can give you an idea of what to expect from Mother Nature.

Yvette VanDerBrink, CAI, owner/auctioneer at VanDerBrink Auctions, LLC, has planned many large outdoor auctions. One of her most notable outdoor auctions is the Lambrecht Chevrolet Auction in 2013, known as the “third most earth-shattering auction of all time.” Thousands of people showed up to the auction held in a field in Nebraska. VanDerBrink says she tried to prepare for every possible weather outcome that day.

VanDerBrink says one tool she uses before any of her outdoor auctions is her weather app. She says she looks at it constantly to make sure she knows what's coming and how prepare.

Think about your location and timing

Where your auction is located and when it is taking place will dictate the logistics of your weather contingency plan.

Here are some example questions you should ask yourself when thinking about the location and timing:

- If the location is in a field, what can I do to prevent mud/washout? Is there a different place nearby I can send people to park?
- If the weather becomes hazardous, is there a building nearby that we can send people to?
- If needed, could I have a tent set up here?
- If the auction had to be delayed, could I delay it to the next day?

VanDerBrink says she thinks far in advance about her auctions' locations and how they could be affected by weather.

She shared a time when, months ahead of the event, she asked for oats to be planted in the field she'd be using for her auction. When it came time for the auction, because of the planted oats, the field was prepared against wash-out in the case of rain. Plus, the farmer mutually benefited from the crop.

VanDerBrink says having plans like this has led her to success when the weather has caused less-than-ideal conditions for her outdoor auctions.

She shared other ways she has improvised a plan the day of the auction. She says she has often had saw dust or gravel brought to the site to make the muddy ground more stable. One time, VanDerBrink says she had to redirect parking to a nearby parking lot (which she asked the company if she could use) and shuttle visitors back and forth to and from the auction site.

“When you've got those conditions, you're thinking on the fly. You're making decisions fast,” VanDerBrink says. “If you can't do things on the fly, you shouldn't be doing auctions outside.”

Have resources on hand

When weather hits, it may be too late to find everything you need. For this reason, VanDerBrink suggests being prepared for every possible situation.

Have items like hats or trash bags to give out to keep visitors dry. Know who you can quickly get gravel

“Unless there’s dangerous lightning, we’re going to find a way to keep going.”

or sawdust from if the ground is too muddy the morning of the auction, or have tow trucks standing by to help visitors out of a muddy parking area. Know who you can contact for a last-minute tent rental.

VanDerBrink says she is even prepared with a big screen projector to display photos of items which may not be accessible because of the weather.

“You have to be able to think outside the box,” VanDerBrink says. “Unless there’s dangerous lightning, we’re going to find a way to keep going.”

and will ultimately lead you to success, even if the worst of weather were to occur.

VanDerBrink says to keep in mind that if you’re running a simulcast, your in-person bidders are not the only ones to consider. Online bidders are there to participate regardless of what’s going on outside of the auction, and this may give more motivation to keep the auction going even during poor weather.

“The people bidding from California don’t care if there’s bad weather,” VanDerBrink says. “We want to make sure they have plenty of opportunities to be a part of the auction.” ❖

Keep bidders happy and engaged

At the end of the day, you’re planning an event for your visitors. Keeping them comfortable, happy and engaged is the end goal

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How to Avoid Photo Rights Issues

Images boost marketing — but know the rules

By Nancy Hull Rigdon, contributor



Photos - they're amazing for marketing your auction business. Nothing captures attention, both in print and online, like strong images. The stats back this up. Example: Articles with an image once every 75-100 words received double the social media shares as articles with fewer images, according to digital marketing tool BuzzSumo. Quite the impact!

While photos are wonderful, you must proceed with caution. It's important to know that picking out photos online isn't a free for all. In fact, you can quickly land in some serious legal trouble with the images you use. Why? Copyright. For businesses, this legal term

means you can't use a photo without permission from the owner. No, this doesn't mean you have to contact a photographer and get permission in writing every time you find a photo online that you want to put on your website or Facebook page. It does mean you have to pay attention to where you're pulling photos and make sure you're in the clear to use them. We'll give you some simple advice on navigating this, but first - let's look at what not to do.

Pitfalls to Avoid

A big no-no is very common. Let's say you spot a photo on social

While photos are wonderful, you must proceed with caution. It's important to know that picking out photos online isn't a free-for-all.

media. You think it'd be perfect on your own website. In this situation, people often save the photo and use it - without thinking much of it. Don't do this! You likely don't have the right to do so.

