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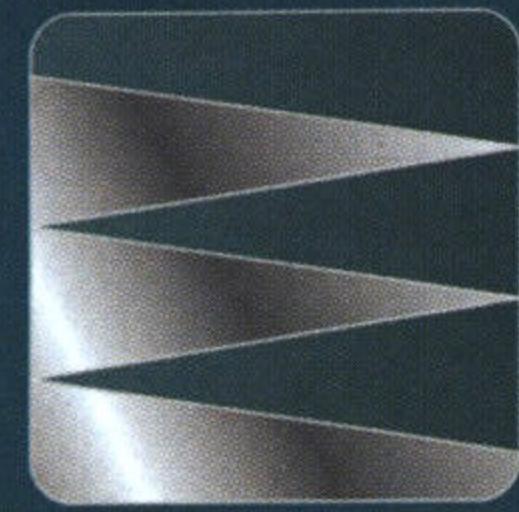
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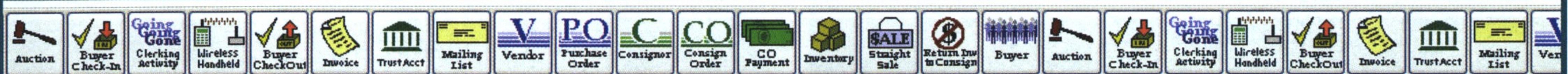
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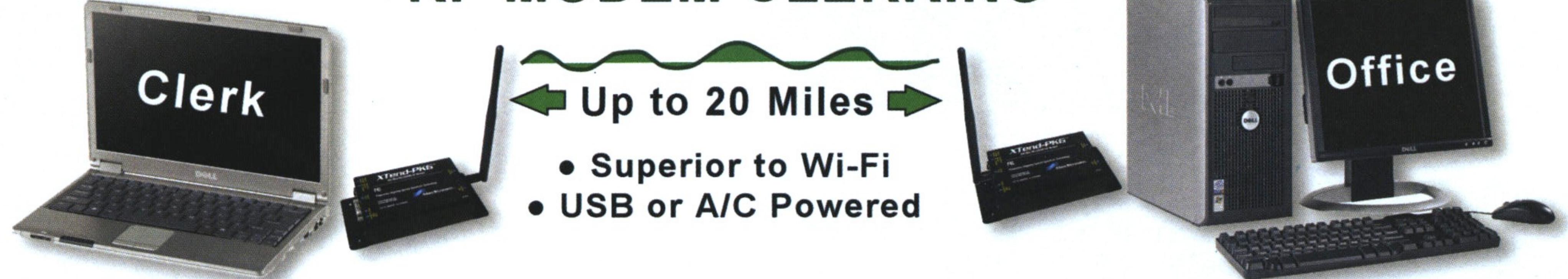
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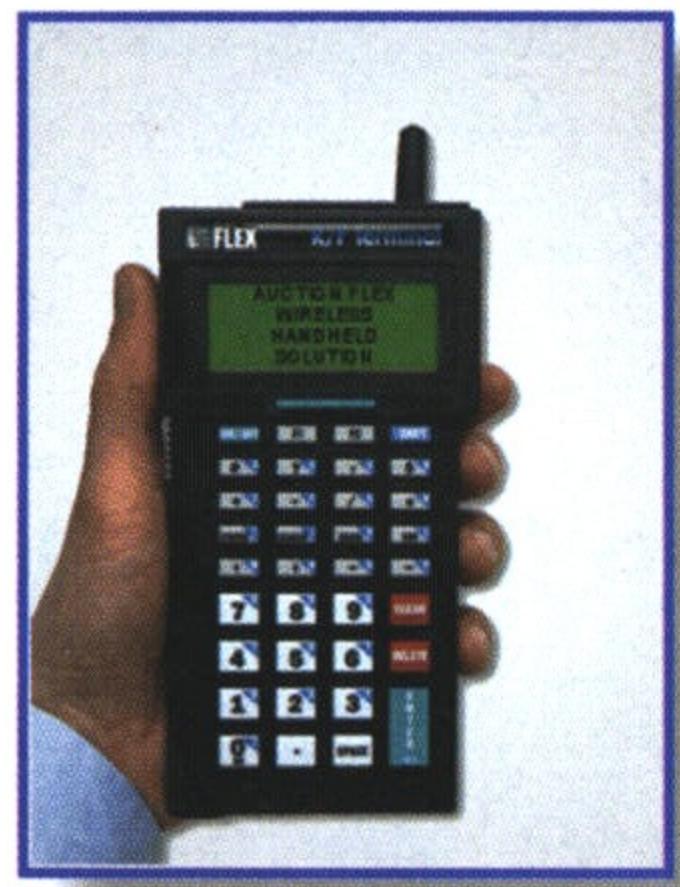
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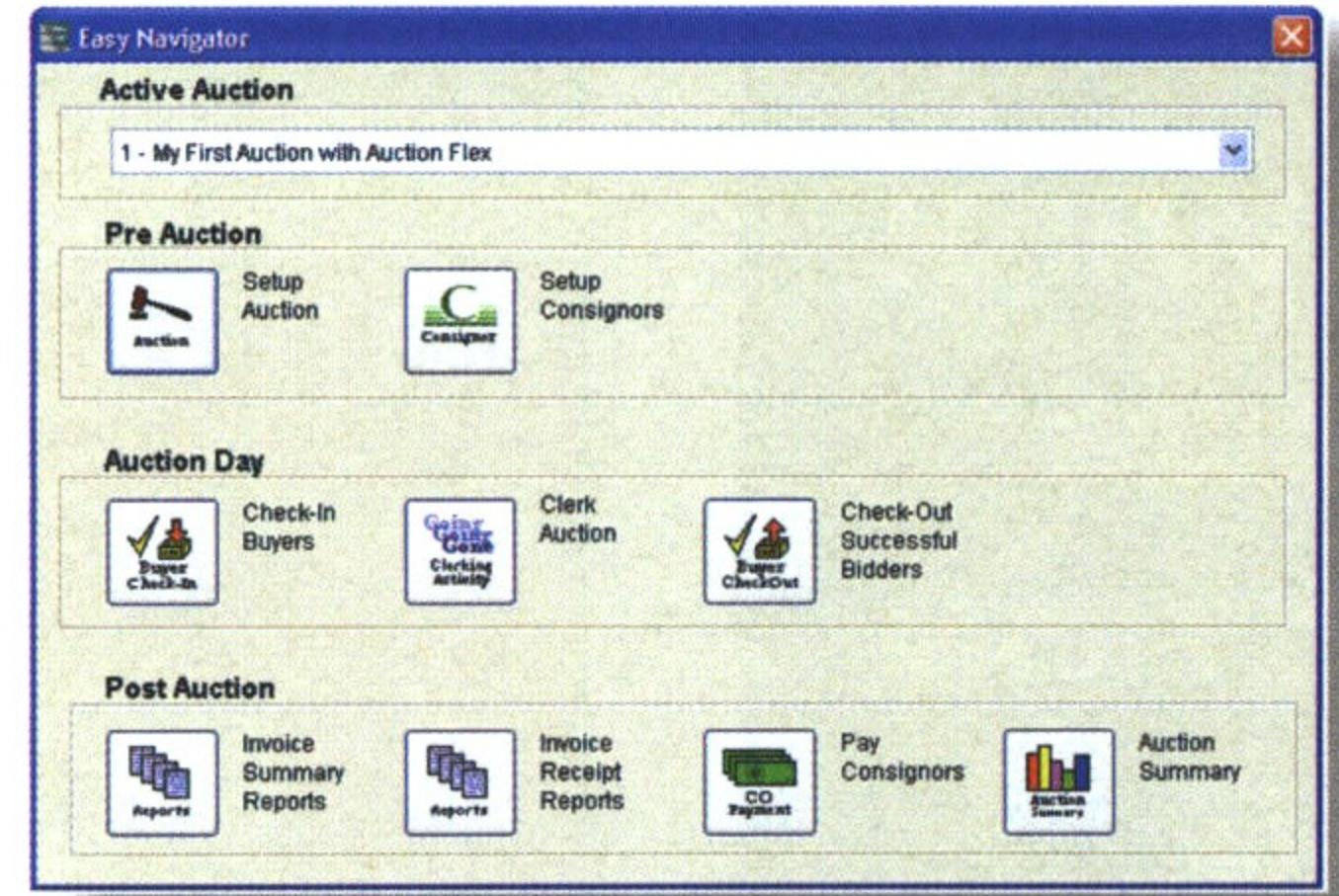
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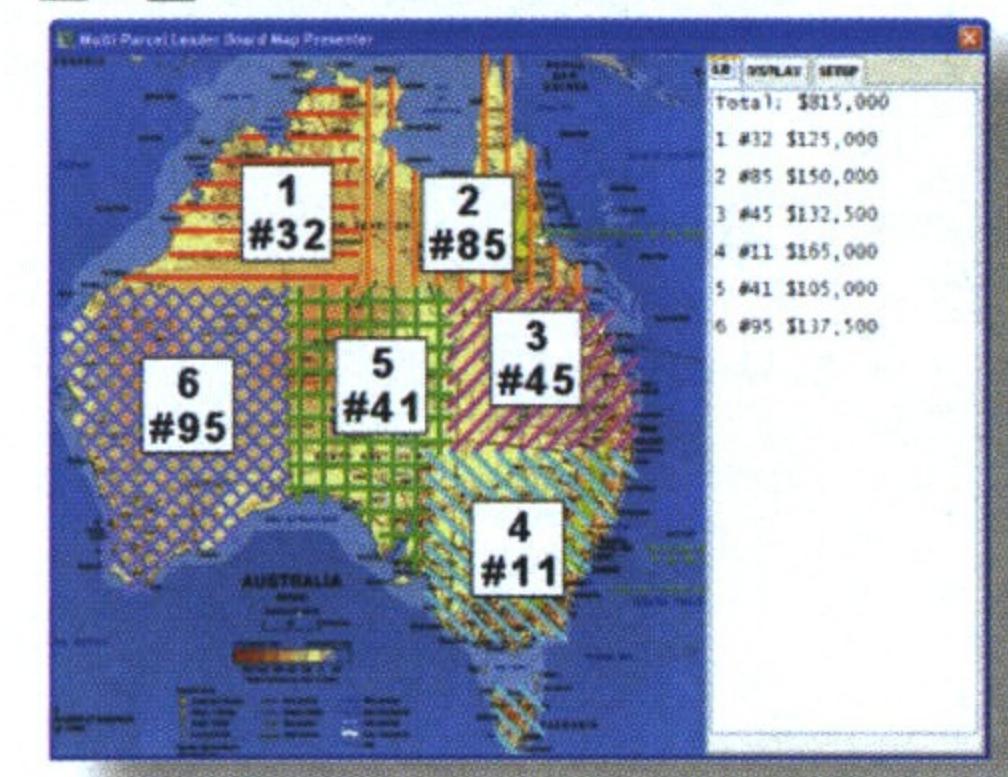
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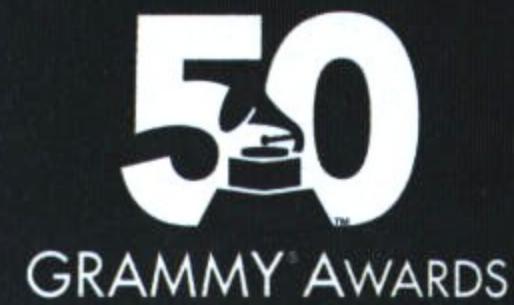
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On the cover

Auctioneers and their staffs are continually looking for ways to succeed: methods to bring in new clients, serve them better, focus on the positive. There's no question that that business focus is urgent and important. But it's also important to take a moment to step back and look at the dangers facing your business. In this month's story we look at 10 dangers facing Auctioneers today.

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The official publication of the National Auctioneers Association

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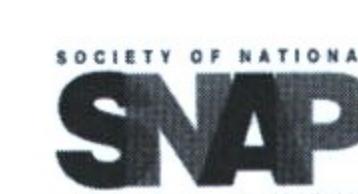


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Let the NAA and fellow members know how you feel.

NAA HEADQUARTERS

Responsive staff at NAA

Dear NAA,

Yesterday I had the need to call the NAA offices for three different issues: Auction Advantage newsletter, GPPA and CAI registration, and a question about the website.

Everyone I talked with was extremely pleasant, professional and most helpful. My questions were answered and I received a quick follow up phone call from staffer Leanna Sisson with some great news in response to my question.

I believe we have a very helpful, dedicated and professional staff in the Overland Park, KS headquarters. Thanks ladies and gentlemen!

Tim Keller
Lancaster, PA
(As posted on NAA discussion forum)



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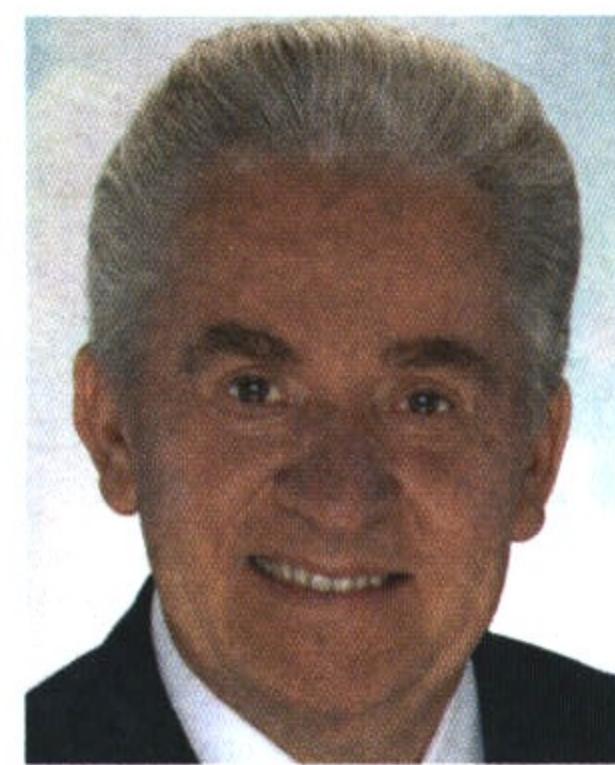
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A new chapter for NAA

Thanks to Bob Shively for charting our course



By Thomas L. Williams, CAI
NAA President

I want to thank Bob for charting our course to the stars for the 21st century.

Bob feels this is the opportune time for change and the perfect time for NAA to explore the new ideas and opportunities that a new CEO will bring. Bob has long held the position that ideally CEOs should change every seven years. Unlike the politicians we send to Washington D.C., Bob is holding true to his conviction.

He feels a new CEO offers a new perspective and vision that will propel the association down the most positive path possible. Indeed, that individual will have big shoes to fill. The decision of who will lead will be the most important one faced by any board for some time.

In my opinion Bob will be credited with truly modernizing and bringing our association into the 21st century with gusto. I would like to highlight a few innovations brought to NAA by Bob Shively.

I feel history will prove that leading the list would be the initiation of auction industry research. This one accomplishment would be an outstanding legacy for Bob's tenure.

I was on the Foundation board when Bob first introduced the research concept. I was also there when he encouraged us to explore the possibility of a major capital campaign that resulted in the \$3 million plus "Investing in your future" endowment. It is noteworthy that he

On January 22 Bob Shively announced he would be resigning his position as our chief executive officer of NAA. His last day will be August 31, 2008.

personally solicited the vast majority of the contributions.

Bob also introduced the concept of a joint annual meeting between state leaders, NAA leadership and the board of directors. The state leader's conference has been hailed by many as our most significant step for building membership services and value. This vision for working with the states gave rise to NAA offering state management services. Many states feel that enrolling in this NAA offering not only proved to be a rebirth of their organizations, but served to energize their entire membership. It is a given that our strength comes from the member up. These building blocks based on the state and member level are the key to a strong NAA.

Bob constantly challenged us to develop and improve our web presence; promoting the industry and continually adding new and better services to the membership. I was there when the idea of developing an auction MLS came about. This web listing of all real estate auctions has the potential to change the world of real estate auctions for both the Auctioneer and the public. We had the idea; Bob took on the task of developing and implementing it with his usual focus and diligence.

