

the auctioneer

October/November 2021

The official publication of the National Auctioneers Association



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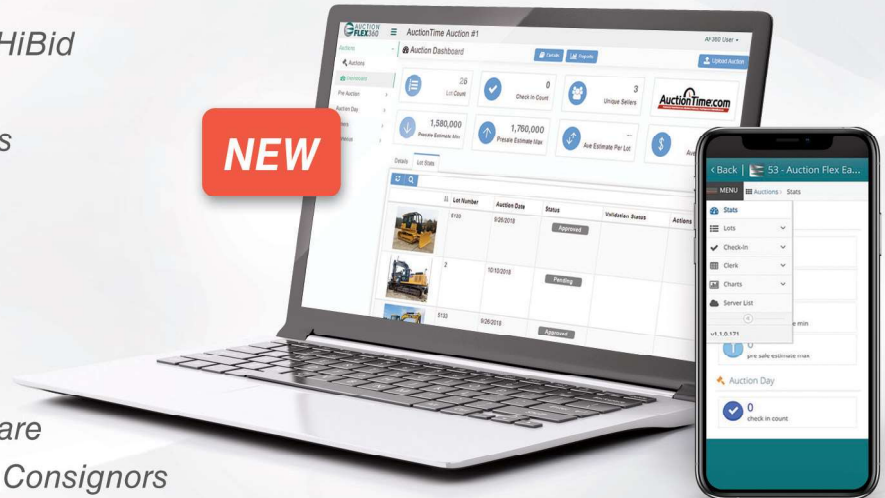
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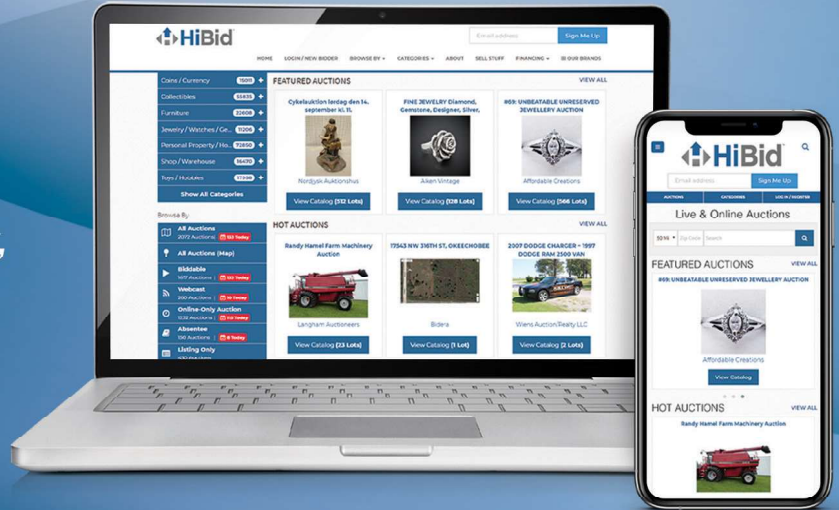


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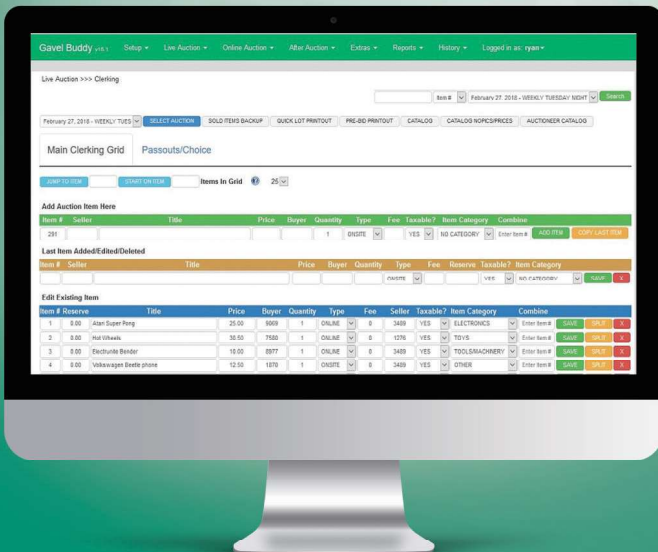
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Lot #: 8720
JOHN DEERE 7720 TITAN II
Combine

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
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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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Fall brings changes to the NAA

You can certainly tell fall is in the air! The leaves are beginning to change—it's cooler in the evenings and early mornings and the sky looks high and blue! Fall is about change and that is certainly true for the NAA.

Welcome back to NAA, Aaron Ensminger, CAE, our new CEO!

As most of you know, Aaron was with us for almost six-and-a-half years as director of education. For the last two-and-a-half years, he has served as the executive director for Sertoma, a non-profit club organization that raises funds for the hearing impaired.

Now we get the benefit of a person who knows us, and someone who has been away and can bring fresh ideas to our organization. I'm really looking forward to working with Aaron again.

I'm very excited about this issue of *Auctioneer*. As you can tell from the cover photograph, this issue features our IAC champions—Nick Bennett, CAI, AMM, BAS, from Billings, Montana, and Laura Mantle-Grunden, CAI, CAS, from Gahanna, Ohio. The NAA Board has made IAC and IAC Live! among their top priorities this year. The goal of IAC has always been to help draw focus and attention to the auction industry and now we are ready to put that spotlight on this event. It also will ultimately enhance the experience for the contestants. While the contest in July seems like a long time from now, we all know how time flies!

This fall, NAA is offering a lot of continuing education for you. Haven't taken AMM? Put it on your agenda to do—it is a mind blowing experience. I've taken it several times and learned something new every time I take it. And in December we will be offering a one-day workshop for those of us who specialize in real estate. All designation programs and classes are designed to be very specific to your needs—helping you succeed in the auction industry.

I even get to re-introduce a class we offered a couple of years ago: Effective Auction Selling. My class will be virtual, and it will be offered Nov. 22-23. I want to help you develop a sales strategy to ensure that your business is more effective and have an amazing sales presentation. I have more than 32 years of

experience in sales in the auction industry. Between that experience and the knowledge I have to help you understand the psychology of the sales process, I am confident that I will help you better manage your sales personnel *or* become a better sales person yourself! Registration is easy. Go to auctioneers.org, click on the Designation Academy slider, and then click on the logo for the class. Because we are offering this program virtually, you will be saving time and money with no travel. And for those of you who say you can't concentrate without being in a classroom, make it happen. Close the door to your office and let people know you are in out of office mode!

Yup—fall is in the air. Change is coming and with a new CEO, new priorities and new education, you can definitely tell that NAA is ready for it! ❖



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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A failure to communicate clear goals could result in a video of closeups of people in the audience eating instead of the live auction.

”

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AARE (REWRITTEN)
AMM
AMM NEXT
BAS (REWRITTEN)



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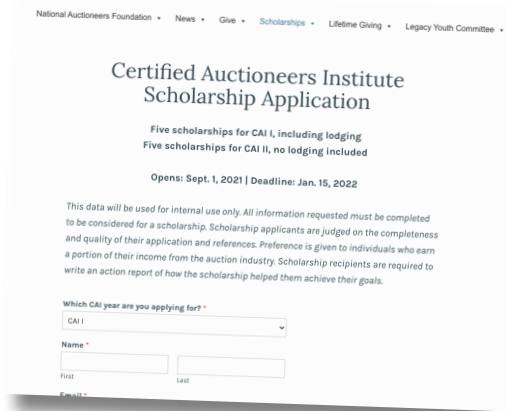
UPDATES TO AUCTIONEERS.ORG & WE NEED YOUR INPUT!

We've made updates to the home page at auctioneers.org, including a rotating slider with current information. In addition, we've added easily accessible resources below the slider like the Auction Advocate podcast, the Auctions Work blog, and the Online Education Center. More updates will be coming in the next year. If you have ideas on how to improve the NAA's website, drop

us a line at communications@auctioneers.org, and we'll make sure the Promotions Committee hears about it.

FOUNDATION SCHOLARSHIP APPLICATIONS ARE EASIER THAN EVER

If you've ever considered applying for a scholarship from the National Auctioneers Foundation, now is the time to give it a try. It's never been easier! Forget filling out forms, scanning, emailing, etc. The Foundation's new online forms make applying simple. You still need to submit references, but you can easily upload those directly to the form so that the Foundation receives everything in one place. Apply today at auctioneersfoundation.org.



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A target with concentric circles in yellow, red, and teal. A pencil is shown hitting the center bullseye.

**AUCTION
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Your Association at Work

NAA transitions with new CEO Aaron Ensminger, CAE

While my career in member organizations has allowed me to become exposed to different industries, and it's been a pleasure to get to know each of them, I'm thrilled to be back in this one. There are so few industries that are as dynamic and fast-paced, and at the same time with such a long history.

To be a part of NAA's next evolution is an opportunity I'm extremely grateful and excited to have. I'm grateful to all the past leaders who have laid such a strong foundation in so many areas that help auction entrepreneurs: education, advocacy, and promoting the industry.

I'm looking forward to working with the Board and all

“
To be a part of the NAA's next evolution is an opportunity I'm extremely grateful and excited to have.
 ”

Aaron Ensminger, CAE,
 NAA CEO



our volunteers to determine how we can serve our members better and also to help all segments of the industry. NAA is the voice of the auction profession, and I'm excited to help us use that voice to serve both our members and the industry as a whole.

Congratulations to these recent NAA designation earners!

- AMM
Nick Bennett, CAI, BAS

- GPPA
**Clark Faggioli
 Rick Hagenau
 Hugo Martinez
 Stephanie Vidra
 Curtis Willis**

Legacy Youth Scholarship apps open in November

Calling all children and grandchildren of NAA members—the 2022 Legacy Youth Scholarship application period opens Nov. 1, 2021. Look for the application at auctioneersfoundation.org.

GENIE ROCKET INFO & TRAINING ROTATION SCHEDULE

Wednesdays

- 1 **INFO MEETING HOSTED BY NAA WITH GENIE ROCKET (open to all)**
- 2 **GENIE ROCKET TRAINING HOSTED BY GENIE ROCKET (for current customers)**
- 3 **MASTERMIND GROUP HOSTED BY NAA (for current customers) - This month adjusted to Sept. 29**
- 4 **GENIE ROCKET TRAINING HOSTED BY GENIE ROCKET (for current customers)**

Genie Rocket info, collaboration and training webinars

As part of the partnership established with CRM platform Genie Rocket, there are many opportunities for training and connection to be aware of.

First, Genie Rocket will host its own training webinars for current customers on the second and fourth weeks of the month. Genie Rocket will reach out directly to customers regarding these webinars.

Second, NAA will host an informational webinar



for anyone interested in the platform on the first Wednesday of every month.

Lastly, NAA will host a mastermind meeting for users during the last week of the month.

For all NAA-hosted webinars and meetings, keep an eye on the calendar at auctioneers.org.



NATIONAL AUCTIONEERS ASSOCIATION
CONFERENCE
& SHOW

SAN DIEGO JULY 26–30, 2022

Board decisions from September meeting

At their Sept. 13, 2021, meeting, the NAA Board of Directors approved a new process for the 2022 election.

All members will continue to vote digitally as has been done in the last two years. However, the time in which these elections will occur will be shortened extensively. Elections will open on Wed., July 27, 2022, at noon Pacific Time and will close on Thurs., July 28, 2022, at 10 a.m. Pacific Time. Candidate speeches will be given on Wednesday during the General Session beginning at 1 p.m. Pacific Time and will be live streamed for the membership.

In recommending this process to the NAA Board, the Governance Committee had two goals in mind: First, to continue the increased member participation in the election process;

and second, to ensure all voters are as educated as possible.

The Board approved the process as recommended by the Governance Committee.

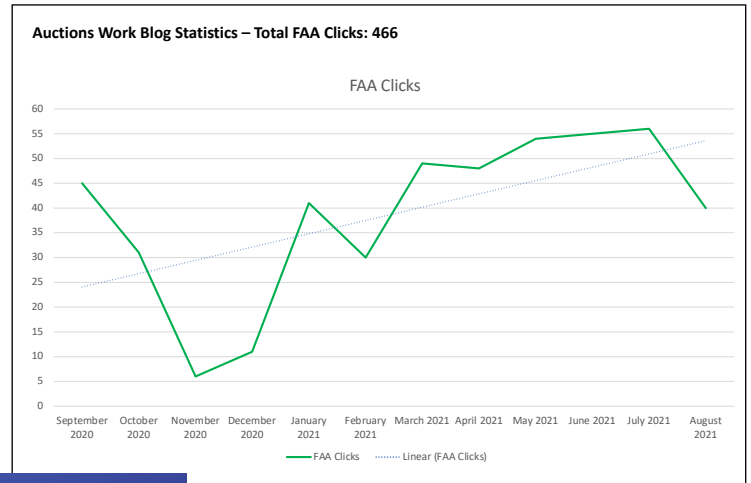
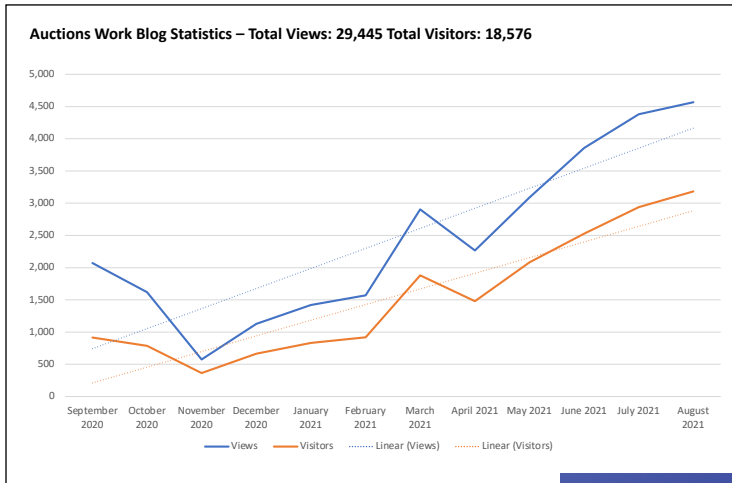
The Board also discussed the Governance Committee's recommended revisions to the Bylaws. Although there had been some revisions recently passed, the Bylaws needed to be "cleaned up" from previous bylaw reviews. In addition, as *Auctioneer* magazine is now only published six times a year, the Governance Committee recommended changing the notification process to a publication determined by the NAA Board. And finally, the bylaws now clarify the term limits for the NAA Board: Elected Board members may serve two, three-year terms. All of these changes can be found here: (link to

where the PDF of the redlined version of the Bylaws can be found).