Keeping it Legal

Instead, seek out photos from a stock photo service. These sites usually have licenses that allow you royalty-free use of the photos. This means you are good to use photos you find there (aside from factors noted in the exceptions section below). You don't need to attribute the source, and you can alter the photos, too. To be sure, look for a "license" section on a stock photo site and make sure it says you have the green light.

Let's walk through an example. iStock is one of the most popular stock photo websites. It's at istockphoto.com. Scroll down to the bottom of the page, and you'll find a section called "License information." It has some legal language, and then explains it in simple terms. Most of the other stock photo sites do this as well. Here's the language from iStock:

"When you download a file on iStock, you're buying a standard license that lets you use the file for any personal, business or

commercial purposes that aren't otherwise restricted by the license . . .

That means you can use our content in advertising, marketing, apps, websites, social media, TV and film, presentations, newspapers, magazines and books, and product packaging, among hundreds of other uses. Adding an extended license lets you use our content in even more ways."

Exceptions to Watch

iStock does come with a cost - starting at \$40 a month. There are several free sites. One with a great reputation is Pixabay (pixabay.com). Like iStock, its license appears on the site with plain language saying you can use the photos. Also like similar sites, it has an exception clause. These refer to details you need to watch out for, regardless of where you find your photos. Simply put: While the owner of a photo may be OK with anyone using the image, that doesn't mean everything in the photo is in the clear. For instance, if there's a logo pictured, that brand may say you don't have the right to use it. And a person in a photo may be upset with how they're depicted. A couple of rules of thumb: Stay away from photos with logos and photos where people are identifiable. Here's Pixabay's advice on the exceptions:

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‘Not your token kid’



Meet Ty Smith, the record-breaking child auctioneer.

By Nancy Hull Rigdon, contributor

At 8 years old, Ty Smith set a record: youngest auction school graduate. Yet his age is just one factor in his budding career.

“This certainly wasn’t your token kid coming to auction school,” says Paul C. Behr, President of the World Wide College of Auctioneering. Ty, now 9, graduated from the school late last year.

Behr reflects: “Ty was a student eager to learn auctioneering. He never missed a beat — he paid attention in lectures, was very well liked by his colleagues, did an excellent job bid-calling during the student auction. Ty is mature beyond his years, and I’m excited to watch him excel in this industry for years to come.”

What did Ty think of auction school?

“I was pretty scared to go, but then it wasn’t nearly as hard as I thought it would be,” he says.

That reaction ties into the way Ty transformed from shy child to outgoing child during his 9 days at World Wide, explains Jason Smith, Ty’s father and the founder and owner of DreamDirt — a farmland listings and auction company based in De Soto, Iowa.

“He used to be that kid hiding behind me or his mom. A few days into auction school, he was having fun, and then he got up

and sold with confidence during the student auction at the end. And now he’s much more forward and direct with people,” Jason, CAI, says. “It’s been an awesome transformation.”

The path that led Ty to auction school at such a young age goes back to his when he was an infant.

He attended his first auction at 1 month old. His mother, Nicole, was clerking. Ty was in a baby carrier under the table, and Nicole rocked him with her foot.

“He hasn’t missed too many auctions since,” Jason says.

He helps his parents with auctions, and he practices constantly.

“Ty never stops bid-calling. He practices in the shower. He practices in the living room, where he and his little brother line up farm toys and sell them one at a time,” Jason says.

The loose plan was for Ty to go to auction school when he hit 13 or 14. About a year ago, he started emphasizing that he wanted to go soon. Ty and his siblings are homeschooled, which helped make it a possibility. Ty’s siblings: 7-year-old sister Kayli, 4-year-old brother Clay, and 2-year-old sister Jasey. Plus, the drive from their home to World Wide in Mason City is just a couple of hours.

Still, Jason and Nicole knew Ty was too young to go without one of them.

Jason said to Nicole, “I’ve already been through auction school.” When he suggested she could go as a student, Nicole, who runs DreamDirt’s online auctions, reacted with a firm “no.” But after more thought, she enrolled in auction school alongside her son. While watching Ty flourish at World Wide was certainly her highlight, she’s also looking forward to putting her education into causes that align with her passions.

The Smiths wondered if Ty was ready for the challenge of auction school. The fact that he scored 100 percent on the written test without receiving any type of special accommodations in addition to how they watched him grow as a person tell them he definitely was ready.

Ty is thought to be the youngest graduate of any auction school. At World Wide, the record previously belonged to 9-year-olds.

Jason is proud to now say he, his son and his wife were trained by Behr — Jason graduated from World Wide in 2008. Since joining the NAA family, his highlights have included the relationships he’s built through CAI.