Upon Bob's arrival at NAA we had zero affinity income. Last year our total affinity income was \$261,500. Affinity income comes from various NAA partnerships ranging from Cashless Commerce to NAA Live; income that wouldn't be there without Bob's initiative. Speaking of NAA Live, I know our affiliation has been controversial on some fronts. However, let us not forget the impact this alliance had on Internet service provider pricing strategies. This relationship changed the

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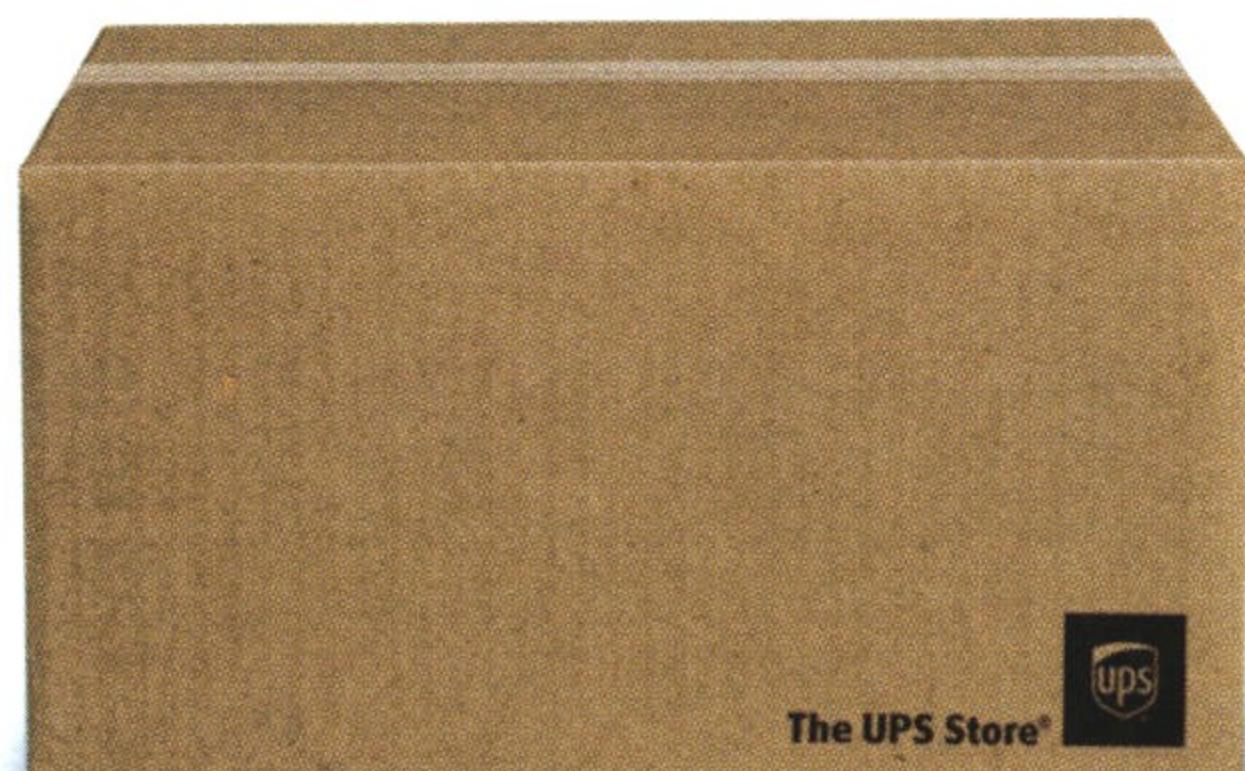
world of Internet auction provider pricing. The monetary savings for the individual Auctioneer and auction company would be impossible to calculate.

The staff assembled by Bob might be his crowning achievement. Outstanding individuals with exceptional talent; working well beyond the call of duty for the organization. Their leader set the standard. Every president since Bob came on board will stress his unbelievable work ethic. He is always in the office well before 6 A.M., or is on the road promoting and serving NAA. He is a promoter and ambassador of NAA that will be hard to duplicate.

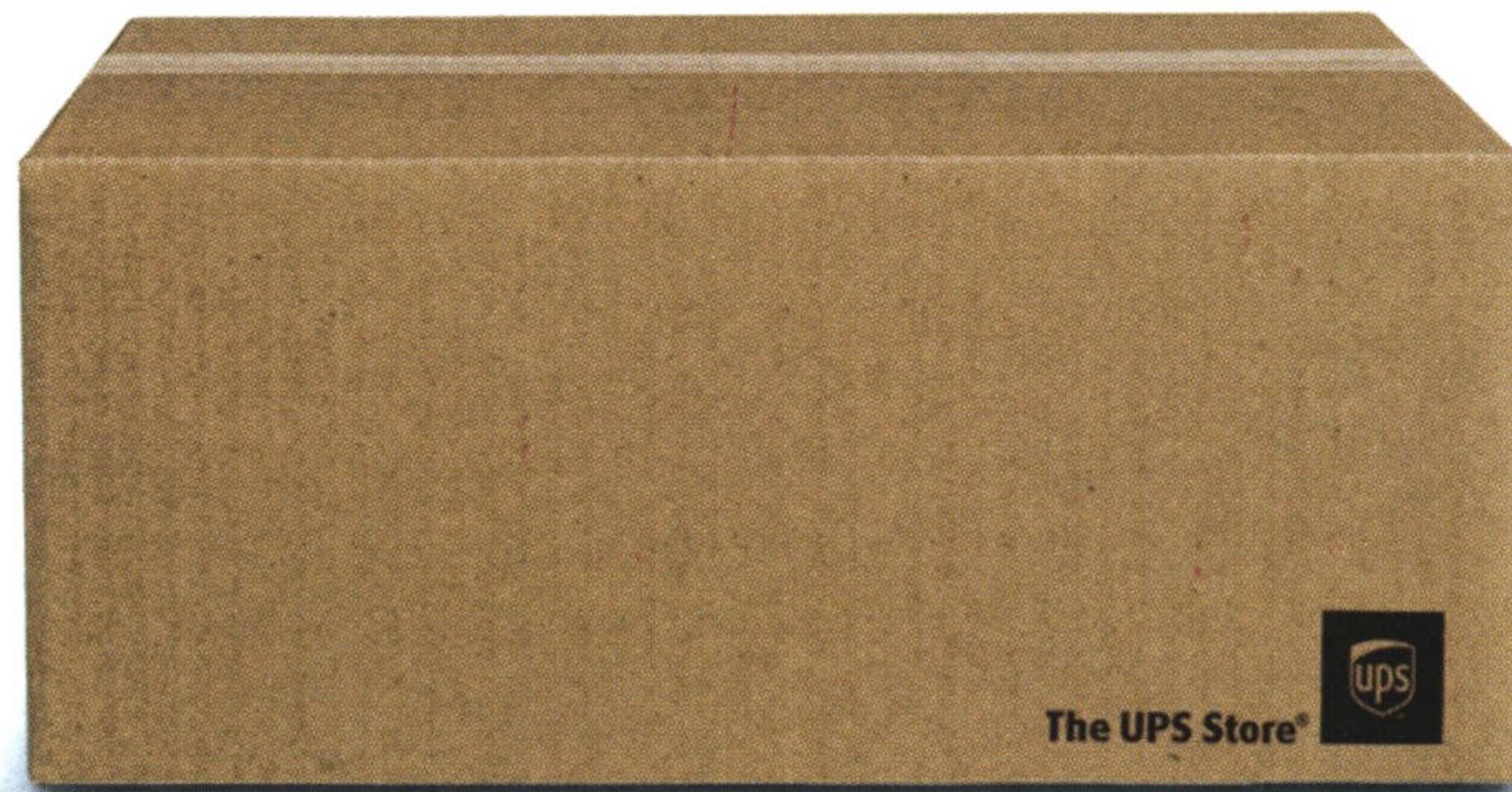
Bob passionately believes in and loves the auction profession and NAA. He is always encouraging us to achieve our boundless potential. He feels like I that we haven't scratched the surface of the opportunities awaiting the auction method of marketing. It is his opinion that moving on is the best way to show his commitment to the organization and its future. Bob has constantly pushed NAA toward loftier goals. We have six more months of his insight and counsel, we all must use the time wisely. I feel history will prove these future months of service to be Bob's most important legacy.

Structuring NAA to be the most efficient and productive association possible is critical. We must have clear concise goals for NAA. We must stay on course to accomplish the many tasks in front of us and approach the tasks with a singular

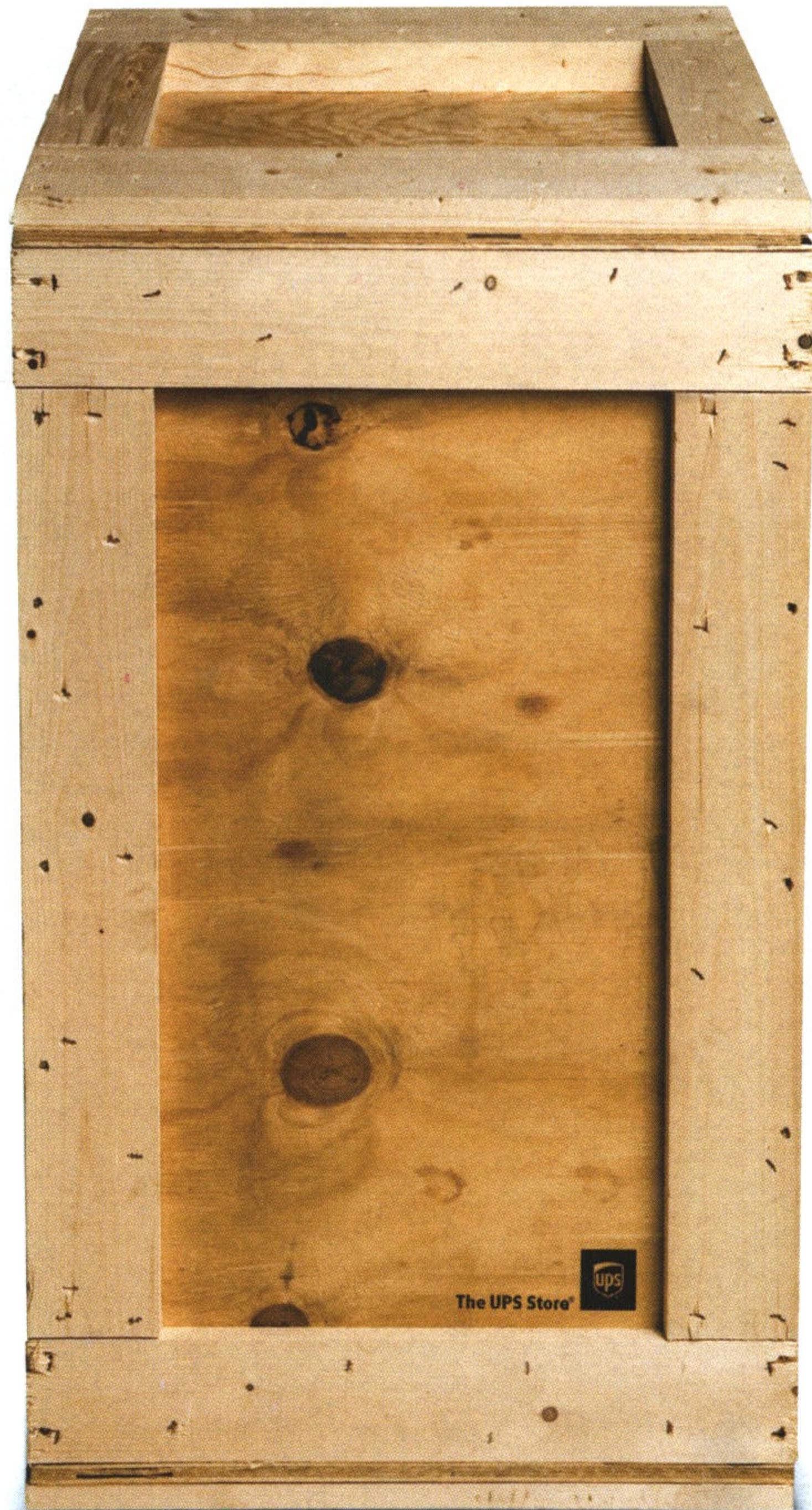
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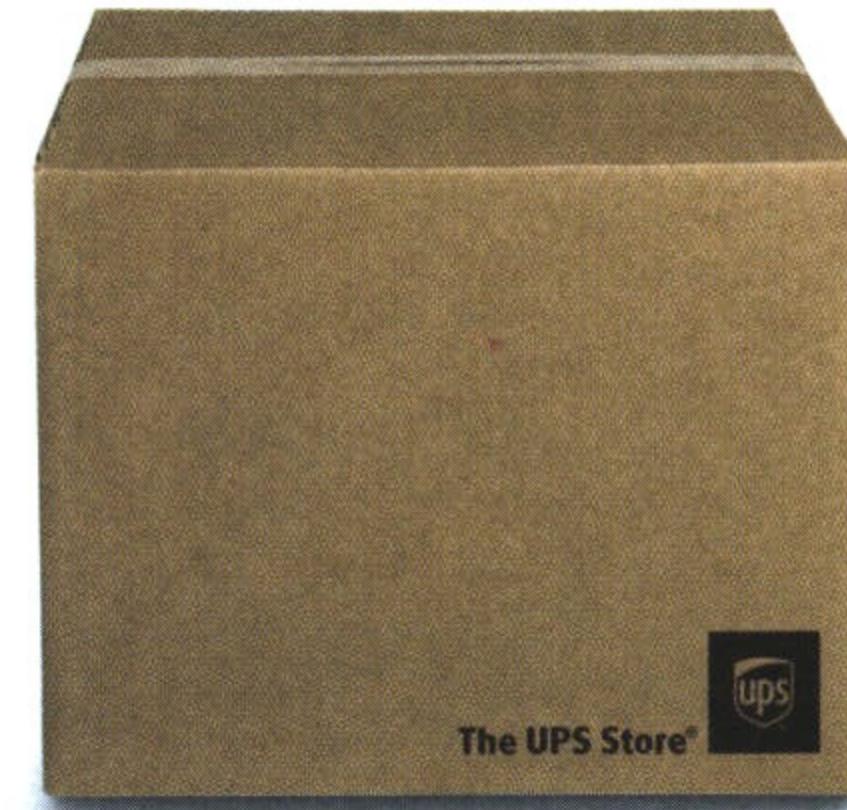


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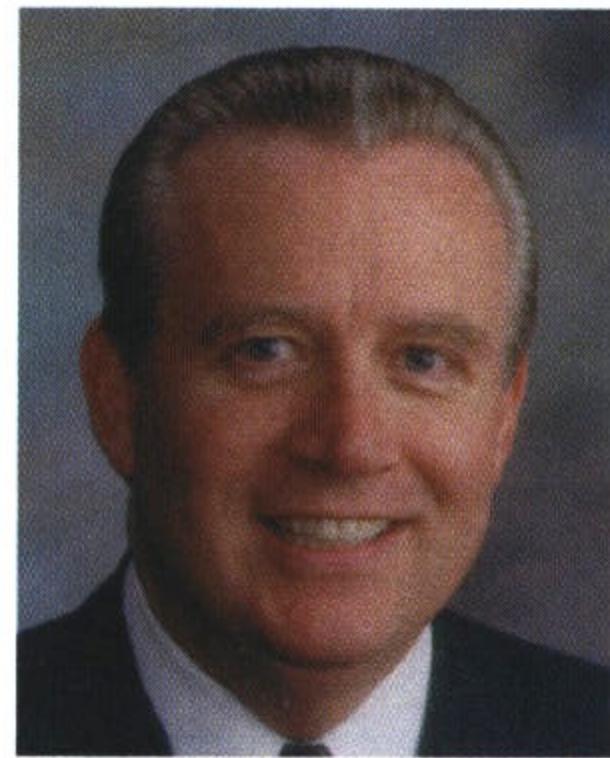
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You can be different

Do you ever get tired of people saying they are “overwhelmed?”



Chief Executive Officer
Robert A. Shively, CAE,

Look around.

People are overwhelmed.

Too much to do. Too little time.

Pressure to perform, to get it right ...

NOW.

So risk avoidance kicks in.

Doing just enough to get by.

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But you, you can be different.

You can be the person of possibility.

The one who stands as a beacon of abundance swimming through a sea of self-imposed scarcity.

It doesn't need to be logical. It doesn't need to be prudent.

All it takes is for you to choose, to be about possibility, to do it for yourself and everyone around you.

So choose.

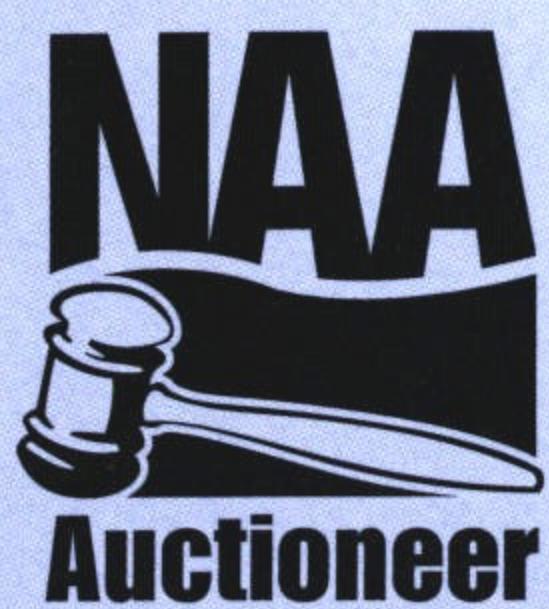
Be.

And things will start to change.

And people will start to change.

A handwritten signature in black ink that reads "Robert A. Shively".

Robert A. Shively, CAE works out of the NAA Headquarters in Overland Park, KS. He is committed to the NAA and its members and will keep you updated on the organization's progress



NAA Education Institute

Listed by Event

The NAA Education Institute provides Auctioneers with the information they need to be more successful. From designation and certificate programs to Conference & Show and specialized seminars,

a wide array of educational opportunities abound for those willing to invest in their own success.

Visit the NAA website today for detailed class descriptions and registration information for the programs listed below.