The Board also approved the Audit Committee's recommendations on changing the percentages for the different funds outlined in the investment policy and approved the committee's recommended spending policy for the restricted reserves and the life member restricted accounts. The life member restricted account has exceeded the initial goal set by previous Boards and the restricted reserves is very close to the goal. Both policies were reviewed and approved by the Audit Committee and the Board concurred with their recommendation.

The Board had further conversations on the priorities to be set for PACE to 2030 for 2022.

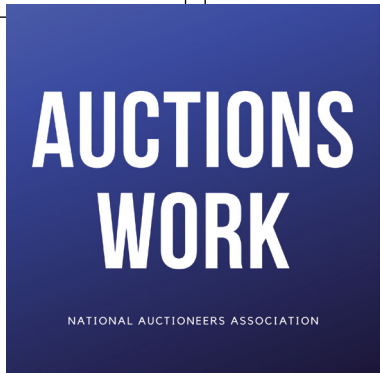
Auctions Work blog sees trending growth in first year



It has been one year since the NAA launched the Auctions Work blog, aimed at educating the public about auctions, and answering their common questions.

This content can be shared and linked to by auctioneers throughout the industry to help dispell misconceptions and improve public perception.

In addition, the NAA started running Google ads based on particularly high-traffic content to bring even more visitors to howauctionswork.com.



These ads have been incredibly successful and some blog posts now rank at the top of Google searches for multiple keywords.

Finally, the blog has directed more than 466 visitors to click on the Find an Auctioneer tool on the NAA's website, resulting in more business for NAA members! These clicks would not have happened without the blog. Share an article with your circle today!

Benefit Auction Summit conducts first hybrid auction event for Kathy Kingston fund

This year, the Benefit Auction Summit in San Antonio was historic—not only because of the amazing hybrid auction education, but because of the hybrid auction event held during the welcome party. The Summit task force wanted to teach by example with this event, with pre-show hosted by Misty Marquam, BAS, and Freddie Silveria, BAS, and show hosted by TiWanna Kenney, BAS, and Shane McCarrell.

The hybrid auction benefitted the Kathy Kingston Benefit Auction Education Fund, used exclusively for retaining presenters to educate benefit fundraising auctioneers. **The event raised an incredible \$28k.**

View the entire event at youtube.com/naaauctioneers.



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State Watch

Alabama

The Alabama Auctioneers Association held its annual conference Aug. 30, 2021. This year, the association inducted two members into its hall of fame: Mike Fisher, CAI, AARE, ATS, BAS, CES, GPPA, and Daniel Culps, CAI.

Election results:

- President: Justin Fisher, ATS, CES, GPPA
- Vice-President: Chip Pearce, AARE, ATS, CES, GPPA
- Chairman of the Board: Nathaniel Frederick
- Treasurer: Damon Folmar
- Directors: DeWayne McClendon, Ron Young, CAI, AMM, GPPA, and Dewey Jacobs, CAI, AARE

Competition results:

Grand Champion Competition

- Champion: Taylor Osborn
- Reserve Champion: DeWayne McClendon
- 1st Runner Up: Jason Sasser

Ringman Competition

- Champion: Taylor Osborn
- Reserve Champion: Bo Presley
- 1st Runner Up: Justin Godwin

Rookie Competition

- Champion: Kevin Brooks
- Reserve Champion: Will Jordan
- 1st Runner Up: Travis Carter



Alabama Hall of Fame inductees Mike Fisher, CAI, AARE, ATS, BAS, CES, GPPA (top) and Daniel Culps, CAI (above).



Grand champion winners: Taylor Osborn, Jason Sasser, and DeWayne McClendon.



Ringman winners: Taylor Osborn, Justin Godwin, and Bo Presley.



Rookie winners: Kevin Brooks, Travis Carter, and Will Jordan.

Kentucky

The Kentucky Auctioneers Association held its annual conference Aug. 21, 2021. After the Battle of the Bluegrass, KAA board member Will Gregory represented the KAA at the Farm Bureau Country Ham Breakfast at the Kentucky State Fair. The ham sold for \$4.8M!

Competition results:

Battle of the Bluegrass Competition

- Grand Champion: Jerick Miller
- Reserve Champion: Billy Peyton
- Ringman Competition Champion: Shawn Hagler
- Grand Champion Youth Bid Caller: Shelby Shuman
- 2nd Place: Caleb Kernodle
- 3rd Place: Levi Meier



Battle of the Bluegrass grand champion Jerick Miller (left) and ringman champion Shawn Hagler (right).



Youth bid calling winners Caleb Kernodle, Shelby Shuman (champion, also at left), and Levi Meier.

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State Watch

Arkansas

The Arkansas Auctioneers Association held its annual conference June 26, 2021.

Election results:

- Kirk Witcher, CAI
- John Nutt
- Wade Andrews
- Danny Thomas
- Kim King, GPPA
- Dennis J. Huggins

Competition results:

Pro contest

- 3rd Place: Zachary Vierheller
- 2nd Place: Josh Phelps
- 1st Place: Matthew Sandmann

Ringman contest

- 3rd Place: Zachary Vierheller, CAI
- 2nd Place: Ed Vestal
- 1st Place: Matthew Sandmann

Rookie contest

- 3rd Place: Don Krejsek
- 2nd Place: Ethan Davis
- 1st Place: Ben Bevins

Junior contest

- 3rd Place: Christopher Corker
- 2nd Place: Griffin Witcher
- 1st Place: Henry Witcher

2021 advertising contest

- Color Brochure: People's Company
- Post Card: People's Company
- Website: Witcher Auctions
- Social Media Page: Witcher Auctions
- Commercial Video: People's Company
- Radio Spot: Wade Andrews Auction Services



Arkansas Auctioneers Association board: Kirk Witcher, CAI, John Nutt, Wade Andrews, Danny Thomas, Kim King, GPPA, and Dennis Huggins.



Pro contest winners: Matthew Sandmann, Zachary Vierheller, CAI, and Josh Phelps



Rookie contest winners: Ethan Davis, Don Krejsek, and Ben Bevins.



Ringman contest winners: Ed Vestal, Matthew Sandmann, and Zachary Vierheller, CAI.



Junior contest winners: Henry Witcher, Griffin Witcher, and Christopher Corker.



North Carolina

The Auctioneers Association of North Carolina inducted Becky Tarlton into its hall of fame. In other news, Mike Fisher and Melinda Porter were appointed to the North Carolina Auctioneer Licensing Board.

Competition results:

Tarheel Open Bid Calling Championship

- Champion: Stephen LaRaviere

State Championship

- Champion: Josh Loewensteiner



Governor Roy Cooper has appointed two new members to the North Carolina Auctioneer Licensing Board

T. Kyle Swicegood

Melinda Q. Porter

Oklahoma

The Oklahoma Auctioneers Association held its annual conference Aug. 7, 2021.

Competition results:

Team competition champions

- Josh Phelps and Zachary Vierheller



Submit state news and events!

We love seeing auctioneers gather together (when possible). Send us your state event news at auctioneers.org/statenews.

You can also submit your events for our state calendar to eshipp@auctioneers.org.

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Attorney and licensed
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LaGrange, Indiana

Business Practices

Shill bidding

Question: What is shill bidding? What is the harm caused by it?

Shill bidding is generally defined as when someone bids on an item to artificially increase its price or desirability. Shill bids artificially increase the price because the bidder does not have a real or genuine intent to purchase the item. The bidder is just seeking to manipulate the price. Shill bids are considered fraud. They are often made in deceitful ways with the intent to deceive and mislead other bidders. Shill bids can be submitted by anyone, but in most cases these are bids submitted by the seller, the seller's family or friends, or the auctioneer.

Shill bidding can occur and is a concern for both live and internet auctions. Shill bidding is illegal in many jurisdictions. It is sometimes prohibited by state statute, administrative regulation, and/or by local ordinance. Article 2 of the Uniform Commercial Code relating to the sale of goods has a provision to prevent shill bidding. It states: "If the auctioneer knowingly receives a bid on the seller's behalf or the seller makes or procures such a bid, and notice has not been given that liberty for such bidding is reserved, the buyer may at his option avoid the sale or take the goods at the price of the last good faith bid prior to the completion of the sale." See UCC § 2-328(4).

Indiana, for example, has adopted Article 2 of the Uniform Commercial Code, including this § 2-328.

See Ind. Code § 26-1-2-328. In addition, Indiana adopted this provision in its auctioneer administrative code. This expands it to all auctions, not just auctions for the sale of goods. It provides: "If the auctioneer knowingly receives a bid on the seller's behalf or the seller makes or procures such a bid, and notice has not been given that liberty for such bidding is reserved, the buyer may at his option avoid the sale or take the property at the price of the last good faith bid prior to the completion of the sale." 812 IAC 1-1-34(d). A separate administrative regulation relates to auctioneer bidding. It provides: "A licensee shall refrain from buying or selling at his own auction for personal gain, unless disclosed to the seller." 812 IAC 1-1-26. The violation of these provisions would be professional incompetence. See 812 IAC 1-1-43.

In other states, there may not be specific statutes or regulations relating to shill bidding, but it may still constitute fraud, deceptive practice, or violate consumer protection laws.

In a reserve auction, where the seller reserves the ability to make bids on the items and there is adequate disclosure, the seller's bids would not be considered shill bids. Instead, this would generally be seen as implementing the reserve. If there is specific reserve price, however, the seller should only bid up to that reserve.

In order for an auctioneer to bid on items, there must be adequate disclosure and seller's consent. Auctioneer bidding is discouraged because it creates a conflict between the seller and the auctioneer. It also raises questions about the auctioneer's loyalty and fiduciary duty. In an auction without reserve, the law generally prohibits the seller (or anyone acting on the seller's behalf) from bidding.

There are unique issues with internet auctions. In an online action, shill bidding more frequently refers to the practice of a seller creating another user identification and using it to bid on his or her listings. Some



bidders even go to the extent of creating and using multiple accounts all in their favor. Sellers do this in an effort to affect the final price of the item being sold. Engaging in this activity may help increase the final sale price, but there are several risks. First, it likely violates the law and invites costly litigation. Second, if the seller is not careful, he or she could end up winning his or her item back in the auction.

In addition to being illegal, shill bidding is unethical. As a result of this type of situation, eBay and some other internet auction sites expressly prohibit shill bidding. In addition, the Online Auction Users Association has developed a Code of Ethics with "Sellers" agreeing to "not participate in shill bidding or bid shielding." A shill bid is a lie—there is no real intent to purchase the property.

The second part of the questions relates to whether there is any harm from engaging in this practice. The short answer is yes. Shill bidding is harmful to buyers, because they end up paying artificially inflated prices for the items. It harms the public because shill bidding discourages legitimate bidders from bidding and makes it appear that there is a stronger demand for a product when there is not. Shill bidding also harms the auction industry. It creates a mistrust for auctioneers

and undermines the goals of the auction method of marketing. Auctioneers should avoid any involvement in shill bidding schemes. ❖

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

Kurt R. Bachman and Beers Mallers Backs & Salin, LLP also advise that any information you send to Auctioneer shall not be deemed secure or confidential. Please visit one of our offices to ensure complete confidentiality.

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

BONDS & INSURANCE

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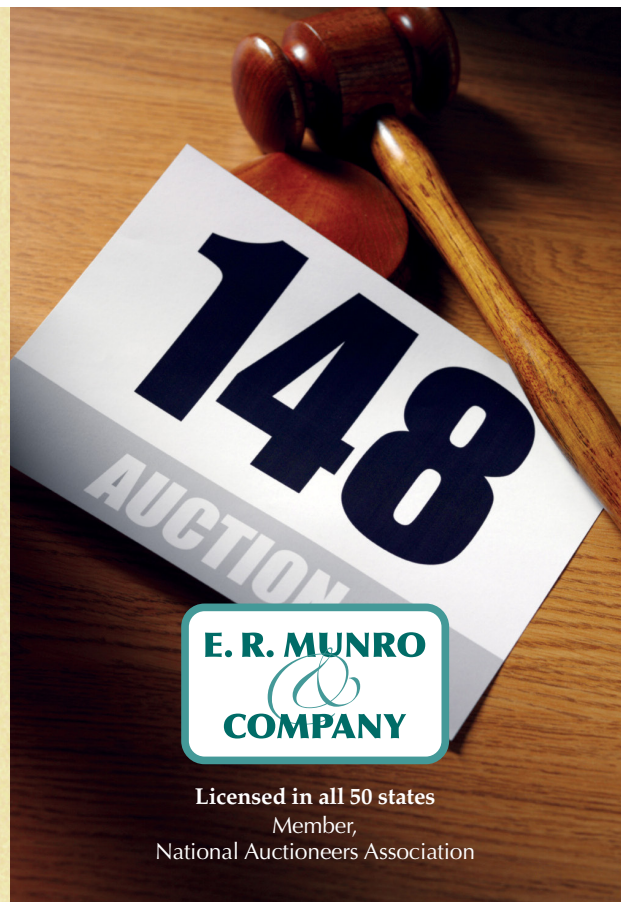
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WATCH SESSIONS ON DEMAND

If you already registered for the Benefit Auction Summit—hurry—you can head over to auctioneers.org, click on the image of the Online Education Center and access everything right there.