Unlike Ty, Jason didn’t grow up in auctioneering. He spent 20 years as a police officer before moving to auctioneering. The two careers have much more in common than people realize, he explains.

“As a police officer, I had to stop and talk to strangers, generate voluntary compliance, make people realize what’s in their best interest, and navigate chaotic situations. Auctioneering is pretty similar,” he says.

So what’s next for Ty?

“I want to keep working with my Dad,” he says.

Farm machinery sales are his favorite. Case and antique tractors are his favorite.

Outside of auctioneering, he’s interested in everything technology. He takes apart his parents’ old computers. For Christmas, he was excited to get Cozmo, a toy robot.

Given his technological skills, what does Ty forecast for the future of auctioneering? Will the growth of online auctions eventually end live auctions?

“I think we’ll always have live auctions — they’re so fun,” he says.❖



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Q: Describe one of your best experiences with the NAA.

Winning the IAC in 2012 gave me the incredible opportunity to speak at state conferences, represent our industry, and encourage others to plan for success.

Q: Why did you join the NAA?

I joined the NAA early on in my career for the education and the networking. Since joining, I have gained tremendous industry knowledge, which has helped my business and my confidence.



Matt Corso sells during a live auction with online simulcast bidding.

Growth through collaboration

MarkNet delivers the benefits of a large auction company to all auctioneers, regardless of company size.

By James Myers, contributor

Matt Corso's experience working at a daily newspaper involved nailing strict deadlines and navigating a fast-paced news flow that offered something new everyday. It became his boot camp for entering the auction industry.

When Corso saw Kurt Aumann's advertisement for an operations

officer at his auction company 15 years ago, he jumped on it and became a first-generation auctioneer. Today, Corso, CAI, CES, Aumann, CAI, ATS, J.J. Dower, CAI, AARE, and Chris Pracht, CAI, AARE, CES, are the founders a successful company called MarkNet Alliance, which assists auctioneers in improving every aspect of their business.



Matt Corso is the CEO of MarkNet, which provides high-end software that's custom built for auctioneers.



Chris Pracht, JJ Dower and Kurt Aumann present an award to Chip Pearce.

Corso, CEO of MarkNet, said the initial idea was spurred by looking around at how auctioneers from different companies would often informally share best business practices and help each other out. They had developed software, basically management tools, for their office and had an idea that others could benefit by using it.

“If we could get more people involved,” Corso said, “we could be stronger together than we are apart.”

And that’s essentially what MarkNet is – a company that allows members to maintain their autonomy, but reap the rewards of merging with a larger auction company.

“If you’re an auction company and you’re looking to grow your business,” Corso said, “we are going to provide you with all the tools, all the resources of a large national company, but you get to keep your local brand and identity. We’ll give you the ability to compete with anyone in the country, yet you remain who you are.”

The power behind MarkNet

Aside from a dozen or so highly experienced people pushing the company’s objectives, the secret behind their success is in their

ability to provide high-end software custom built for auctioneers. The web-based tools include project management, customer relationship management, online bidding tools, simulcast auction tools, multi-parcel bidding tools (for online and live auctions), marketing tools, task and lead management tools.

“It not only helps you manage your business,” Corso began, “it also connects all these auction companies together so they can share the projects – back and forth. They can work together on deals.”

With full-time in-house developers and IT support, MarkNet is able to evolve with the needs of the members. In fact, it’s not uncommon for a member to request specific services, or tweaks in existing services, and the in-house development team will deliver on that request, which benefits all members.

Who’s a good fit?

The platform is built for established auctioneers who specialize in online and live auctions. However, it’s best suited for auctioneers looking to collaborate and get an education along the way, which is a sentiment that runs through the NAA members – they’re often competitors, but NAA members are notorious for their willingness to help other auctioneers.

“Our thought is we want people who want to share,” Corso said of identifying the perfect members of MarkNet. “If you’re not willing to share and be open about our industry, you’re probably not a fit for who we are. We like people who are part of the NAA because we realize they have a desire to want to belong to something. They



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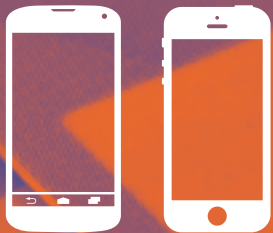
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“We want to educate our members just like the NAA,” he explained. “And we want to share everything. It’s kind of an open book when you’re part of our group.”

like to share and try to better themselves and grow their companies.”