CAI Certified Auctioneers Institute

March 16-21, 2008 Bloomington, IN

The Appraiser as Expert Witness in the Courts

April, 2008 Washington, DC
July 11, 2008 Nashville, TN

Designation Classes

Accredited Auctioneer Real Estate

April, 2008 Washington, DC

Auction Technology Specialist

April 13-16, 2008 Overland Park, KS

Benefit Auctioneer Specialist

February 9-12, 2008 Bloomington, MN
February 18-20, 2008 Indianapolis, IN
July 6-8, 2008 Nashville, TN

CES Certified Estate Specialist

February 19-21 Owen Sound, ON, Canada
July 6-8, 2008 Nashville, TN

GPPA Graduate Personal Property Appraiser

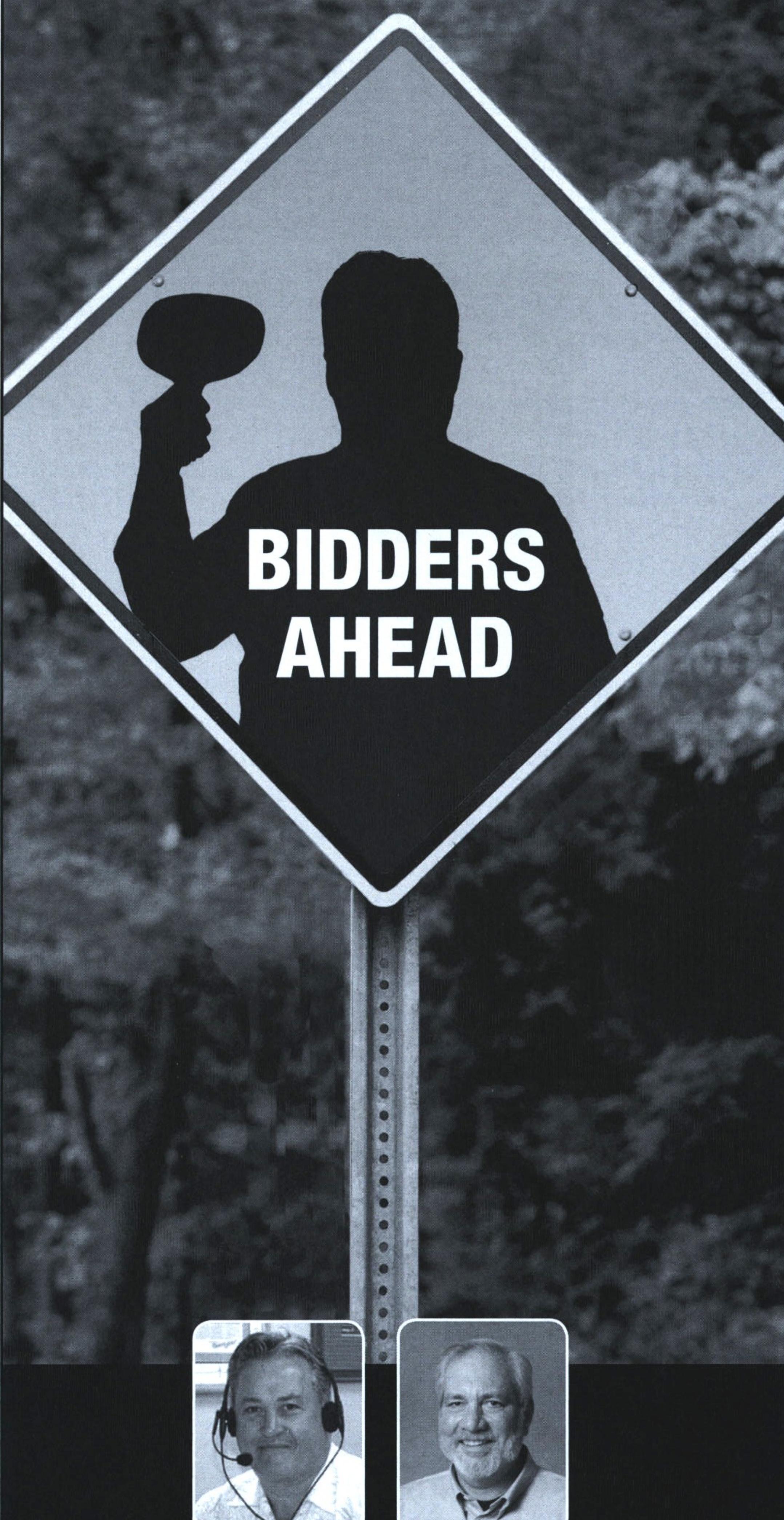
April, 2008 Washington, DC
July 6-8 and 11, 2008 Nashville, TN

Are you interested in bringing NAA Education to your area? Call 913.541.8084, Ext. 28

Check the NAA website for changes and additions.

Crowds Expected!

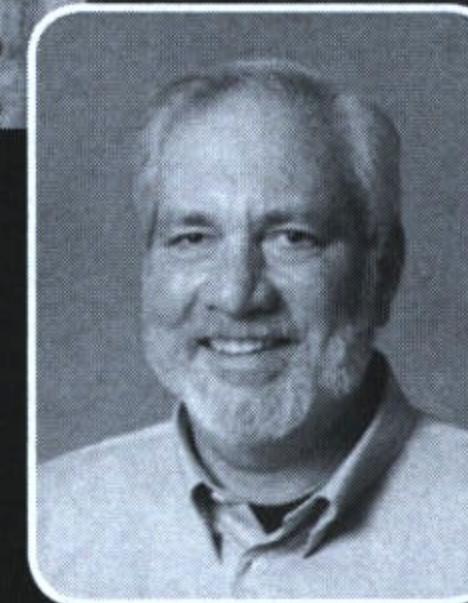
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Division Manager

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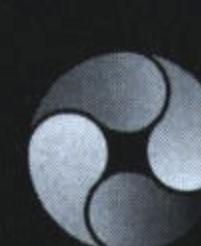
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NAA Buyer's Guide

Stop spending time searching...it's all here!



Ashley Herman is
NAA's managing
director of member
programs

Whatever you need to make your business profitable, we have it listed on the NAA Buyer's Guide. You have at your disposal, and within a few mouse clicks, the first comprehensive auction industry Buyer's Guide. We have collected information from those companies that have products and/or services with the auction industry in mind. The Buyer's Guide is a quick reference to find products/services, such as auction software, bond companies and Internet "Live" auction services as well as those companies that will help build your auction company.

- Need Health Insurance? You will find an affordable carrier here!
- Need a company to design your auction signage? You will find an appropriate vendor here.
- Looking to expand your auction audience through live Internet bidding? Check out your options under Internet Live Auction Services.
- Interested in taking credit cards as a form of payment at your auctions? See the list of companies under credit card processing.

Whatever you need to make your business profitable, we have it listed on the NAA Buyer's Guide. You have at your disposal, and within a few mouse clicks, the first comprehensive auction industry Buyer's Guide. We



The NAA Buyer's Guide is aimed at helping your business run more smoothly and increase revenues. It's like a resource center for auction professionals. It might be compared to a phone directory, but it's much more valuable because it's industry focused and provides a full description of each company's products and services along with complete company contact information. While we cannot offer recommendations on a specific product or service, we can point you in the right

direction.

For your convenience, company website links are provided and easily accessible with a click of your mouse. Auctioneers can access it 24-hours-a-day online through the NAA website, www.auctioneers.org. It is just one more way that the NAA is committed to providing valuable services to its membership.

The NAA Buyer's Guide is aimed at helping your business run more smoothly and increase revenues.



NAA INSURANCE PLUS

NEW!!! E&O Insurance and Licensing Bonds

NAA's new comprehensive E & O Insurance Program is the first of its kind that will cover your business in general auctioneering, appraisals and real estate in one simple policy.

This new program is not only unique in its coverage and offering, but it is extremely affordable and attractive.

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\$50,000/\$100,000	\$2,000	\$150.00
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State	Bond Requirement	Term	Premium
California	\$20,000	1 year	\$150.00
Washington	\$25,000	1 year	\$187.50
Ohio	\$25,000	1 year	\$187.50
Ohio	\$50,000	1 year	\$375.00

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NAA Insurance Plus!

Caveat e-Emptor

e-Buyer Beware



Chris Longly is NAA's
Public Affairs Manager

1899) revising their auction license law to include the licensing of "electronic auction brokers". The PAA is currently challenging SB 908, a bill which would exempt "online trading house" business from auction license requirements.

In the world of auctioneering, the Latin phrase "caveat emptor" was once commonly quoted from the auction podium; a warning to prospective bidders of "let the buyer beware."

Over the years, with the advent of state licensing laws, national and state professional organizations, and the growth of continuing education requirements, auction-goers have learned that licensed, professional Auctioneers have eliminated much of the uncertainty once associated with that phrase. However, in today's world of Internet auctions, it appears as if this admonition should be adapted to "caveat e-emptor" or "let the e-buyer beware". No longer do consumers worry

Note: The following opinion-editorial was developed to assist the Pennsylvania Auctioneers Association in its efforts to enact legislation (HB

about the clock radio they purchased at auction arriving in working order, but rather, will the online purchase arrive at all.

Professional Auctioneers pride themselves on their reputation and integrity. Unfortunately, with the dawn of the Internet and the growth of e-commerce, fraudulent activity now occurs in Internet auctions. The damage inflicted to the auction profession and more importantly, the countless number of consumers who have been victimized by online auction fraud has left the public asking what can be done to protect them and renew their trust.

In the case of Pennsylvania, the rise in Internet auction fraud gives cause for alarm. In 2006, the Internet Crime Complaint Center (IC3), a partnership between the Federal Bureau of Investigation (FBI) and the National White Collar Crime Center (NW3C), reported that Internet auction fraud complaints received, exceeded the total complaints received in all other categories. Complaints rose dramatically from 2004 to 2006. Total complaints increased from 2580 in 2004 to 7044 in 2006. Of the 7044 complaints received, 45.6 percent were from Internet auction fraud victims.

In addition to the rise in complaints, the financial loss by victims grew significantly as well. In 2004, the median amount lost

by an Internet auction fraud victim was \$250. By 2006, this amount increased to \$757.18. Another alarming statistic revealed that the state of Pennsylvania ranks sixth nationally for total number of identified perpetrators residing in the state. In other words, some unscrupulous Pennsylvanians scam their fellow citizens through Internet auctions.

Consequently, legislators, departments of state government, consumer groups and several professional organizations have proposed the regulating of Internet auctions to combat the growing problem with Internet auction fraud. Those impacted by these licensing laws are persons engaged in the business of conducting Internet auctions, acting as a third party in transactions between buyer and seller, facilitating the sale of merchandise and accepting a fee for services rendered. These businesses are commonly referred to as "drop-off sites" or "trading houses". Contrary to arguments made by opponents of licensing laws, the proposed regulations would not impact individuals selling their own personal property online and no such legislation has been discussed suggesting such laws be enacted.

While these businesses feel they operate outside of the traditional auction model, where auctions are "called" by an auctioneer, the fact remains that these businesses are operating as an auction company. By definition, "auctioneering" includes accepting consignments of items for sale at auction, advertising an auction, offering items for sale at auction, accepting payment or disbursing monies for items sold at auction, or otherwise soliciting, arranging, sponsoring or managing an auction. While online auction businesses will argue that they are not "calling" an

The proposed legislation would require electronic Auctioneers to pass an exam and be bonded at the same rate as traditional Auctioneers.

► continued on page 22

Get out on the dance floor

Dance with me and the Auxiliary!



Deidre B. Rogers,
Broker/Auctioneer and
the NAA Auxiliary Vice
President.

Sing like nobody's listening. Live like it's heaven on earth."

What a great philosophy. I love to dance. It's not always a pretty site, but I keep dancing anyway! Don't let negative people step on your heels and keep you from going to the dance floor. Don't let negative comments dampen your spirit and darken your day. Rather than watching someone dance and making comments that they are ridiculous or they don't know what they're doing; why not get beside them and do your own thing!

Think about the word "Guidance." The last five letters are "dance". Life is all about dancing. In life's daily situations, when two

In a world where many people are sitting around watching others, I challenge you to get on the dance floor. Mark Twain once wrote, "Dance like nobody's watching. Love like you've never been hurt.

people try to lead, nothing goes right. Things don't flow and the entire event is uncomfortable. When one person lets the other lead, things begin to flow. Each person complements the other. It's a smooth process. That's just what the lessons of life are all about – working together even though we aren't always dancing to the same beat!

Ponder closely the words of the first verse of the following song by Lee Ann Womack

"I hope you never lose your sense of wonder

You get your fill to eat, but always keep that hunger

May you never take one single breath for granted

God forbid love ever leaves you empty handed

I hope you still feel small when you stand by the ocean

Whenever one door closes, I



hope one more opens

*Promise me that you'll give
faith a fighting chance*

*And when you get the choice
to sit it out or dance,*

I hope you'll dance."

With 2008 just starting, make it a goal of yours to get on the dance floor and dance!

Life is short. Never regret anything that you have done that makes you smile! Come be a part of the NAA Auxiliary. Whether you are a leader or a follower, we need you be a part of our dance. I assure you that you will smile as you become an active part!

*"Come be a part of the NAA Auxiliary.
Whether you are a leader or a follower, we
need you to be a part of our dance."*

The New CES

Certified Estate Specialist



Jack Christy, CAI, CES,
GPPA

Unemployment continues to climb, as do wholesale prices.

Along with the current economic situation, there are also global issues that need to be addressed, including the influence of China, India and Mexico and other countries. What about the generation "x's and y's" who hold totally different views on the economy and products that they are buying. Is this all doom and gloom, or opportunity?

Recently instructors and committee members of the NAA Education Institute CES Committee met to revise the Certified Estate Specialist (CES) course to reflect today's economy and to demonstrate how Auctioneers can come to the aid of those who need additional help or want to revise and update their estates.

How do we help those increasing numbers of homeowners who are losing their homes and need to liquidate all their assets? How do we market to those individuals? How

Newspapers recently reported that for the tenth straight month, real estate values have decreased. Foreclosures continue to rise. Oil is near \$100 a barrel.

do we help the baby boomers who are now getting ready to retire and want to get the most dollars they can for all their years of buying and collecting?

What about 1031s? Who are the prospective buyers of these estates? What about tag sales? Who should Auctioneers be working with to help our clients with their estates? What about the majority of individuals who do not have a will? Do you know how to work with the elderly who need to "spend down?" What is "Elder Law?" The new CES course will help you answer those questions and many more.

The CES course is a three-day specialized curriculum taught by leading estate Auctioneer experts. These individuals bring years of experience and knowledge to help you find and work with potential clients.

This is a tough market. Other than gold and silver, not too many other items are holding their value. As a Certified Estate Specialist, you will be able to help direct and conduct what hopefully will be a successful sale.

The Education Institute has some Certified Estate Specialist classes scheduled for this new year. We will also be scheduling additional classes as the year progresses. If your state association would like to sponsor a class, the Education Institute will be glad to discuss setting up a class at your location. For additional infor-

mation, please call the Education Institute office at 913-541-8084, extension 19, 23 or 28, or go to www.auctioneers.org and click on the "Education" tab.

New ATS designation program begins

Classes for the new Auction Technology Specialist (ATS) designation are ready for students to take. The first section, which is taken online, are required to be taken before the live class, which will be offered at NAA headquarters in April and in the Southeast during May.

The online courses may be accessed through the NAA Education & Designations homepage on the NAA website. From the Education homepage, click on "Auction Technology Specialist" in the Designation Information box.

After completing online courses, you will need to print out your completion certificates, and then submit those with your class registration. The live classes will be four days in duration. After completion of the entire course, you will be required to submit proof of conducting one live and one static online auction. After receiving your designation, you will need to submit proof of 24 hours of CE credit every three years as well as pay the annual designation fee of \$50.

For further information, please contact the NAA Education Institute: (913) 541-8084, extension 19, 23 or 28.

CAI program form is on page 74

Registration is still open for the Certified Auctioneers Institute (CAI) to be held March 16-21. Holders of this designation have the skills to provide the highest quality service to all types of clients. For details, see the registration form on page 74 of this issue.

NAA Education Institute Trustee candidate requirements

NAA members and designation-holders who wish to be considered for a position of trustee of the NAA Education Institute must submit information declaring their interest by March 1, 2008.

Two (2) new trustees will join the Education Institute as of the 2008 Conference in Nashville, TN. Terms are for four (4) years, and trustees are expected to take a very active role in the planning and implementation of all education efforts of the NAA. The trustees lead and direct all educational activities of the NAA, from designation programs such as CAI, AARE, ATS, BAS, CES and GPPA, to certification programs, seminars and educational offerings at the NAA Conference & Show.

Trustees must meet the following requirements:

- Have an NAA designation (CAI, ATS, BAS, GPPA, CES or AARE)
- Be an active-member of NAA for no less than five years
- Submit a letter confirming a commitment to serve

Trustee candidates should be aware that:

- Recommendations of appointment are made by the current trustees and the NAA president-elect, and only two (2) will be appointed
- Terms are four (4) years
- Trustees may not serve two consecutive terms and may not serve concurrently on the NAA board, other than the NAA vice president and the chair of the trustees
- Leadership positions of chair and vice-chair are elected by the trustees

Candidates must submit ALL of the following by March 1, 2008:

1. A signed letter of intent to seek a trustee position.
2. A brief response (about 75 words) for each of seven questions listed at right.
3. A color photograph of yourself.
4. The following profile information:
 - Marital status, as well as children's names / ages
 - Number of years in the profession
 - Number of years as an NAA member
 - Previous work history
 - Community activities
 - Hobbies/special interests
 - Member of which state associations
 - Number of auctions you conduct annually
 - Your auction specialty

Candidate profiles will be reviewed by the Education Institute Trustees, and a final list of proposed candidates will be submitted to the NAA board of directors for their consideration and final appointment. The profile is intended to help trustees and board members learn the candidates' goals and views.

Please answer the following questions

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

Please remember that we need all information by March 1, 2008.

Please send the requested information to:

National Auctioneers Association
Attn: Dr. Harlan Rimmerman
Director of Education
8880 Ballentine
Overland Park, KS 66214





Can home be sold absolute?

Unique situation where five sellers live out of town and want to get rid of the liability.



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 the questions are designed to provide information of general interest to the public and is 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 should 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 confidentiality.

We have five owners on a home that was signed over to them in 1997 with their aunt having a life estate to live there. She died and now they have all signed a contract to sell absolute to the highest bidder regardless of price. After she died, they went to an attorney and asked what they needed to do. He or she said the aunt didn't have any money, so they wouldn't have to open an estate. Now that we have signed a contract to sell at auction absolute, the attorney says they have to get the home appraised and cannot sell it for less than two-thirds the appraised value. The five sellers all live out of town and want to get rid of this liability. They have all signed a purchase agreement also for the high bidder. Can we sell it absolute?

