

the auctioneer



August/September 2021

the National Auctioneers Association

*President
Beth Rose*



PRESIDENTIAL
Q&A

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SHOW RECAP

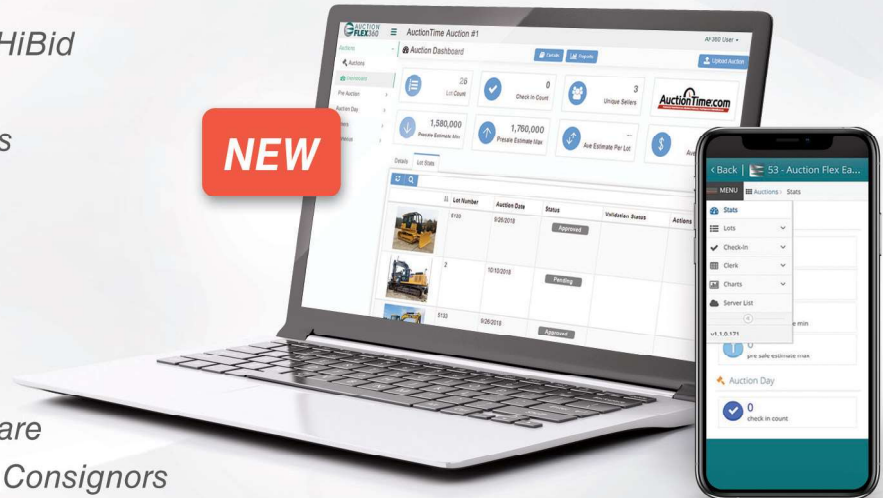
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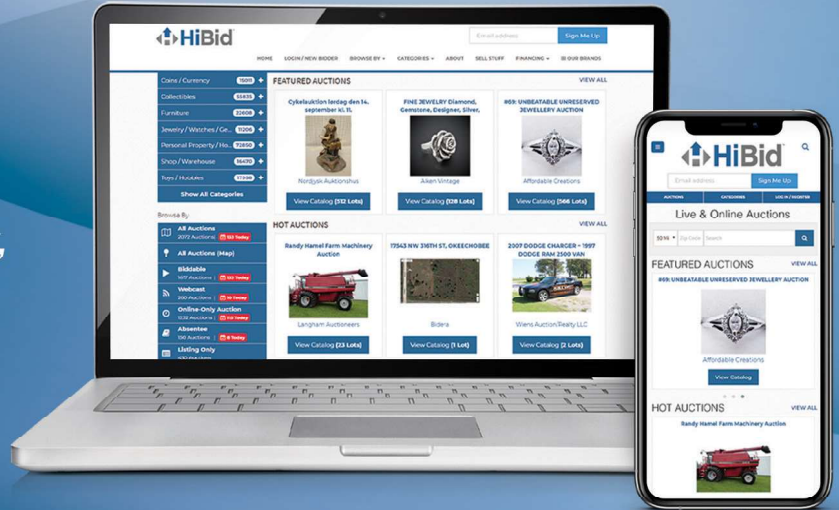


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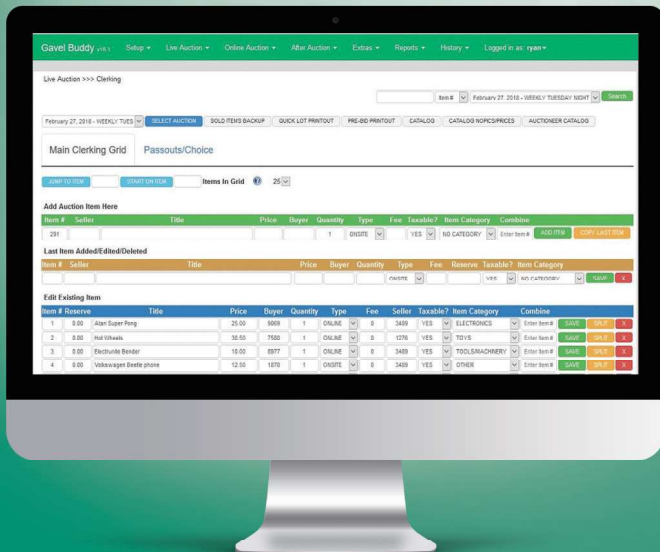
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Lot #: 8720
JOHN DEERE 7720 TITAN II
Combine

0:17 70 Bids
Current Bid
USD \$37,400

No Buyer's Premium

Bid **USD \$37,500**



Lot #: 9680
2013 FREIGHTLINER
BUSINESS CLASS M2 112
Heavy duty trucks

2:31 42 Bids
Current Bid
USD \$14,250

No Buyer's Premium

Bid **USD \$14,500**



Lot #: 2663
2006 CAT 963C
Crawler loaders

0:38 29 Bids
Current Bid
USD \$19,000

No Buyer's Premium

Bid **USD \$9,200**



Lot #: 459
NEW HOLLAND ROLL-BELT
560
Hay and Forage equipment

1:45 83 Bids
Current Bid
USD \$11,500

No Buyer's Premium

Bid **USD \$11,750**



Lot #: 3895
2019 FREIGHTLINER
CASCADIA 126
Heavy duty trucks

1:26 112 Bids
Current Bid
USD \$61,500

No Buyer's Premium

Bid **USD \$11,750**

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I believe in what we stand for

As I write this, I am thinking about the wonderful week that I just experienced in Minneapolis; a week where I got to see my auction family; a week where I was handed the gavel of leadership for this great organization; and a week that I will never forget because *you* the members made it special for me. Thank you all for all the words of encouragement, the text messages, calls and cards.

I *love* the passing of the gavel ceremony that is held at the President's Gala every year. This year I particularly loved that ceremony because my friend and colleague, Terri Walker, handed *me* the gavel. What a remarkable feeling watching as each of the past presidents handed the gavel down the line, person to person, until it came to me. However, as beautiful as the ceremony is, I am well-aware of the responsibility that comes along with the gavel.

I am responsible for leading a team of people that will work for you—the NAA members. The good news is that this team is savvy about the auction industry and this team is passionate about their place within NAA and within the industry. I am excited to get started.

The auction industry is changing at a very rapid rate. We cannot stop change, but we must find a way to adapt to the change or we will lose our relevance during this time. The Board is very aware of the changes and has identified goals that are contained within our strategic planning document called PACE to 2030, which will address these changes. As I said at the President's Gala, we must lean into change and push the boundaries. We're ready and equipped to structure, build, and execute a bright future into 2030.

PACE to 2030 will help get us there because everything that we do as a Board will eventually help us move the needle toward our vision statement: To become the voice of the auction profession. If we don't change then the business will change us. The time is now to push and make changes to better the future of our industry we all know and love.

That's why I'm not worried about losing our current CEO, Hannes Combest. Don't misunderstand, I will miss her dearly. But the Board has already approved the goals that will result in the advancement of our vision statement. I'm confident in the CEO Search Committee and look forward to introducing the new CEO for the NAA to you soon. Staff understands what we are doing and with the passion of the Board, the

staff will tackle these action plans as they did with Pathways to 2020.

As we stated at the conference multiple times, NAA is financially stable. But we can't rest on what we have accomplished. We have more work to do. And more work will take more money. But we are not in a crisis—we are moving in a direction from a position of strength—not chaos.

One of the things that I mentioned to the Board that I will focus on is improving our communications with members. Terri started a monthly videos. Between that, Auction eNews being delivered to you twice a month and Auctioneer once every two months, we need to talk about what is next. How can we improve our communications efforts? My goals are to deliver monthly videos with chairs of the committees and myself to make sure you are brought up to date on the work that is being done for our members.

I believe in the strength of this organization—I believe in what we do and what we stand for. And I am looking for you to help us—because we are all Auctioneers Helping Auctioneers—AHA! ❖



Beth Rose, CAI, AARE, AMM
NAA President

Beth Rose is the founder, owner and auctioneer at Beth Rose Real Estate & Auctions. She is a Rose award recipient, Volunteer of the Year award recipient, 2016 International Auctioneer Champion, and 2016 National Auction Marketing Campaign of the Year award winner. Beth has served the NAA on the Education Institute Trustees, as chair of CAI and IAC, vice chair of the Governance Committee, and chair of the Real Estate Workshop.

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**Both our head
and our heart
have to be
engaged in
order to make
a decision.**

Lori Jacobwith
Fundraising expert

”

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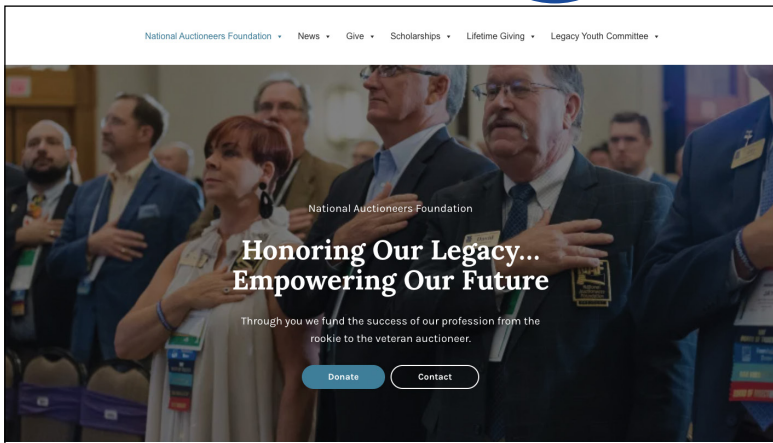
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NATIONAL AUCTIONEERS FOUNDATION WEBSITE REDESIGNED

Have you seen the new Foundation website at auctioneersfoundation.org? Take a minute and jump on over there now because you won't believe the transformation. It is 100% better on the eyes and simple to find information you need. Also, applying for a scholarship for NAA events or Legacy Youth Scholarships has never been easier!



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

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To my friends at the NAA

As you know, I will be leaving NAA on September 30, 2021. Before I leave, I just want you to know what an impact you made on me professionally and personally.

As I said at the Annual Business Meeting at Conference & Show, I think a lot of us re-evaluated our lives during the pandemic, and while my affiliation with you has been the highlight of my professional career, I know it is time that I move on. NAA and I both need a new challenge—we both need something different in our lives—not better or worse, but different. I plan to start a new business working with associations. And NAA will continue to follow a path laid out by the Board called PACE to 2030. I am confident that with

the care and continued support of the Board and staff, it will achieve the vision of becoming the voice of the auction profession.

To all the past Presidents with whom I have served and current and past Board members, thank you for always having my back. And a special thank you to Terri Walker for the work she did in putting together the best party I've had the pleasure to attend (Lance, your imitation was spot on!). Terri and Paul C. Behr both went "off script," and their kindness will never be forgotten.

To past and present NAA staff—I have always said how good you make me look. That wasn't just words— that is the truth! I will miss you all so much!

To the membership: thank you for sharing your lives with me. It has been my honor and privilege to work for you. I love your passion for your industry and will never, ever forget how Auctioneers Help Auctioneers (AHA!).

Regardless of where I go or what I do, please know I will always be an advocate for NAA and its members. I believe in the auction method—and I truly love it.

And one last word, please, about social media: please be kind.

To all of you, I hope our paths will cross again.