NAA experience runs deep within the leadership at MarkNet. They’ve all served as directors at one point or another. Dower is a former NAA president. Pracht has served as chairman of the education institute and is in the NAA Hall of Fame.

“We want to educate our members just like the NAA,” he explained. “And we want to share everything. It’s kind of an open book when you’re part of our group.”

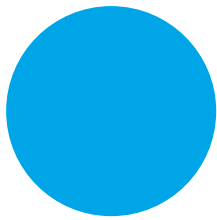
Ever evolving

Having access to MarkNet’s web-based tools and the ability to communicate so effortlessly with other auctioneers has its perks; Corso said members see an average yearly revenue growth rate of 13 percent.

“Whatever software you need, whatever proposal you need, whatever marketing help you need,” he said, “you get it all from us.”

MarkNet’s engineers are constantly working on the software, and they’re now in the process of upgrading their applications, particularly the mobile apps. They’re working on improving their understanding of how search engines work and making sure MarkNet is found when prospective buyers search for auctions. More importantly, Corso said, they’re analyzing how people interact when they’re buying.

“We want to make sure we’re presenting products the right way,” he began. “Our mobile design – how do we need to change? How should we update it? We live in an Amazon culture, right? Are we adapting to people’s buying habits? We’re making sure we’re offering auctions and getting them out to people in a way that the consumer wants to consume.” ❖



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50
years
later:

February 1969: Renoir Brings Record Price of \$1,550,000

Fifty years ago, a \$1.5M bid for a 100-year-old Pierre Auguste Renoir landscape set a world auction record for a single impressionist work. Sold at the Norton Simon Foundation of Fullerton, California, at the Parke-Bernet Galleries, the painting was titled *Le Pont des Arts, Paris*. The Renoir was one of eight French paintings auctioned in 25 minutes for a total of \$3.25M. The previous record for impressionist work was \$1,411,200 in London, and the previous record for a Renoir was \$299,600 in Paris.

Renoir pieces have continued to hold value in the art world. In 1990, a Renoir titled, *Bal du Moulin de la Galette*, was purchased for \$78M (a bit more than \$140M today) at a Sotheby's auction.

\$1.5M sounds like a lot in 1969 dollars, but with inflation the bid would total somewhere near \$10.6M today – a far cry from the hundreds of millions spent at art auctions in recent years.

At Christie's in 2017, Leonardo da Vinci's depiction of Jesus, titled *Salvator Mundi*, still holds the top spot for any work of art sold at auction with a record-shattering bid of \$450,312,500 (\$460M today). It stands about \$150M above other artwork sold at auction, so it may be there a while. ❖





REPPERT

Twenty-two new auctioneers made up the Reppert Auction School Nov. 30 - Dec. 9, 2018, graduating class. Reppert has been training auctioneers since 1921 and is the oldest continuously operated auction school in the country.

WORLD WIDE COLLEGE OF AUCTIONEERING

The November 2018 graduating class from the World Wide College of Auctioneering included 30 men and women, and one ambitious 8-year-old, Ty Smith, who is the youngest auction school graduate ever. Graduates are:

Front Row (L-R): Bradford Fisher, Danny Cannon, Greene Rollins, Matt Allen, Nicole Smith, Ty Smith, Taylor Moreno, Brittany Peiffer, Samuel J. Clough, and Jonathon Zimmerman.

Middle Row (L-R): Elvin Stoltzfus, Nominee Smith, Laura Hudson, JillMarie Wiles, Halie Behr, Paul C. Behr, Vicky L. Ginder, Trisha Brauer, Sara Broers, Dawn Stoltenberg, and Bretta Wilcox.

Back Row (L-R): Timmy Mourer, Clay McKnight, Wally Hays, Wade D. Heine, Collin Dahlberg, Warren Rubingh, Colin Becker, Josh Jasper, and Brandon Cox.



NAA Hall of Famer Leaves Legacy



Rex D. Schrader

Rex D. Schrader, 75, passed away Dec. 28, 2018. He lived in Columbia City, Indiana.

The longtime president of Schrader Real Estate and Auction Company received the auction industry's highest recognition in 2014 when he was inducted into the NAA Hall of Fame.

Fellow NAA Hall of Famer Dennis Kruse spoke during Schrader's induction.

"It was a real honor to introduce my longtime friend, because nobody in the industry is held in higher

esteem. Rex is universally recognized as a pioneer whose innovations fundamentally changed the way land is sold at auction in this country," Kruse said in 2014. "Over the years, he built a company that is known not only for its marketing success, but for the integrity and professionalism that reflect his own character."