Roger Koons, CAI
Connersville, IN

ANSWER: A life estate generally means the person holding the life estate owns the property only during their lifetime and, upon their death, the property passes to the person or persons holding the remainder interest. In essence, the person holding a life estate has an ownership interest in the property up to the last second of their life. Immediately, upon their death, the ownership interest passes to the person(s) holding a remainder interest.

If your client's aunt prepared a deed in which she reserved a life estate to herself and granted a remainder interest to five of her nieces and nephews, then, at the moment the aunt passed away, her ownership interest ceased and the property should not be subject to probate. The nieces and nephews became the owners of the home at the moment the aunt passed away.

If the sellers are the deed holders of the real estate, then the aunt's estate should not be relevant with respect to selling the property by absolute auction or any other means. If the five people who had a remainder interest are now the owners of the real estate and they consent to sell the property at absolute auction, then it appears that they have the right to dispose of the property in any manner they see fit.

However, since the attorney is advising the nieces and nephews to have the property appraised and not to sell it for less than two-thirds the appraised value, then perhaps there is more going on than what is revealed in this question. If the attorney insists that the property is subject to an appraisal, then I recommend engaging an attorney in order to establish the true status of the title to the real property and to determine whether the property is subject to the aunt's estate.

It is possible that the deed conveying the remainder interest to the nieces and nephews was defective, never recorded or did not create the property interests described in the question. If the deed was defective, then the real property may be subject to the aunt's estate.

In addition, if the nieces and nephews did not have a remainder interest in the aunt's property, then they may not have had the authority to contract with the Auctioneer to sell the real estate. The last thing an Auctioneer wants to do is invest time and energy into selling a property only to learn the selling party is not authorized to sell the subject property. If an estate must be

opened and the property is part of the estate, then the personal representative is the person with the authority to sell the decedent's assets and would be the proper party to the auction contract.

Perhaps one of the nieces or nephews is serving as the personal representative for the decedent. If the property is subject to the aunt's estate, then there are legal procedures and formalities that must be followed in order to sell the property so the estate's assets can be properly sold and the proceeds distributed and the estate properly closed. If this is the case, a lawyer can advise on the estate issues that would influence the absolute auction sale of the real estate.

CAN AUCTIONEER BID ON BEHALF OF SELLER?

I have seen the following sentence advertised and I wonder if it legal in all states, especially in Indiana? -- "The Auctioneer reserves the right to bid on behalf of the seller until the reserve price is achieved."

If so, then is there any special procedure that we, as Auctioneers, should follow?

Ben Osinski
North Judson, IN

ANSWER: Where state law permits a seller to bid at their own auction, then the Auctioneer, as the agent of the seller, generally can bid too. Most states permit an Auctioneer to bid on behalf of the seller when the seller consents to it (it should be in the auction contract) and where the Auctioneer discloses that he or she may be bidding.

In order for an Auctioneer to bid, state law must not prohibit the seller or Auctioneer from bidding and the Auctioneer's advertisements, announcements, and registration agreement must make the bidders explicitly aware that the Auctioneer will be bidding on behalf of the seller.

In Arkansas, for example, Auctioneers are required to provide notice in all forms of advertising (print, electronic, published and unpublished) that Auctioneers and/or the seller may bid. Further, in Arkansas, immediately prior to the Auctioneer opening bidding on a subject property, the Auctioneer must announce that the Auctioneer may bid on the subject property. At the conclusion of the sale of the subject property, if the Auctioneer or seller was the successful bidder, the Auctioneer must announce the identity of the purchaser.

In auctions without reserve or after the reserve on a lot has been reached, sellers are generally prohibited from bidding, which means the Auctioneer is also prohibited from bidding. The Auctioneer, as agent for the seller, cannot bid at an auction where the seller is prohibited from bidding. While Auctioneer bidding may be technically legal, depending on the state law concerning seller bidding, it raises serious ethical issues of impropriety and is strife with allegations of fraud. Although the NAA has not taken a position on Auctioneer and seller bidding, it recommends that the Auctioneer consult with an attorney licensed in the state where the auction will take place prior to bidding for the seller at an auction.

Under the NAA Code of Ethics, Auctioneers must deal with bidders in a manner exhibiting the highest standards of professionalism and respect, which means that Auctioneers owe bidders the duty of honesty, integrity and fair dealing at all times. Article 2. Additionally, the NAA Code of Ethics defines a bid as "a prospective buyer's indicating or offer of a price he or she is willing to pay to purchase the property at auction. Bids are usually in increments established by the Auctioneer." If Auctioneers are bound by their duty to treat

► continued

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◀ LEGAL QUESTIONS continued from page 21

bidders with honesty, integrity and fair dealing at all times, then it seems that Auctioneers would need to disclose that they were bidding on behalf of the seller at the time they submit the bid. Otherwise, the Auctioneer would be in breach of their duty of honesty, integrity and fair dealing to the bidders.

Perhaps a hypothetical example would be of assistance. Consider an Auctioneer who is engaged for the purpose of selling property valued at approximately \$100,000 with a reserve of \$65,000. On the day of the auction, there is low attendance and a bidder submits a bid of \$50,000. No one else submits a bid on the property, so the Auctioneer bids \$60,000 (without disclosing that he was bidding on behalf of the seller), and the bidder submits his/her second bid in the amount of \$65,000 and he/she becomes the purchaser of the property.

The bidder was unaware that he was bidding against himself because the Auctioneer did not disclose to the bidder that the Auctioneer was bidding for the seller. If the bidder decided to sue the Auctioneer and the seller, the bidder may have a potential claim for fraud. Although there may be plausible defenses a fraud claim, Auctioneers are discouraged from participating, encouraging, arranging or conducting such auctions.

Another hypothetical may illustrate the difference between disclosure and non-disclosure. Consider an Auctioneer engaged for the purpose of selling property valued at \$100,000 with a reserve of \$65,000. On the day of the auction, there is low attendance and a bidder submits a bid of \$50,000. Afterwards, the Auctioneer submits a bid of \$60,000 (making a full

disclosure by announcing that he was bidding on behalf of the seller), and the bidder makes a second bid in the amount of \$65,000 and becomes the purchaser of the property.

The Auctioneer's disclosure to the bidder allowed the bidder make the decision to bid a higher amount without the Auctioneer withholding information from the bidder. In other words, the Auctioneer upheld his/her duty of honesty, integrity and fair dealing with the bidder at all times. The bidder can still commence an action for fraud, however, the facts in the second hypothetical demonstrate that the Auctioneer clearly notified the bidder that the Auctioneer was bidding on behalf of the seller and the bidder submitted his/her bid with that knowledge. This is much more defensible conduct than the conduct in the previous hypothetical.

While bidders and sellers may not like the effect of the disclosure required under Arkansas law and discussed in the second hypothetical, Auctioneers are professionals and their conduct is not unrestrained for the purpose of obtaining the maximum bid for the seller without the bidders' knowledge. Rather, several state legislatures have drafted laws governing Auctioneers conduct with respect to this practice. Additionally, the NAA has published the Code of Ethics to ensure that Auctioneers conduct fair and honest auctions in order to preserve the public's trust in the auction method of sale and the auction profession. For these reasons, I do not encourage Auctioneers to bid on behalf of sellers at any auctions.

Kurt R. Bachman is an attorney and licensed auctioneer from LaGrange, IN. He can be reached at (260) 463-4949 or krbachman@beersmallers.com

◀ PUBLIC AFFAIRS continued from page 16

auction in the traditional form of auctioneering, the role and responsibilities they hold are those of an Auctioneer and auction company.

In Pennsylvania and 32 other states, safeguards exist for consumers when they work with traditional licensed Auctioneers. To operate an auction company in the state of Pennsylvania, auctioneers are required by law to pass an examination, pay licensing fees and maintain a \$ 5,000 bond. This process of regulation verifies that those operating auction businesses understand contracts, escrow accounts, and the state's auction law.

These businesses are also required by law to be bonded, a safeguard in the case of consumer grievances. Consumers who believe they have been a victim of fraud have the ability to submit complaints to the Pennsylvania State Board of Auctioneer Examiners. The board possesses the authority to impose sanctions, penalties and when appropriate, revoke licenses.

In October, Representative Michael Sturla of Lancaster County introduced legislation that would amend the Pennsylvania auction license law to include licensing provisions for electronic auction brokers. The proposed legislation embraces the changes in technology and e-commerce, while maintaining consumer safety standards.

While traditional Auctioneers are required under the Pennsylvania law to attend auction school or complete an apprenticeship, "Electronic Auction Broker" licensees are exempted from this regulation. In the interest of consumer protection, the proposed legislation would require electronic Auctioneers to pass an exam and be

bonded at the same rate as traditional Auctioneers. These requirements provide businesses with fair and equitable regulations while fulfilling the primary goal of protecting consumers.

The National Auctioneers Association, the Pennsylvania Auctioneers Association and other consumer safety groups support of Rep. Sturla's legislation, H.B. 1899. Licensed, professional Auctioneers encourage Pennsylvanians to support common sense legislation that amends the old adage "let the buyer beware" to an updated principle of "to the buyer be fair".



Cartoon idea by Stephen Karbelk, CAI, AARE / Cartoon illustration by Bob Bliss

Meet the Hall of Famers

Troil Welton, 1987 Hall of Fame Inductee



Lynn M. Ward,
Curator, National
Auctioneers Museum

Several Hall of Fame Auctioneers sent short biographies of themselves to the NAF in the late 1980s. One of the biographies came from Troil Welton of Wray, CO.

Troil was proud to be included in the ranks of the NAA's Hall of Fame. He was proud of his honesty and his efforts to make the community know that Auctioneers are trustworthy and very professional. He always helped young and beginning Auctioneers get started in the business and always promoted the auction method of marketing. Troil has since passed away, but his contributions to the profession have not. The following is the auctioneering life of Troil Clifford Welton in his own words:

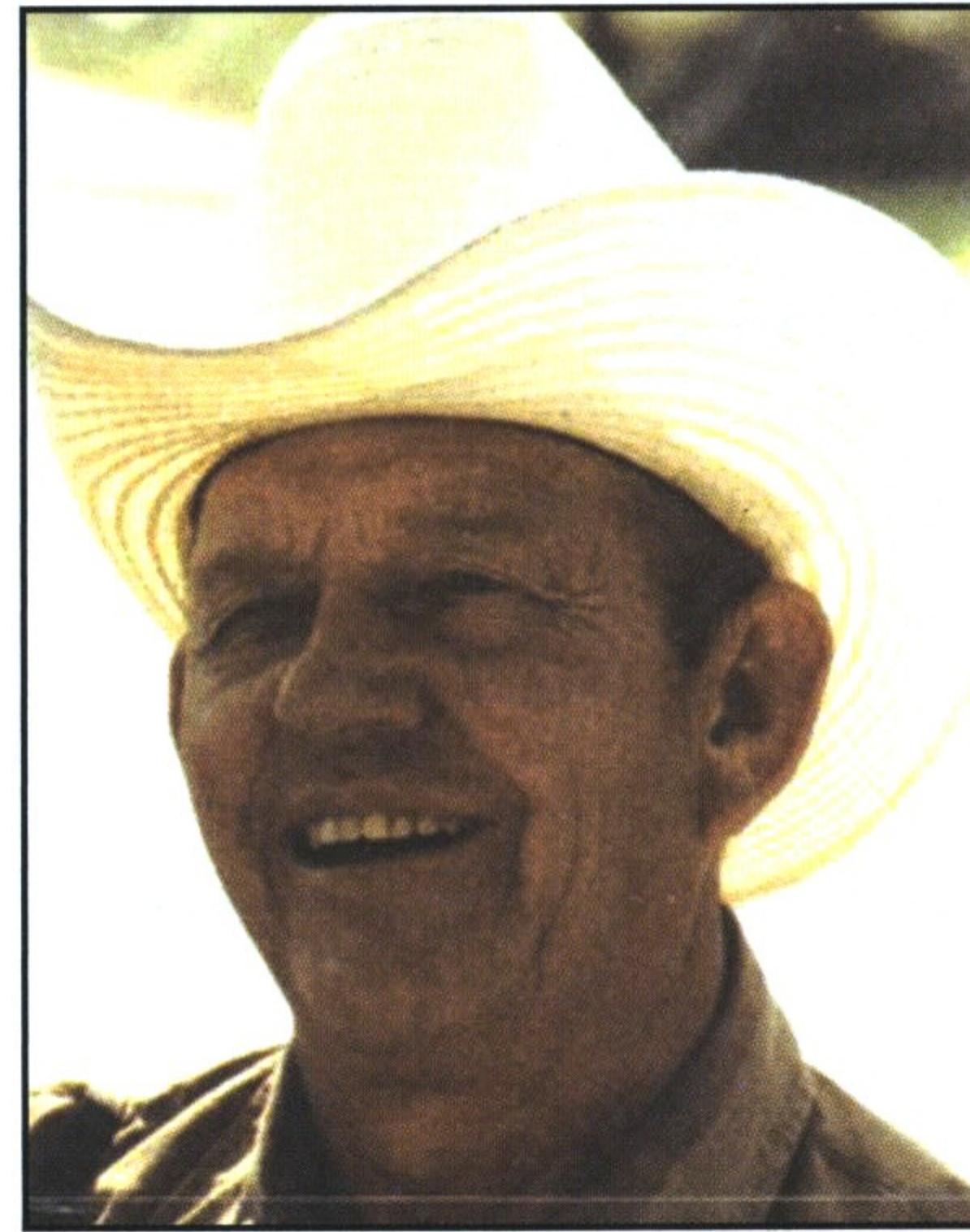
Troil Clifford Welton was born Feb. 20, 1915. The oldest of nine children of Pirl Benjamin Welton and Rose Catherine (Nuding) Welton. The place of birth was the Williams Ranch in Chase County, NE. "The place is now under the water of the Enders Lake, and I still go back to fish in

the spot where I was born. The Welton family were poor folks and we moved around a lot. I went to school in Otis, Colorado my first 3 years of school, and then finished what schooling I received back in Nebraska (half way through the 11th grade).

I started working at age 12 and to this day I don't feel sorry for anyone who is out of work, because there is always a job if you want to work. My folks are both gone now, but when my mom was still here I asked her if she knew of anything that took place in my life when I was growing up that might have sent me on my way to being an Auctioneer. Her answer was "Well I sure can, when you were 2 or 3 years old, your dad took you to every sale in the country on horse back, and by the time you were 4 or 5 years old you would come home, line your toys and stick horses up, get on a Montgomery Ward catalogue and auction them off." Of course, I don't remember that, but I do remember wanting to go with dad to the sale just to receive the free sack lunch they gave. This was a big treat to me.

Well I finally grew up. Was married June 12, 1936, having 2 children. A son David

People have treated me like a king all my life, and if friends were money I would be a millionaire."



NAA Hall of Fame member Troil Welton

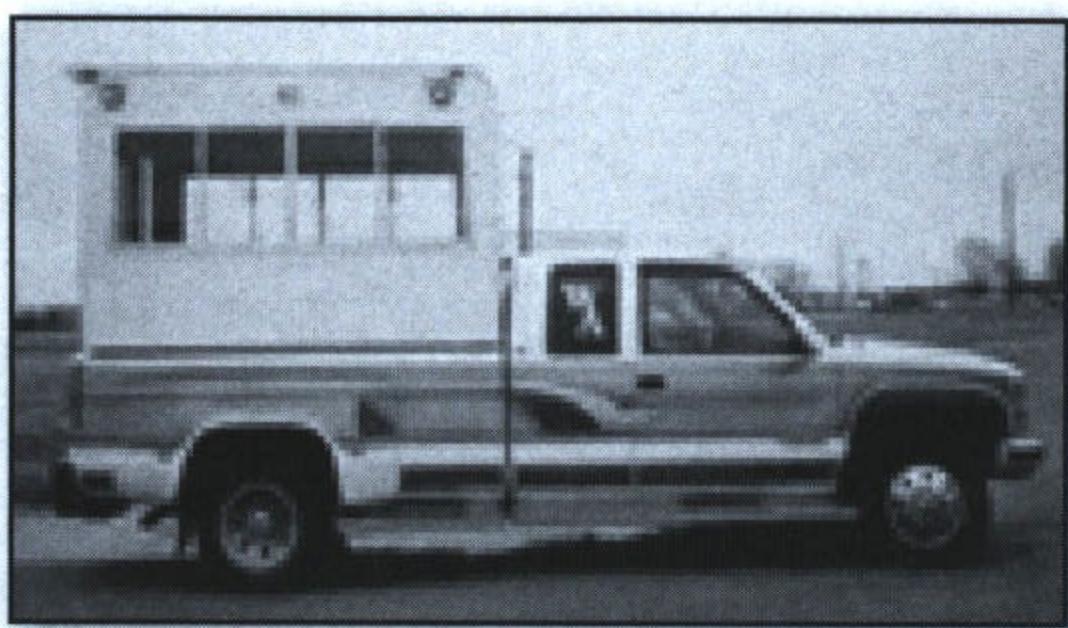
who is now an Auctioneer, David's son Stanley (my grandson), also does some auctioneering, and I also have a great grandson Troy. If I live long enough there will be 4 generations of Welton's Auction Service. I also have a daughter who is a schoolteacher in the Denver area. I have 5 other grandchildren, and 4 other great grandchildren. The kids' mother passed away with cancer Feb. 5, 1950. The kids and I were very lucky when I married Nettiemay Gorbet. She has been a very good wife and mother to my kids, grand kids and great grand kids.