With lots of love and admiration,
hannes



Your Association at Work

NAA announces partnership with Genie Rocket as member benefit

NAA has entered into an exclusive partnership with Genie Rocket, a company that offers a cloud-based CRM software program that helps automate communications with your customers. This program will help auctioneers manage communications in various ways, whether through email, Facebook messenger, text or any other communication device.

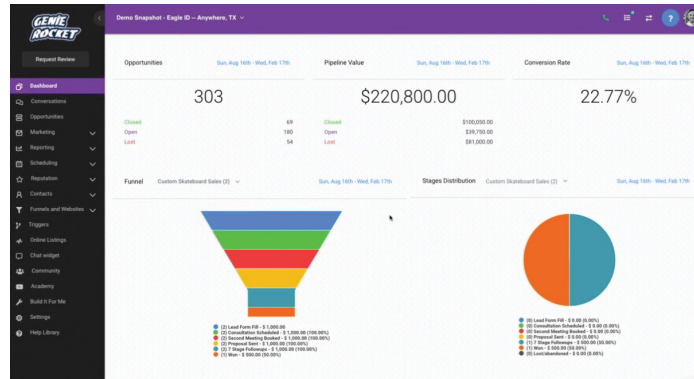
In addition, it will help generate leads through the creation of a sales funnel that is easy to manage. It even offers a chat bot in one of its pricing levels that you can add to your website.

Any data will be exclusively owned by the NAA user.

Unlike other CRM systems, Genie Rocket also offers training on a regular basis, continuing to help you develop more opportunities.

NAA President Beth Rose, CAI, AARE, AMM, made the announcement during the NAA's Annual Business Meeting on July 15, at Conference & Show in Minneapolis. She noted that NAA members will have preferred pricing opportunities and more training than what is offered to other Genie Rocket customers.

Details are still being negotiated, but Rose said she anticipated availability to members in September.



“ I know auctioneers spending over \$2,000 per month to bring all these services together. This program brings members needed technology at a price point that is unheard of outside of our organization. ”

Mike Fisher, CAI, AARE, ATS, BAS, CES, GPPA
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Legacy Youth Scholarship Committee awards four scholarships

This year, the Legacy Youth Scholarship Committee awarded four scholarships to teens entering college.

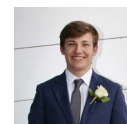
This year's recipients are:



Jackson Hart, Eaton, Colorado, son of Robert and Elizabeth Hart.



Quin Johnson, Chiefland, Florida, son of Chad and Angela Johnson



Max Kurtz, Owensboro, Kentucky, son of John and Chrissy Kurtz, grandson of Bill and Sharon Kurtz



Delaney Peterson, Chamberlain, South Dakota, daughter of Chisum and Cindy Peterson

Learn more about the Legacy Youth Scholarship Committee at auctioneersfoundation.org.

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2021-2022 NAA Board of Directors

Jay Cash, Director

I am inspired by the membership and the amount of people who not only voted but reached out to offer their support. We are a small association by most standards, but I believe all our members want to contribute and see our industry thrive. I am honored to be their voice on the board.

I want to tell every new auctioneer that there are no short cuts in life, but there is a path. You don't have to have all the answers to begin, but if you don't begin you will never find the answers. We are an association full of resources that will help change our world.

It can be a long hard journey to get started, but through the NAA your business and career will grow by leaps and bounds. I want to help auctioneers learn how to overcome objections in the sales process and see them offer their services to more people. I want to initiate programs that teach auctioneers how to attract more leads, generate business, earn more money, and dominate their markets. I want to share real-world business strategies that work. When NAA members succeed, we all succeed.

Morgan Hopson, Director

Being elected to the NAA Board of Directors is exceptionally exciting. It's a privilege to continue to do the work of the leaders before us and have the opportunity to bring new and innovative ideas to the table as we move forward as an association. We have a passionate and dedicated Board that will continue to work hard for the betterment of our membership, and I am very grateful to have been elected. Thank you to all the members who put their trust in me. I'm looking forward to being a voice for all.

Over the last two years, I've been extremely involved with the FFA Task Force. My hope is that we can continue to educate youth about the auction method of marketing and career options within our industry. It would be extremely impactful if we could use the bones of the FFA SAE to expand and become involved with other youth organizations around the country. Community is a new cornerstone and a committee I've been privileged to sit on. My hope is that we can continue to build and foster relationships within our membership. Promotion of the auction industry to the public is also on the

forefront. We have an opportunity to educate the public to think auctions first. We're making strides with the new blog and podcast. Continuing to build on those and finding new ways to reach and educate non-auction professionals will be important.

Ailie Byers, Treasurer

I really appreciate the membership's trust in my abilities and look forward to the work we have ahead of us. I aspire to continue the work of former boards in the financial advancement of the association, as well as growing our reserves. The board has done a good deal of work to set a PACE to 2030 using tangible metrics to track our success in each of the cornerstones. I hope to see those benchmarks progress and the membership experience the quantifiable success of the NAA as we move into the next 10-year phase.

National Auto Auction Association names Tricia Heon as new chief executive officer

The National Auto Auction Association is pleased to announce that its board of directors has appointed Tricia Heon as NAAA's new Chief Executive Officer following a rigorous six-month selection process guided by executive search firm Spencer Stuart. Heon succeeds Frank Hackett, who is retiring after 17 years in the leadership position.

She will be the first woman to head the 73-year-old association, which represents more than 350 auction members and 130 associate members who comprise the leading remarketers of used vehicles and related auction services in the world.

"This marks a milestone for NAAA and for the growing number of women who have chosen to build careers in our traditionally male industry," said NAAA Board Chairperson and Past President Laura Taylor. "Tricia has been a valued part of this organization for ten years. She will bring that experience and

knowledge with a fresh perspective and new ideas to her CEO role."

Heon joined NAAA in 2011 as the Legislative Director and Operations Manager and was later promoted to Chief Operating Officer in 2019.

"We're thrilled and could not be happier with the choice," said NAAA President Julie Picard. "Tricia's strong organizational and communication skills, along with her outstanding professionalism, industry awareness, and dedication, has demonstrated she is up to that task."

Heon's goals include evaluating and enriching NAAA's benefits and services to meet the membership's evolving needs in the 21st century, expanding the advocacy program to be the leading, strong voice for the industry, and capitalizing on the digital transformation the industry underwent during the pandemic by applying those



lessons to chart the course for tomorrow's wholesale auto auctions.

"I want to continue building on the accomplishments and advancements we've made under Frank's tenure while collaborating with other industry leaders to find new ways of enhancing NAAA's ongoing mission to protect, promote, and progress the interests of our members and the remarketing community," noted Heon.



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Thanks to our generous donors, this year's Pass It Forward was able to raise more than ever before, allowing the Foundation to add to funds we distribute back to the auction industry.

Jennifeir Gableman, CAI, ATS, Foundation president



Congratulations to these MarkNet Alliance members
for their accomplishments at Conference & Show
2021 Minneapolis!

Hall of Fame Inductee



J.J. Dower, CAI, AARE, AMM, CES

Hall of Fame Inductee



Mickey Fowler, CAI, AARE, AMM, CES

NAA Vice President



Sherman Hostetter, Jr., CAI, AARE, BAS, CES

**International Auctioneer Championship
2nd Runner Up
Jerick Miller**

Special thanks to outgoing President Terri Walker and outgoing Chairman of the Board Jason Winter for your leadership and service!

Photo Credit: Nicole Bissey Photography

White paper: Auction Marketplaces, Auction Data, and the Impact

According to a recent survey of the National Auctioneers Association (NAA) membership¹, 70.4% of NAA members use a third-party vendor to manage auction bidder, sales, or seller information. Yet, only 55.4% of the NAA members understand how that third-party vendor handles that information².

In July of 2021, the NAA's Board of Directors adopted the following position: *The National Auctioneers Association shall recommend exclusive data ownership by auction entrepreneurs in order to promote their own brand, drive traffic to their own websites and create their own online marketplaces. The National Auctioneers Association is promoting the accepted best practice of enabling and empowering auction entrepreneurs for success and long-term viability in the auction industry. The National Auctioneers Association will promote and educate auction entrepreneurs on the reasons for this best practice and how to implement and market this practice. What follows is the continuation of the conversation encouraged by this motion.*

Auctioneer Business Models

Generally, an auctioneer's business model will take one of two primary paths. The traditional course is to pursue a career in the profession and build a business primarily to support themselves and perhaps one or two others. According to data from the NAA, 63% of auctioneers choose this route and have four or fewer employees. Many auctioneers thrive in this business model as it integrates into their lives and becomes a part of their identity. Their success depends mainly on their direct, daily efforts.

Some auctioneers choose to make additional investments and take on added risk, which often requires changes to their business model. These changes can include hiring non-family employees or contractors and empowering them with greater decision-making authority. One of the chief value propositions in this business model is bidder and buyer data, seller contacts, brand awareness, and marketing reach. In terms of data and branding, individual decisions auctioneers make will impact their sustainability and success.

Direct-to-Consumer vs. Marketplace Selling

Before the advent of online bidding technologies, the auction profession was a direct-to-consumer profession - the auctioneer sold directly to consumers through their auctions without a middleman. Selling direct-to-consumer created tremendous brand awareness for the auctioneer, especially locally and regionally, before the advent of social media and more advanced marketing methods.

Following the online selling trends of retailers in the mid-1990s, auctioneers began to seek out third-party technology companies to provide online auction services, increasing the auctioneer's reach outside local and regional audiences. As the value of auction data became apparent, these technology companies began to offer online solutions similar to marketplaces such as eBay and Amazon. These marketplaces enabled auctioneers to list their items and auctions alongside other auctioneers and share in the buyer pool. Marketplace solutions quickly became attractive to auctioneers for a variety of reasons:

- The quick and efficient ability to join the online retail world
- Reaching an established buyer base for assets
- The ease of selling new asset classes with low startup costs that adjust based on volume (per event fees, percentage of sales, et cetera)
- The minimal technical knowledge needed by auctioneers

As the technology evolved, third-party companies began to offer solutions where the auctioneer could benefit from the marketplace while maintaining a brand presence. These solutions may have been co-branded or individually branded to the auctioneer. As general technology costs decreased, auction software providers entered the market. These providers enable auctioneers to install software that runs on their website without sharing data with other companies or the technology provider. Generally, this technology is provided through a licensing agreement and paid regularly at a flat rate or fee.

Impacts on the Auctioneer

New and significant risks to auctioneers have materialized as technology has changed and technology providers have grown or adapted their business models. Only 38.3% of NAA members are confident that their third-party vendor does not market its services, solicit consignments from the public, or market other auction companies' auctions to their bidders³. Further, only 45.8% of NAA members are confident they have user agreements and terms and conditions directly between their company and online bidders⁴. When coupled with the growing consumer privacy laws in the United States, this lack of confidence in third-party vendors has significant implications for the auction entrepreneur and the profession.

Like other industries, online marketplace providers have consolidated in recent years and now operate multiple marketplaces. Some have become publicly traded companies. As marketplaces grow in size, the stakeholders these marketplaces serve change. Initially, as a small technology company, the auctioneer is the most important stakeholder to the technology company. Once the marketplace establishes a large buyer pool (through its auctioneer clients) and brand equity, its need for the auctioneer can become less. This reduced need can give way to a marketplace agent or salesperson model working directly with the public. A significant consequence of marketplaces is buyer attachment with the marketplace brand rather than the auctioneer, fueling the loss of brand awareness of the auctioneer or auction company. A future where employee agents of a marketplace replace auction entrepreneurs is easy to envision and has already arrived in some asset classes (Zillow is one example where a marketplace switched to employee agents).