Following the induction, Schrader said, "I'm really overcome with gratitude, not just for the great honor of being recognized by my peers, but for the large number of family, friends and associates who traveled many miles to share the moment with my family and me. I am especially indebted to my wife, Lori, and my partners, R.D. Schrader and Gene Klingaman, as well as our wonderful employees and associates."

He started auctioneering at the age of 13 in the livestock barn when his father had to take a phone call. Rex not only conducted some of the largest land auctions in the world, but he also filled a room with energy and excitement as he auctioneered. Rex and his company developed an innovative technology for conducting large land auctions. Building upon the business started by his father, Rex built a world class company operating across the U.S. His son will carry on the company.

In addition to his place in the NAA Hall of Fame, Rex was also inducted into the Indiana Auctioneers Associations' Hall of Fame. ❖

Decorated Texas Auctioneer Marked 60 Years in Industry

Bob Goree, 79, passed away Dec. 20, 2018. He lived in Amarillo, Texas.

He had a 60-year auctioneering career and owned Bob Goree Auctioneers.

He achieved many honors throughout his career: He won the Texas Auctioneers State Championship in 1977, was president of the Texas Auctioneers Association from 1978-1979 and graduated from the Certified Auctioneers Institute at the University of Indiana in 1981. He won the Texas Auctioneers Association Senior Champion Award in 1999 and was inducted into the Texas Auctioneer Association Hall of Fame. ❖



Rick E. Simpson

Kentucky Auctioneer and Realtor Passes Away

Rick E. Simpson, 64, passed away Dec. 26, 2018 in Middletown, Kentucky.

He was an auctioneer and realtor for H. B. Smith Realty Company in Shelbyville, Kentucky.

Expressions of sympathy may be made to ALS Association, KY Chapter, 8640 Haines Drive, Suite F, Florence, KY 41042. ❖



Harold A. Alderfer, CAI

'Uncle Harold' Played Key Role in Sanford Alderfer Real Estate's Success

Harold A. Alderfer, CAI, passed away Dec. 16, 2018. He was 91. Harold was part of the Sanford Alderfer Auction Company in Hatfield Pennsylvania since 1962 both as a licensed auctioneer and a real estate broker. He was profoundly responsible for the growth and success of the Sanford Alderfer Auction Company, according to the company.

Known as "Uncle Harold" to many at Sanford Alderfer Real Estate, he was the brother of company founder Sanford A. Alderfer.

He served as the secretary treasurer of the Pennsylvania Auctioneers Association during the 1970's and 1980's. At the time Harold attended the NAA's CAI, he was the second oldest person to receive the designation. He was also an active member in the local, state and national Association of Realtors. ❖



Maggie Homan Beckmeyer

Ohio Auctioneer Spent 30 Years in Auctioneering

Maggie Homan Beckmeyer, 78, passed away Dec. 2, 2018, in Miami Township, Ohio.

She was a CAI, A.A.R.E., BAS, CES, USPAP Compliant and MPPA certified appraiser. She benefited from more than 30 years of auction industry experience.

She owned Auctions By Maggie, a full service auction company in Cincinnati, Ohio, that offered appraisals, probate solutions, liquidations, and real estate.

In lieu of flowers, memorials in her honor can be made to St. Jude Children's Research Hospital at stjude.org/donate. ❖

Illinois Auctioneer Lived for 101 Years

Edwin C. Schmidt, 101, passed away Oct. 9, 2018 in of Elgin, Illinois.

He was an auctioneer as well as a salesman for Milk Specialties in Dundee and Pacifac Mollasses Co. before retiring.

He served in the U.S. Army during World War II in Signal Intelligence. He was elected President of the Chicago Feed Club and the American Racing Pidgeon Association. He was the oldest living auctioneer in the state of Illinois. ❖

\$8.7 Million Sold at Mecum Kansas City Collector Car Auction

WALWORTH, Wis. (Dec. 11, 2018) – Mecum Auctions closed out 2018 in Kansas City, Missouri, achieving overall sales totals of \$8.7 million. The increase in sales over the 2017 Kansas City auction makes the 2018 event another in a long line of auctions that have seen significant one-year growth. Individual sales were topped by a rare black 2006 Ford GT (Lot S120.1) with just 870 miles that brought \$308,000.

As an auction noted for its annual delivery of a wonderfully diverse and varied lineup, this year’s event produced a surprisingly focused top 10 sales list. Seven of the top 10 sales were Chevrolets and four of those were Corvettes. It was two Resto Modded Camaros, however, that followed the Ford GT in top dollars achieved, with a 1967 model (Lot F243) selling for \$77,000 and a 1969 (Lot F69) bringing \$74,250. Others to appear in the top 10 included a pickup truck, a Bentley and a Cobra Replica, demonstrating that despite Chevrolet’s top 10 takeover, variety was indeed still on tap.