In 1940 I was helping my brother in law get items lined up for a farm sale. The Auctioneer, Phil Price of Wray, CO was doing the sale. His helper was unable to help, so I was asked to work the ring. Since I had never did anything like that, and also because I didn't want to spend the gas to go

► continued

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◀ HALL OF FAMER continued from page 23

home 12 miles to clean up, and come back, I refused; but when Phil Price said "I'll give you \$10" and I needed the money I went home, and helped with the sale. I worked with him until he died. He never paid me the \$10. I was living on a farm at the time, and was milking 17 cows by hand. I practiced selling night and morning, and also on the tractor while working in the field. I remember I always sold old #7 cow a little cheaper because she was a kicker. I only kept her because she gave a lot of milk. One time I was milking and auctioneering when someone started hollering, yep, yep. I stopped and it was a good neighbor Robert Jones. After that he always told people if you go by Troil's barn they're not having an auction sale, he is just milking.

It wasn't too long until I started selling box suppers. I donated my time, but usually they gave me my box. Then Nov. 14, 1944 at the Ruby and Oscar Cross sale, I sold my first item at a farm sale. Back then metal kid's toys were hard to buy, and Mrs. Cross had repainted a little red coaster wagon, and sold it for \$14.00. A big price at the time. Col. Phil Price was happy with the job I did, and I got lots of encouragement from the public. It wasn't long till I was doing my share and more of the selling. Then the Muller Brothers who operated the Livestock Sale Barn in Wray, asked me to help on their sale every Friday. I was on Cloud 9. Lots of water has gone under the bridge since then. My wife Nettiemay and I still live on our farm and ranch of 1600 plus acres.

I was a 4-H leader for 21 years, a square dance caller for several years.

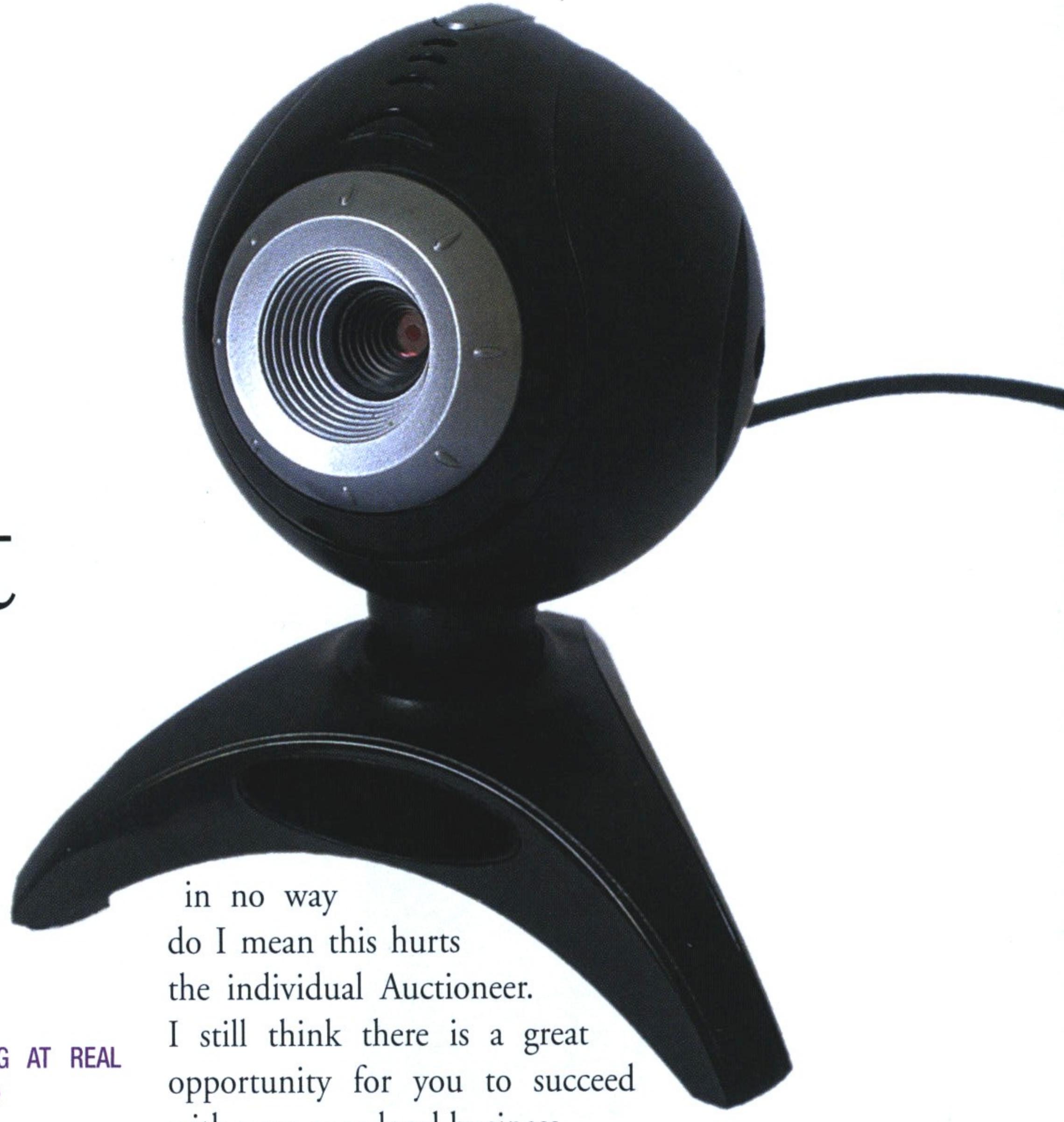
I've worked at 3 different Livestock sale farms for over 30 years. I've conducted sales including Registered Herefords, Registered Angus, farm sales, furniture sales, coin auctions, antique sales, real estate sales, including farm land, ranch land, commercial property, school houses, town homes and country club property, miscellaneous consignment sales, goat sales, hog sales, grocery sales. I worked for 30 years at the Big Tharp Machinery Auction in Grant, NE. I also did the Registered Charlois sale at the Stock Show in Denver one year.

I feel so fortunate to have received all the nice awards over the years including: Square Dance Leader Award; 4-H Leader Award; Cattlemen's Association Award; Yuma County Farm and Ranch Improvement Association Award; Special Award from Department of Vocational Agriculture; also have been made FFA Honorary Chapter Farmer by three schools; 1985 Colorado Auctioneer of the Year; 1986 Colorado Auctioneer Hall of Fame and 1987 National Auctioneers Association Hall of Fame.

I've been a community minded person also. On the school board, Co-op board, Sunday School Superintendent, Sunday School Board of Directors, on the board of directors of the Beecher Island Battle Memorial Association longer than anyone in the history of the Association (Indian Battle Ground). I've also done lots of sale for charities. Lions club, firemen, schools, ladies clubs, and other fund-raising auctions.

I have been active in my State Auctioneers Association, which of course is Colorado. I have served many terms on the board of directors. Was Vice-President, and served 2 terms as President. I have been chairman for many seminars and panels, and have served as committee chairman for various topics, and have helped with our State Conventions.

I feel that hard work, honesty, clean living, common sense, and good management has helped me get to the top of the ladder. I don't claim all the glory, because my good wife, my family, and all my friends have helped on my way. People have treated me like a king all my life, and if friends were money I would be a millionaire."



President's Chat

What percentage of value do auctions deliver?

NAA President Thomas Williams, CAI, in his January Online "Chat with the President" addressed members' questions about how to discuss auction value with bankers, and "Are crowds at real estate auctions declining?"

Williams appears live on a web camera on the first Tuesday of each month to answer questions. One important issue Tommy Williams wants to continue discussing with members is how to handle change in the auction industry. Members are encouraged to ask any questions they desire.

Below are three questions and answers from the January event.

A BANKER ASKED ME RECENTLY "WHAT PERCENTAGE OF VALUE DO AUCTIONS DELIVER ON REAL ESTATE?" HOW CAN I ANSWER HIM?

Answer: Good question. You know the New York Stock Exchange is the world's largest auctions, and if the Sony stock, for example, sells at \$60 a share, nobody asks if that's what it's worth, but people do ask that about real estate at auction. But it should be the same situation for a house, a tractor or a cow sold at auction. Tell the banker that auctions usually deliver full market value for the place and time of the auction. No one has a crystal ball. An appraisal of real estate is a guess of its value, and two appraisers can have radically different

estimates. Auctions do not devalue a property, and often times will bring greater value.

I'VE HEARD THAT CROWDS ARE DECREASING AT REAL ESTATE AUCTIONS THESE DAYS? IS THAT TRUE?

Answer: My company finds attendance is good when the auction is done correctly. There can be small crowds when the auction company or the seller is not ready to sell for market value on auction day. The price expectation among the public for the property has to be controlled correctly. If the public thinks the seller will not really sell on auction day, if they think perhaps the seller has too high a reserve, they bidders will not show up. The public has to think you are having a genuine auction.

WHAT ARE YOUR THOUGHTS ON WHY FRANCHISING OF AUCTION COMPANIES, SUCH AS UNITED COUNTRY AND TRANZON, IS BECOMING MORE FREQUENT? IS THIS A GOOD THING?

Answer: My personal opinion is that the public is looking for companies that can market on a national level and have affiliates across the nation. I think this serves the auction companies well when all the affiliates live by the principles set by the auction companies. I think there is a bright future for franchising and for the auction industry. But

in no way
do I mean this hurts
the individual Auctioneer.
I still think there is a great
opportunity for you to succeed
with your own local business.

HOW TO PARTICIPATE IN THE CHAT

For details on how to join the next President's Chat, all NAA members with email addresses will receive an email, early in the day of the chat, with instructions on how to log in. In the middle of that email message is a live link called "Click here at 6:45 p.m. to join the chat"...." link and it takes you directly into the chat. You would then need to hit the "join" button and enter your first and last name and e-mail address. You will also have to download software prior to the link so you can view the streaming video.

An easy method is also to listen by telephone, but persons listening by telephone cannot pose questions due to technological limitations. To listen by telephone, call 1-303-928-3281. When the automated voice answers, it will say "Welcome to Conference Depot. Enter the room number of the conference you wish to join." You should then punch in 5418085 and the pound sign.

Next Chat is March 4, 2008 at 8 p.m. Eastern

Sign Up Now!

Conference and Show registration opened February 1.



Carrie Stricker is director of Conference and Show for the NAA

and networking events suitable for all levels of auction professionals.

The official Conference and Show Brochure is included with this issue of *Auctioneer* magazine. The Registration Forms Booklet is also provided giving you everything you need to register for the show, make travel and housing arrangements, donate auction items, participate in contests, and sign up for special activities and tours.

There are three easy ways to register for the conference and show:

Option 1: New! Conference attendees can register on-line. Simply click on the Online Registration link at www.auctioneers.org/conference 2008 for the quickest and easiest way to register.

Option 2: Conference and Show registration forms are available in the Forms Booklet mailed with this issue of *Auctioneer* magazine. Complete the forms

Sign up now for the NAA's 59th International Auctioneers Conference and Show, July 7-12, in Nashville. You'll find innovative, informative and engaging education sessions



and mail or fax them back to NAA.

Option 3: If you would like the registration forms faxed to you, try our new FAX ON DEMAND option. Call 619-491-2944, enter your information and the registration forms will be faxed directly to you.

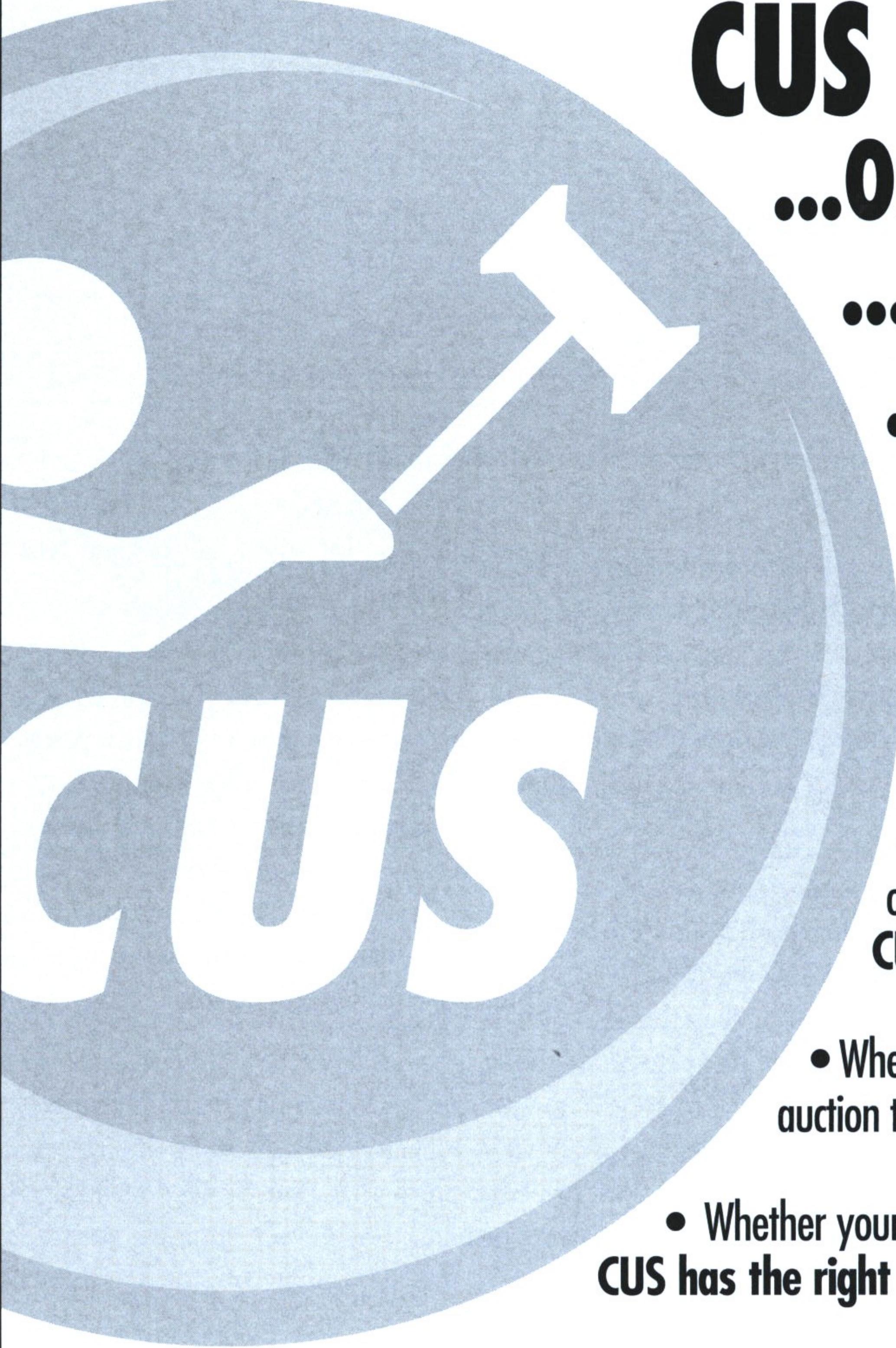
* Remember that all Travel and Housing

reservations must be made through NAA Travel. You can contact them directly at 877-363-9378.

NAA is happy to help you with all of your registration questions. Call us at 913-541-8084 ext 50.

We look forward to seeing you in Nashville!

There are three easy ways to register for Conference and Show



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Going up.

Why are land prices at auction rising during a housing slump?

By Auctioneer Bill Kurtz

Prices for farm land and recreational land at auction have increased on an annual basis by double digit percentages in the past few years. This has happened during a time, especially lately, when the price of houses has leveled off and in some markets, has dropped.

There are several forces that have come together to cause this "perfect storm" type increase in land:

- * Commodity Prices – Corn, beans, and especially wheat are selling at higher prices. This is driven by world supply and demand ratios and of late by poor wheat crops in South America and other parts of the Southern Hemisphere. High demand for corn is fueled by new ethanol and bio-diesel facilities that are sprouting up all over mid-America.
- * High Cost of Machinery – Ironically, a \$350,000 combine or a \$200,000 tractor have contributed to higher land prices. As farmers try to be more efficient, they must use that equipment over as many acres as possible. When land becomes available it makes sense to buy it to keep that expensive equipment busy more days during the planting and harvesting seasons.
- * Ripple Effect From Cities – Large and medium sized cities are growing while small rural towns are not growing or are losing population. These facts have created two types of buyers. First, the farmer whose land is purchased by a developer bringing those big dollars with the urgency from the Code 1031 tax law to compete for farm land in the more rural areas. That tax law says reinvest quickly or pay the capital gains tax.

Secondly, those large growing cities produce salaries for people to invest in recreational land. The whole family likes to get out of town and ride those four-wheelers and commune with Mother Nature. There is no

way to put a dollar value on getting your first eight point buck on land you own.

*Tobacco Buyout – In tobacco producing states, many large tobacco farmers received significant buyout payments when the tobacco price support program was terminated. These farmers have helped drive up land prices by investing in more land.

*Interest Rates – Today, interest rates are still relatively low, and though many purchases of farm land involves a high percentage of cash, a portion has to be borrowed. The last time there was a surge in land values in the late 1970's interest rates were in the 17% to 20% range. Today at 6%, more purchases make economic sense.

*Stock Market – As investors scan the market place, the stock market is a shaky option. Since the tech stock bust of the 90's, stocks have not been encouraging. Comparably, farm and recreational land looks like a good option to stocks since they are printing more stock certificates but there is a finite supply of land.

*Demographics – The baby boomers are beginning to transfer savings into real estate. Instead of a condo by the sea or in the mountains they are buying land.

At Kurtz Auction & Realty Company, recent land sales have been higher by \$500 to \$1,500 per acre over projections or appraisals. In the table below are a few recent farm land results.

To bring these sales into perspective, land comparable to these in each of these regions would have sold for about half of their recent auction prices just five years ago.