To see this at play in a retail marketplace, think about the last time you purchased something from Amazon. In reality, you were often buying from a smaller retailer that has their goods listed on Amazon. However, increasingly you are buying directly from Amazon who offers products that compete with

¹ The NAA conducted the survey from Feb. 25, 2021 to March 3, 2021. The survey had a margin of error of +/- 5% at a 95% level of confidence.

² 14.8% responded they don't understand, and 29.8% responded I would like to understand better.

³ 31.0% responded yes their third-party vendor does market its services, solicit consignments, or market other auction companies' auctions to bidders, and 30.7% responded I do not know.

⁴ 33.6% responded that user agreements and terms and conditions are between the bidder and the third-party vendor, and 20.6% did not know.

the other sellers in their marketplace. Most consumers don't think about the small retailer they purchased from on Amazon; they think about Amazon. The impact on Amazon sellers is the same impact on auctioneers that utilize marketplaces - the complete loss of brand awareness by the buying public. For some auctioneers, this is acceptable as their brand is a secondary concern to immediate sales concerns. While some auctioneers feel insulated from these marketplace pressures, it is essential to be vigilant with your data and brand.

Conclusions

There are both risks and opportunities when choosing to utilize a marketplace solution versus a direct-to-consumer solution for your auction business. Auction entrepreneurs must give special attention to the significant long-term impacts of sharing bidder, buyer, sales, and seller data with third-party vendors

of all types and especially marketplaces. For many auctioneers, the value of the "instant bidder pool" provided in the short term outweighs any future loss of branding or loss of market share. Many auction marketplaces sustained auction companies through the pandemic. As the pandemic subsides, it is important to reevaluate decisions and consider marketplaces' longer-term impact. These short-term gains and benefits come at the potential cost of the auctioneer's long-term viability and entire value proposition.

Many auctioneers looking at the long-term impacts of marketplaces are moving at various speeds to retain complete bidder information control. This move often involves leaving marketplaces due to brand recognition loss and concerns about marketplaces' data usage. While technology costs continue to decrease, the investment can be significant and remains a factor in making this change. As technological

and knowledge demands on the auctioneer continue to increase, so do additional staff resources required to succeed. Marketing expenses typically seen as sell-through commissions and event fees must be converted to upfront software, programming outlays, and focused pre-event marketing campaigns.

Each marketplace solution currently available and those that will follow must be judged both on their stated values and observable actions. All companies, including technology providers, face consolidation and acquisition pressures. Auctioneers at every stage and in every business model must fully understand the short- and long-term consequences when making decisions regarding third-party technology vendors and marketplaces. These decisions will have lasting effects on the auction entrepreneur's brand and value. Collectively, the effects endanger the auction entrepreneur's independence and growth and muffle the auction profession's voice. ❖

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State Watch

Pennsylvania

The PA Auctioneers Association held its 73rd annual conference May 10-13 with close to 150 attendees. The PAA is one of the largest Auctioneer Associations in the United States. The membership of the PAA is made up of auctioneers, trade members, and other auction professionals who are passionate about the auction industry and the auction method of selling. This event included the safe gathering of these auction professionals including auctioneers, apprentices, auction students, support personnel, vendors, and presenters.

The PAA annually hosts the PA Auctioneer Competition at the Farm Show Complex during the PA Farm Show, but due to the change in date, it was held at the hotel venue of the Sheraton Harrisburg-Hershey in Harrisburg, Pennsylvania. Continuation of this competition was made possible by the Exclusive Presenting Sponsor, Manheim Pennsylvania

Two auctioneers were inducted into the PAA Hall of Fame. This award is given to an individual based on integrity, honesty, high moral character, acute fairness, and distinction, and is bestowed on an auctioneer each year who, over the course of his or her profession, has committed him or herself to fostering excellence in the auction industry. The 2021 Hall of Fame inductees were Kerry Pae, originally from Milroy, Pennsylvania, but now residing out of state, and John Fry of Ephrata, Pennsylvania.

The recipient of the prestigious award of Auctioneer of the Year was awarded to Mark Ferry of Latrobe, Pennsylvania. The



Above left: Mark Ferry was the Pennsylvania Auctioneer of the year. **Above right:** Past and new Pennsylvania Hall of Fame members, including Kerry Pae and John Fry. **Right:** Pennsylvania auctioneer Champion Brian Oberholtzer.

nominations for this award are chosen by auctioneers in his/her area and the winner is selected by his/her state-wide peers. Ferry has shown excellent leadership, high ethical standards, willingness to share with others, participation in community affairs, and outstanding contributions to the PAA and the auction profession.

Executive Committee:

- President: Matt Hostetter
- President-elect: Jamie Shearer
- Vice President: Lon Clemmer
- Treasurer: Robert A. Ensminger
- Immediate Past President: Jeff Pennington.
- Executive Director and Magazine Editor: Kimberly K. Douglass.



Competition results:

- Champion: Brian Oberholtzer
- Runner-up: Brian Burk II
- Rookie (licensed for under 2 years): Daniel Lee Stoltzfus
- Female Champion: Kylee Hostetter

Texas

The Texas Auctioneers Association held its 64th Annual Convention & Championship contest May 20-23, 2021, at the new Kalahari Resort in Round Rock, Texas. President Jackie Lemons Shillingburg was excited to welcome everyone to meet in person at this brand new, full service resort. Kalahari owner Todd Nelson is from an auctioneer family in Wisconsin, and even joined the meeting to auction off a few items. The event was attended by 200 attendees, and contest nights were livestreamed.

This year, TAA inducted two members into its Hall of Fame: Marvin "Shorty" Yeaman and Bob Dickerson.

Competition results:

- State Rookie Champion: Rusty Durham
- State Ringman Champion: Black Campbell
- State Auction Team Champions: Tim Dietz and Troy Scalco



From left to right: Rusty Durham, Sara Edgington, CAI, AARE, CES, Black Campbell, Scotty Gibbs, BAS, Troy Scalo and Tim Dietz.

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Kurt Bachman
Attorney and licensed
auctioneer from
LaGrange, Indiana

Business Practices

Personal jurisdiction

Question: What is personal jurisdiction? Is it important for auctioneers to know what it means?

Great question. Personal jurisdiction is an important concept in the law. It impacts every auctioneer—both those who conduct live auctions and those with internet only auctions. So, it is important for auctioneers to have some familiarity with the topic. Let's first consider what personal jurisdiction is and why it is important.

Personal jurisdiction refers to the power that a court has to make a decision regarding a party being sued in a case. In other words, can a court properly hear a case brought by a plaintiff against a specific defendant? When an individual or business files a lawsuit against an individual, John Doe (for example), the defendant can potentially object to the suit based on the lack of personal jurisdiction. Before a court can exercise power over a party, the United States' Constitution requires that there be personal jurisdiction. This is usually obtained by residing in the state, consenting to jurisdiction there, or having certain minimum contacts with the forum in which the court sits. *International Shoe v Washington*, 326 US 310 (1945). When, for example, can an individual who lives in Florida be sued in Michigan? Since the Florida resident does not live in Michigan, personal jurisdiction would generally have to be through the defendant consenting to jurisdiction there, waiving personal jurisdiction, or the existence of adequate minimum contacts with Michigan. Here are some examples to consider.

1. John Doe is driving to his favorite fishing spot in Michigan, but drives negligently into oncoming traffic, and causes an accident injuring Suzie Smith. As a result of the accident, Suzie Smith could generally bring the lawsuit seeking compensation for injuries in the State of Michigan. This is because the negligence and the accident occurred in Michigan. The court would likely point out that John Doe decided to travel to Michigan on his own and availed himself of the laws and privileges of the State of Michigan. A court would likely say that there were sufficient contacts between John Doe and Michigan that it would be reasonable for him to have to defend himself in the lawsuit there.

2. While in Michigan, John Doe enters into a contract to stay at a bed and breakfast. He decided he did not like the place and left without paying the bill for his stay. As a result of the contract, the bed and breakfast could generally bring the lawsuit seeking damages for breach of the contract in the State of

Michigan. This is because the contract was entered in the State of Michigan and its breach occurred in Michigan. Again, the court would likely point out that John Doe decided to travel to Michigan on his own and availed himself of the laws and privileges of the State of Michigan. A court would likely say that there were sufficient contacts between John Doe and Michigan that it would be reasonable for him to have to defend himself in the lawsuit there.

3. While in Michigan, John Doe goes to an auction and registers to bid. In the registration agreement there is a choice of law clause that says the auction is governed by Michigan law. In addition, there is a choice of venue clause. It specifically states that any lawsuits related to or arising out of the auction must be filed and decided in Saint Joseph, Michigan. So, if John Doe purchases a Velvet Elvis for \$500 at the auction, but later decides that he paid too much, and raises issues with the auctioneer, any litigation relating to the auction would be in Saint Joseph, Michigan. John Doe consented to personal jurisdiction in Michigan for the auction. Similarly, credit card agreements, terms and conditions of websites, and several other agreements have choice of law and choice of venue agreements.

Personal jurisdiction is extremely important. No court can take action against you unless personal jurisdiction over you exists. There must be some type of contact or consent to sue you in a foreign jurisdiction. If you have not been to California and have no contacts in California, then there is no basis for you to be sued there. The court's generally look at whether the defendant has done something that would permit an individual to be sued in its state. Is it too big of a burden for a defendant to have to defend himself or herself there? Is it unreasonable for the defendant to have to defend himself or herself there? When there are sufficient contacts with the state where the defendant is being sued, it is easier to decide that it is not a burden or unreasonable for a resident of a different state to have to resolve a legal dispute in that state's court system.

One developing and ever-changing area of the law is whether someone's online activity is sufficient to subject some to personal jurisdiction in a different state. It depends on the level of activity and the type of online activity. If an auctioneer from Ohio establishes an online auction venue and John Doe enters a successful bid on

**Have a legal
question?**

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

a lot, for example, a contract for the sale of the lot is established. The contract would generally be a sufficient contact to establish personal jurisdiction. What if John Doe bids on an item, but is not the successful bidder? What if John Doe just looks at the items included in the auction? The courts have to analyze these issues to determine when there is sufficient contact to establish personal jurisdiction. For auctioneers, it is appropriate to include a choice of law clause and a choice of venue clause in the bidder's registration agreement. John Doe would consent to personal jurisdiction in the bidder's registration agreement. This helps avoid the complicated analysis and keeps the litigation in your backyard—rather than having to litigate in a foreign venue.

Auctioneers need to be aware of personal jurisdiction issues. This helps them to know where they could be sued and where they could sue others. If someone names an auctioneer in a lawsuit in a foreign state, the defendant can file a limited appearance for the purpose of challenging jurisdiction. Keep in mind that personal jurisdiction can be waived, intentionally or unintentionally. If someone appears in court without objecting to the court's lack of personal jurisdiction over it, then the court will assume that the defendant is waiving any

challenge to personal jurisdiction. So, it is necessary to retain legal counsel quickly and analyze whether personal jurisdiction is present. ❖

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.