If you have not registered, there's no reason to miss out on this fantastic hybrid auction education! Register for on-demand access now at auctioneers.org/benefitsummit.



Virtual attendees could see and be seen, and hear and be heard in the room with in-person attendees. They could also interact in the chat.



The Summit's hybrid benefit auction raised more than \$27k for the Kathy Kingston Benefit Auction Education Fund through the National Auctioneers Foundation.

THANK YOU TO OUR SPONSORS

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CharityACE	Mitch-Stuart	
Charity Booster	PayBee	



Coach Burt talking about value.

NEW MEMBER TESTIMONIAL

Kathleen Guzman
 Since 1977, I have been a commercial and charity auctioneer. When Covid occurred, auctions went online and seemed to do very well. But the 40+ charity auctions I did a year completely dried up. I was at a loss to figure out how to help these wonderful nonprofits that I worked with for so many years and meant so much to me. I reached out to the other charity auctioneers I knew at Christie's, Sotheby's and Phillips and they were having the same dilemma. So, when I stumbled across the NAA Benefit Auction Summit, the lightbulb went off in my head. Maybe someone figured out how to help!

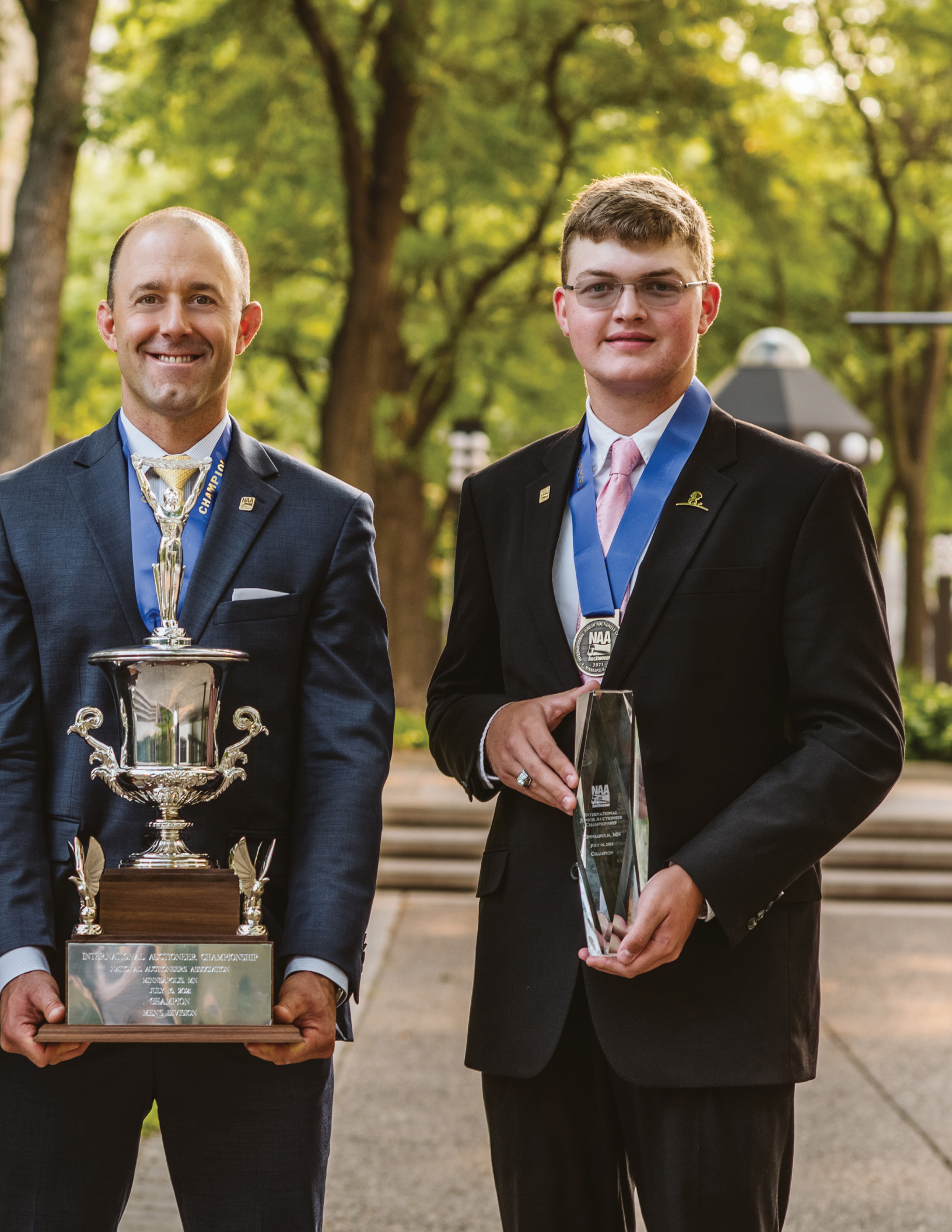
I found the entire conference informative and exciting. Clearly it takes much more effort and production to make a successful virtual gala, but it can be done.



After the Summit, a few attendees took on the Tacos & Trails eBike Tour.

CHAMPIONS





INTERNATIONAL AUCTIONEER CHAMPIONSHIP
NATIONAL AUCTIONEERS ASSOCIATION
MINNEAPOLIS, MN
JULY 14, 2022
CHAMPION
MEN'S DIVISION

INTERNATIONAL AUCTIONEER CHAMPIONSHIP
NAA
AUCTIONEERS
2022
MINNEAPOLIS

NAA
INTERNATIONAL AUCTIONEER CHAMPIONSHIP
MINNEAPOLIS, MN
JULY 14, 2022
CHAMPION



2021
IAA

INTERNATIONAL ASSOCIATION OF
JOURNALISTS AND EDITORS
MEMBER NO. 1234
EDUCATION
MILWAUKEE, WI

NICK BENNETT



How long have you been competing in IAC?

I competed in the IAC for four years.

Why did you enter this year?

I entered the IAC this year ultimately to try and win. More importantly though, I entered because the IAC pushes me out of my comfort zone in a way that very few things ever have. In doing so, it strengthens me in many ways.

What was the competition like coming back after a year with no competition?

I wouldn't say the contest felt any different than in previous years due to the break, but my approach to the contest changed. Traditionally, at Conference & Show, I have focused mainly on the IAC. This year, I shifted my focus toward the education aspect and less on the IAC and preparation for it. Because of that shift, the contest did feel different.

What has competing done for your career/networking?

Great question. Competing in the IAC has taught me that I am much better at being myself than I am at acting like someone else. It's easier for me to be present and react from experience than it is to be scripted.

Competing in the IAC has been a building block in both. The IAC has pushed me to improve my skills

as a presenter and bid caller which naturally has had a direct positive impact on my business and career.

What would you say to someone thinking about competing for the first time or the 10th time?

Before each contest identify your "Why"—Why are you competing and what are your objectives in competing? Once those key points are identified, go achieve them!

Why is the IAC important for the auction industry?

The IAC serves many roles in the auction industry. Two of the most important are: it serves as a tool in promoting our industry through the attention it receives in the public eye. Secondly, the IAC brings auctioneers together, strengthens our community and our comradery.

What are you most excited to do as an IAC champion and NAA ambassador?

Topping the list is the opportunity to be a spokesman for our industry and for the NAA. In the eyes of the public, I want to help promote the auction method of marketing. In the eyes of auctioneers, I want to showcase the importance of the NAA and the benefits it brings to its membership.



INTERNATIONAL BUSINESS CHAMPIONSHIP
INTERNATIONAL BUSINESS ASSOCIATION
NOVEMBER 1994
JULY 16, 2004
CHAMPION
WOMEN'S DIVISION

Laura Mantle

How long have you been competing in IAC?

This was my 10th year competing in IAC.

Why did you enter this year?

You can't win if you don't enter! I watched my first IAC in 2010 and competed for the first time in 2011. I was hooked. It's never been a question whether or not I would compete each year.

What was the competition like coming back after a year with no competition?

A year (or more) without competitions was tough for competitive auctioneers. We use the state, regional and IAC as a tool to improve, get feedback, encourage our fellow contestants and so much more. When C&S was canceled in 2020, it made me immediately start thinking about the 2021 IAC and how so many of us would be counting down the days. I will admit, after 10 years, it's like riding a bike so I just picked up where I left off in terms of the IAC.

What has competing taught you about yourself? Competing has taught me SO much about myself! In my first 5 years after not making the finals, I learned that despite what my parents and I think, I wasn't the best bid caller and auctioneer in existence and there were and still are so many ways to improve. I've learned how hard it is to get up in front of hundreds if not thousands of your peers (thanks to the live stream) but that the friendly competition only helps you get better.

What has competing done for your career/networking?

Competing has opened up so many doors for new opportunities and experiences. It accelerated my

career as a contract auctioneer and created lasting friendships with other fellow contestants. I attribute many of my contract auctioneering gigs to competing. Other auctioneers get to see me compete and I believe that has led to me being hired by several companies.

What would you say to someone thinking about competing for the first time or the 10th time?

If you are considering competing for the first time, DO IT! You will not regret it. You have endless resources within our association and industry who can give you advice if you want it. If it's your 10th time, welcome to the club! You clearly know the benefits of competing and your persistence has likely paid off with improvements and relationships already, but will certainly pay off when you win the IAC.

Why is the IAC important for the auction industry?

IAC & IJAC are extremely important for the auction industry because it allows us to showcase a small part of what we do. Also, I believe that by competing, we can become better auctioneers, and I don't just mean the bid calling. The insights I have gained from years of competing have helped me to become a more knowledgeable, well-rounded auctioneer.

What are you most excited to do as an IAC champion and NAA ambassador?

We all know this year will be different due to the pandemic in terms of IAC champion and NAA ambassador. I'm looking forward to the opportunities and experiences that arise in the next year, especially getting to network and visit with fellow members and auctioneers at the state conferences.





INTERNATIONAL JUNIOR AUCTIONEER CHAMPIONSHIP
NAA
Auctioneer
2021
MINNEAPOLIS, MN

MINNEAPOLIS, MN
2021

LANDEN MORRIS



How long have you been competing in IJAC?

I have competed in the IJAC for 3 years, 2018, 2019 and 2021.

Why did you enter this year?

I entered this year to win. I placed third in 2018 and second in 2019, so I felt that this year was my year to win.

What was the competition like coming back after a year with no competition?

The competition was very similar to years past—great competitors and judges. Although I felt a little rusty going up on the stage (forgetting to introduce myself), once I started selling I felt just as I would at any other auction and it felt great to be competing again.

What has competing done for your career/networking?

Competing has taught me to just be me. Don't try to sound like any other auctioneer, just be yourself and do what you are confident in.

Competing and coming to Conference & Show has allowed me to meet so many different amazing

auctioneers, as well as being involved in so many different new opportunities such as appearing on the Nickelodeon television series, Ryan's Mystery Playdate.

What would you say to someone thinking about competing for the first time or the 10th time?

Be yourself, get up there on the stage, engage in eye contact and do what you would do if this was your auction that you were conducting back at home.

Why is the IJAC important for the auction industry?

The IJAC is so very important because it truly shows what the future of the auction industry will be. It brings the youth together and it has allowed me to create numerous friendships with connections to the auction industry that I am eternally grateful to have made.

What are you most excited to do as an IJAC champion and NAA ambassador?

I am excited for next year's competition in San Diego, with my goal on having 10 IJAC competitors to compete, as well as the NextGen get-togethers.

WASHINGTON

MONTANA

- NORTH -
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DAKOTA

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KANSAS

ARIZONA

- NEW -
MEXICO

OKLAHOMA

TEXAS

ALASKA

HAWAII

STATE



GUIDE

LICENSING

STATE LICENSING GUIDE

ALABAMA

License Required: Yes

License Required For Online-Only

Auctions: No

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

School/Apprenticeship Required:

Yes. Education is required for one-year apprenticeship but not required if the apprentice serves a two-year apprenticeship.

Bonding/Insurance Required: \$10,000

Licensure Period: Annually, expires Sept. 30

Continuing Education Required: Yes, six hours every two years. Licensees 65+ years are exempt.

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

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

State Association: alabamauctioneers.org

State Real Estate Contact:

arec.alabama.gov

State Agency Contact:

Alabama State Board of Auctioneers
2777 Zelda Rd.

Montgomery, AL 36106

(334) 420-7235

auctioneer.alabama.gov

auctioneers@alstateboard.com

State Agency Contact:

Corporations, Business and Professional
Licensing Real Estate Commission

550 W. 7th Avenue, Ste. 1500

(907) 269-8162

ARIZONA

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

State Association: azauctioneers.org

State Real Estate Contact: azre.gov

State Agency Contact:

Arizona State Consumer Protection
Department

2005 N. Central Avenue

Phoenix, AZ 85004-2926

(602) 542-5025

azag.gov/consumer

ARKANSAS

License Required: Yes

License Required For Online-Only

Auctions: No

Minimum Age: 18

School/Apprenticeship Required: No

Bonding/Insurance Required: \$100 to
Recovery Fund

Licensure Period: Annually, expires June 30

Continuing Education Required: Yes, six
hours annually. Exemption if 55+ years and
have been licensed by Arkansas Auction
License Board for 10 consecutive years.