So, what does the future hold? In my 43 years of selling farm land at Kurtz Auction & Realty Company the typical pattern for farm prices is that if prices take a step backward, hang in there because the next few years will produce two steps forward. I remember in 1968 selling a farm for \$1,000 per acre. We thought that was a high plateau at that time. Now the worst of hunting land sells higher than that.

The future will depend on how well the forces mentioned here stay in effect. The tobacco buyout will gradually go away. Interest rates will rise from their low levels depending on the demand for money. But as we try to become less dependent on foreign oil with bio-fuels and we take on the job of trying to feed the world, these forces seem to be in place for the long haul. The simple truth about land can be summed up by a quote from the founder of Kurtz Auction and Realty Company, my father, George Kurtz, "They are not making any more of it".

Bill Kurtz, partner in Kurtz Auction & Realty Company, former President of National Auctioneers Association, presenter at national and international auctioneer conferences on "Selling Real Estate at Auction. Kurtz Auction & Realty Co. a real estate auction marketing firm licensed in seven states with 17 employees conducting 200 real estate auctions per year in which 500 parcels of real estate are sold. More information at www.kurtzauction.com.

Recent farm land results for Kurtz auctions

Auction Date	Acres	Location	Price	Per Acre
Nov. 1, 2007	105	Daviess Co. KY	\$506,000	\$4,819.04
Nov. 8, 2007	150	Christian Co., KY	\$790,000	\$5,266.66
Dec. 12, 2007	205	McLean Co., KY	\$859,920	\$4,184.97
Dec. 15, 2007	324	Henderson Co., KY	\$1,283,000	\$3,959.87

Live auction industry exceeds \$270 billion in 2007

Residential real estate auction revenue increase 5.3% despite housing market downturn

OVERLAND PARK, KS – In 2007 the gross revenue from goods and services sold at live auction grew 5.3% to \$270.7 billion. In 2006, the auction industry sold \$257.2 billion in goods and services at auction, an increase of 7.1% from 2005. The annual report was compiled by Morpace, Inc. on behalf of the National Auctioneers Association (NAA) which surveys auction professionals to determine the state of the industry, as well as track key auction specialties within the industry.

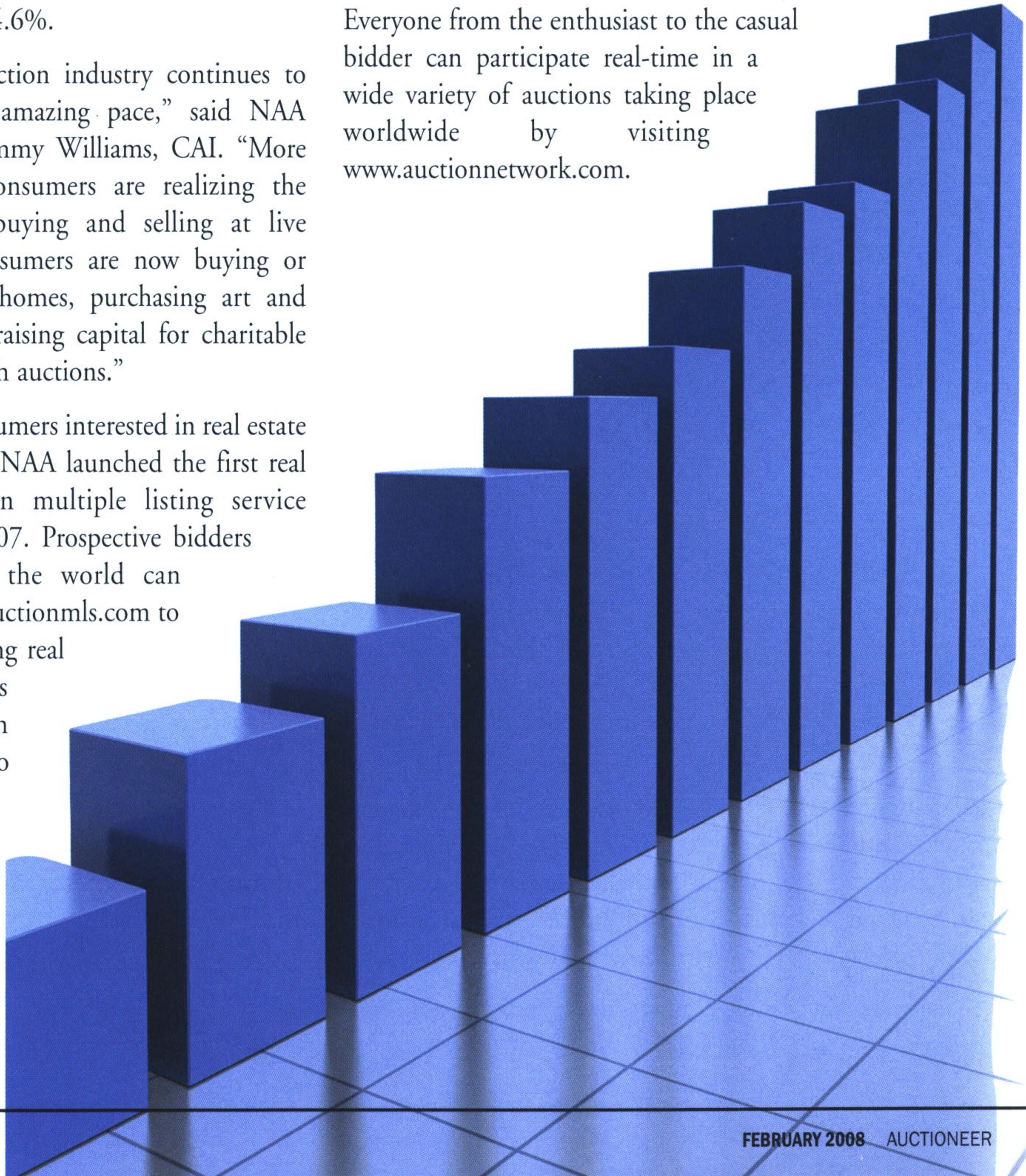
While traditional real estate professionals continue to face the challenges of a housing market downturn, the real estate auction market continues to be one of the fastest growing auction sectors generating \$58.4 billion in 2007. Within the real estate segment (i.e. residential, land/agricultural, commercial/industrial), residential real estate auctions witnessed the largest growth, increasing 5.3% from 2006. Accounting for 32% of the total live auction industry, automobile auctions continue to be the largest sector of the

industry generating \$87.8 billion in sales. Charity auction revenue grew from \$15.6 billion in 2006, to \$16.2 billion in 2007, an increase of 4.1%. The overall number of live auctions conducted in 2007 increased by 4.6%.

“The live auction industry continues to grow at an amazing pace,” said NAA president Tommy Williams, CAI. “More and more consumers are realizing the benefits of buying and selling at live auction. Consumers are now buying or selling their homes, purchasing art and antiques, or raising capital for charitable causes through auctions.”

To assist consumers interested in real estate auctions, the NAA launched the first real estate auction multiple listing service (MLS) in 2007. Prospective bidders from across the world can access www.auctionmls.com to view upcoming real estate auctions ranging from residential, to

farm/agricultural real estate. In addition to launching the first auction MLS, the NAA partnered with the Auction Network to develop the first 24/7 multi-media network devoted to the auction industry. Everyone from the enthusiast to the casual bidder can participate real-time in a wide variety of auctions taking place worldwide by visiting www.auctionnetwork.com.





Top 10 dangers faced by Auctioneers

Auctioneers and their staffs are continually looking for ways to succeed: methods to bring in new clients, serve them better, focus on the positive. There's no question that that business focus is urgent and important.

But it's also important to take a moment to step back and look at the dangers facing your business. It sounds negative, but taking this shift in perspective can be a business-saving move.

With that in mind, let's look at what today's industry leaders say are the top dangers to auction firms, and what actions you can take to reduce these threats to your company.

1—LACK OF ADAPTING TO RECENT AND EXPECTED CHANGES

If you are not keeping up with recent changes in the auction industry, you risk losing clients to your competitors who do offer new services that clients are requesting.

What changes? A few of the top changes are: offering simultaneous webcasts of your auctions with remote bidding by computer, use of computerized clerking, provide specialized services to the growing Hispanic population, and to create partnerships with real estate agents and other professionals who can help bring buyers and sellers together.

Maybe your family auction company has been successful doing business one way for generations and you do not see any urgent need to change.

But today's business demands are different because technology and client expectations are changing faster than ever before. Clients are specifically asking Auctioneers to hold an auction onsite and online simultaneously to draw bidders worldwide, or they are asking your opinion on which venues are best to get the highest dollar for their goods. If you are not answering with authority, your competitors probably are.

But many Auctioneers are resistant to changing their business practices. "Why, in general, is change so incredibly difficult for people? What is it about how our brains are wired that resists change so tenaciously?" asks John Kotter, a Harvard Business School professor in a story recently in *Fast Company* magazine. He believes the answer is that "Behavior change happens mostly by speaking to people's feelings... In highly successful change efforts, people find ways to help others see the problems or solutions in ways that influence emotions, not just thought."

You've got to convince yourself and your staff there is a payoff emotionally, as well as financially, to make changes, he says. Tell yourself this will be deeply satisfying and enjoyable, important to your self esteem to be a modernized business person who offers new services, not someone who clings only to methods of the past.

If you are a real estate Auctioneer, are you partnering with real estate agents? Auctioneer Tom Saturley, CAI, of Portland, OR said that "Obviously, to ignore and not engage real estate professionals has the potential of missing an enormous resource of potential bidders. Therefore,

auction professionals need to develop practices and procedures, which maximize this working relationship. A professional auction company has no competition. The services offered to the client are not comparable to those of a real estate broker. If we have appropriately educated our clients as to what our marketing programs and skills accomplish, we need not fear the inclusion of the real estate broker as part of the team. Real estate brokers list properties; auction professionals coordinate projects."

So, make appointments to speak to real estate agents. Ask them if they have certain lingering properties in their portfolio now that they would like to try at auction (that will spur them to think in specifics). Urge them to think outside the box. And you do the same.

Also, recognize that real estate in general is the trend of the auction future, and open your mind to the option of conducting multi-parcel real estate auctions. Richard Lust, CAI, of Madison, WI, found his profit center in multi-parcel auctions.

"It's catching on. Multi-tract presents a much bigger potential earnings. One multi-tract auction could equal many single family sales," he said.

Finally to mention in this section, Latinos are coming to auctions in greater numbers. The Latino population rose 60% in the last 10 years. Latinos especially want to buy used cars and furniture, says Kelly McDonald, a marketing expert on Latino issues who has consulted Auctioneers across the country. Are you inviting Latinos, posting signs in Spanish and English, providing a Spanish interpreter when needed, even chanting numbers in Spanish when you have a Latino bidder? If not, your competitor may be doing these things and establishing himself or herself as the auction place to be for the entire Latino community of your area.

2 —LACK OF TRAINING IN YOUR SPECIALTY AND FOR NEW NICHES

The marketplace for Auctioneers is now regional and even national for some types of property being sold.

Auctioneers find they are competing against other Auctioneers several states away for the same auction. And if a savvy seller is new to the area, like an heir to an estate, your reputation may not be enough to earn his business; he may be looking for credentials that show you are educated in your specialty.

Seminars are offered by state Auctioneer associations and by NAA in niches such as real estate, benefit auctions, estate auctions, personal property appraisal and technology.

Auction education is tailored today to give the exact skills to succeed, and also provides the confidence to grow your business in new ways, networking connections to partner with fellow Auctioneers, and the credentials to promote yourself effectively.

Training also leads you into new niches with a chance of greater success.

Auctioneer Scott Musser, BAS, of Musser Bros. Auctioneers in Kennewick, WA, is one of four brothers who operate regional offices in four states: Montana, Idaho, Washington and Wyoming. Scott Musser recently earned the Benefit Auctioneer Specialist designation, and each of the Musser brothers are also taking NAA's real estate auction education so they can build successfully on the real estate auction component of their business.

"Our company has been primarily an agribusiness-based company," Scott said. "It's not a secret that there are less and less farmers each year, and with this comes less and less possible farm auctions each year. We examine annually what our market areas are and attempt to identify growth areas we can work on."

3 —POOR FINANCIAL PLANNING, BOOKKEEPING AND LACK OF A BUSINESS PLAN

Many Auctioneers don't like bookkeeping and do not know how much money they are making at auction, nor if a potential auction will be a money-maker or money-loser for them, said Terry Howe, CAI, AARE, a veteran Auctioneer in Taylors, SC who presents seminars on auction finances.

That's a major danger to your business. If you are not a competent auction finance professional, you may lose your business. You've got to know if you are being fairly compensated for each auction you do.

Many Auctioneers approach a client by charging a certain commission rate only because the guy down the street is charging the same rate, said Howe, who conducts personal property and real estate auctions. A much better way is to start from the knowledge of what your expenses will be for an auction, then adjust your commission and fees so that you can cover the expenses and have a fair profit for yourself. If you're not going to be smart about these monetary evaluations, "go get a regular job," Howe says.

Caption on Photos
"I also keep track of bookwork monthly. I use Quickbooks software," he said. "It helps me eliminate business I don't want. I keep our records on-site and we do most of our taxes ourselves, but our accountant does our corporate returns."

Howe said his first year in auctioneering he made \$3,800. "Now I get up each day and know how much I need to make this week to cover my expenses and earn a living. In my fixed costs, I pay a salary to myself, my wife and employees. From profits, I take dividends."

Howe gave an example of a simple auction financial analysis. He did an auction where he grossed \$12,000. Subtract from

that the expenses of \$2,000 for advertising and \$1,200 for other auction expenses, that equals \$8,800 profit. Subtract from that about \$3,200 in his personal expenses of telephone bills, insurance, etc. That equals \$5,556. From that, figure costs of being in the 30 percent tax bracket. That leaves



► continued

\$3,800 profit for that auction.

"That sounds okay, but you're not having an auction each week, so if the money needs to last you two weeks, that is \$1,900 per week," he said.

If you're not analyzing your income and expenses, you may be working some auction for nothing, or even a loss, he said.

"Get rid of the bad business. Say 'no' when you have to. Cover your costs. I'm just a high school graduate who had to figure out these things the hard way. I don't want to work for nothing, and neither should you."

Howe advises each Auctioneer to create a business plan and stick to it. That may include not doing auctions on Saturdays, which is the way Howe does business now. "It's not the number of auctions that fascinates me, it's the money made at each auction that fascinates me," he said.

4 —LACK OF A SOPHISTICATED EMAIL DATABASE OF BUYERS

Email marketing is a mega-trend that keeps on growing. Buyers today are willing to give Auctioneers their email addresses, and you want to communicate via email because it is inexpensive, but many buyers don't want to get an email notice about every auction you have. Some buyers only want to receive email notices about auctions that have property they are interested in.

If an Auctioneer does not have a way of accurately categorizing their buyers based on a detailed interest level, they will find that the buyers will stop reading their emails. For instance, if a buyer is only interested in buying residential real estate in Virginia, he does not want your emails of upcoming personal property auctions in nearby Maryland.

Research and purchase email software that can allow you to categorize buyer interest and send emails based on those interests. Other companies are doing it. For example, look at Amazon.com, seller of books and videotapes. Each time you log in to their website, it says "Hello, John Doe. Here are new recommendations for purchase based on your expressed interests and recent purchases."

Auction companies should be able to do

the same.

Email has resulted in a revolution in marketing. You want to truly leverage and make maximum use of email.

Here are important keys to successful email marketing campaigns from marketing consultant Dan Lok:

- * Get Permission. Use web page sign up forms or post card return cards, but get permission in a valid way. Create and offer incentives for people to sign up online to receive value-added information.

- * Target carefully and make it relevant. Send only relevant email to opt-in subscribers. Develop and give people what they wanted and what you promised. Don't send email that is outside the scope of what was promised to people who opted in. Target and segment your subscriber base and tailor your messages to specific demographic characteristics.

- * Your Subject Line is Critical. Don't make it look or sound like spam. The purpose of the subject line is NOT to sell, but just to get people to open the email, that's it! Be careful of the words you select

- * Use your personality. Talk in the first person. Develop your persona as a friend or as an expert. Define your persona based on your customers' needs and desires and based on professional behaviors.

- * Don't sell. Advise, advise, advise. Offer value-added problem solving information, advice, tools and help. Use email to get people to use your email as a reason to call you or visit your web site. Offer people more of what they like to build and your personal relationship and their satisfaction and your personal connection with your customer.

- * Create a single, clear and benefit laden call for action. Focus on getting people to take one action. Don't offer more than one action. Identify the action clearly and persuasively and track the results. Get them to click and go to a relevant landing page to net them to take further action.

- * Comply with CAN-SPAM Act requirements. Send from a valid address. Respect all remove requests promptly. Never send a second email to someone who has requested removal.

5—HAVING AN INEFFECTIVE INTERNET WEBSITE AND SEARCH ENGINE RESULTS

Is this really a danger to business? Definitely, because today having no website or an ineffective website can immediately mean lost business. So many prospective sellers today go to your website to research you before they call you (Don't you do that also?) If your business website is not easy to read, with clear contact information, and does not impress the client, you may not get a call from them, missing out on business.

It used to be that your first impression was in person, now your first impression is often on the Internet with your website.

Beyond the website, many prospective sellers will also "google" your name (search your name on Google.com) to see what else you have done. If you want to demonstrate that you are a specialist in a particular market, you need to have web hits on your name and your company that show you are active in that market. You can accomplish this through press releases picked up by the PR Newswire and other resources.

Auctioneer David Whitley, CAI, CES, a member of NAA's technology committee, said that "A good website should be easy to read and contain information the user is looking for...Auctioneers get two main types of users; potential clients (sellers) and customers (buyers). There should be separate sections that address both of these markets and make it easy for them to find the information they want. Other essential elements should include: easily-found contact information, a form to sign up for your email list and a form to send an email now. All should be easy to find. Do not forget to prominently display your telephone number as many people will want to call you if you have the right content on your site to make them want to learn more."