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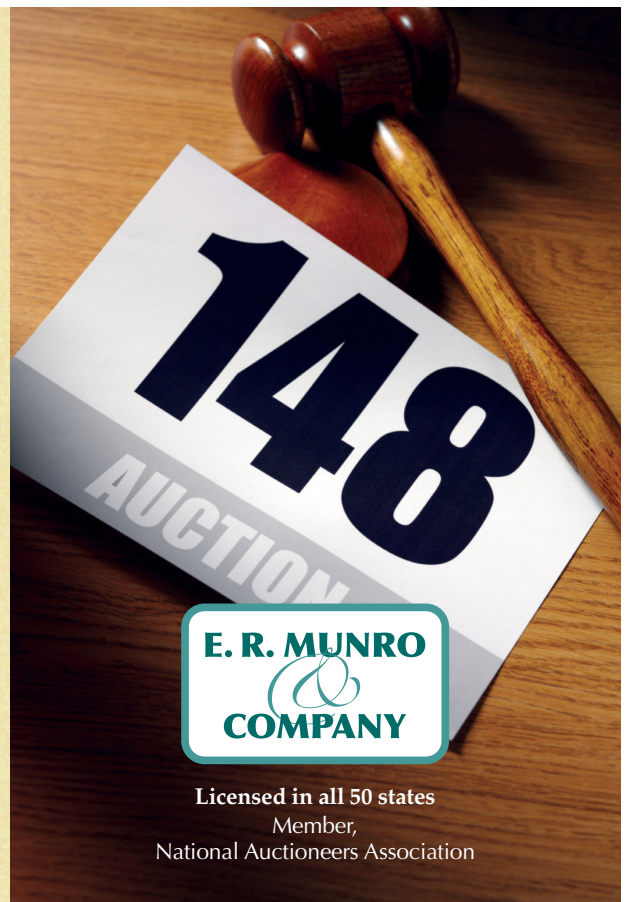
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Beth Rose

Opposite page: Beth Rose, CAI, AARE, AMM, center, surrounded by family. Clockwise from bottom left: Sara Rose Bytnar, CAI, AMM, Karen Rose, Pamela Rose, CAI, AARE, Dawn Rose, and Olivia Rose-Sohnly.



Beth Rose and her daughter Sara Rose Bytner.





BETH ROSE, CAI, AARE, AMM NAA PRESIDENT

Why did you want to become NAA president? Why now?

I wanted to become the NAA president to continue my work in leadership while my momentum was high. I enjoyed serving as an Education Institute Trustee and felt that I made a difference to our members by offering advanced education to enhance their businesses.

As an EI Trustee, we worked hard to offer members advanced education from outside speakers, creating AMM Next as a yearly update to those that have taken AMM, developing Effective Auction Selling to enhance their sales skills to win contracts and effective sale presentations. We also started offering free auditing for any designation class or CAI on demand to give those with the designation the most current information. We developed the NAA's online education center with on demand courses for those who are brand new in the business to those that are advanced veterans in the business.

We developed the teen workshop to help our teens with a head start in the business and to build those friendships that last a lifetime. We made sure all of our classes are current, fresh and advanced. Then there is the very successful

business coaching with Coach Michael Burt, and I'm excited to bring back the Winter Symposium, branded as the Executive Retreat. But, my work is not finished yet, which is why I wanted to be the NAA president.

What do you want to see happen in the next year for the NAA? What are your priorities?

My priority in the next year is something I've been working on since I became vice president. I want to show members the value of membership by giving members health insurance, which has been a passion project I've been working on. I want to form strategic partnerships with like organizations. I want other professional organizations to know what it means to use an NAA auction entrepreneur.

I want to be able to focus on a legacy fund that will insure our association will thrive and continue for many years to come for the future generation.

I'm excited about our partnership with Genie Rocket and I want to continue to bring the tools to the members at the forefront of development with more partnerships proprietary to our association and its members. I want to develop

an industry watchdog to insure we are in the know for upcoming disrupters or changes that will affect us.

How can the NAA continue to grow?

NAA will continue to grow by giving its members an unforgettable experience. Our current members will be the best advocates on helping to increase membership. We need to be strategic with other associations that have memberships that complement our NAA values. We also need to focus hard on our demographics as our Conference keynote speaker Ken Gronbach mentioned in Minneapolis. We have to analyze our gaps in membership with millennials and Gen-X along with being inclusive to everyone and encourage these groups to embrace the business and grow the membership.

Where do you see the auction industry a year from now?

I think a year from now we will be vibrant; however, I believe the auction business is continuing to look different. Technology is continuing to move faster than the speed of light and the housing industry continues to soar

with low inventory and high demand. We need to work differently and adapt to these changes. It's our duty as members and as an association to educate the public on why auctions are the best method of selling. Artificial intelligence will be the next step where our marketing and advertising will work for us through algorithms and behaviors from our buying audiences. The transfer of wealth from the aging generation will be vibrant for the auctioneer. We need to embrace change to be relevant.

What was it like to be part of an historic moment where the presidential gavel was passed from one female to another for the first time?

Words can't describe how impactful and humbling this experience was. To see the look on Terri Walker's face as she graciously handed over the gavel to me as another female was a proud and precious moment. To hear all of the kind words and support from all of the past presidents as I received a hug from each and every one of them is something I will never forget. This is a special group of leaders that I am proud to be part of.

Auctioneering runs in your family's blood. How did that begin and what got you to this point?

My father was a traditional broker when I was born and sold his C-21 franchise in the early 1980s to go to auction school. He mentored under some of the "greats" in the NAA: Marty Higgenbotham, Hugh Miller, Brent Semple, Dennis Kruse and Keith Bradley to name a few. My father educated our market to use auctions as first resort and it is highly accepted and utilized in our area.

One by one, all of us girls got into the business. Pam is a successful real estate auctioneer, Dawn is a broker and auctioneer and Karen sells real estate and has worked for Manheim for 20 years on the block. Sara then followed in my footsteps and Olivia is our rising star.

I am the oldest of all of the girls and my father passed away when I was 33 years old. My youngest sister was only 21 years old. The "greats" of the NAA helped guide us and mentored us to succeed. The NAA educated us and my father made us amazing salespeople. It's because of the NAA and its leaders that we are here today and I'm in leadership.

Most of you may know our family dynamics

and some of you may not. My father made all of us competitors. To this day we all compete against each other in business. I can still hear my father say "treat every appointment like your sister is sitting in the driveway to get the auction." This has helped us be at the top of our game. We all may compete against each other during the day, but we are all best friends. We have dinners together, we vacation together and I speak to my sisters multiple times a day on the phone. This is what we see as normal to our family dynamics.

What has made your career successful?

I have many, many people to thank. I am so thankful to those that took my sisters and I under their wings and lead us into the right direction after my father passed away at a very young age, by mentoring us, advising us, and challenging us to be our best. I'm forever grateful. I remember my father saying to us on his death bed that he made the best salespeople out of his daughters and we will be fine. He's right. He gave us the tools and education to be power houses in our area.

We are all graduates of the Dale Carnegie Institute, of which my father was a graduate instructor. He put us through Zig Ziglar, Peter Lowe, Walter Sanford and any sales course imaginable. He always lead by example stating, "Girls, every day you wake up and your feet hit the floor, you are unemployed until you make a sale today." We still live by this philosophy. You see, it's because of the NAA and the education we've received that we have carried his legacy and have become successful auction entrepreneurs. Education and taking risks has been the key to our success.

What does it mean to you that your daughter is continuing the auction tradition and making a name for herself in her own right?

Sara amazes me every day! She's been a blessing to raise and now is my partner in business. She has proven herself in this business and has found her own light and not the shadows of her mom or aunts. She has taken my company to a new level with her skills and talents with marketing, communication and technology. I can't begin to explain how amazing it is to work side-by-side with your child. She grew up in this business and could explain to an adult at 5 years old what an accepted offer was or what

buyer's premium meant. I've seen her grow into an incredible business woman, which makes me very proud.

Who is Beth Rose... in your own words?

The easiest questions are sometimes the hardest. My friends and family would call me a workaholic. I love to work and still get excited to get up every day to sell or auction real estate after 35 years. If you follow me, you will know



The Rose family, including Sara Rose Bytnar, Pamela Rose, and Beth Rose, is in a three-way tie for the highest number of IAC/IJAC Champions in one family.

my two loves are my granddaughters. It's been the greatest gift to be a grandmother or Nini as the girls call me. I'm a great friend. Not only do I have so many friends in the NAA, but I'm still best friends with my schoolmates from 40+ years ago. I cherish these friendships.

I love the outdoors! I love to camp—or if you know me well—I'm a “glamper.” I love to swim, deep sea fish, or spend time with my sisters and mom.

I have found my purpose in life. It makes me feel good to give back. I've helped many auctioneers during their journeys. Either by coaching, mentoring, sponsoring or teaching. This gives me purpose and has been my way of saying thank you to those that have paved the path for me. I will continue to do this work to make a difference. I'm currently president of a non-profit organization called Blessings In Disguise. We help seniors with free medical

equipment at no cost and help others with hardships who are unable to make ends meet financially in Northwest Ohio. This has been very humbling and rewarding for me.

I love to be around people. My favorite times are spending time with family. I share my time between Ohio and Florida and I always have a large group with me. These items above are who the real Beth Rose is. ❖





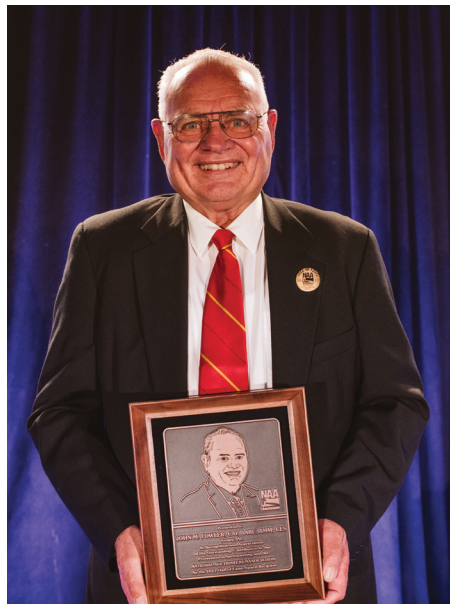
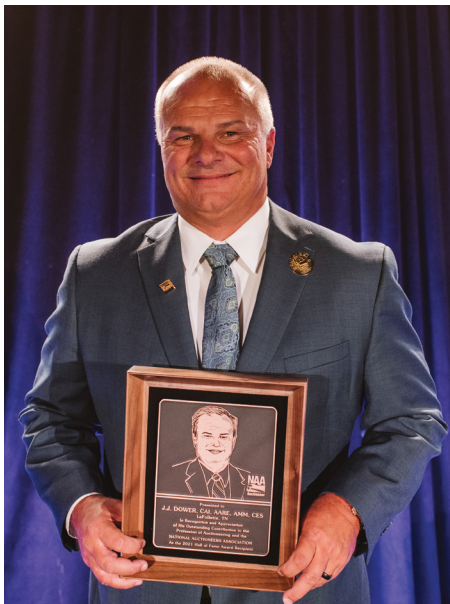
National Auctioneers Association

CONFERENCE & SHOW

Minneapolis 2021 / Recap

Thanks for taking the plunge!