The complete top 10 collector-car sales at the Mecum Kansas City 2018 auction include:

1. 2006 Ford GT (Lot S120.1) at \$308,000
2. 1967 Chevrolet Camaro (Lot F243) at \$77,000
3. 1969 Chevrolet Camaro (Lot F69) at \$74,250
4. 1965 Chevrolet C10 Pickup (Lot S83) at \$69,300
5. 1967 Chevrolet Corvette Convertible (Lot S92) at \$69,300
6. 1966 Chevrolet Corvette Coupe (Lot S51) at \$68,750
7. 1962 Chevrolet Corvette Convertible (Lot S59) at \$67,100
8. 2017 Chevrolet Corvette Grand Sport Heritage Edition (Lot S97.1) at \$67,100



9. 2009 Bentley GT Coupe (Lot S28.1) at \$67,100
10. 1965 Superformance Shelby Cobra Replica (Lot S132) at \$66,000 ♦

18th Century Antiques Find New Life at Cordier’s Fall Fine and Decorative Arts Auction

Cordier Auctions, located in Harrisburg, Penn., held its fall Antique and Fine Art Auction on November 10 and 11, 2018. The sale featured rare antiques and luxury goods from all collecting categories, drawing bidders from around the globe.

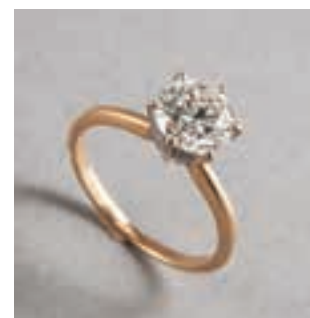
Early examples of American craftsmanship and artistry were particularly well-received by bidders. An intricately decorated tall case clock by Massachusetts master clockmaker Simon Willard, featuring a rocking ship-automaton to the arch, sold to a bidder online for \$9,000, while an 18th century PA Windsor settee brought \$5,000.

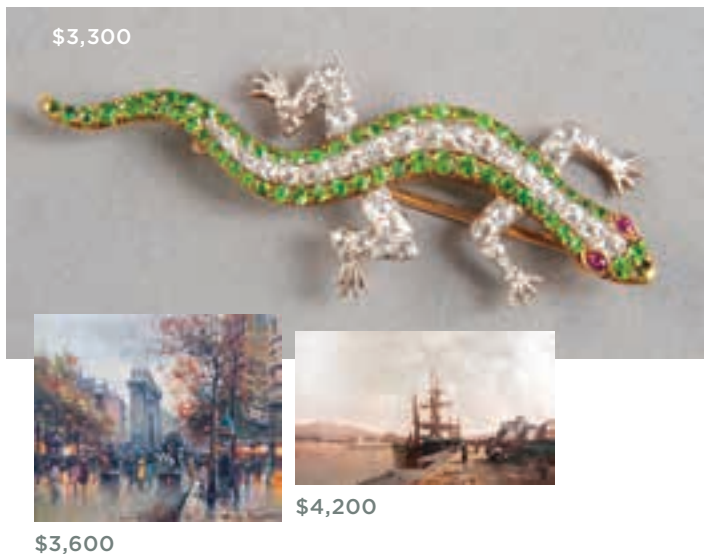
The settee was one of several pieces consigned by the Rutherford House in Harrisburg, PA. Built in 1858, the mansion now known as the Rutherford House was the Rutherford family’s home until 1920, when it was sold to Dauphin County. Today, the mansion is used as a senior center.

The home and the Rutherford family played a significant role in the Underground Railroad during the mid-1800s. Dr. William Wilson Rutherford was vice president of the Harrisburg Antislavery Society in 1847 and provided a station for escaped slaves at his home on South Front Street in Harrisburg. From there, he conveyed them to what is now the Rutherford House, where they were hidden in a barn that once stood nearby. Other antiques offered from this historic home included an English tall case clock with horses, and an early 19th century needlepoint sampler.

Jewelry, both antique and modern, remains a popular category at these quarterly auctions, and Cordier’s fall installment featured a fine selection. Top lots included a 14K 1.60 carat diamond solitaire ring (\$4,200) and an antique gemstone lizard brooch (\$3,300). A model 3417 dress wristwatch by renowned Swiss manufacturer Patek Philippe inspired competitive bidding before hammering down at \$24,000 to an online bidder.