Aaron Traffas, CES, says the goal of his company's site (www.purplewave.com) "Aims to be as simple as possible to allow anyone to place bids on any item from any device. We acknowledge that most users want to find items within auctions, not information about us, so that's the aspect on which we focus the users' initial

attention."

Whitley adds that there are several big mistakes Auctioneers make with websites. "I have seen many websites with bad grammar, misspelled or wrong words and an overall look and feel that it was completed by a third grader. Your website is you. It is what many potential sellers use to gauge the professionalism you operate with. Make it do that. Another mistake some can make is trying to add too many bells and whistles."

6 —LACK OF ADVERTISING INNOVATION

Think beyond the local newspaper and explore new ways to advertise. Have a staff member take it upon themselves to figure out low cost ways to expand your circle of potential buyers. Ideas include advertising in national ethnic newspapers that service a particular community that may be interested in what you are selling, local and state association websites that may advertise your auction at no charge.

Of course, many Auctioneers still see it as vital to advertise in their local newspapers or on local cable television to reach a general local audience, but trade publications are also a good advertising vehicle because they continue to hit their exact niche target market and they are keeping their readership numbers up despite competition from the Internet, the publications executives say.

"Our readers are people who regularly go to general estate sales," said Linda Kruger, managing editor of Collectors News. "So our advertisers are reaching that exact audience. And, as we see more auctions taking phone and online bids, I'm seeing more of the advertisements we get mentioning the phone and online bids."

Terry Moore, advertising manager for James G. Murphy Co Inc, of Edmonds, WA, said his choice of where to advertise is driven by the advertising budget and the need to hit the target market. He regularly advertises in industrial trade magazines.

"It's a balance of budget and target audience. If there's enough in the budget for an ad in a trade publication, I definitely try to do that," he said. "For example, we had an auction of a custom

bicycle manufacturer. I found a trade publication, Bicycle Retailer, that was perfect for that auction. We had a lot of bicycle parts, and that publication hit that target market."

Auctioneer Doug Davies, of Lafayette, IN, said that "Ad rates in some of the trade publications are reasonable, and some are expensive. But local newspapers are more expensive than trade newspapers, so all media ad costs seems to keeps going up."

Davies, who sells estates and antiques, says the trade publications work extremely well for his auction ads. "I advertise in Antique Trader for Victorian glass and hanging lamps. For Early American Furniture I advertise in the Maine Antique Digest and the New Town Bee," he said.

7 —NOT USING ENOUGH (OR CORRECT) STAFF SUPPORT

Many Auctioneers enjoy rolling up their sleeves and doing what is necessary to make an auction happen, from writing the auction advertisements to setting for auction day. While this may be the fun part of the business, it can be the least profitable because it is the type of activity an Auctioneer can train a non-Auctioneer to do. That makes this a danger to your bottom line.

"Lack of leverage is one of the greatest mistakes Auctioneers make," said real estate Auctioneer Stephen Karbelk, CAI, AARE, of Williams and Williams, of Tulsa, OK. "There are two things the senior Auctioneer should be doing -- signing deals and selling property. Everything else in between should be done by your auction staff. Don't work for \$20 an hour when you can work for \$200 an hour."

The senior Auctioneer/company owner should also be overseeing the cashiering staff and processes. Cashiering in today's auctions is detailed and requires knowledge by the whole auction staff and the Auctioneer, says Barbara Rutherford, head cashier of Ruhter Auction and Realty.

The Auctioneer should know cashiering policies so he or she can accurately announce them as the terms of the

auction. And, the staff must be educated and have the same information about cashiering procedures to be able to answer questions.

Changes continue to occur in cashiering. A recent change is that form 4473, which gathers data about firearms buyers, is being revised in fall 2008 to include data about any mental health issues the buyer, Ruhter said she was advised by the Bureau of Alcohol, Tobacco and Firearms.

"Firearms sales are very important to clerk properly to comply with the laws. I keep a logbook with details of each firearm sold."

The Auctioneer should also be sure the clerking staff knows the seller and is watching technical and legal details or being the backup for the Auctioneer on these duties. "Clerks should be sure to get the seller's name and address on the contract, and also be sure he has Power of Attorney or is the representative or trustee for the owner, and make them show the documents that prove that. Some sellers never get those documents," Ruhter said.

The Auctioneer should also be sure he or she is using professional ringmen today, not untrained bid spotters who will leave money on the table. It pays more to use



professionals than they cost for a day's work, says Auctioneer Spanky Assiter. An example is in the increasing professionalization of charity auctions, where more professional Auctioneers and ringmen are being employed to get the highest dollar possible from the crowd. Ringmen do not

► continued

just catch obvious bids, they target and work specific bidders persistently and politely, getting the next bids and communicating by standard hand signals with Auctioneer and fellow ringmen to keep prices rising.

"When your auction team uses professional ringmen who will know how to communicate effectively, your auction business will be taken to the next level. Expect it and be prepared for it," says Brian Rigby, founder of the Professional Ringmen's Institute. Yet, he says, there are many

Auctioneers still hesitant to hire professional ringmen, but that tide is turning as Auctioneers see the difference training can make.

8 — ONLY BUILDING A BUSINESS AROUND ONE PERSON

Perhaps the most difficult thing for an Auctioneer to do is to let another Auctioneer call a sale for their company. If you want to add depth to your company, you need to add other Auctioneers. If you are the only person that can call an auction for your company, then you are limiting yourself to the number of days you have available to make money. You are also setting yourself up for lost business when you get sick or have an emergency that delays an auction, and when you may not be able to find a replacement.

Some family auction firms also make the mistake of building the company solely



around the founder or senior Auctioneer, with few others brought in to true leadership and succession positions. This may also be exhibited in the auction firm staying in one niche even while the auction industry is changing radically. To survive and prosper, family firms are moving into new niches and are using new technologies. There can be a built-in inertia and tendency for a families to resist change and succession plans until forced to.

Auctioneer Larry Atterberry Jr. said that "As each generation goes forward, we know that statistically it's harder for family businesses to survive." Statistics show that only 25 percent of family companies survive to the second generation and only 13 percent survive to the third generation, reports the Doud Hausner Vistar Co. "The first generation business going to the second encounters the evolution from a single, all-powerful owner/executive to a sibling partnership in which power and authority must be shared," wrote adviser Ernie Doud, in a story examining succession. "For second generation businesses going into the third, the change is usually from a sibling partnership to a confederation of cousins. Typically we find that cousins have not grown up with connections as close as siblings. They come from different family branches with different value systems. They must be molded into an effective management team."

9 — PHYSICAL SECURITY FOR STAFF AND ATTENDEES

In today's culture, it seems that shooting incidents in businesses and schools, as well as robberies, pose a clear and present danger. Wise Auctioneers and staff plan to prevent these as best possible.

"Keep auction money out of sight and where it's harder to get at. If you look like an easy target, you will become one," said head clerk Barbara Rhuther.

Steve Van Gordon, CAI, AARE, GPPA, of Canby, Oregon, said that "Starting in 2000 we hired (armed) off duty police officers to be present at almost every auction. We had

confidence that they would be properly trained and would have a better chance of "staying cool under fire" than one of our staff (who may also be armed)," he said.

Van Gordon said that he has found it is not unusual for attendees to carry concealed firearms. "I noticed at one of our Long Island auctions a number of years ago that one of the ladies had on a shoulder holster and revolver. I asked her about it and she responded 'Do you mean you don't have a gun on? Nobody comes down here without a gun.'"

He said that he has immediate access to a number of guns in his office trailer when he travels to remote sites. "I know that guns make people nervous, but if the day ever comes when you need one, you may really need one and not have the time to run fetch one," he said.

10 — LAWSUITS AGAINST THE AUCTION FIRM OR AUCTIONEER

Lawsuits from sellers or buyers, even bidders, are an increasing danger to auction firms. Lawsuits can result from your own ignorance of the law of correct business practices, or from intentional actions.

Auction attorney Stephen Proffitt said "Today, Auctioneers work in a much different world than existed 40, 30, 20, even 10 years ago. Unfortunately, the laid-back practices of the past continue in some quarters. The rigorous requirements of commerce are both different and higher than in years past and Auctioneers must know that and keep pace. They must not forget that handling the sale of valuable assets belonging to others is a heavy responsibility. Those Auctioneers who think of an auction as an ad-libbed skit or lounge act will fall short in doing what the law and sound business practices require."

To keep up with legal requirements, be educated in your specialty and consult an attorney on anything you have legal questions about. To protect yourself, explain all details and possible circumstances in your auction contract with the seller. And never take unethical actions to please a seller or buyer.

In recent years, NAA has become aware of increasing public complaints that some auction firms advertise auctions as absolute, but then convert the auction to a reserve

auction, making bidders feel they were misled. NAA issued a "position paper" on the topic, which states "In all circumstances, (for NAA members) the practice of encouraging a client to market a property as "absolute" when in actuality the member has promised to convert the sale to an auction with reserve, or alternatively to cancel the sale if the marketing campaign does not produce an opening bid sufficient to satisfy the intended reserve of the client, is strictly prohibited. Auctioneers must not circumvent a sale represented to the public as absolute by "canvassing" the crowd for opening bids prior to the auction with the preexisting intention must therefore present accurate information with regard to the nature of each sale in all advertisements and representations made to the public. "Shill" bidding (also referred to as "by-bidding," "ghost bidding" and "puffing") or any other schemes to inflate bids are not permitted under the NAA Code of Ethics.

Auctioneers should never employ such tactics as a means to artificially inflate bids or circumvent the previously declared intention to sell the property to the highest good faith bidder. Beyond these ethical considerations, in virtually every jurisdiction an Auctioneer is prohibited by law from knowingly receiving a bid on the seller's behalf or permitting the seller to make or procure such a bid unless notice has been given that liberty for such bidding has been reserved. In many jurisdictions, bidding by the Auctioneer or seller is prohibited even where notice is given of the right to do so. The NAA therefore reminds members that the employment of shill bidding or any other scheme to artificially inflate bids is not an acceptable method for protecting the seller's property under established legal precedent and the Association's Code of Ethics."

IN SUMMARY

Those are the top 10 dangers mentioned by auction veterans recently. But, it's important to add that preparing for natural disasters should be routine, often Auctioneers and other business people let that lapse because disasters seem so remote. But just ask Auctioneers in tornado-ravaged Greensburg, KS or flooded New Orleans, LA, and they tell the story of the importance of adequate insurance, protection of computer records

and having a disaster plan.

Are you fully insured in all areas that Auctioneers need, or are you under-insured? NAA's insurance professionals can review your coverage and provide advice. What would you want to save from your office if a fire broke out today, or a flood soaked your building? And where would you move your office and staff to? Creating a plan now can save time, money and heartache in time of trouble.

The loss of a customer database can be especially devastating to a business, leading to dissatisfied customers and loss of touch with thousands of clients, says Chris Kivlehan, a marketing manager for INetU Managed Hosting, a web hosting provider.

"Backing up" data means saving a copy to use in case the original is lost. It can be compared to a life insurance policy. Another key is to have a backup plan to restore your website to a fully operational condition within one hour after a server crash.

CDs and DVDs make for great portable backups, but are limited to relatively small file sizes (roughly 700MB and

4.8GB respectively). Network storage devices can be very expensive, but can backup enormous amounts of data. Tape drives offer perhaps the best balance of cost, storage capacity, portability, security and quality. Backups done to a second hard drive are the easiest on the budget and the fastest in terms of restore time, but are vulnerable to corruption in a situation where the disaster is caused by a hacker.

Choosing the right backup plan for your business should be done in consultation with an experienced professional who can help you design a solution that will allow you to restore your site to full functionality as quickly as needed.

This concludes a brief overview of 10 of the most immediate dangers faced by Auctioneers. Likely you have many challenges and dangers that face your individual company. Facing them early is a key to success when trouble appears later.

Story compiled by Editor Steve Baska.

J.J. Dower, CAI, AARE For NAA Director



I am in a 2nd generation auction company at Ayers Auction & Real Estate. I would like to see the auction industry continue to grow so I may pass down to the 3rd generation a viable company with more potential to keep growing. My aspiration for the board position is bigger than myself it is for my children.

- ✓ Married 22 years to Traci Ayers Dower and has two daughters; Addison and Alissa
- ✓ Partner, Auctioneer, and Broker at Hack Ayers Auction and Real Estate for 20 years
- ✓ Past president and Hall of Fame member in the TAA
- ✓ A Marknet Alliance Member
- ✓ Business Management degree from Lincoln Memorial University
- ✓ Mendenhall School of Auctioning
- ✓ CAI graduate 1991
- ✓ AARE certification 2006
- ✓ NAA member for 20 years (present life member)

Association News

National and state association headlines from across the country and around the world.



NATIONAL

NAA launches real estate auction MLS

OVERLAND PARK, KS — NAA recently launched a multiple listing service (MLS) designed specifically for real estate auctions. As consumer interest in auctions grows, consumers are turning to auctions to buy and sell real estate. The newly launched website, www.naarealestateauctions.com, provides consumers with up-to-date information on real estate auctions taking place in their area.

Consumers can utilize the website to view residential, commercial, agricultural, and time share real estate scheduled to be sold at auction.

"The creation of the NAA Real Estate Auction MLS provides consumers with a convenient approach to researching upcoming auctions," said NAA president Tommy Williams.

In addition to traditional marketing campaigns promoting upcoming auctions, Auctioneers and their clients now have the ability to market their sale to a larger audience of prospective bidders."

Residential real estate auction is the fastest growing segment of the auction industry. Between 2003 and 2006, gross revenue of residential real estate sold at auction has increased 39%. In 2006, over \$16 billion was sold in residential real estate. In addition to residential real estate auctions, over \$25 billion was sold in land/agricultural real estate and \$15 billion in commercial/industrial real estate in 2006.

NATIONAL

Press coverage for NAA and auction industry

By Chris Longly, NAA Public Affairs Manager

The rise in residential real estate auctions continues to capture the attention of the media as more reporters contact the NAA. Reporters from publications large and small have contacted the NAA inquiring about real estate auction statistics, as well as statistics on the industry overall. The NAA has received media inquiries from across the country ranging from Annapolis to Oakland. National outlets such as the Associated Press covered the auction in-depth highlighting the growth of technology and the Internet in the day-to-day work of an Auctioneer.

2007 IAC Champions Denise Shearin and Bryan Knox showcased their talents on two separate National Public Radio (NPR) segments. Denise was highlighted on Michele Martin's "Tell Me More" segment, while Bryan Knox interview was highlighted on Robert Sach's "What Would Rob Do" which is now available to download as an NPR podcast.

The *New York Times* real estate section covered the rise in homeowners using the services of an Auctioneer to sell their property when the traditional process isn't working. *Antique Week* and the *Chicago Tribune* recently highlighted a growing legislative concern of the auction industry

as Pennsylvania legislators and legislators in other states consider bills to license "drop-off" Internet auction businesses.

TENNESSEE

Tennessee association names bid call winners

About 125 people attended the Tennessee Auctioneers Association winter convention on Dec. 2 in Nashville, TN. Chris Christy was named the men's division champion of the bid calling contest, and Tami Roth was named the women's division champion.

Ken Gravitt was inducted into the association's Hall of Fame. Executive Director Pm Nixon, who is leaving that position, was honored for her faithful service.

2008 is the TAA's 50th anniversary.

Founded in 1958, TAA was organized by a small group of Auctioneers to protect, promote and represent the interest of the auctioneering profession in Tennessee. TAA is a statewide organization with members consisting of: licensed practicing auctioneers, apprentice auctioneers, retirees/inactive auctioneers, student auctioneers, part-time auctioneers and full-time Auctioneers.

The concept of team work and group unity are the essential tools used to build a productive and influential association. To that end, TAA is working to build a

stronger more unified association in promoting the auction method.

TAA promotes high professional standards and encourages members to practice the highest principles of integrity in their auctioneering profession. Members agree to work uniformly to remain competitive in the auctioneering profession.

Board members are encouraged to actively seek and involve other association members to achieve leadership positions within their organization.

NEW YORK NY benefit Auctioneers featured on TV report

Jill and Erin Doherty were recently featured by reporter Cat Greenleaf of WNBC in New York. "She came to report on 'A day in the life of two lady Auctioneers,'" said Jill.

Greenleaf came to Jill's Rotary Club to videotape Jill and Erin as they raised "emergency funds" for Central Islip's homeless families at auction.

The feature can be viewed on at www.wnbc.com/tiny/index.html. Scroll



Jill Doherty, left and daughter Erin were recently featured on WNBC in New York.

down to "tiny features" and click on Cat's feature!

Jill and Erin run Star Benefit Auctions. Their website explains the company "is a mother-daughter team of Auctioneers with over twenty-five years experience in the auction business. We are based out of Long Island, New York but travel all over the country assisting various charitable organizations with our fundraising expertise and incredibly entertaining events! If you would like to learn how an auction can help your organization to increase donations and have a ton of fun doing so, please contact us for more information. Erin Doherty is a certified Benefit Auctioneer Specialist."

MARYLAND

Maryland auction for builder draws news coverage

Auctioneer Bill Fox was the subject of a story recently on SouthernMarylandNews.com

The story is reprinted below.

Bill Fox tried to build excitement in the room.

"Look to your right and to your left.

These people are your enemies," the Owings Mills-based auctioneer told about 15 attendees.

Fox was pumping up eight registered bidders to buy a new model home and four finished lots in Hughesville recently for Cypress Homes — a regional builder who is trying its hand at auctions to sell excess inventory in a

slumping real estate market.