Hall of Fame



2021 NAA Hall of Fame inductees J.J. Dower, CAI, AARE, AMM, CES; John "Mickey" Fowler, CAI, AARE, AMM, CES; and Jim Odle.

International Auctioneer Championships



International Junior Auctioneer Finalists: Lydia Lamp, second runner up; Landen Morris, champion; and Shelby Shuman, first runner up.



Women's International Auctioneer Championship winners: Marcela Davila Diez Gutierrez, first runner up; Laura Mantle, CAI, CAS, champion; Yve Rojas, CAI, BAS, second runner up.



Men's International Auctioneer Championship winners: Brian Damewood, first runner up; Nick Bennett, CAI, BAS, champion; and Jerrick Miller, second runner up.

Awards



Sara Rose Bytnar, CAI, AARE, AMM, BAS, received the 2021 Volunteer of the Year award.

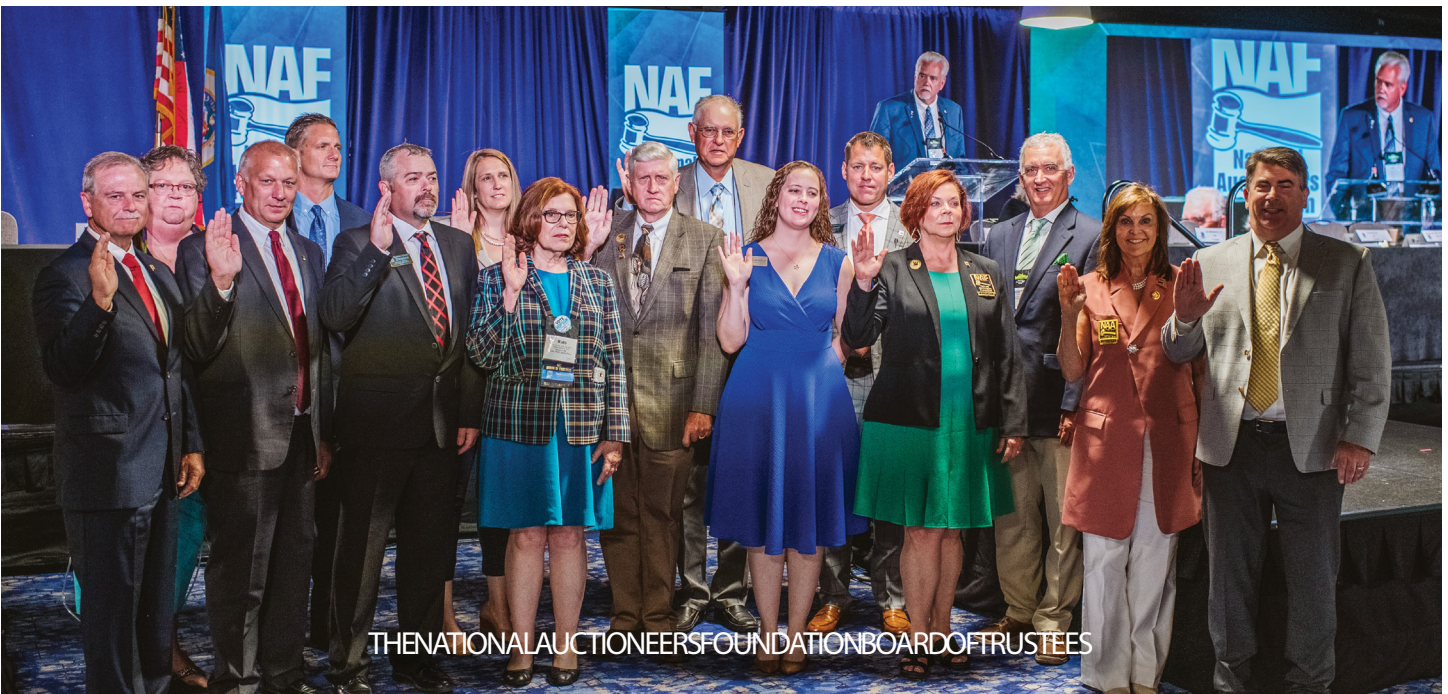


Christie King, CAI, AMM, BAS, accepted the prestigious President's Award of Distinction on behalf of the National Auctioneers Foundation 2020-2021 Board of Trustees.





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SCHEDULE

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SUNDAY, AUG. 29

- 5:30 p.m. **Happy Hour**
- 6:00 p.m. **Welcome Party & Hybrid Benefit Auction**

Monday, Aug. 30

- 8:30 a.m. **Coffee & Conversation**
- 9:00 a.m. **Welcome to the Benefit Auction Summit Hybrid Event**
- 9:45 a.m. **Digital Marketing**
 - Dennis Yu
- Hybrid Benefit Auction Planning**
 - Nelson Jay, BAS: Appeals
 - Jim Nye, BAS: Securing recurring business
- 11:15 a.m. **Communicating Your Story**
 - TBA
- Hybrid Benefit Auction Execution**
 - Sara McMahon: Admin and ops support
 - Freddie Silveria, BAS: Attendee communication
 - TiWanna Kenney, BAS: Hybrid dos and don'ts
- 12:15 p.m. **Lunch**

- 1:30 p.m. **Workshop: Determining Your Value and Getting Paid**
 - Coach Michael Burt
- 4:00 p.m. **Great Ideas**
- 5:00 p.m. **Closing Comments**

TUESDAY, AUG. 31

- 8:30 a.m. **Coffee & Conversation**
- 9:00 a.m. **Welcome to Day Two**
- 9:15 a.m. **Workshop: Developing Your Business Model**
 - Myers Jackson, CAI, AARE, ATS, CES
 - Trey Morris, CAI, BAS, CAS
- 11:15 a.m. **Lunch**
- 12:30 p.m. **Driving Your Business**
 - Dan Campbell, AMM, BAS
- Business Structures**
 - Mike Brandly, CAI, AARE, CAS
- 2:00 p.m. **Roundtable Discussions**
- 3:00 p.m. **Closing Comments**

OPTIONAL TOUR TUESDAY

- 4:00 p.m. **Tacos & Trails eBike Tour** (additional sign-up required)

About the Kathy Kingston Benefit Auction Educational Fund
The Summit's hybrid benefit auction will benefit the Kathy Kingston Benefit Auction Educational Fund. NAA member Kathy Kingston was a pioneer in the benefit auction world. She helped develop NAA's Benefit Auction Specialist (BAS) designation, hosted the Certified Auctioneers Institute (CAI) Benefit Auction that raised funds for the Larry McCool Scholarship, and was instrumental in transitioning the Foundation's Pass It Forward donation program to one that now routinely raises around \$100,000 a year.

On January 30, 2020, Kathy passed away peacefully after finishing a class for benefit auctioneers. She was only 66 years old.

To honor her memory, a temporarily restricted fund held by the Foundation for the Benefit Auction Summit was renamed the Kathy Kingston Benefit Auction Educational Fund and is used exclusively for retaining presenters to educate benefit fundraising auctioneers.





VENDOR OPPORTUNITIES

PLATINUM - \$6,000

- Welcome Party or Monday Reception
- Three comped Benefit Auction Summit registrations
- Three minute introduction/promo video
- Logo recognition on event signage
- Social media recognition pre- and post-event
- Listing on event mobile app
- One six-foot table and two chairs for a table top exhibit for the duration of the event
- Virtual booth within the NAA Online Education Center

GOLD - \$4,000

- Coffee & Conversations or Great Ideas session
- Two comped Benefit Auction Summit registrations
- Two minute introduction/promo video
- Logo recognition on event signage
- Social media recognition pre- and post-event
- Listing on event mobile app
- One six-foot table and two chairs for a table top exhibit for the duration of the event
- Virtual booth within the NAA Online Education Center

SILVER - \$2,000

- One comped Benefit Auction Summit registration
- One minute introduction/promo video
- Logo recognition on event signage
- Social media recognition pre- and post-event
- Listing on event mobile app
- One six-foot table and two chairs for a table top exhibit for the duration of the event
- Virtual booth within the NAA Online Education Center

CUSTOM/ADD ONS

- Hosted bars, snacks, and entertainment are just a few options

Contact Adam Kenne at akenne@auctioneers.org

Powerful storytelling for fundraising

What stories you tell, as well as how and when, can make or break your nonprofit's fundraising goals



Professional fundraising auctioneers help build stronger nonprofit organizations by growing their donor bases and increasing their fundraising prowess. But what is the single most important thing you can do during a nonprofit event? Tell a story.

Lori Jacobwith from Ignited Fundraising recently spoke on storytelling for fundraising at the 2021 International Auctioneers Conference & Show in Minneapolis.

Named one of America's Top 25 Fundraising Experts, Lori is an internationally recognized master storyteller and fundraising culture change expert. She has more than 35 years' experience helping nonprofit organizations raise more than \$450 million dollars from individual donors. And counting.

Why stories work

As a benefit auctioneer you've probably told many stories. Stories work because they make us feel. Our brains are wired to think in story. Ultimately, you want an attendee at an event to make the decision to become a

donor, but Lori points out that if we cannot feel something, we cannot make a decision. She says everything we do is based on a story we tell ourselves.

"Both our head and our heart have to be engaged in order to make a decision," she said. "When you're inviting someone to give \$10,000 at that fund-a-need event, we want them to feel like a superhero."

Lori uses a picture of a pointing man riding on a speeding elephant to illustrate the tension that goes on in our brains. The elephant represents the emotional side of our brain—the love, compassion and empathy—these are the larger feelings that we have. She says we can get paralyzed and think we're in control if we're only thinking in the analytical side of our brains because, "knowledge doesn't cause people to take action."

Benefit auctioneers need to tell stories that get the elephant and the man to work together.

But what if you're working with an organization that's mission is confusing, or its funding doesn't make sense, or they don't

know how to talk about themselves? Just help them talk about one person.

"Even if they help... keep the water clean... there's somebody who benefits because the water is clean," Lori says.

In telling the story of that one person, auctioneers should focus on empathy, not sympathy.

"Sympathy is a distancing emotion, empathy is a connecting emotion," Lori says. "Our job is to remind folks that they're the superhero—the person we're helping impact—not us."

What is a story?

"A story is a slice, a tiny moment in the day of an organization that shows the impact on one person," Lori says.

In many cases, auctioneers are speaking to crowds of potential donors who will have no way of relating to or connecting to someone's story. In that case, Lori says it's important to put a face on what the story is and share what it takes to make the impact.

Lori advises fundraisers to avoid the lazy, uninspired and factual elements of a story and to really focus on the “mission moment.”

“A mission moment helps me understand to get me to feel something,” Lori says. “Your delivery has to have that moment that so tugs at me, that even though I don’t relate, I get it. We want the first gift that they give to be given out of passion.”

Framework

The framework of a story paints a vivid picture and puts a face on the impact of a contribution. Lori has six steps to get that story:

1. Identify one person
2. Learn and jot down as much about them as possible
3. Write down the exact measurable results
4. Identify any transformations the person has experienced (Conflict is the oxygen in a story.)
5. Use words that are emotionally connecting
6. Fit the story into the framework. Share the story using varying formats: Videos, pictures, quotes, regularly leading up to event, because it increases passion

As an example, Lori starts a framework with: Let me tell you about...