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

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

State Association: arkansasauctioneers.org

State Real Estate Contact:

arec.arkansas.gov

State Agency Contact:

Arkansas Auctioneers

Licensing Board

900 W Capitol, 4th floor

Little Rock, AR 72201

(501) 682-1156

aralb.com

CALIFORNIA

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

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

State Association: caauctioneers.org

State Real Estate Contact: bre.ca.gov

State Agency Contact:

California Secretary of State Office

1500 11th Street

Sacramento, CA 95814

(916) 653-6814

sos.ca.gov

COLORADO

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

State Association: coauctioneers.com

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

State Agency Contact:

Colorado State Consumer Protection Office

1300 Broadway, 7th Floor

Denver, CO 80203

(800) 222-4444

coloradoattorneygeneral.gov/

departments/consumer-protection

CONNECTICUT

License Required: Counties and
municipalities may require permits,
required to be licensed by towns if not
in-state resident.

State Real Estate Contact: portal.

ct.gov/DCP/License-Services-Division/
All-License-Applications/Real-Estate-
Salesperson

State Agency Contact:

Connecticut Department of Consumer
Protection

450 Columbus Blvd., Ste. 901

Hartford, CT 06103-1840

(860) 713-6100

portal.ct.gov/DCP

ALASKA

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

State Real Estate Contact:

commerce.alaska.gov/web/

cbpl/professionallicensing/

realestatecommission.aspx

DELAWARE

License Required: State business license (\$75) required for resident auctioneers. Other terms and licensure may apply to non-resident auctioneers. Counties and municipalities may require permits, check for requirements.

State Real Estate Contact: dpr.delaware.gov/boards/realestate

State Agency Contact:

Delaware Department of Justice
Carvel State Office Building
820 N. French St.
Wilmington, DE 19801
(302) 577-8600
attorneygeneral.delaware.gov/fraud/cpu

DISTRICT OF COLUMBIA

License Required: Yes

License Required For Online-Only

Auctions: Yes

Minimum Age: 18

School/Apprenticeship Required: No

Bonding/Insurance Required: No

Licensure Period: 1 year

Continuing Education Required: No.

Fees: (\$740.30) Total fees

Reciprocity: No

State Real Estate Contact:

pearsonvue.com/dc/realestate

Agency Contact:

D.C. Department of Consumer & Regulatory Affairs
1100 4th Street SW
Washington, DC 20024
(202) 442-4400
dcra.dc.gov/node/1438481

FLORIDA

License Required: Yes

License Required For Online-Only

Auctions: Yes

Minimum Age: 18

School/Apprenticeship Required: Yes

Bonding/Insurance Required: \$100

Recovery Fund surcharge

Licensure Period: Two years, expires

November 30 of odd years.

Continuing Education Required: No.

Fees: Initial Licensure by Exam –

Education or Apprenticeship (\$444.50)

Reciprocity: AL, AR, GA, IL, IN, KY, LA,

MA, MS, NH, NC, OH, PA, SC, TN, TX, VA, WV, WI (\$230 fee required)

State Association: floridaauctioneers.org

State Real Estate Contact:

myfloridalicense.com/dbpr

State Agency Contact:

Florida Board of Auctioneers
2601 Blair Stone Rd.
Tallahassee, FL 32399
(850) 487-1395
myfloridalicense.com/DBPR/auctioneers

GEORGIA

License Required: Yes

License Required For Online-Only

Auctions: No

Minimum Age: 18

School/Apprenticeship Required: Yes

Bonding/Insurance Required: \$150 to Recovery Fund

Licensure Period: Two years, expires February 28 of even years.

Continuing Education Required: Yes, 8 hours every two years.

Fees: Application (\$200), Renewal (\$150) Reinstatement (\$400)

Reciprocity: Commission does not maintain an official list but looks at individual states' requirements when making a decision on reciprocity. Application required.

State Association: georgiaauctioneers.org

State Real Estate Contact:

grec.state.ga.us

State Agency Contact:

Georgia Auctioneers Commission
237 Coliseum Drive
Macon, Ga 31217
(404)424-9906
sos.georgia.gov/index.php/licensing/plb/9

HAWAII

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

State Real Estate Contact:

cca.hawaii.gov/reb

State Agency Contact:

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



IDAHO

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

State Association: idahoauctioneers.org

State Real Estate Contact: irec.idaho.gov

State Agency Contact:

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

ILLINOIS

License Required: Yes

License Required For Online-Only

Auctions: Yes, we no longer require Internet Auction Services such as eBay to register with our agency. But if an auctioneer conducts an online auction, they must have a license.

Minimum Age: 18

School/Apprenticeship Required: No

Bonding/Insurance Required: N/A

Licensure Period: Two years, expires

December 31 of even years.

Continuing Education Required: Yes, 12 hours every two years.

Fees: Application fee (\$200), Exam fees apply.

Reciprocity: AL, AR, FL, IN, MA, MS, OH, TN, TX, WI

STATE LICENSING GUIDE

State Association: illinoisauctioneers.org

State Real Estate Contact:

idfpr.com/DRE.asp

State Agency Contact:

IDFPR/Division of Real Estate

Illinois Auction Advisory Board

320 West Washington St., 3rd Floor

Springfield, IL 62786

(800) 560-6420

idfpr.com/profs/auctioneers.asp



INDIANA

License Required: Yes

License Required For Online-Only

Auctions: State agency advises referring to law and rules directly and/or seeking private counsel to best interpret the law.

Minimum Age: 18

School/Apprenticeship Required: Yes

Bonding/Insurance Required: Payment to Recovery Fund (amount varies) and an escrow account

Licensure Period: Four years, expires Feb. 28 of even years.

Continuing Education Required: Yes, 16 hours every four years.

Fees: Exam (\$35), License (\$70) and Renewal (\$70)

Reciprocity: AL, AR, FL, GA, IL, KY, NC,

OH, PA, RI, SC, TN, TX, VA, WV

State Association: indianauctioneers.org

State Real Estate Contact:

in.gov/pla/real.htm

State Agency Contact:

Indiana Auctioneer Commission

Deanna Alexander, Director

402 W. Washington Street, Room W 072

Indianapolis, IN 46204

(317) 234-3009

Pla9@pla.in.gov

in.gov/pla/auction.htm

IOWA

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

State Association: iowauctioneers.org

State Real Estate Contact: plb.iowa.gov/board/real-estate-sales-brokers

State Agency Contact:

Iowa Consumer Protection Division

Hoover State Building

1305 E. Walnut St.

Des Moines, IA 50319-0106

(515) 281-5926

iowaattorneygeneral.gov/for-consumers

KANSAS

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

Bonding/Insurance Required: Check with any license-issuing body for requirements and fees.

State Association: kansasauctioneers.com | 316-208-6151 | cindi@kansasauctioneers.com

State Real Estate Contact: krec.ks.gov | 785-296-3411 | Kelly.white@ks.gov

State Agency Contact:

Kansas Consumer Protection Division

120 SW 10th Avenue, 2nd Floor

Topeka, KS 66612-1597

(785) 296-2215

ag.ks.gov/in-your-corner-kansas

KENTUCKY

License Required: Yes

License Required For Online-Only

Auctions: Yes

Minimum Age: 18

School/Apprenticeship Required: Yes

Bonding/Insurance Required: No Bond \$30 to Recovery Fund

Licensure Period: Annually, expires June 30

Continuing Education Required: Yes, six hours annually.

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

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

State Association: kentuckyauctioneers.org

State Real Estate Contact:

krec.ky.gov/staff.aspx

State Agency Contact:

Kentucky Board of Auctioneers- Public

Protection Cabinet

500 Mero St 2NE09

Frankfurt, KY 40601

(502) 782-0722

auctioneers.ky.gov

auctioneers.ky.gov/ppc/new_default.aspx

LOUISIANA

License Required: Yes

License Required For Online-Only

Auctions: Yes, except for "eBay-style," timed online auctions. Effective Jan. 1, 2021, all online auctions will require a license in LA as long as the auction is occurring in LA or if the moveable or immovable property for sale is located in LA.

Minimum Age: 18

School/Apprenticeship Required: Yes

Bonding/Insurance Required: \$10,000

Licensure Period: Annually, expires Dec. 31

Continuing Education Required: No

Fees: License (\$300)

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

State Association: louisianauctioneers.org

State Real Estate Contact: lrec.gov

State Agency Contact:

Louisiana Auctioneers Licensing Board

11736 Newcastle Ave., Bldg. 2, Ste. C

Baton Rouge, LA 70816

(225) 295-8420

lalb.org



MAINE

License Required: Yes
License Required For Online-Only: Yes
Auctions: No
Minimum Age: N/A
School/Apprenticeship Required: No
Bonding/Insurance Required: \$10,000
Licensure Period: Annually, expires March 31
Continuing Education Required: No
Fees: Exam (\$150), License (\$271) and Renewal (\$200)
Reciprocity: N/A
State Association: maineauctioneers.org
State Real Estate Contact: maine.gov/pfr/professionallicensing/professions/auctioneers/index.html
State Agency Contact: Auctioneers.board@maine.gov
Maine Board of Licensing of Auctioneers
35 State House Station
Augusta, ME 04333
(207) 624-8603
maine.gov/pfr/professionallicensing/professions/auctioneers

MARYLAND

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

check for requirements.
State Association: mdauctioneers.org
State Real Estate Contact: dllr.state.md.us/license/mrec
State Agency Contact: Maryland Consumer Protection Division
200 St. Paul Pl.
Baltimore, MD 21202
(410) 528-8662
marylandattorneygeneral.gov

MASSACHUSETTS

License Required: Yes
License Required For Online-Only: Yes
Auctions: Generally required and recommended.
School/Apprenticeship Required: Yes
Bonding/Insurance Required: \$10,000
Licensure Period: One year from date of issuance
Continuing Education Required: No
Fees: License (\$100) and Renewal (\$100)
Reciprocity: FL, IL, KY, MS, NH, NC, TN
State Association: massauctioneers.com
State Real Estate Contact: mass.gov/ocabr/licensee/dpl-boards/re
State Agency Contact: Massachusetts Consumer Affairs and Business Regulation
501 Boylston Street #5100
Boston, MA 02116
(617) 973-8787
mass.gov/ocabr/data/license/standards/auctioneer-license.html

MICHIGAN

License Required: Municipalities and counties may require permits, check for requirements.
State Association: FindMichiganAuctions.com
State Real Estate Contact: michigan.gov/lara
State Agency Contact: Michigan Consumer Protection Division
525 W. Ottawa Street
Lansing, MI 48933
(517) 373-1140
michigan.gov/ag

MINNESOTA

License Required: Licensed by county, check for requirements.

Minimum Age: 18
Bonding/Insurance Required: Varies by county (\$1000 - \$3000)
Fees: Varies by county
State Association: minnesotaauctioneers.org
Real Estate Contact: mn.gov/commerce/licenses/real-estate
State Agency Contact: Minnesota Attorney General
445 Minnesota Street Suite 1400
Saint Paul, MN 55101
(800)657-3787
mn.gov/commerce/consumers/file-a-complaint/file-a-complaint

MISSISSIPPI

License Required: Yes
License Required For Online-Only: Yes
Auctions: Yes
Minimum Age: 18
School/Apprenticeship Required: Yes
Bonding/Insurance Required: \$10,000
Licensure Period: Two years, expires March 1 of odd years
Continuing Education Required: No
Fees: Exam (\$100), License (\$200) and Renewal (\$200)
Reciprocity: AL, AR, FL, GA, IL, KY, LA, MA, NC, OH, SC, TN, TX, VA
State Association: mississippiauctioneers.org
State Real Estate Commission: mrec.ms.gov
State Agency Contact: Mississippi Auctioneer Commission
P.O. Box 50
Morton, MS 39117-0050
(601) 750-4909
auctioneers.ms.gov

MISSOURI

License Required: Licensed by county, check for requirements.
Bonding/Insurance: Varies by county.
Fees: Varies by county.
State Association: moauctioneers.org
State Real Estate Contact: pr.mo.gov/realestate
State Agency Contact: Missouri Consumer Protection Division
221 W. High Street #230
Jefferson City, MO 65101
(573) 751-3321
ago.mo.gov

STATE LICENSING GUIDE



MONTANA

MONTANA

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

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

State Association: montanaauctioneers.org

State Real Estate Contact: montanarealtors.org/education/board-of-realty-regulation/

State Agency Contact:

Montana Office of Consumer Protection
553 Fuller Avenue
Helena, MT 59601
(406) 444-4500
dojmt.gov/consumer

NEBRASKA

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

State Association: nebraskaauctioneers.com

Real Estate Contact: nrec.ne.gov

State Agency Contact:

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

NEVADA

License Required:

Counties and municipalities may require permits, check for requirements.

State Real Estate

Contact: red.state.nv.us

State Agency Contact:

Nevada Bureau of
Consumer Protection
100 North Carson Street

Carson City, NV 89701

(775) 684-1100

ag.nv.gov/About/Consumer_Protection/Bureau_of_Consumer_Protection

NEW HAMPSHIRE

License Required: Yes

License Required For Online-Only

Auctions: No

Minimum Age: 18

School/Apprenticeship Required: Yes

Bonding/Insurance Required: \$25,000

Licensure Period: Two years from issue date

Continuing Education Required: No

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

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

State Association:

newhampshireauctioneers.org

State Real Estate Contact: opl.nh.gov/real-estate-commission/index.htm

State Agency Contact:

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

NEW JERSEY

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

State Association: njssa.com

Real Estate Contact:

state.nj.us/dobi/division_rec

State Agency Contact:

New Jersey Office of Consumer
Protection
124 Halsey Street
Newark, NJ 07102
(973) 504-6200

state.nj.us/nj/community/consumer

NEW MEXICO

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

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

State Agency Contact:

New Mexico Consumer Protection
Division

408 Galisteo St.

Santa Fe, NM 87501

(505) 490-4060

nmag.gov/santa-fe.aspx

NEW YORK

License Required: Certain types of auctions (e.g. motor vehicles, livestock, wine, etc.) may require licenses.