Although the market for porcelain and glassware has softened over the past decade, a handsome range of porcelain found heavy interest throughout the second day of the sale, including seven large Lladro figures from a private collection. Of those, the late 1970’s sculpture “Jockey and Lady” sold for \$475. A large Chinese Baluster form lidded vase dated to the 18th or 19th century brought \$1,600.





French artists including Charles Francois Daubigny (\$4,200) and Antoine Blanchard (\$3,600) saw marked popularity, but sculptures by American muralist Robert Wyland also performed well, with one painted cast bronze grouping of marlin hammering to a floor bidder for \$3,900.

Mid-century modern furniture has been one of the best-selling categories at auction for the past several years, and Cordier's auction house has offered designer pieces in all of their 2018 quarterly sales. Stand-outs in their November auction included a mirror and wall shelf set by Paul Evans (\$1,300) and a Herman Miller credenza by designer George Nelson (\$1,200), among others.

In total, the auction spanned close to 600 lots over the course of two days. ❖

RIAC Sets New Industry Records — \$75.5 Million in 2018



The December 2018 Premiere Auction at Rock Island Auction Company did not disappoint. In fact, had RIAC not sold over \$20 million in collectible firearms the preceding September Premiere, the December Premiere would have been the highest in its history with a realized total of \$18.3 million. Having two back-to-back powerhouse auctions of course contributed to yet another record breaking year for the auction house by the Mississippi, reaching an annual realized total of \$75.5 million – a new record for RIAC and the highest annual result ever achieved for a firearms auction house.

Despite being a year-end event, the beginning of each day started with a bang. Within the first 45 minutes on Friday, RIAC had sold a Baby Paterson in lot 17 for \$472,500, a semi-Deluxe Winchester 1886 in lot 39 for \$138,000, as well as the high dollar item of the entire auction: a rare Winchester Model 1873 “One of One Hundred” rifle in lot 35. Documented as the last of the eight that were ever produced, it brought about a suspense-filled round of bidding that soared past its \$375,000 high estimate en route to \$805,000. While Winchesters of all types – lever actions,



Model 1890s, and modern lever actions – performed extremely well, other genres were not without their high performers, such as the rare Civil War Mont Storm patent carbine in lot 187 that more than quadrupled its \$7,500 high estimate by bringing \$34,500.

Just five lots into the auction on the second day, in lot 2005 a stunning high art Winchester 1886, engraved, carved, inlaid, and signed by John Ulrich achieved \$586,500. Only three lots later in lot 2008, an extremely rare Briggs patent Henry rifle crossed the block to the tune of \$195,000. It wasn't until halfway through the day that the beautiful and extremely ornate Government Model in lot 2461 was offered. Smothered in master engraving



by William Gough, this engraved and gold inlaid work of art was serial number C5, a first day production, and was presented by Colt Agent Albert Foster Jr. to his attorney, James Bowen. The significance of an early model, the aesthetics and the presentation were not lost on dedicated collectors who drove the final price to \$241,500.

Early action on the final day saw the finest known Savage Model 1899 Monarch Grade rifle, an exhibition of the gunmaker's art in lot 3127, best its \$375,000 high estimate for a well-deserved \$540,500. In lot 3600 was an item that emphasized rarity over artistry – a North American Arms Model 1911 pistol. With less than 100 ever produced, collectors clamored past the \$95,000 high estimate and the pistol found a new caretaker for \$218,500. Even the spectacular collection of air rifles performed admirably, with one Austrian made Girandoni-system rifle easily surpassing its \$8,000 high estimate and, after a competitive bidding battle, was added to a new collection for \$28,750. ❖



Carson Long Featured in Cordier's Winter Firearms and Militaria Auction



An antique Winchester 1873 rifle produced for the Atlanta Police department hammered down for \$3,600 to an internet bidder during the second and final day of Cordier's December Firearms and Militaria Auction.

Held Dec. 7 and 8, the auction included well over 400 lots of firearms ranging from antique to modern models. In addition to the Winchester, a Pennsylvania Over/Under long gun signed by noted Newport, Penn. gunsmith Daniel Crum (1841-1926) also drew bidders attention, selling for \$1,900. A WWII German semi-automatic infantry rifle brought \$1,800.

In modern firearms, semi-automatic long guns saw heavy bidding, with an FN FAL semi-automatic military style rifle

hammering at \$3,100. That model was a free-world favorite during the Cold War. A Springfield Armory M1A match rifle sold for \$1,800.