- *[Insert name] had a life of...*
- *Here’s why and how [name] found their way to us...*
- *Here’s how [name] felt...*
- *What [name] accomplished due to our [program name]*

Storytelling year round

Benefit auctioneers know they have to talk about money to raise money.

“If I don’t know that it takes \$983, and we have a waiting list, I don’t know there’s more to do and I don’t frankly care,” Lori says.

The question isn’t, how do we get more money? The question is, what does money make possible? You should know the answer, and the organization should be sharing it well before the event.

Lori also encourages visual representations of gaps in fundraising, but not showing goals.

“No one cares about a goal,” she says. “Here’s how you’ve already made a difference and here’s how you can fulfill your aspirations to do more. Show how you help one person. Show progress to your next

milestone—and communicate that message all the time.”

The bottom line is that effective storytelling is crucial to the success of nonprofit fundraising events, but it is far from a one-night story. Help your attendees feel that story and you’ll raise more money for your clients.

As Maya Angelou said: “People will forget what you said. People will forget what you did. But people will never forget how you made them feel.” ❖

This article was adapted from a 2021 Conference & Show session. This content is free on-demand for Conference registrants at pathlms.com/naa. New on-demand registrations are still open at conferenceandshow.com.

Learn more about Lori Jacobwith at ignitedfundraising.com.

Storytelling before, during and after an event

Before an event:

- Website, homepage, registration and donation pages, program pages
- Invitation and save the date cards
- Table tents
- Program inserts
- Short videos email
- Social media
- Event kick-off for volunteers
- Reminder emails

- Banner or other onsite signage
- Buttons or stickers
- Video
- T-shirts with photo and fact or quote from client
- Everyone share their own story with others

After an event, tell stories:

- Thank you video sent via email
- At post-event debrief for volunteers, sponsors or board
- Thank you notes/notecards
- Wrap-up e-news article

During an event:

- Live testimonials
- Signage
- Signage in bathrooms, elevators, on stairs
- Insert printed story into gift bags
- Take photos of the “client” or testimonial speaker with donors/guests

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Real estate and the economic outlook

What does NAR Chief Economist Lawrence Yun see ahead in this historic market?

When the pandemic began, it was unclear if we could encounter another foreclosure crisis akin to 2007-2008, but what we are seeing is one of the strongest housing markets ever. That leads to the question: Where are we going?

Lawrence Yun, chief economist with the National Association of Realtors—which serves 1.5 million members—recently spoke with 2021 NAA Conference & Show attendees about home sales, prices, and the economy.

Existing home sales topping out?

In March of 2020 there was a plunge in home sales because of the lockdown.

“Once the economy re-opened, consumers were eyeballing record low mortgage rates, too good to pass up,” Lawrence said. “So, sales simply surged.”

And surge they did. Home sales went way above pre-pandemic levels. However, in recent months, sales are beginning to retreat about back to pre-pandemic conditions. Lawrence asks the questions: Is this an early sign that all the positive momentum of the housing market is over? What could account for that?

Mortgage applications—not refinances, but applications—plunged during the lockdown and then surged but have been slowly declining.

“Right now, we have larger than normal all cash transactions,” Lawrence said. “Perhaps the record high stock market is providing the financial wherewithal to make those transactions, or even in the competitive environment, one way to stand out is to offer all cash. People are becoming very creative in not using mortgages.”

Record home prices are not yet a concern of a bubble

We are at a record low inventory. It was historically low even in 2019. Are we in a housing market bubble? Lawrence said no. The environment today versus 2007 is very different. In 2007, Lawrence said, we had four times as many homes for sale and prices were plunging.

We also have a very different lending environment.

“Sub-prime lending was widely prevalent during 2006-2007 and are essentially nonexistent today,” Lawrence said. “People have to demonstrate income, meet their debt-to-income ratios and have high credit scores.

Lawrence said because of these differences, we should not anticipate any major home price declines.

“Given the prevalence of multiple offers that have occurred, any decline in prices

will be viewed by buyers as a second chance opportunity,” Lawrence said. “Remember, when there are multiple offers, there are multiple losers. Declines will not be persistent or prolonged.”

When looking at inventory, homes priced under \$100,000 have seen a collapse. But in higher price points, the inventory change is less drastic.

“I ask Realtors, ‘If you had 20% more inventory, would you have 20% more home sales?’” Lawrence said. “The answer is, ‘Definitely.’ The loss in momentum in home sales is due to the inventory.”

Lawrence said, In lower priced homes, home sales are lower than before because we don’t have inventory. But as we move up the price scale where the inventory declines are more manageable, home sales are rising. Home sales have essentially doubled in the \$1M+ category from a year ago.

Why do we have inventory shortage?

For the past 15 years, we have seen low average home construction. The cumulative effect of underproduction is a housing shortage.

“America is one of the few industrialized advanced countries with a rising population,” Lawrence said. “Roughly 1% a year.”

A shortage that has been building for 15 years will not be eliminated any time soon. Lawrence said we will go above the average in 2021-2022, but it is still insufficient to fill the shortage gap. At the end of the year we should expect a little more inventory and steady improvement from there.

Potential rising interest rates and other rising costs

Countries who loan the U.S. money are nervous because the deficit is out of control and are charging higher interest rates as a result, which automatically increases mortgage rates. Generally, Lawrence said, rates will be rising.

“My best guess is that spring of next year average mortgage rate will be 3.5%,” he said.

Then there is the producer price pressure on construction material. Lumber prices have come down but are still high compared to a year ago. Cement, dry wall, everything is rising.

Private sector data is showing rents are already rising above what the government is reporting (about 5-6%), but mostly in more affordable regions. This will ultimately produce a headache for the Federal Reserve. Before the pandemic, there was a housing shortage for apartments as well as houses. Rents decelerated when people lost jobs, as

people moved in with their parents. With jobs back, people are moving back out.

Jobs and the economy

After 2010, America experienced a very long economic extension.

“But when the pandemic hit,” Lawrence said, “we lost 10 years of progress—10 years of job gain in a single month of the lockdown.”

We now have record high job openings. Now that the lockdown is no more, and the economy is opening, job numbers are increasing, just still lower than before the pandemic.

“We still need about 7 million more jobs to get back to normal,” Lawrence said.

2021 we will be better than last year, Lawrence said. This year we have 12 months of home sales; last year was 9-10 months and we missed the critical spring buying season. In 2022, Lawrence said job creation will be positive, but higher mortgage rates are a negative factor and home sales won’t move too much. Home prices will moderate, he said. Maybe 3-4% growth.

“Generally speaking,” Lawrence said, “real estate is a very good hedge against inflation. Generally, home prices follow that trend.”

As the economy recovers, the environment in which people work is also seeing drastic changes. Some companies are demanding a full return to the office, while some are saying work wherever you want. So, the economy is recovering but office leasing is not because many companies are wondering what the new economy is and what the new work from home schedule is.

“Work from home or some hybrid model is going into the future,” Lawrence said, “which means less housing demand closer to downtown and more demand outside of town because there is no need to commute.

There has also been a surge in vacation homes as people take full advantage of the “work from anywhere” mentality.

The future is never certain, but as far as predictions go, the real estate market seems to be on solid ground, despite rising interest rates, a slowly recovering inventory and moderating home prices. ❖

This article was adapted from a 2021 Conference & Show session. This content is free on-demand for Conference registrants at pathlms.com/naa. New on-demand registrations are still open at conferenceandshow.com.

Auction School Graduates

America's Auction Academy



First row: Clint Hunter, instructor; Caroline Ackel, TX; Raina Vick, VA; Dahlia Ward-Arriaga, TX; Scott Swenson, instructor. Second row: Mike Jones, school director; Brian Schelde, TX; Trey Pirkey, TX; Owen Foreman, LA; Glen Schroeder, TX; Luke Lange, TX; Cameron Cato, TX; Jeff Redd, TX; Mario Davey, TX; Lori Jones, school administrator. Third row: Zachary Cavett, OK; Austin Moore, TX; Chris Cannon, TX; Jared Lemoine, LA; Daniel Ward, TX; Rodney Hill, NM; Kyle Kilgore, OK.

Western College of Auctioneering



First row: Cody Nye, NE; Tony Warmka, MN; Hannah Busby, FL; Piper Crowe, MT; Jaxon Allen, instructor; Cory Miley, OH. Second row: Nick Bennett, WCA president; Drew Elwell, OK; Jake St. Amant, OK; Quaid Ericsson, OK; Jayson Snider, MO; Cole Morrison, instructor.



Southeastern School of Auctioneering



 Southeastern School of Auctioneering
 Online Distance Learning Session
 March 2021

Graduates			
 ALLEN SHIREWSBERRY GA	 CHERYLLANN WILKINSON GA	 CHRISTINE RATH FL	 DAVID WADE FL
 Larry Meares President/Founder	 DENNY LUCIA FL	 EMILY MAXWELL SC	 SHARON ROSEMAN NC
 JEFFERY BENOIT FL	 RICK LEONARD SC	 JOSHUA WINCH GA	 RENEE BAREFOOT NC
 RODNEY SHEPPARD NC	 STEVEN LIBRAMENTO NC	 WILLIAM SWATT GA	

The Southeastern School of Auctioneering graduated 14 new auctioneers at the March 2021 Distance Learning Online Session. This year marks the 37th year for SSA. Graduates attended from Georgia, Florida, South Carolina, and North Carolina.



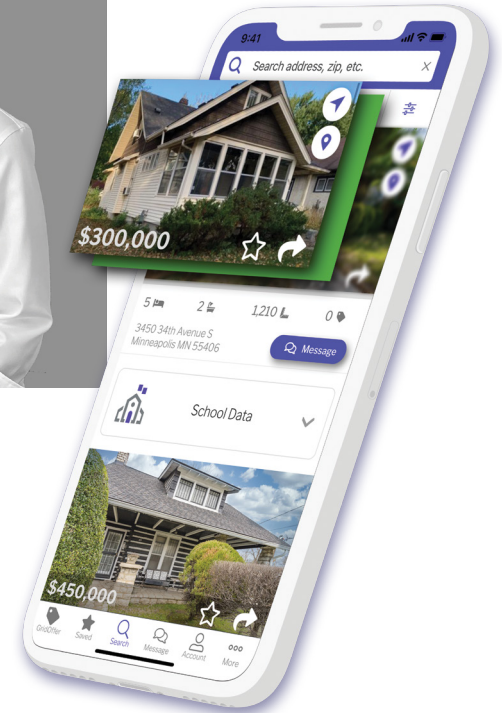
First row: Pat Busby, instructor; Brett Rigby, Marcos Garcia, Iris Mayes, Elliana Fahey, Macee Pearson, Sheli gartman, Amy Matthews, Susan Yoder, Hunter Santomaso, Gage Gullickson, Nick Bennett, WCA president. Second row: Chad Nelson, Will Humber, Mike Wenzel, Aaron Flatten, Tony Van Tassell, Darren Edwards, Adam Noyes, Chandler Hutchins, Manny Olivera, Mike Collins, Andrew Bunting, Alex Miller, Trevor Granlees. Third row: Marc Figueroa, Cole Yoder, Asa Bynum, Danny Cassidy, Garrison Allen, Lyle Logemann, JP Powers, Preston Day, Landon Osher, Mike Whaley, Cole Green, Logan Burleson.