Municipalities and counties may require permits, check for requirements.

State Association: nysauctioneers.com

Real Estate Contact: dos.ny.gov/licensing

State Agency Contact:

New York Division of Consumer Protection
One Commerce Plaza, 99 Washington Ave.
Albany, NY 12231-0001
(518) 474-4429

dos.ny.gov/consumerprotection

NORTH CAROLINA

License Required: Yes

License Required For Online-Only

Auctions: Yes

Minimum Age: 18

School/Apprenticeship Required: Yes

Bonding/Insurance Required: No. \$50 to Recovery Fund at initial issuance of each license, with potential Recovery Fund assessment to all licensees if necessary.

Licensure Period: Annually, expires June 30.

Continuing Education Required: Yes, four hours annually

Fees: Application (\$50), Exam (\$50), License (\$150) and Fingerprint Processing (\$38)

Reciprocity: AL, AR, FL, GA, IN, KY, LA, MA, MS, NH, OH, PA, SC, TN, TX, VA, WV, WI. Special conditions apply for FL, GA, LA, MS, TN; contact NCALB for complete details.

State Association:
northcarolinaauctioneers.org

State Real Estate Contact: nrec.gov

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

NORTH DAKOTA

License Required: Yes

License Required For Online-Only

Auctions: No

Minimum Age: 18

School/Apprenticeship Required: Yes

Bonding/Insurance Required: \$5,000

Licensure Period: One year

Continuing Education Required: No

Fees: License (\$35)

Reciprocity: N/A

State Association:

ndauctioneers.com

State Real Estate Contact:

realestatend.org

State Agency Contact:

North Dakota Public Service Commission
600 East Boulevard, Dept. 408
Bismarck, ND 58505-0480
(701) 328-2400
psc.nd.gov/jurisdiction/auctions/index.php

OHIO

License Required: Yes

License Required For Online-Only

Auctions: No (if doing an online auction in conjunction with a live auction – you must be licensed).

Minimum Age: 18

School/Apprenticeship Required: Yes

Bonding/Insurance Required: minimum \$25,000 (with license) \$50,000 (one time)

Licensure Period: Two years, expires June 30 (last names starting with A-J and X-Z renew in odd-numbered years and names beginning with K-W renew in even-numbered years).

Continuing Education Required: No

Fees: Exam (\$25) and License (\$200)

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

State Association: ohioauctioneers.org

State Real Estate Contact:

com.ohio.gov/real

State Agency Contact:

Ohio Dept. of Agriculture – Auctioneer Program
8995 E. Main St
Reynoldsburg, OH 43068
(614) 728-6240
agri.ohio.gov/wps/portal/gov/oda/programs/auctioneers

OKLAHOMA

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

State Association: okauctioneers.org

State Real Estate Contact: ok.gov/OREC

State Agency Contact:
Oklahoma Public Protection Unit
313 NE 21st St.
Oklahoma City, OK 73105

(405)
521-3921
oag.ok.gov/ citizenresources

OREGON

License Required: Certain types of auctions may require licenses. See ORS698.640 for regulatory details. Municipalities and counties may require permits, check for requirements.

State Association: oregonauctioneers.org

State Real Estate Contact:
oregon.gov/rea/Pages/index.aspx

State Agency Contact:
Oregon Consumer Protection Office

1162 Court St. NE
Salem, OR 97301-4096
(877) 877-9392
doj.state.or.us/consumer-protection

PENNSYLVANIA

License Required: Yes. A complete copy of the Board's laws and regulations can be found online at dos.pa.gov/auct

License Required For Online-Only

Auctions: Yes. A complete copy of the board's laws and regulations can be found at: dos.pa.gov/auct

Minimum Age: No requirement found

School/Apprenticeship Required: Yes

Bonding/Insurance Required: \$5,000

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

Continuing Education Required: No

Fees: \$50 application fee/ Testing fee individual to 3rd party sites, \$260 renewal every 2 years.

pacodeandbulletin.gov/Display/pacode?file=/secure/pacode/data/049/chapter1/s1.41.html&d=reduce

Reciprocity: Refer to Section 12 of the law

State Association: paauctioneers.org

State Real Estate Contact:

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

RHODE ISLAND

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

State Real Estate Contact: dbr.ri.gov/divisions/commlicensing/realestate.php

Fees: Rhode Island requires duty to be paid on all sales made by auction. The duty is equal to .1%. One-eighth of the duty goes to the town in which the auction takes place; the remainder goes to the state. Auctioneers must give an accounting of their sales, include dates and amounts, to the state twice each year

STATE LICENSING GUIDE

and pay the state and town within 10 days after giving the accounting

State Agency Contact:

Rhode Island Department of Business Regulation

1511 Pontiac Avenue Bldg 69-1

Cranston, RI 02920

(401) 462-9650

riag.ri.gov/ConsumerProtection/About.php

SOUTH CAROLINA

License Required: Yes

License Required For Online-Only

Auctions: Yes, if company and/or assets being auctioned are located in state.

Minimum Age: 18

School/Apprenticeship Required: Yes

Bonding/Insurance Required: \$100 to Recovery Fund

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

Continuing Education Required: Yes, eight hours every two years

Fees: Exam (\$25), Credit Report (\$10), License (\$300), Renewal \$300

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

State Association:

southcarolinaauctioneers.org

State Real Estate Contact: llr.sc.gov/re

State Agency Contact:

South Carolina Auctioneers Commission
Synergy Business Park – Kingstree

Building

110 Centerview Drive

Columbia, SC 29210

(803) 896-4670

llr.sc.gov/auc

SOUTH DAKOTA

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

State Association: sdaa.net

State Real Estate Contact: dlr.sd.gov/realestate/default.aspx

State Agency Contact:

South Dakota Division of Consumer Protection

1302 E. Hwy 14, Ste. 3

Pierre, SD 57501

(605) 773-4400

consumer.sd.gov/contact.aspx

TENNESSEE

License Required: Yes

License Required For Online-Only

Auctions: Yes

Minimum Age: 18

School/Apprenticeship Required: Yes

Bonding/Insurance Required: \$50

(Recovery Fund)

Licensure Period: Two years from issue date

Continuing Education Required: Yes, six hours every two years

Fees: Exam (\$150), Application (\$50) and License (\$175)

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

State Association: tnauctioneers.com

State Real Estate Contact: tn.gov/commerce/regboards/trec.html

State Agency Contact:

Tennessee Auctioneer Commission

500 James Robertson Pkwy

Nashville, TN 37243-0565

(615) 741-2241

tn.gov/commerce/regboards/auctioneers.html

TEXAS

License Required:

Yes

License Required For Online-Only Auctions:

No

Minimum Age: 18

School/Apprenticeship Required: Yes

Bonding/Insurance Required:

\$50 to Recovery Fund

Licensure Period: One year

Continuing Education Required: Six hours annually

Fees: (\$75) Application (\$25) License

Reciprocity: AL, AR, FL, GA, IL, IN, LA,

MS, NC, OH, PA, SC, TN, VA, WV, WI

State Association: texasauctioneers.org

State Real Estate Contact:

trec.state.tx.us

State Agency Contact:

Texas Department of Licensing and Regulation

920 Colorado

Austin, Texas 78701

(512) 463-6599

tdlr.texas.gov/auc/auction.htm

UTAH

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

State Association: utahauctioneer.org

Real Estate Contact: realestate.utah.gov

State Agency Contact:

Utah Division of Consumer Protection

160 East Broadway

Salt Lake City, Utah 84111

(801) 530-6601

dcp.utah.gov

VERMONT

License Required: Yes

License Required For Online-Only

Auctions: Info not provided by state.

Minimum Age: 18

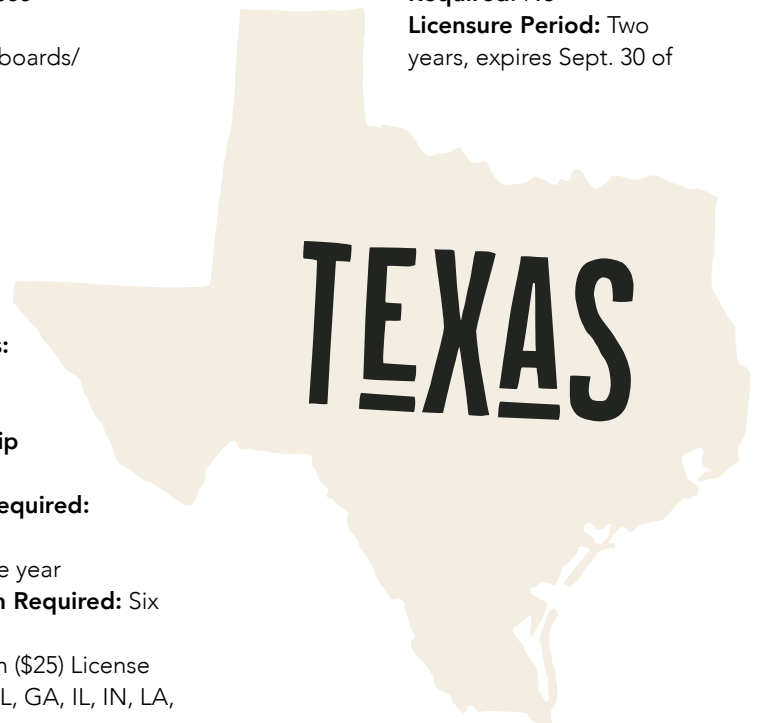
School/Apprenticeship Required: Yes

Bonding/Insurance

Required: No

Licensure Period: Two

years, expires Sept. 30 of



even years

Continuing Education Required: No

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

Reciprocity: N/A

State Real Estate Contact: sec.state.

vt.us/professional-regulation/profession/
real-estate-commission.aspx

State Agency Contact:

Vermont Office of Professional Regulation

89 Main Street – 3rd Floor

Montpelier, VT 05620-3402

(802) 828-1505

sec.state.vt.us/professional-regulation/

list-of-professions/auctioneers.aspx

Auction Company License (\$255) and

Renewal (\$255) Late Fee \$100

Reciprocity: N/A

State Association:

washingtonauctioneers.org

State Real Estate Contact: dol.wa.gov/
business/realestate

State Agency Contact:

Washington Department of Licensing –

Auctioneer/ Auction Company Program

P.O. Box 3856

Seattle, WA 98124-3856

(360) 664-6636

dol.wa.gov/business/auctioneers



VIRGINIA

License Required: Yes

License Required For Online-Only

Auctions: No

Minimum Age: 18

School/Apprenticeship Required: Yes

Bonding/Insurance Required: \$10,000

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

Continuing Education Required: Six
hours per renewal period

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

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

State Association: vaa.org

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

State Agency Contact:

Virginia Auctioneers Board

9960 Maryland Drive, Suite 102

Richmond, Virginia 23233

(804) 367-8500

dpor.virginia.gov/Boards/Auctioneers

WEST VIRGINIA

License Required: Yes

License Required For Online-Only

Auctions: Yes, if auctioneer and/or assets

being sold are located in the state of

West Virginia. Contact the Department of
Agriculture for specific details.

Minimum Age: 18

School/Apprenticeship Required: Yes

Bonding/Insurance Required: \$25,000

Licensure Period: One year, expires June 30

Continuing Education Required: Six
hours annually.

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

Reciprocity: AL, FL, GA, IN, KY, NC, OH,
PA, SC, TN, TX, VA

State Association: wvaa.org

State Real Estate Contact: rec.wv.gov

State Agency Contact:

West Virginia Department of Agriculture –
Auctioneer Program

1900 Kanawha Blvd., Room E-28

Charleston, WV 25305

(304) 558-3550

agriculture.wv.gov/divisions/executive/
Pages/Auctioneers.aspx

WASHINGTON

License Required: Yes

License Required For Online-Only

Auctions: Yes, an auction company
license would be required when the
items/property and/or company is located
in the state of Washington.

Minimum Age: 18

School/Apprenticeship Required: No

Bonding/Insurance Required: minimum
\$5,000

Licensure Period: One year

Continuing Education Required: No

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

WISCONSIN

License Required: Yes (registration is
required)

License Required For Online-Only

Auctions: Yes; for complete details, see
Wisconsin Chapter 480 and/or contact
the Wisconsin Department of Regulation
and Licensing.

Minimum Age: 18

School/Apprenticeship Required:

No, if a person wishes to practice while
waiting to take the next available exam,

they must obtain a temporary auctioneer
registration.

Bonding/Insurance Required: N/A

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

Continuing Education Required: 12
hours every two years

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

Reciprocity: AL, AR, IL, KY, NC, OH, TN,
TX; additional states may be approved on
case by case basis

State Association:

wisconsinauctioneers.org

State Real Estate Contact: dsps.wi.gov/
Pages/Professions/REBroker

State Agency Contact:

Wisconsin Department of Regulation and
Licensing – Auctioneers

4822 Madison Yards Way

Madison, WI 53705

(608) 266-2112

dsps.wi.gov/Pages/Professions/
Auctioneer

WYOMING

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

State Association: wyoauctioneers.org

Real Estate Contact: realestate.wyo.gov

State Agency Contact:

Wyoming Attorney General's Office

Consumer Protection Unit

109 State Capitol

Cheyenne, WY 82002

307-777-6397 or 1-800-438-5799 (toll free
in Wyoming)

Fax: (307) 777-3435

ag.consumer@wyo.gov

ag.wyo.gov/cpu



Register at auctioneers.org/designationacademy

Designations and classes

IN PERSON, LAS VEGAS, DEC. 5-11



AARE is NAA's premier Real Estate designation. The three day class takes attendees through conducting a real estate auction from prospecting to closing after the auction (and explores opportunities if a property doesn't sell). Along the way, the class explores finance, marketing, proposals, sales, legal aspects of real estate, and working with traditional brokers and banks, among other topics. AARE is designed so that anyone can benefit, but it's

particularly accessible for two groups: Auctioneers who are looking to move into real estate and real estate professionals with no auction experience.