Colt handguns have been reliably popular items at auction for the past several years, and this sale was no exception. A Colt model of a 1911 U.S. Army pistol (\$1,700) and a Colt Python .357 magnum (\$1,600) both sold to bidders online after spirited competition.

This sale was notable not only for the prices reached, but also for the source of many of the items offered across both days of the auction. Dozens of the lots were from the collection of the now-shuttered Carson Long Military Academy, and many bidders were themselves former alumni vying to win a physical piece of the school's history.

Founded in 1836, Carson Long Military Academy in New Bloomfield, Penn., was the oldest continually operating military boarding school in the United States. It saw its last graduating class in the first half of 2018.

Although the school's collection featured many well-performing firearms, two of the edged weapons consigned from that



institution became top lots of the auction. A Japanese Samurai short sword signed by Bishu Osafune Yoshimitsu sold for \$1,500 and a 21” Samurai sword with the traditional sharkskin handle brought \$1,300.

Non-firearm items were all sold on the first day of the sale, including numerous examples of military and nature-themed artwork. A limited edition print by Pennsylvania artist Ned Smith (1919-1985) depicting bluebirds sold for \$1,400.❖

FEE & LEASEHOLD INTERESTS IN THE CARNEGIE ABBEY CLUB OF PORTSMOUTH, RI SOLD FOR OVER \$8.8 MILLION

JManning Auctioneers announced the January 10 closing of the \$8.8 million auction sale of fee & leasehold interests in Newport County’s The Carnegie Abbey Club held on Dec. 4, 2018.



The auction was a multi-part, or in the entirety event, featuring the Donald Steel designed 18-hole course, clubhouse, and 41-slip marina that lie on approximately 280 acres on Narragansett Bay owned and leased by the Benedictine Monks who operate the neighboring Portsmouth Abbey School. Also included was 6.2 acres of condo development land and 2.5 acres of residential development land.



Marina owners, golf course operators, investors, and developers were represented among the registered bidders. A crowd of over 80 included many members who watched as the seven bidders

vied for five auction groupings, rising with a spontaneous roar of applause when Justin Manning’s hammer fell and one of the more active buyers, represented by counsel, took the auction in the entirety. Laura Decker, Director of Membership & Marketing for The Carnegie Abbey Club later indicated that the buying entity “consists of a group of current members committed to restoring the club to the high standards it has historically been known for.” ❖



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Carlos Joao



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Carlos Joao
Luana, Angola.

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“You never think you’re going to be a cancer mom, but it happens in an instant,” said June’s mother. “It can happen to anybody.”

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June
4 years old
acute lymphoblastic leukemia

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Phred Hutchinson



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Yakima, WA



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

IN THE RING

PAGE *“I believe in an open market. So, while my children may inherit some of this, I think it’s important for things to go back into the auction marketplace.”*

9

U.S. Congressman Rodney Frelinghuysen (R-NJ)

*On the future of historical pieces in his office on Capitol Hill
Washington, D.C.*

PAGE *“I believe people will be able to walk away from the summit with two things . . . One, they can find a new energy around their business. Two, they can make new connections that can lead to new places to get business, new referrals, new people to work with or just some new ideas to make themselves more profitable.”*

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Aaron Ensminger

*NAA Education Director
Discussing the NAA’s Internet Only Auction Summit*

PAGE *“Our thought is we want people who want to share . . . If you’re not willing to share and be open about our industry, you’re probably not a fit for who we are. We like people who are part of the NAA because we realize they have a desire to want to belong to something. They like to share and try to better themselves and grow their companies.”*

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Matt Corso, CAI, CES

*CEO, MarkNet Alliance
Speaking on his approach to growing MarkNet*

AROUND the BLOCK



- **R.M. “Pete” Stewart was recognized for his auctioneering services by his local sheriff in Pennsylvania** – Indiana County Sheriff Bob Fyock. He was honored, in particular, for assisting the sheriff’s office with sheriff’s sales, which he has been involved with since the mid-1950s.

“Pete is an outstanding person and someone we can all look up to,” Fyock told the Indiana Gazette.

Stewart began as an auctioneer in 1952. In 1970, the county finished construction on a new courthouse, and Stewart and his son, Charles, sold the remaining items in the old courthouse.

While he has retired from conducting sheriff’s sales after 66 years, Stewart plans to continue holding auctions with the assistance of his son and granddaughter, the Gazette reported.

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Coming up in March ...

Credibility is integral to an auctioneer's business. Next month we will explore how you can use your NAA membership and designations to promote your credibility.

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