Carolina Auction Academy

Stanly Community College's auctioneering school, Carolina Auction Academy (CAA), recently held a graduation ceremony for the students. Graduates are now ready to take the state exam and become licensed auctioneers in North Carolina. Students included: Blake Allen, Chris Davis, Ira Donovan, Julie Fields, Sara Hege, Austin Helms, and Jacob Lineberger. Students from the Fall 2020 and Spring 2021 CAA classes raised \$3,700 for St. Jude Children's Research Hospital.

Q&A

DirectOffer®



When and how did your business start?

DirectOffer was founded by Katie Lappe and initiated in 2019.

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

After years in the real estate and auction publishing space, Katie foresaw a need and opportunity to improve the consumer's online real estate experience. Today's real estate industry is lacking fluidity, consumer control and transparency. Buyers and sellers demand transparency in their real estate experience and want clean and direct real time communication with their Auctioneer and real estate agent.

What do you hope you do for your clients/customers?

For consumers, DirectOffer is a real estate search app that introduces an innovative set of communication, marketing and lead generation tools designed to strengthen client-agent relationships and add much needed transparency to the online real estate buying and selling process.

For real estate auctioneers and agents, most live paycheck to paycheck and struggle to compete in the cost per lead world. DirectOffer provides lead generation and management at highly affordable and competitive prices.

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

Consumers are passionate about real estate. DirectOffer provides tools and services that help make their dreams come true. DirectOffer partner auctioneers and Realtors are equally passionate about providing best in class services to their clients.

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

DirectOffer has just launched live in the USA. DirectOffer's innovative tools are patent pending and strengthen client-agent relationships while adding transparency to the buying and selling process. Some of our exciting tools include:

The Audio Tour (patent pending): Different from virtual or 3D tours, audio touring allows Auctioneers and agents to narrate still photographs as if you were walking through the property. Brand your photos! Or remember the Chant? Now you brand your photos and add your chant (where before you could not).

The OfferGrid (patent pending): Users can express interest and associate value on properties they are considering. Matrix provides transparent insights on marketplace activity while Grid price participation provides real-time feedback to sellers, listing agents, and other interested consumers.

Live Auction Feed (patent pending): Live AuctionLook property feed allows users to search both auction and "traditional" for sale real estate properties. Future capability enables in-app auction bidding or crosslist to preferred bidding platform of the Auctioneers choice!.

eSellz (patent pending): eSellz is a multiple offer management tool for traditional listings and an auction management platform in one. Gives brokers a new way to sell and acts as a bridge between auctions and traditional real estate by partnering professionals from both industries.

What's on the horizon?

DirectOffer will launch internationally, starting in Europe. More full scale real estate auctioning. Stronger collaboration between auctioneers and Realtors.

How has/will the NAA help your business grow?

Expertise in the auctioneer space is a major differentiator providing DirectOffer an advantage in the real estate portal space. Via its partnership with AuctionLook.com, the largest data portal provider and syndicator for members auctioneer associations in the USA, DirectOffer will curate and display real estate for sale via auction. These auction properties are not available and/or not displayed properly on other real estate portal platforms. DirectOffer intends to solve this dilemma.

The opportunity to network with auctioneers is key to DirectOffer growth. The DirectOffer partner network is built on auctioneers and Realtors and has signed on as a part of the DirectOffer partner network. ❖

Learn more at directoffer.com.

Q&A

Willie Baker, AMM

What sparked your interest in becoming an auction professional?

Growing up on a farm in rural Kentucky in the 1980s, my father raised registered Angus cattle. We sold seedstock cattle at registered sales and commercial cattle at the local stockyards monthly. I remember being completely captivated by the auctioneer and how rhythmic he sounded. During the same time period, my grandfather owned and operated an auction and real estate firm a couple of counties away. I remember staying with my grandparents on the weekends and attending and helping with my grandfather's sales even at an early age. My mother and most of my aunts would help with registration and clerking while my grandfather would call the bids. My grandfather passed away when I was 9 years old and his business died with him, but I always remembered how he had the attention of everyone in attendance and how respected he was in the community.

What road did I take to get here?

My road is probably more complex than most. I had no legacy or even a plan to follow, but I knew that I wanted to be an auctioneer. As soon as I graduated high school (1998), I took the state exam to become an apprentice auctioneer. I apprenticed under someone who was not active in the auction business (a *big* mistake). I wasn't learning anything, nor was I getting any exposure. I went off to college the following fall and my auction career (or the lack of) faded, but I maintained my apprentice license.

After college I took a different career path in the telecommunication industry and would occasionally get a call to conduct a small auction for a local charity. In 2006, I became licensed to sell real estate and in 2010 purchased an existing real estate company, all while still working full time in the telecom industry.



Were there any challenges you faced?

This journey has been full of challenges, but the challenges are what makes us who we are. I was working full time and trying to run a business during a recession. The business was costing us more money than we were making every month. I worked all the overtime I could to compensate for the lack of business income and the cycle seemed to be never ending. I was 30 years old and was struggling to make my mark in the auction and real estate industry.

My wife literally cried every day begging me to sell a business that was essentially worthless; but, I just kept on doing whatever I needed to do to keep the business afloat. Failure wasn't an option, and neither was giving up!

In 2014, after lots of prayer, I came to the realization that I would have to do something different to become relevant in the auction business. At this point, online only auctions were a foreign concept locally, but I had to try. I remember standing at the coffee pot one morning telling my wife that I thought I needed to start doing online only auctions to help the business get noticed. The look on

her face was all I needed to see to know that I did not have her approval and her reply was simple, "That's what eBay is for!" Well, I went for it anyway and my first online auction was made up of yard sale items that I had put together to see if it would work. It did!

I wasn't making much money, but I was able to advertise that I was in the auction business, and it wasn't long until we started receiving a few calls to sell estates. Later that year I secured a very large estate auction including all of the real estate and it was a direct result from advertising the previous online only auctions.

Has your perception of the auction industry changed since you started? How?

My perception of the auction industry has obviously changed over the years. I have a true understanding that an auction is more than just calling the bids. Each auction presents its own set of challenges and navigating them correctly can be the difference between success and failure. There is a lot of "business" on the front end that must be taken care of long before we ever get to the day of sale.

Why do you love what you do?

Each day I am given an opportunity to make a difference. The auction profession provides us a platform to solve problems and reach defined resolutions in a specific time frame. I love being able to exceed the expectations of a seller and help them achieve a milestone in their life. Often, I am dealing with an estate, and I get a glimpse of a family's unique history, or I am selling a large tract of land to help a farmer retire. Handling these situations is special and I have met and engaged with some great people whom I am glad to call friends now.

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

Our world is ever changing and for auction professionals to remain and stay relevant in the market they must be dynamic in all processes. If we aren't willing to adapt or pursue alternatives in business practices, our viability will surely diminish. I believe that the pandemic has taught us all a lesson about viability and relevance; and, as much as I have hated the pandemic, some good came out of it concerning how we conduct business.

Being the sole owner of your company's data and not feeding our auctioneer competitors will be imperative to the long-term sustainability of the auction professional. I believe that the NAA has taken the proper position with recommending that auction companies should exclusively own their data and promote their own brand.

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

The NAA has helped my business to become the best version of itself. I joined the NAA in 2018 on a challenge from Dustin Rogers (2017 IAC Champ). He guaranteed me that if I joined and fully engaged that it would change my business. I went all in, and boy was he right!

The NAA ambassador for Kentucky (Matt Ford) reached out to me shortly after I joined asking what I expected or wanted to get from the NAA and then he listened to my response. Our conversation was good and then he told me that if I had any questions to give him a call. That made quite an impression on me and confirmed that the NAA was more than just a logo or club.

I began reading the *Auctioneer* magazine from cover to cover as it came out monthly trying to capture a nugget of information that may help me in the future.

I was urged to apply for CAI in 2018 and was accepted to begin in 2019. This single step changed my life and the direction of my business. My first year of CAI taught me how to adapt, change, and even ask for help. CAI changed my thought process for conducting business and has provided the education necessary for success in not only the auction profession, but also life. I recently completed year two and look forward to year three.

In 2019, I also attended Designation Academy where I earned my AMM designation. This changed the advertising scope of my business and has enabled me to get more out of our advertising dollars and more recognition in the marketplace. NAA education pays dividends to those who are willing to take advantage of it and utilize it to its full potential.

What do you love about this point in your career?

I love being involved with my industry associations. The best days of the auction industry are ahead of us, and I am grateful to be involved. I love being able to give advice and help to my peers when needed and helping those new to the industry get started. I love that my business is growing and that we are finally in the conversation when potential clients are considering an auction firm. I love being able to reach out to a hundred different auction professionals from around the globe and get an answer to a business challenge that I am facing.

Most of all, I love that my small auction business is gaining the interest of my two sons and that I recognize the passion that they are developing for this industry!

What has this year in particular taught you professionally and personally?

This year has taught me that follow up is crucial in this business. I enrolled in the business coaching program through the NAA, and it has shown me where I was falling short. Following up regularly is key to securing the bigger deals and I have learned to make it a priority. This year alone I have contracted more real estate auctions than any other year

simply by continuing to follow up with the responsible parties.

I have also learned how involved my children are in the business. I have two sons, Cody (15) and Wiley (12)—both are essentially employees of the business now and have a solid understanding of what it takes to conduct a successful auction. They both see and are part of the physical work prior to an auction, what goes on throughout the auction process, and the tear down after the completion of an auction. I firmly believe that my wife and I are raising excellent human beings who will become leaders and I couldn't be more proud of them!



What are you most excited for this year regarding the auction industry?

I am most excited about the opportunities that the auction industry will present this year. Globally, we are in a time of transition with high market demand for all asset classes. I believe that a properly advertised auction will determine the highest and best value for any asset and that a well-positioned auction firm will have plenty of opportunity presented for the remainder of the year.

Auction professionals must continue to educate the public about the benefits of selling at public auction to capitalize on the demand currently in the marketplace. Talking about it with our peers will get us nowhere but sharing it with those who don't know or understand the process will be the catalyst for industry progress. ❖

Learn more about Willie at bidbaker.com.



New Members

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“I joined the NAA to further my knowledge within the auction industry. I purchased an existing auction house with the help of my family 2 years ago. Since that time we have been working to take the foundation of the business we were provided with and grow it into, what we believe, will be the best service to our local community.”