Making your marketing more effective and relevant is key to advancing your auction business – from exposure to profits. You must create and implement a comprehensive marketing strategy with modern techniques. This course is designed to take your business to a marketing level beyond a simple website to implementing effective targeted marketing strategies using various channels. You will learn how to improve

marketing campaigns, digital ads, audience targeting, brand identity and search engine optimization (SEO), as well as manage your reputation, conduct data-based market research and effectively utilize dynamic digital tools.



This designation is one of NAA's fastest-growing. The designation covers not just selling items at a benefit auction, but how to maximize fundraising through non-bidcalling methods, such as games to play with an audience, silent auctions, direct appeals and more. Some of the major topics covered are working with nonprofits and volunteers, networking and marketing your services, and actually convincing

people to pay for a benefit auctioneer (often nonprofits are used to using a volunteer auctioneer). Attendees are generally benefit auctioneers with some experience who are looking to expand or auctioneers looking to add something to their portfolio of services.



As an AMM designation holder, you are already using "Auction Marketing Management" (AMM) techniques to advance your auction business. Now it's time to dig deeper

into advanced marketing management and digital prospecting. This course will show you how to implement new advanced techniques and use advanced digital tools to take your auction marketing to the next level through analytics, remarketing and search engine optimization (SEO). You will learn how to be more effective in creating successful campaigns and custom audiences, improving content and SEO and increasing traffic and conversions. You'll master data analysis, tracking and metrics to prove your marketing effectiveness to clients, customers and employers.



As a real estate auctioneer, your professional development and networking tie directly

to your business and revenue opportunities. Join this one-day, hybrid workshop on Wednesday, Dec. 8, 2021, at Designation Academy in Las Vegas, or virtually, and set yourself up for increased real estate success!



Interpersonal communication is the process by which people exchange information, feelings, and meaning

through verbal and non-verbal messages. The two-day class will provide participants an opportunity to enhance their interpersonal communications skills with techniques and opportunities for insight and self-awareness through educational, situational and practical exercises. Proper use and knowledge of these skills will positively affect your negotiations with clients, presentation skills, auctioneering and competition strategies.

Designations and classes

VIRTUAL OCTOBER-NOVEMBER



The Contract Auction Specialist is a two-day course that shows contract auction professionals how to treat what they do as a business, covering marketing, sales, professionalism, and money management including the tax and insurance implications of working for yourself.



Being successful in estate services is more than knowing how to sell; it is providing a service to families and estate stakeholders. Understanding the emotional and legal challenges of estates and transitions is key to identifying and solving problems for your client. In this course you will learn to recognize the various needs of your client, the comprehensive and complex process of estate liquidation, how to market and sell the assets,

and how you can best profit from providing exemplary estate and transitional services. You'll walk away able to communicate the value of your full-service offerings and increase your recurring clientele.



GPPA is different from NAA's other designations in two ways: It's longer (five days), and it's not about auctions. GPPA is designed to give auctioneers both more skill and acumen in appraising personal property and also another potential revenue stream as a professional appraiser. Attendees learn to appraise all types of personal property, from art to antiques, heavy equipment to general household goods, vehicles to

collectibles. The class focuses on process rather than asset class: attendees complete a minimum of three appraisals in class. GPPA teaches attendees to appraise according to USPAP (Uniform Standards of Professional Appraisal Practice), which is a two-day class also offered by NAA.



Effectively "selling" your auction involves more than just being a good salesperson. This two-day class will help you develop an effective sales strategy and learn how to execute that strategy for increased success. You will learn key skills in identifying target markets, setting sales goals, prospecting, overcoming objections, closing the deal, selling the process, re-selling the client and more. Understanding the psychology of selling with an emphasis on auction

selling skills will increase your ability to sell successfully in various situations.



The Uniform Standards of Professional Appraisal Practice (USPAP) is the generally recognized ethical and performance standards for the appraisal profession in the United States. USPAP is updated every two years so that appraisers have the information they need to deliver unbiased and thoughtful opinions of value. To become a personal property appraiser in the United States, appraisers must take the 15-Hour National USPAP Course (or its equivalent). This is also a

requirement to earn your GPPA designation. After taking the 15-Hour National USPAP Course, personal property appraisers must take the 7-Hour National USPAP Update Course (or its equivalent) once every two calendar years. This is also a requirement to maintain your GPPA or MPPA designation.

DESIGNATION ACADEMY 2021



Tips for producing high-quality video

Video production isn't just about capturing moments. It's about capturing the right moments.

High-quality video can give your business an added boost, not only for institutional marketing but also when it all comes down to your clients making a decision on whom they will hire. Auctioneers implementing video marketing have seen immediate results and gained new clients.

From fundraising to real estate, here are a few tips on making a video that will make you and your business shine.

Find the right help

Shooting any type of auction is sort of like shooting a wedding—if you miss those special “I do” moments, it's hard, or impossible, to go back and recreate them. Making sure your videographer has experience in live event settings such as weddings or sporting events is crucial.

Sometimes you only get one chance to get the right shot to capture the energy.

A quick search on Facebook or sites such as weddingwire.com can generate dozens of leads for videographers. Ask to see their work or highlight reel to determine if you like their style.

Pay for a professional

Video production is not something to skimp on financially. A good videographer can make you look like a rock star. A videographer who knows how to utilize lighting and all the manual camera settings will pay off. A videographer who can also enhance video with color correction in post-production is valuable.

Communication

There is a good chance the videographer you hire has never been to an auction. Even

though it sounds simple, what they deem important versus what you deem important might differ. Show them example videos of styles you like. Make sure they understand that the event might last a few hours, yet you will only be on stage or selling the premier items for a set time. At a fundraiser, tell them what to expect, such as, each item will have an introduction, then we chant and lastly, we say, “sold!”

A failure to communicate clear goals could result in a video of closeups of people in the audience eating instead of the live auction. You could be paying for hours of unusable footage. Now, after the videographer has ensured that he or she secured all the important footage of you, the auctioneer, it is important to also get b-roll (cutaway footage of bidders, bid spotters, silent auction tables, people laughing, donor reactions,

raving endorsements, etc.). In the case of b-roll, you'd rather have too much than not enough.

It is also imperative to shoot the live auction continuously so it flows coherently. Shooting the entire auction can you give more options in post-production editing. This allows you to choose which footage had the best version of your chant. You never know if one of the live auction items might end up derailing with a bidder backing out or some sort of confusing disturbance. In a real auction setting, anything can happen. If your budget allows, hiring an additional videographer to tag along can add even more value to your video.

The right tools

To increase the professionalism and production of your video, the videographer needs to be able to have a lavalier microphone on you. Trying to record the open sound of the main PA system can be difficult to match up based on where the videographer is standing in the room. Adding a microphone directly to the auctioneer really cleans up the background noise and allows you to shine.

Ask if your videographer has a gimbal stabilizer or fluid head tripods, which help keep a camera steady and fluid. If they do, your production value will grow giving you a more professional video.

Ask for permission

This next tip is possibly the most important: get permission from your seller and serve notice that you are recording. At a fundraiser, weeks before any event, get permission from the powers-that-be to video the event. Some events have exclusivity agreements with photographers or videographers, and it could be inappropriate for you to bring in your own. Let your videographer know the logistics of the event, such as if it is inside or out, or if it's a formal event or a "Boots N' BBQ" theme so they can dress accordingly to fit in. A good videographer knows how to keep distance and still get quality footage. You never want your videographer onstage or in the way.

As an incentive for event managers, you can offer professional videography of the event. It's great for donor relations and promotion for next year's events. You can even build this into your proposal and budget to where it pays for itself.

Create tutorials

Don't just use your performance; create mini videos that explain the ins and outs of a fundraising auction. Shoot mini how-to tutorial videos such as, "benefits of mobile bidding," "paddle raise/special appeals," and "professional PA systems." All of these topics put you in the spotlight as the go-to professional. The topics are endless, so keep your videos short and sweet then post them everywhere!

Keep in mind, the more edits and graphics your videographer make will drive the price up, but there is no better promotion! For a longer shelf life, don't add graphics that date the video.

The final feel of the video—fast paced or slower and softer—is up to you, your brand and your videographer. Keeping videos under two minutes is typically most appealing. Tutorial videos or highlights should be less than a minute, if possible.

Remember, your clients, the public, and your peers are always watching—and waiting! Quality video content is highly desirable in today's fast-paced world. Start producing, be seen, grow your business. ❖

Jay Cash, BAS, CES, contributed to this article. He is a multi-platinum award winning auctioneer in the video category of the NAA's annual Marketing Competition.



St. Jude patient
Riku

Bring your passion to our mission.

Join us in our lifesaving
mission: Finding cures.

Saving children.®

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



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6 methods for better website ranking

Boost your online position with SEO, content, experience, linking and more

Craig Rhode, SEO analyst and pay-per-click wizard, shared the power of search engine optimization in modern business with attendees at the 2021 National Auctioneer's Conference & Show in Minneapolis. Craig's background as a programmer, web designer, and email marketing professional has made him a digital marketing expert and Google ranking guru.

Craig is an advocate for search engine optimization (SEO). He believes one of the best ways to drive clients to your website and increase your sales potential is to improve your ranking on Google. Investing time or money into enhancing your SEO is a powerful step in the right direction, among others.

What is SEO and how can you use it?

SEO is the process of modifying aspects of your website, so that it shows up as high as possible in search engines like Google, Bing, or DuckDuckGo. This ranking is mostly determined by the keywords or phrases you use. If your business is not taking off like you hoped it would by now, you may consider investing in SEO software such as SEMRush or Moz. These programs can help you discover new keywords, check your SEO performance, track your online ranking, and more. You can then use this information to improve your website and increase your web ranking.

Content management software like WordPress, Squarespace, or Wix can drastically improve the content your users interact with, leading to more customer engagement. Some programs can even audit your current website against others and define areas where you can improve. By providing a more user-friendly experience, users will stay on your website longer, and Google will rank you higher. As your ranking increases, your website's traffic will increase.

There are also free SEO tools available that can help with keyword generation, such as Google's Keyword Planner or UberSuggest. To use Keyword Planner, you start by searching for a word or a couple of words related to your industry. Take "auto auctions" for example. The Keyword Planner will show you the average number of web users searching for those words monthly. "Auto auction" generates a monthly volume of 10,000-100,000 people on average. The Keyword Planner will also populate a list of related words and the average number of searches they generate. Similar words on the list, like "cars auctions," generate up to 1 million searches per month. Whereas "classic car auctions" only generates up to 10,000 monthly searches.

Using popular keywords or rewording/adding words to your existing phrase can significantly improve the number of people that may search and find your website.

"6,000 searches equals 6,000 possible customers, 6,000 possible interactions, and 6,000 possible paid engagements," Craig said.

Also, increasing the number of times your keywords appear on your page, can further improve your ranking on Google.

Other ranking factors

Although keywords and search engine optimization can increase website traffic, there are other ways to improve your search engine ranking.

User experience: Google looks at your website's overall user experience to rank it.

"Google is a business. If your website is not giving the best experience for the users, Google doesn't have any interest in indexing you," Craig said.

Technical troubles like website speed or ease of navigation can deter your prospective clients, Craig cautions. For this reason, you don't want to use large image files or lengthy videos that will cause your page to load slowly or lag when navigating. Instead, Craig recommends using high-quality, ultra-compressed graphics. Condensing repetitive coding will help with load time, too.

Mobile optimization: Don't forget about optimizing your site for mobile devices in addition to the standard computer layout. Craig has found that since so many restaurants offer online ordering and on-the-go purchases, Google now measures your site based on ease of navigation from a computer as well as a mobile device. Mobile devices require vertical layouts versus the standard horizontal layout of desktop computers. It's important to test out how your website loads on a cell phone too.

Content: Google also ranks by looking at your website content. To increase the user's experience, content should be well organized with headings and subheadings to divide up the information. Search engines scan your content and try to understand the purpose of your website. Not only does formatting help to guide users to navigate your page more fluidly, but correct grammar and spelling show professionalism. If all of these are implemented, your Google ranking will start to increase.

Expertise, authority, trust: The biggest factor when it comes to search engines is EAT. Does your website offer the expertise, authority and trust the customer is looking for? You can establish trust by including

testimonials and reviews on your website. Just make sure you use the specific words "testimonials" or "reviews" in your website's code so Google will recognize it and rank you higher. Your website should serve as a 30-second commercial to customers showing, "Why am I the best, why choose me, this is what we have done, these are the people I've done business with in the past," Craig said.

Link building and link exchange: Websites have more chances to rank when they use link building or link exchange. Moz.com describes link building as the process of earning links to your site for the purpose of building your site's authority in search engines. One of the ways to earn links to your website from external websites is by link exchanges. Link exchanges, also known as reciprocal linking, involve "you link to me and I'll link to you" tactics. Just make sure the websites you are linking to, or earning links from, offer quality content.

"If a Chamber of Commerce is offering a membership and an area on the website to feature your business for like, \$50 or \$100, take that opportunity," Craig said.

Not only does it increase the chances of Chamber of Commerce members finding you, but it also grows your connections and presence within your community.

Ranking high on search engines like Google increases your customer base, resulting in more marketing opportunities and potential earnings. Although your online competition is fierce when it comes to ranking high on Google, it's not impossible. Examine your business goals, determine the areas that need the most work, and invest in the correct tools to improve your ranking. ❖

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.

Monthly giving for donor retention

Help your clients find the best ROI with a monthly donation program



One of the biggest goals of a benefit auctioneer is to raise as much money as possible in the shortest amount of time possible to the greatest joy of the donor. But what if there was a way to increase the loyalty of the donor, resulting in larger donations, and spanning over several years? There is, and it's done by monthly giving.

Rachel Muir, CFRE, a fundraising expert and entrepreneur, recently spoke about the best strategies for donor retention at the 2021 International Auctioneers Conference & Show. Rachel is the founder of Girlstart, a nonprofit organization dedicated to empowering girls in math, science, engineering, and technology. She is nationally recognized for her fundraising success and has raised more than \$10 million. Rachel won Oprah Winfrey's "Use Your Life award," and received the "Outstanding Fundraising Executive of the Year" title by the Association of Fundraising Professionals. She has also appeared in many magazines and TV shows throughout her career.

Why does monthly giving work

Monthly giving is one of the best fundraising tools a benefit auctioneer can

offer to their clients. Not only do these monthly recurring donations provide a reliable source of income for your nonprofit client, but they also boost donor retention and have the best return on investment of all fundraising strategies.

Your NPO will be happy to know monthly donations are the cheapest form of fundraising. For every 5-10 cents spent on marketing, \$1 is raised in donations, according to Erica Waasdorp, author of "Monthly Giving: The Sleeping Giant." Rachel explains that enrolling donors in a monthly giving program saves money on paper marketing, like print materials and postage, because the donor is enrolling in an electronic funds transfer. This can be set up through many payment methods such as PayPal, EFT, or credit cards (just make sure credit cards are updated before the expiry date or the donor is enrolled in EFT). It's easy for the donor, and convenient for your organization.

According to Rachel, monthly donors give two- to four-times more than one-time donors. This boosts donor retention as high as 90 percent. Donors start to think of taking care of their recipients as taking care of their families. This "donor fusion" ensures loyalty.

The longer a donor sticks with an NPO, the more loyal they become, the more they care, and the more likely they are going to make larger gifts. Rachel said after three years of a donor giving to an NPO, the retention rate goes up to 75 percent on average. In turn, the NPO can begin anticipating donors' monthly gifts and can better plan their monthly income and financing.

After presenting this information to your NPO, they should begin to see the benefits of implementing a monthly donor program in their business. You can peer pressure your client with charts or presentations displaying how much more money other organizations raise with a monthly program. Let your client know their best prospects for monthly giving will be their current donors.

How to sell it to donors

"The most important thing, when it comes to any fundraising, is your offer," Rachel said.

According to Rachel, on average, your NPO should be able to convert 10 percent of their donor file to make monthly gifts. To do this, NPOs need to give donors a tangible reason showing how much more their

Monthly donors give two- to four-times more than one-time donors. This boosts donor retention as high as 90 percent.

Rachel Muir, CFRE, founder of Girlstart

donation can do if given monthly. Donors don't just want an option to give monthly. They need a reason. Make sure to use measurable and heart-warming results: *Your monthly donation will save an entire litter of kittens. You will feed a child for a year.*

"Donors have to believe that their wallet will change a fate," Rachel said.

You can also convert one-time donors to monthly donors by offering them side incentives after their first gift. NAA member and benefit auctioneer, Kurt Johnson, CAI, BAS, who attended this session, said he had success when he offered a bottle of wine or a \$50 gift card to donors who enrolled in monthly giving. After a donor makes the large, one-time contribution, you can also ask them to consider giving monthly. Kurt advised getting the large donation first, then asking for the monthly donation after. He said if it's done this way, you can push people toward it. However, if monthly giving is the only focus of a fund-a-need, it's not as successful, he said.

"That's all they [the NPO] wanted to focus on, and they walked away from \$10,000 gifts we wanted to get," Kurt said, recalling his experiences.

Another NAA member attending the class suggested to convert donors to monthly givers by offering to divide their lump-sum donation into smaller monthly gifts. The hope is that they will continue giving year after year. For example, if a donor wants to make a \$7,500 one-time donation, you can offer to break it down in monthly increments of \$625 for the year. If they continue donating for another year or two, their total donation will have doubled or tripled.

Stewardship equals retention

For your NPO, asking for the monthly gift may be the most important. However, for the

donor, feeling appreciated and hearing how their gift made a difference is most impactful. A stewardship plan is good for business because it motivates donors to give again and again.

"You ask, you thank, you report back," Rachel said.

Rachel recommends that you write your appeal, your thank you, and your reporting back template at the same time. While thanking the donor makes them feel appreciated, reporting back how their gift made a difference helps them feel connected to the cause.

It's important to thank a donor in a way that mirrors the kind and compassionate person they are. The first thank you is solely to express gratitude and appreciation and not to solicit or ask them to give again before they know their first gift made an impact. The thank-you needs to be personal. Even simple name segmentation or using the word "you" twice as often as "we" in the thank-you email goes a long way. In a stewardship test by Food for the Poor by Angel Aloma, of 50,000 donors where half received an extra thank you at the beginning of the year, and the other half did not, the group that received the extra thank you gave \$450,000 more that year than the group that did not. NPOs can also show gratitude to their donors in a welcome letter, welcoming them into the family.

"Of all the communications that most influence if a donor gives again, it's hearing the results that their gift has achieved," Rachel said.

Rachel explains that donors care less about the history and facts about the organization and more about how their gift is helping to solve the problem. Donors want to feel a personal connection to the people they are helping. Clients should make this report as personalized as possible and show the donor

that their money is being used in the right way. In the report, NPOs can include pictures or videos of the beneficiaries saying thank you to their donors. A hand-written card is another way to add that personal touch.

After the initial "Ask. Thank. Report Back" cycle, organizations can further steward their monthly donors year after year by providing exclusive content, Rachel advises. Donors need special communications, not just a monthly email autoresponder thank-you. She says to give them insider-access, virtual coffee with the CEO, personal invitations, or behind-the-scenes tours. Make them feel part of something meaningful by sending out Donoriversary or holiday cards. Donors who are updated often about how their gift has helped the organization's mission will continue to feel like part of the family.

As a benefit auctioneer, informing your clients about monthly giving can greatly benefit their mission. Monthly giving increases donor retention and leads to long-lasting funding, which can significantly help an NPO survive hard times. This fundraising strategy is a great tool to have in your toolbox. ❖

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Learn more about Rachel Muir at rachelmuir.com.

Auction School Graduates

World Wide College of Auctioneering



The July class from World Wide College of Auctioneering included students from 20 states. Row 1: Gabe Wemhoff, Luke Wood, Ty Wood, Andrew Molencamp, Rachelle Heller, Buffy Fisher, Julia Schmid, Brady Benavides, Bear Lloyd, Ryan Martin, Steve Clark. Row 2: Craig Meier, Angie Meier, Chuck Bradley, BJ Moffat, Aaron Miller, Ethan Kremer, Anthony Ruiz, Rich Fischer,

Spencer Fischer, Lori Jones, Mike Jones. Row 3: Collin Smith, Ryan Krohlow, Sonny Jensen, Drake Owens, Arnulfo del la Rosa, Lynn Davis, Nick Huffman, Joseph Branch, Justin Behr, Tim Adams, Gibby Tefft. Row 4: Teto Medina Wallace, Tyler Sprenkle, Weston Dial, Josh Stockton, Caleb Clinesmith, Tate Meyer, Travis See, Dacota Falk, Nic Zito, William HYokel, Henry Otto.



The June 2021 class from Kentucky Auction Academy. Back row: Steve Henry, Ernest Anderson, Hunter Norris, Andrew Gott, Cole Cyrus, Stephen McDonald, Luke Millay,

Tom Curry, Aidan Carnes and Steve Cherry. Front row: Ethan Futrell, Eli Blankenship, Joseph Eaton, Trevor Miller, Todd McConnell, Kenneth DeGrant, and Ryan Parks.

Q&A

winspire



Jason Champion



Kevin Spykerman

When and how did your business start?

Winspire is a full-service fundraising agency created in 2008, offering a complete set of comprehensive fundraising tools, including travel experiences for auctions/raffles/sweepstakes, fundraising software, and virtual event production.

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

Winspire’s formation was a direct response to the growing need for help in producing a successful revenue-generating silent and live auction in fundraising events around the country. Our goal was to create a process and way to help any organization regardless of size and location.

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

Winspire’s goal is to provide a one-stop-shop for fundraising events.

Our diverse portfolio of products, tools, and deep knowledge of fundraising provides a platform for success for any organization looking to raise additional funding. Our partnering nonprofits save time, generate fundraising revenue and allow their donors to experience unique destinations worldwide.

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

It’s simple; we love our customers because of passionate individuals helping change the world, from curing cancer to solving world hunger while fulfilling their mission by raising additional funding.

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

Our team is excited to send donors on experiences of a lifetime and helping fund the mission which they supported.

Most of all, it is exciting to see the smiling faces making a difference.

The world is open again; let’s see it.

What’s on the horizon?

As we move into a post-pandemic world, we continue to evolve our product offerings to set up nonprofits for success and educate the individuals supporting the cause.

How has/will the NAA help your business grow?

NAA has been a supporting partner that helps provide validity to our company through the BAS program. ❖

Learn more at winspireme.com.

Winspire experiences



Q&A

Austin Creamer

What sparked your interest in becoming an auction professional?

As a second generation auctioneer, I was fortunate to have grown up in the auction industry. Going to and helping at auctions was just part of my life, and as I got older, I found that the auction profession was really in my blood. I always loved seeing the neat items in our antique auctions and also loved meeting new people and hearing some of the stories that they had. My father, Ryan Creamer, was the real spark that made me want to dive into the auction industry full time after I graduated from college. I was never forced into the business, which I am grateful for, but instead learned that it was something that I was good at and really enjoyed.

What road did I take to get here?

I was lucky to have been born into the industry and knew that someday I would want to become an auctioneer. I had already learned a number of aspects about the auction business from my father, but he still insisted that if this was something that I wanted to do, I should really attend an auction school. I attended the World Wide College of Auctioneering in June of 2015 when I was 17 years old, along with my younger brother Isaac who was 15 at the time. I learned a lot from the many different instructors and made many great friends who I still keep in touch with today.

Were there any challenges you faced?

Growing up in the auction business definitely gave me a great advantage, as I knew many of the ins and outs of the auction industry. One challenge of growing up in the business is that a lot of my weekends all throughout school were taken up by auctions. It was sometimes tough to find free time to go do other things, but I am thankful that I was doing something that I enjoyed when we did have an auction. Another challenge that I knew I would have to face was that because my father was well established in



people in all different situations. The live auction has an energy that I absolutely love. Whether it's selling cars, cattle, or anything else, the energy and excitement that comes from an auction keeps me coming back and wanting more. Another thing that I love about what I do is that each day is different and you never really know what you are going to run into on any given day. I get a real feeling of joy when we are getting ready for an auction and uncovering treasures that the sellers never even knew that they had.

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

Surrounding yourself with other successful auctioneers is a

the industry and well liked in our area, I knew that the bar was going to be set fairly high for others' expectations for me. I am thankful to have had such a great teacher and to be able to follow in my father's footsteps.

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

My perception of the auction industry has changed from when I first started helping by holding up items at auctions when I was little. I never really imagined how much technology would impact our profession, and I'm sure for many other auctioneers, they would have never imagined it either. I have talked to my dad about how the industry has changed over the years, and he admits he would have never imagined selling items with either online only or live internet bidding. The perception of the industry has changed, but the end goal is still the same, and we are now equipped with more tools for our "auction tool belt" to achieve the goal of success in today's auction industry.

Why do you love what you do?

The auction industry is a peoples' profession, and I love the fact that we are able to help



great way to stay relevant in the future of the auction business. Auctioneers helping auctioneers is a great way for all of us to keep on doing what we are doing in the constantly changing auction industry. I also feel that being able to adapt to changing technology is important to stay relevant in the industry in the future. As we all know, technology continues to advance at an

exponential rate, and we need to be able to adapt to these changes and be able to utilize the new technology in order to better ourselves and our entire auction industry. Being a member of the NAA and state auctioneer associations is a great way to keep current in changes or challenges that we might face, and it also gives us the tools we need to face those challenges head on and be a voice for our industry.

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

Being a member of the NAA gives me a degree of professionalism and provides education and tools that lead to success within our industry. The networking that we are able to do with one another is a powerful benefit of being an NAA member. Auctioneers are some of the greatest people in the world and we are willing to help one another in order to be successful in today's auction industry. I feel that there is a great value in being a member of the National Auctioneers Association, especially for a young auctioneer like myself. I know that there is a vast amount of knowledge of the auction business out there among the NAA members, and that I will be able to keep learning more through my membership in the NAA.

What do you love about this point in your career?

I really enjoy being able to help out different companies working as a contract auctioneer. I get to see different parts of the country and how other people run their auctions. It is also very enjoyable for me to meet different people across all different walks of life, to hear some of their stories and share in some of their experiences.

I also really enjoy being able to compete in a number of auctioneer contests, as it has really opened up the door to new friendships and opportunities. I feel that regardless of the outcome of a contest, I learn something about how to better myself as both an auctioneer and as an individual.

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

Last year really was an eye opener for many across our industry, and it definitely has changed how we will do business from now on. I know of a number of auctioneers whose jobs were put on hold by forces beyond their control and it was a tough situation. When COVID hit, we had to shift a number of our auctions to either online only or virtual/simulcast events and it took a little bit to get used to this change. What this past year has taught us is that we as auction professionals need to be able to adapt and overcome the challenges that face us, and how to prepare for other ones that we might face in the future.

You received the Rising Star award competing in the 2021 IAC. What did that mean to you?