Zach McLaughlin

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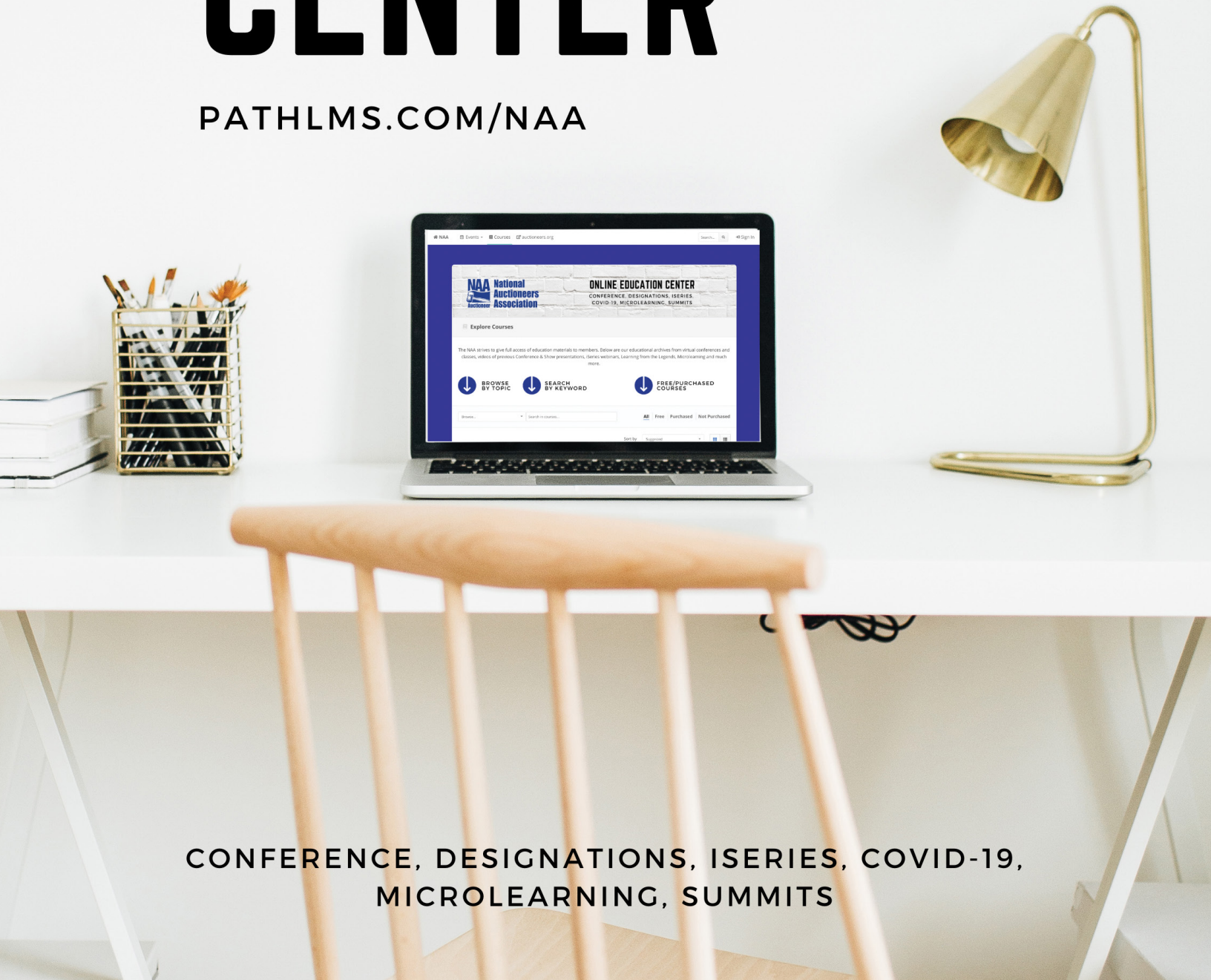
“Since I serve at the helm of a leading auction house, I was thrilled to become a member of the National Auctioneers Association, which provides an invaluable network and collection of resources. In an industry as dynamic as the art market, I’m always eager to connect with other auction house professionals who are trailblazers, but also to learn how to improve our own practices as a team at Hindman. With our customer-centric focus, it’s exciting to be a member of an organization that is so dedicated to further educating and promoting auction house professionals.”

Jay Frederick Krehbiel
Co-Chairman and Chief Executive Officer, Hindman

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“I joined the NAA immediately after receiving my auctioneers license in an effort to be part of a prestigious community of auctioneer professionals. I'm a big believer in the power of networking and building relationships. By being part of this group, I feel that I can bring value to help my business and NAA member's businesses grow together.”

Carl Davis

In Memory



Harold Keller

Harold K. Keller, 89, formerly of Mount Joy, died on 6 June 2021 at Brethren Village, Lititz, Pennsylvania.

He is survived by his wife of 68 years, Helen Keller, and eight children and their spouses: Peggy Crowl (Sam), Patsy Hoffer (Bob), Judy Beiler (Glen), Tim Keller (Brenda), Joette Peters (Dale), Amy Wells (Dave), Matthew Keller (Kristina), and Benjamin Keller. He is also survived by 19 grandchildren and their 11 spouses, and 28 great grandchildren. Harold was preceded in death by a son, Harold Keith Keller, his parents, Christian and Ethel Keller, his sister Alice Keller Stoner, and his brothers, Galen and Christian Keller.

A sign that read, "Whatsoever ye would that men should do to you – do ye even so to them," Matthew 7:12, was on display in Harold's house and in all aspects of his life. Seeing his family together was his primary delight, and the larger the gathering, the better. Though he joked about running out of food at the gatherings, there was never an end to the food or, coincidentally, his love for his family.

Harold and Helen modeled a marriage where agreement with one's spouse was more important than the decision they were making. This was a legacy of unity that is cherished by his children.

Harold and Helen were members of The Worship Center since 1977, and were very involved in the beginning years of the church.

Harold was a graduate of Heidelberg Township High School (1950), and his 8'4" vault made him Lebanon County's Pole Vault Champion his senior year. He was also a graduate of Reisch Auction School (1960), and The Realtors Institute (1966).

Harold worked at Keller Bros Ford, Eberly's Furniture Store, Keller Auctions, and Lancaster County Realtor, and ended his working years driving for Manheim Auto Auction. Harold was well known in the community for his work as a realtor, auctioneer, appraiser and Lancaster County Zoning hearing board member.

Harold's dream as a child was to become an auctioneer. Together with Helen, he started Keller Auctions in 1960 and opened Keller Cellar (a place for local teens to get together on weekend nights) in the mid 1960s. Harold was the auctioneer for many benefit auctions throughout the southeast PA area. His favorite was held each June for Lancaster 4-H, where he auctioned off 4-H strawberries for 54 years. The highest bid for a quart of strawberries was \$600. He was a member of Southeast Chapter of the Pennsylvania and National Auctioneers Association and inducted into the Pennsylvania Auctioneers Hall of Fame in January 2012.

Harold actively served the Mount Joy Community through work with the Mount Joy Rotary, in which he was a past president, as well as work on the Mount Joy Borough Council and Chamber of Commerce. He also served as judge of elections. For more than 35 years, Harold and Helen were Mr. and Mrs. Santa Claus at various events in the local community.

Harold had a number of hobbies, including woodworking and collecting pencils, stamps, canes, and antiques. Harold helped to create a Winross collectors club of America in 1988.

The family would like to extend a heartfelt thank you to the staff at Brethren Village and Hospice & Community Care.

Michael McKeown

Michael J. McKeown, 94, of Stroudsburg, Pennsylvania, died May 11, 2021, at St. Luke's Hospital - Monroe Campus.

Born on Sept. 4, 1926, in Wilkes-Barre, Pennsylvania, he was a son of the late Michael and Mary (Lavelle) McKeown.

He was a World War II veteran having served in the United States Army in the Initial Occupation in Osaka, Japan, and was part of the 25th Infantry having regularly attended their reunions.

Mike began his career in real estate in 1950, and in 1974 he established the family business, McKeown Real Estate in Stroudsburg in which he remained active until his death.

He was a member of the Kiwanis Club of the Poconos - Daybreak.

Mike loved life and always had a joke to tell. He was the life of the party and always looked for the bright side of people and situations. As he was fond of saying, "I never had a bad day," he strove to turn the bad into tolerable for all who knew him. In his later years, he loved going to his favorite diner "Beseckers", where he cherished the people who worked there and made him feel at home. He even wrote a book about his life's experiences and showed us that all is possible.

Surviving are five sons, Michael Patrick McKeown and fiancée Dora Vynnytsky of Hamilton, NJ, Barry Joseph McKeown and wife Denise of Chicago, IL, Thomas G. McKeown and wife Janice of East Stroudsburg, Charles "Casey" F. McKeown and wife Elizabeth of Stroudsburg and Mark Anthony McKeown of Stroudsburg; a step-daughter, Andrea LaBar and husband Ronald of East Stroudsburg; eight grandchildren, Coleen, Michele, Michael, Joseph, Tracy, Tara, Kataryn and Jessica; eleven great grandchildren; and many nieces and nephews. He was preceded in death by his wife, Lena (Graziano) McKeown in 2014; his fiancée, Ann Mayo in 2019; and five siblings, John, Ann, Mary, Joseph and, Charles.



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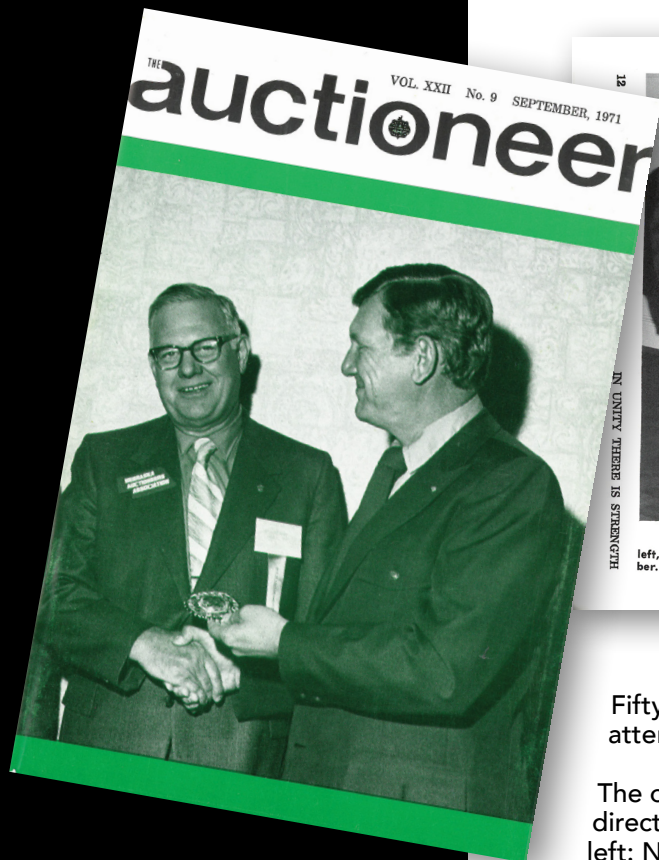
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50 years later Legacy work at the NAA



NAA President, Dean Fleming, swears in the 1971-72 officers and directors of the Ladies Auxiliary to the NAA. From the left, Brenda Higgenbotham, Eileen Standen; Velda Fannon, Jean Fleming, Willie Howell, Irene Erickson, Nan Gilbert, June Wilber. Their respective offices can be found in the table elsewhere in this issue.

Fifty years ago, the NAA was celebrating a record-breaking attendance at its annual convention in Lincoln, Nebraska.

The organization was also swearing in the 1971-1972 officers and directors of the Ladies Auxiliary to the NAA. Pictured above from left: NAA President Dean Fleming, Brenda Higgenbotham (director), Eileen Standen (director), Velda Fannon (secretary-treasurer), Jean Fleming (second vice president), Willie Howell (president), Irene Erickson (director), Nan Gilbert (first vice president), and June Wilber (historian).

Today the spirit of the Ladies Auxiliary exists in the Legacy Youth Scholarship Committee under the National Auctioneers Foundation. This committee is dedicated to providing scholarships to teenagers for their post-high school education.

To see this year's scholarship recipients, or learn more about the Legacy Youth Scholarship Committee, visit auctioneersfoundation.org.

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