It was truly an honor to have receive the Bob Steffes Rising Star Award at the 2021 IAC. This was my first time competing in the International Auctioneer Championship and to have been noticed was something that really means a lot to me. The IAC has always been a contest that has interested me and after winning the Nebraska Auctioneer Contest in 2019, I felt that I was ready to take a swing at the IAC. I had planned on going to San Diego in 2020 to compete

but when COVID hit and changed my plans, I knew that I had to make it up to Minneapolis in 2021, as I had been itching to get back into competition. I went into the contest not knowing for sure what to expect, but I am so glad that I entered. As I had stated previously, when competing in these contests, win, lose, or draw, you learn something about how to better yourself. Being awarded the Bob Steffes Rising Star Award means a lot to me and I am excited to see what the future holds for both myself and the entire auction industry.

What are you looking forward to in 2022?

There are a number of things that I am looking forward to for 2022. Our auctions have been doing extremely well, as this past year was one of the busiest that I can remember, and it is evident that the demand for a number of different assets is strong and is continuing to grow. I am excited to see live auctions continue to come back since COVID hit and I am looking forward to people coming back and participating in these live events. The people are what make this industry great, and I look forward to seeing many old friends and making some new ones, whether they be buyers, sellers, or fellow auction professionals. I am also looking forward to what the NAA has in store for us this coming year. I can't wait for Conference & Show and to compete once again in the IAC in San Diego. The future for the auction industry is bright, and I am excited to see what is in store for all of us. ❖

Learn more about Austin at chjauctioneers.com.





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"I joined the NAA to network and collaborate with fellow auctioneers that share the same passion and aspirations as myself. I think the people that can be met within this organization will be priceless, and I can't wait to experience everything the NAA has to offer!"

Grant Phipps

New Members!

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

Also, follow along with the NAA:



facebook.com/naaauctioneers
facebook.com/auctionswork



instagram.com/naaauctioneers



twitter.com/naaauctioneers



youtube.com/naaauctioneers



National Auctioneers Association



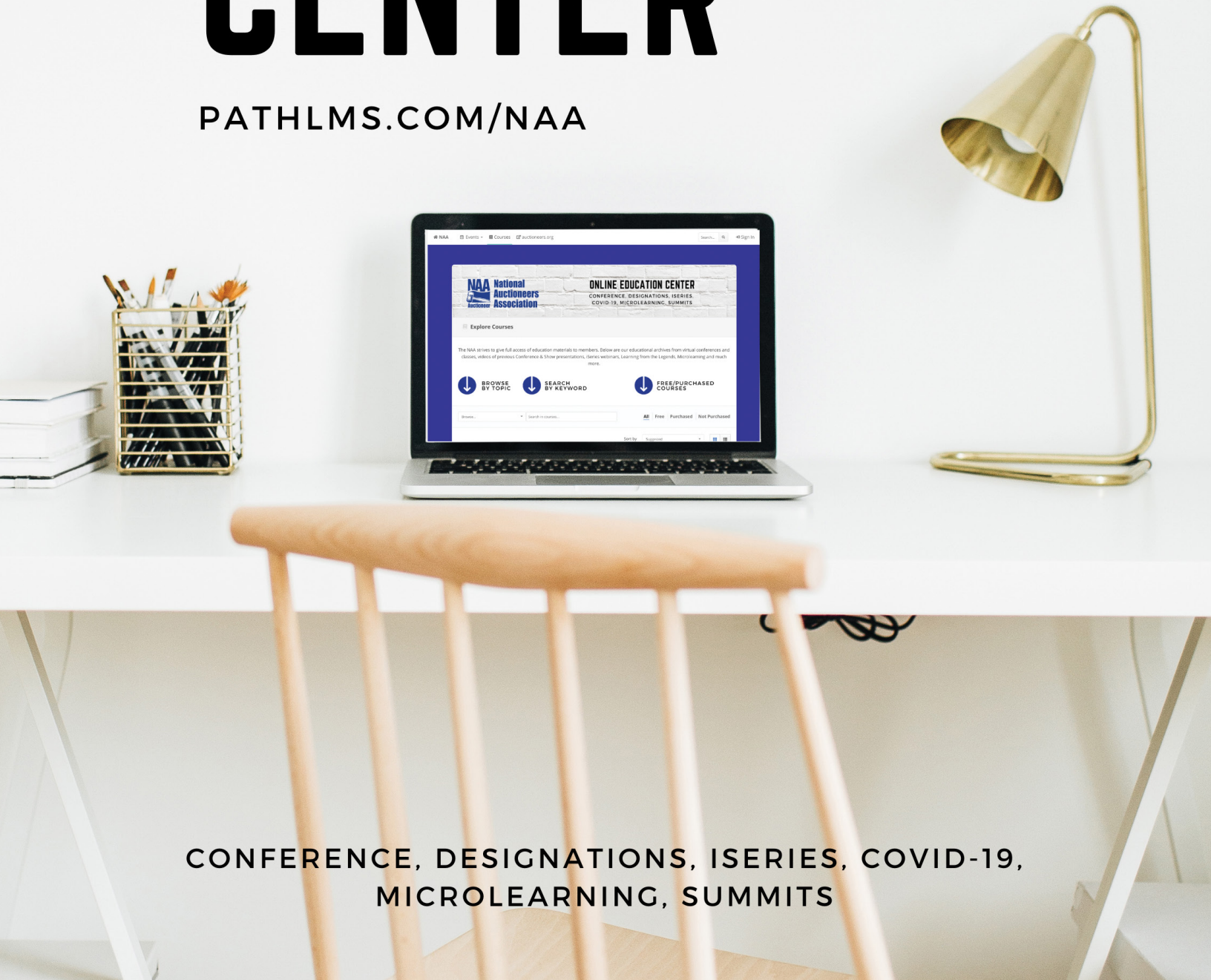
"The NAA has been supporting, helping, and providing me with enormous benefits and advantages, new technologies, marketing strategies and professional resources. A highly trusted association with a great reputation, the NAA allows access to education, seminars, conferences, newly updated laws and regulations, and emerging trends. I decided to join the NAA first of all because it's fun! It allows me to have a sense of security, trust, and boost visibility for my company. It will also open many doors to expand my networking opportunities with other members to call on for advice or exchange of ideas—even making lifelong friendships. I have found the right association that will take my business to the next level."

Anas Maazouzi

NATIONAL AUCTIONEERS ASSOCIATION

ONLINE EDUCATION CENTER

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



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



New Members



“I joined the NAA to further expand my network and resources.”

Jill Hostad



“It was an easy decision to join the NAA. This association allows me to connect with the best of the best in this industry.”

Rachelle Heller



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“When I looked into the NAA, an organization that I never heard of before when at Christie’s, Phillips or Heritage, and called my good friend Tim Luke, a member for 10 years, I knew you have a great organization, which I am pleased to join and hope one day to be an active supporter. Keep up the good work and let’s all spread the word.”

Kathleen Guzman

In Memory

Kendall Bennett



Kendall J. Bennett, 82, of Staunton, Virginia, passed away peacefully on Aug. 3, 2021, at his residence as a result of declining health. He was born in Paxville, South Carolina, on April 10, 1939, a son of the late Harold G.C. Bennett Sr.

and Emylee Marion (Kolb) Bennett.

Kendall was self-employed as a Realtor for over 50 years and owned American Real Estate & Insurance Agency, Inc. In 1987, he became a licensed auctioneer and founded American Auction Gallery. In 2017, he was awarded the Cecil T. Richardson Hall of Fame Award by the Greater Augusta Association of Realtors and in 2019, was awarded the Realtor Emeritus Award for 40 years of continuous service from the National Association of Realtors.

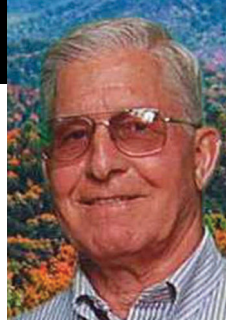
Kendall was a member of the NAA and the Virginia Auctioneers Association (VAA). He served as president of the VAA in 1990, was on the VAA Board of Directors, and obtained CAI, MPPA, and AARE designations. In 2002, the VAA inducted Kendall into the Virginia Auctioneer Hall of Fame.

He and his wife attended 11 NAA conventions. He enjoyed working with people and the auction platform gave him a chance to not only sell but entertain his audience.

In addition to his parents, Bennett was preceded in death by a stepson, Gregory Neil Cobb; a brother, Harold G. "Bobby" Bennett Jr.; and two sisters, Joan Johnson and Judith Protil. Mr. Bennett was the last surviving member of his immediate family.

Surviving in addition to his wife of 39 years, are a daughter, Robyn B. Nevins of Verona; a stepdaughter, Amy (Frank) Kirtley and her husband, of Staunton; five grandchildren, Kelly Neel, Rachel Spring, Caroline Nevins, Gregory Kirtley, and Frank "Alex" Kirtley; and a great-granddaughter, Emily Neel.

Memorial contributions can be made to ComfortCare Women's Health, 1020 North Augusta Street, Staunton, VA 24401.



Paul Fuchs

Paul Junior Fuchs, 78, of Fairland, passed

away Aug. 26, 2021, at Heritage House.

Born Oct. 16, 1942, in Shelbyville, he was the son of Ralph and Marie (Sandefur) Fuchs. He married Rose (Merry) Fuchs in 1968.

Survivors include a son Kirt L. Fuchs of Greenfield; two sisters, Patti (Richard) Harker of Arizona, and Eddie Sleeth of Shelbyville; two grandchildren, John Paul "JP" Fuchs and Cole S. Fuchs of Greenfield. He was preceded in death by his parents, his spouse, brothers Clarence Fuchs and Larry Fuchs, sister DeAnna Case, and brother-in-law Jim Sleeth.

Paul graduated from Waldron High School in 1961, and from Reppert Auctioneer School in 1992. He was a truck driver for 40 years (30+ with Wonder Bread). He attended Brookfield Baptist Church, and was a member of Teamsters Union Local #135 Indianapolis, F&AM Madison Lodge #44, Scottish Rite of Indianapolis, Murat Shrine of Indianapolis, Shelby County Shrine Club, and Indiana Auctioneer Association. He was a U.S. Army veteran.

Paul never met a stranger. He had a God given gift to laugh and enjoy people. He loved spending time with his family and friends.

In lieu of flowers, please make contributions to: Shelby County Cancer Association, in care of the funeral home.



Steve Dance

On May 25, 2021, Hiram Stephens Dance (Steve) passed away

suddenly at age 78; he was beloved husband of Nancy Dance (nee Crist); devoted father of Whitney Blake Dudley and her husband Brad, Erica Stephens Dance, Lee Hopkins Dance, loving stepfather of Layne Hockaday and her husband Evrard Neil; dear brother of Shearman Scott Dance, Jr. and his wife Lee, Thomas Milton Dance and his wife Karola, and Anderson Weller Dance and his wife Sandy; cherished grandfather of 8 grandchildren and 4 great-grandchildren and many nieces and nephews. Steve was predeceased in life by his father Shearman Scott Dance, his mother Helen Brown Dance, and his sister Martha Helen Dance.

In lieu of flowers, contributions may be made in Mr. Dance's memory to the Baltimore and Harford County 4-H Programs.

Baltimore County 4-H Fair
C/O Janice Coroneos
1801 Ridgeway Ave.
Lutherville, MD 21093

Harford County 4-H Program
3525 Conowingo Rd. Suite 600
Street, MD 21154

Dennis Bennett

Dennis Alan Bennett, 72, of Grabill, Indiana, passed away July 25, 2021, in Caseville, Michigan. Born in Wolf Lake, Indiana, on April 28, 1949, he was a son of Marvin and Marjorie (Maggart) Bennett. He graduated from Columbia City High School, was FFA president in 1967 and a 4H 10-year member. He graduated from North Carolina State, Repperts Auctioneer School, and served as military police in the U.S. Army Reserves. He worked for Allen County Soil Conservation Service, Moormans Manufacturing Co., Schrader Real Estate and Auction Co., and was the owner of Infinity Casket, Vault, and Monument Co.

He founded and organized The Spring Fling Charity Event for the last 10 years. He loved fishing and hunting.

He is survived by his wife of 50 years, Malinda (Cearbaugh) Bennett; daughters, Heather (Michael) Broda of Indianapolis, Stephanie (Daniel) Bass of Fort Wayne, Malissa (Thomas Saunders) Bennett of Huntertown; grandchildren, Avery Broda, Landon Broda, Alivia Currington, Madaline Currington, Emma Saunders, Colin Bass, and Josephine Bass; brother and best friend, Claude Bennett of Columbia City; sisters, Claudia (Rich Lange) Goodman of Madison, Florida, Kathi (Keith) Roman of Columbia City, and Lisa (Ron) Campbell of Richmond, Virginia.



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50 years later Many Minnesotans



IN UNITY THERE IS STRENGTH

There were more Minnesotans at the 1971 National Convention than there had been since 1953, and that year the convention was held in Minneapolis. This group got together for a picture one afternoon. From left to right: Orville Schroeder, Caledonia; Albert Maas, Millville; Joe Maas, Plainview; Milo Fodness, Kenneth; Jay Kohner (front) Winona; Alvin Kohner, Winona; Maynard Knutson, Waterville; Audrey Knutson, Waterville; and Wayne Pike, Princeton. Don Babbitt, Conger, was not around when the picture was taken.

Fifty years ago, the NAA was noting how there were more Minnesotans at the 1971 National Convention than there had been since 1953, when the convention was held in Minneapolis.

Pictured from left to right: Orville Schroeder, Caledonia; Albert Maas, Millville; Joe Maas, Plainview; Milo Fodness, Kenneth; Jay Kohner (front), Winona; Alvin Kohner, Winona; Maynard Knutson, Waterville; Audrey Knutson, Waterville; and Wayne Pike, Princeton.

While many of these pioneers are no longer with us, we'd love to hear from any friends and family of those in this photo. Connect with us at communications@auctioneers.org.

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