The idea makes good marketing sense for sellers who missed the real estate boom over the last few years, said John W. Mabry III, an auctioneer with Fox Residential Auctions LLC who helped administer the Hughesville sales.

"We bring the urgency back to the market," he said.

In his experience with greater Washington, D.C., and Baltimore area homes, the technique has been successful, he said. Sellers get satisfactory prices when excited, competitive and eager buyers bid for a chance at a bargain.

"This is the only time you can go and buy something at your price," he said. "You can see other people want the house or the property" and what they think it's worth, which often drives bidding.

Cypress Homes is one of a growing number of builders across the country who are not desperate, they say, but use auctions as a new marketing tool to draw buyers in and get the maximum possible sale price.

"It's on the rise," though the actual number of builders using auctions appears to be low, said Gopal Ahluwalia, head of research at the National Association of Home Builders. "More and more builders are just cutting prices [drastically]," he said.

Though there's no hard data on the trend, the National Auctioneers Association reports overall residential auction revenues have grown 39 percent from 2003 to 2006. In 2006 residential auctions accounted for \$16 billion — a 12.5 percent increase over 2005, said NAA spokesperson Chris Longly.

"It's common in today's market" and works well for builders and homeowners who've found listing properties traditionally isn't working for them, Longly said. "A lot of people have the misconception that only distressed properties are

► continued

auctioned. They bring that market value."

Chris Guld, president of the Southern Maryland Association of Realtors and owner broker of Keller-Williams Realty in Waldorf, said he's used auctions for a couple of resale homes — one of which sold to the highest bidder for only \$2,000 below listing price.

"They're a lot of fun. The benefit to the seller is they know exactly when that house will be sold [but] they may not know for how much," he said.

Ahluwalia said auctions are used more by big builders and more for condominiums rather than single-family homes because of the quantity of units that must be sold at once.

But that day Cypress put four, finished residential lots and a former model home up for auction. The lots were 3.3, 5.05, 3.09 and 3.51 acres, respectively. The model home originally listed for \$788,614, but Cypress' reserve was \$566,000 for the Shelwick Forest property with a stone and stucco exterior, some cherry hardwood floors, granite countertops, skylights, a security system and 9-foot ceilings.

It began with a buyer's choice auction — the highest initial bidder got to pick which lot of the four he or she wanted. Port Tobacco resident Donald Thomas won that bid and purchased the largest, 5.05 acre lot for \$175,000 after Cypress officials agreed to lift the reserve and make the sale an "absolute" auction.

"The whole deal has been stressful," said Thomas, who's been searching for affordable land to build on for about four years. He heard about the auction through his Century 21 Realtors, Marsha and Jonathan Benya.

"We knew what he was looking for and when it came up we showed him [Thomas] the options," Marsha Benya said.

Using a Realtor for auctions doesn't cost the customer anything extra because the

auctioneer splits his customer-paid commission with the Realtors. The winning bidder must also pay all closing costs and have a deposit up front in cash or a certified check. Customers are also encouraged to inspect the property and research it before the auction because it's sold as-is.

Marsha Benya said she helped Thomas gauge how much the property was worth and advised him on bidding accordingly.

"The builder has \$250,000 into [the lot]. [Thomas] got a very good deal," she said.

The numbers didn't work out as well for Pete Cusack, who recently moved back to Charles County after 10 years of military service.

"For the opportunity it was worth coming and trying," Cusack said. After factoring in the cost to build a home on the lot, he was willing to pay a maximum of \$130,000 for land. As a result, a couple bidding \$145,000 for the lot he wanted won the property.

"It had to be low enough to where I can afford not to be the next foreclosure," he said.

While construction costs are about the same where he used to live in Little Rock, Ark. — about \$85 a square foot — property is much less expensive. An acre there costs about \$8,000, he said.

By the end of the auction, two lots were sold and two lots were withdrawn by Cypress because the owners said bids wouldn't meet their reserve prices. The house remained for sale.

"This is our first stab at it. We tried a bunch of other things. Some

worked, some didn't," said Steve Belinky, marketing director for Cypress Homes. This way, the company can focus its marketing funds and resources in one month vs. a year. "It was a different marketing tool. This auction was hurt a little by the holidays and [bad] weather. Belinky said it looked like a lot of attendees' first times at home auctions.

"We'll try it again," said Tommy Vendemia, Cypress Homes owner. "Some of these people might come back. It gives us some activity. It's hard to get some activity in this market [now]. You never know."

Story by Kayleigh Kulp at kkulp@somdnews.com.

MISSOURI Kansas City Auctioneer and auctions honored by mayor and City Council

Nicole Kelley, the 2007 women's division Missouri State Auctioneer Champion, was honored by Kansas City, MO Mayor



Nicole Kelley

Mark Funkhouser and the Kansas City Council members in a public ceremony in council chambers proclaiming her as the 2007 Missouri State Auctioneer champion.

Kelley's recognition was sponsored by council member Beth Gottstein, who spoke about the importance of the auction method of marketing to the basic foundation of the city's economic and commerce systems. Council member Jan Marcason recounted a story about a recent fund raiser auction at the Gem Theater where Nicole performed and created a competitive giving environment with high energy, enthusiasm and excitement among guests that resulted in funding for a community foundation in her district.

Council member Bill Skaggs and Ed Ford insisted that Nicole auction a bottle of water as a demonstration of her skill as state champion. Nicole willingly obliged the request and "sold" the water to the highest council member/bidder for \$55 pretend dollars.

Afterward Nicole thanked the mayor and council for their generosity and encouraged all those in the chamber to support Auctioneers and to attend an auction where she works at the Mayo Auction & Realty, Inc. 7500 square foot auction center located at 8253 Wornall Road, Kansas City, MO (www.soldbymayo.com)

Robert Mayo, principal broker and auctioneer with MAYO Auction & Realty, Inc., along with Reggie Gabriel, his brother, principal Auctioneer and broker joined Nicole at City Hall for the proclamation.

Nicole Kelley is a licensed real estate agent and Auctioneer with Mayo Auction and Realty, Inc. Nicole specializes in real estate auctions and traditional real estate transactions, estate collection auctions, liquidation auctions and benefits fund-raising auctions.

NATIONAL

"President's Chat" is super-easy to listen to

NAA President Tommy Williams, CAI, has made it a top priority to communicate well with members. He does a monthly question-and-answer session on the Internet, and the easiest way to listen in is to call by telephone. Many members dial in, then hit their "speaker phone" button and listen to this conference call while they are doing something else at their desk. By phone, you cannot ask questions due to technical limitations of this option, and no-one can hear what is said on your end of the line, but it's a great way to get updated on auction issues from NAA's president, a veteran of real estate, livestock and other auction formats. To join by phone only, call 1-303-928-3281 and enter 5418085 when prompted.

The President's Chat is like a virtual town hall meeting with Tommy Williams. It is also easy to listen by Internet, and in that format you can

► continued

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ask questions. For Online Chat participants, the audio is played on your PC speakers (or headset), and you will see Tommy on his webcam. To join by Internet you must install the chat software PRIOR to the online chat. For complete installation instructions and access to the President's Chat click here. Also, please note that MAC users will not be able to participate in the chat. The online chat is for PC users only.

The President's Chat is held the first Tuesday of each month at 8 p.m. EASTERN time. Join the next one on March 4, 2008.

NATIONAL

Auction Advantage: A communications tool that links Auctioneers with their customers

One of the best ways for Auctioneers to stay in touch with regular customers is with a quarterly newsletter that NAA produces for you. NAA will even mail it to a list of your clients. The fee to you, for this production and mailing is only 45 cents per customer, hardly more than the postage.

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To view a copy of the premier issue, go to the "members only" section of the NAA web site, www.auctioneers.org.

OBITUARY

Betty Wilson

Betty Wilson, wife of NAA life member James E. Wilson and mother of NAA Past President and life member, Joe R. Wilson, CAI of Hot Springs, Arkansas died last month. Funeral services were held at the Oaklawn First Church of God.

A memorial has been established in Betty's name benefiting the Oaklawn First Church of God. Please send memorials to the Oaklawn First Church of God, 2110 7th St., Hot Springs, AR 71913.

Mary Behr

Mary Behr, 95, the mother of NAA Director Paul C. Behr, CAI, died January 12. Funeral services were held January 15 at Sacred Heart Church in Rockwell, IA.

Paul Behr is owner of World Wide College of Auctioneering in Mason City, IA. Condolences can be expressed to him by email at the auction school at wwca@netconx.net.



The November 2007 graduating class at the Texas Auction Academy had 26 students from across the nation, including Oklahoma, California, Louisiana, Oregon, Wisconsin, Missouri, Mississippi, Arizona and Texas. The school is run by Mike and Lori Jones.

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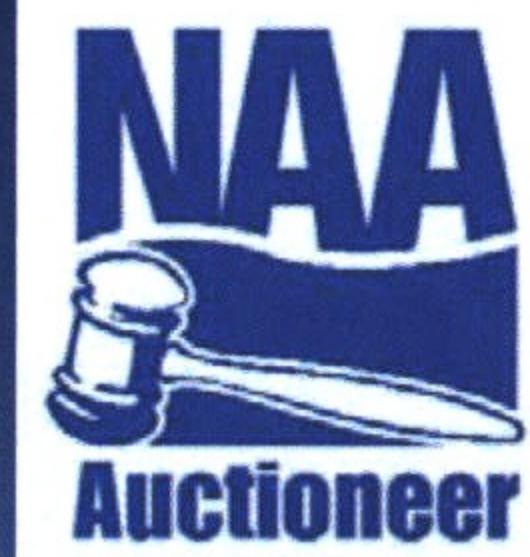
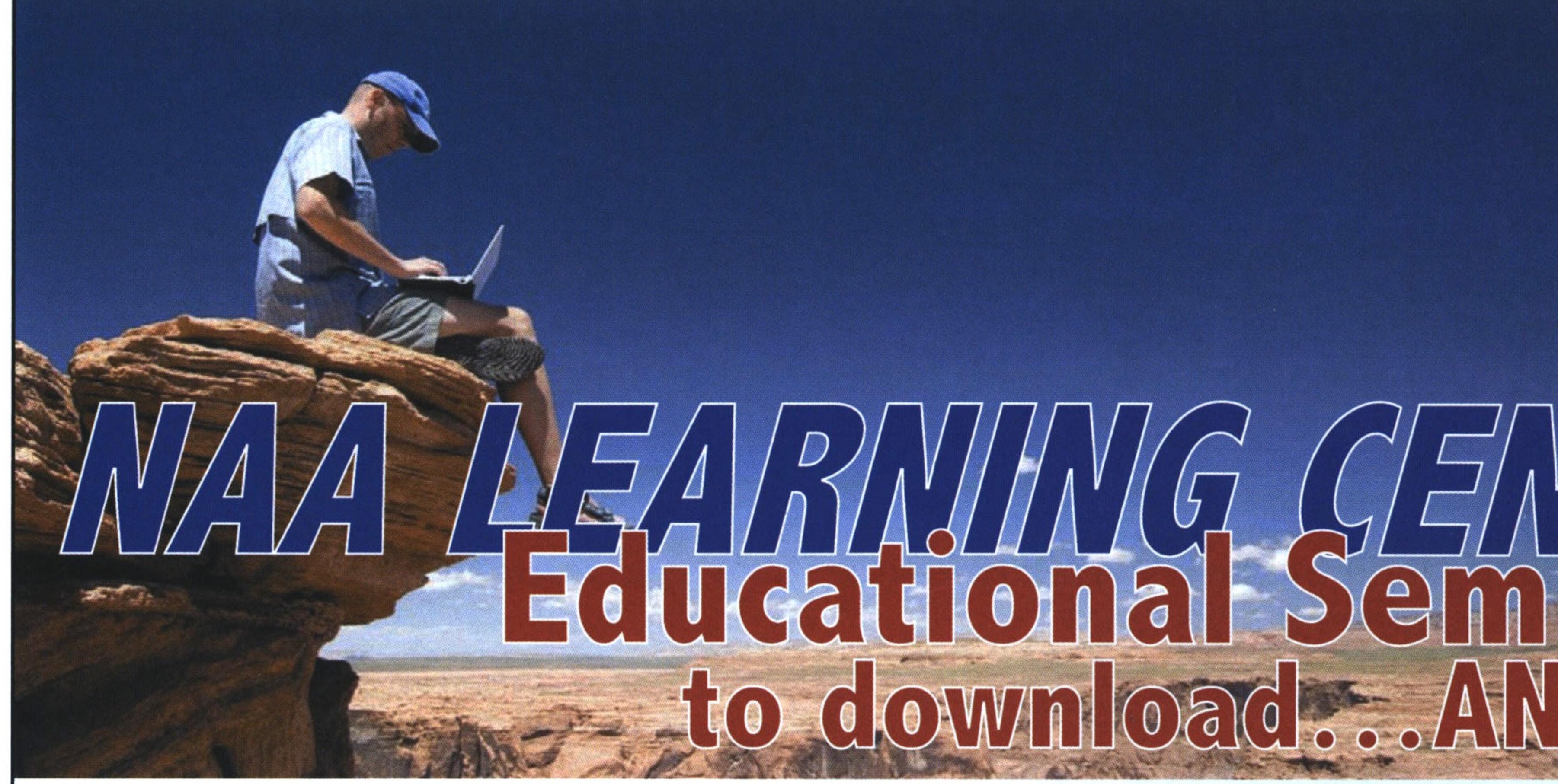
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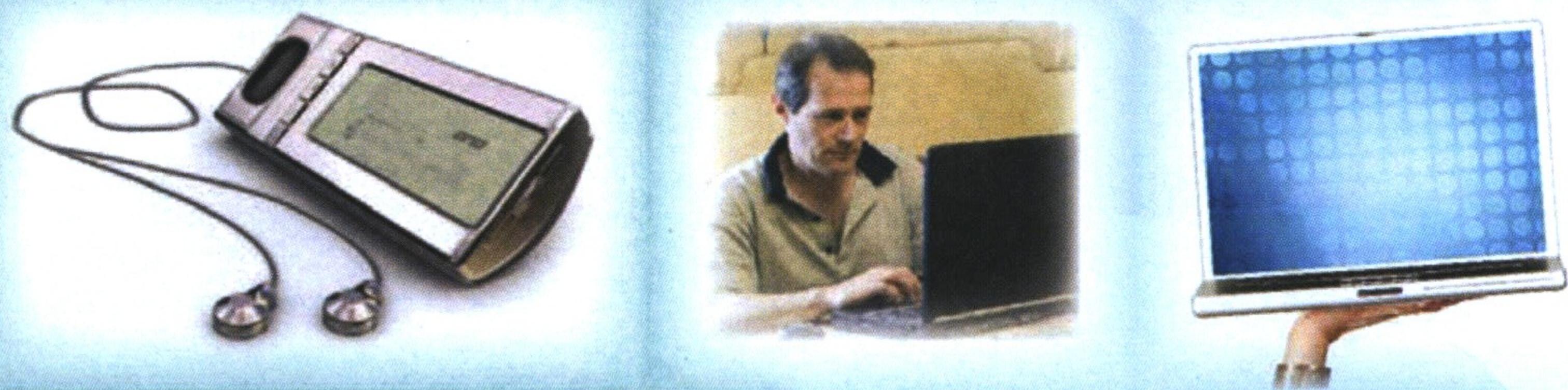
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Bid to be the best

Bryan Knox won the NAA International Auctioneer Championship in 2007 - the result of a strong voice, deft chant and genteel sales style.



REPRINTED WITH PERMISSION FROM THE DECEMBER 19, 2007 EDITION OF THE *CHRISTIAN SCIENCE MONITOR*.

By Gigi Douban | Correspondent of The Christian Science Monitor

Moulton, AL - Bryan Knox looks more World Wrestling Federation than salesman. He's 6 feet tall, thick-necked, and weighs 275 pounds. His head is shaved bald. But make no mistake: He is a salesman. Right now he's standing behind a podium, alternately crouching and standing on his toes, holding his palm up like a traffic cop, then flicking his wrist to display numbers with his fingers. He might point and stare intently at a person in the crowd, Crazy Eddie-style.

"Eye contact builds communication," says Mr. Knox. "When that bidder says, 'No, I'm not going to bid again,' that's when my job truly begins."

Knox is an Auctioneer. Not just any Auctioneer. Last summer 2007 he won an international championship held by the National Auctioneers Association (NAA). It drew participants from as far away as New Zealand and judged on chant, body language, voice quality, and other elements of the arcane craft. Not bad for a part-time minister who practices auctioneering in his car by taking bids from passing telephone poles.

"With some people, just their voice and their mannerisms get you on edge," says Tommy Williams, president of the NAA. With Knox, "you would enjoy listening to him for two or three hours. Those are God-given talents."

There's no question that Auctioneers have to possess a certain P.T. Barnum quality. They have to straddle a fine line between being animated,

even a bit flamboyant, without being grating or obnoxious. In working a crowd, Knox tries to be inviting but not stern. "You want to make them feel comfortable and to let them know that one more bid would be in their best interest," he says. Then there is his voice, strong and sonorous, conveying authority – part William Shatner, part Johnny Cash. "I have a very powerful voice by nature," he says.

Many of the people who showed up at the H.A. Alexander Rec Center in Moulton, a town in northern Alabama, on this Saturday were there out of curiosity. Knox was overseeing a land auction, and some of the 150 visitors wanted to know how much parcels would go for and who had the deepest pockets. Others hoped to capture a piece of paradise at a tag-sale price.

"When that bidder says, 'No, I'm not going to bid again,' that's when my job truly begins," said Bryan Knox.

As bluegrass music played, Knox prepared for the auction by gulping water to soothe his vocal cords and doing some voice warm-ups. As befits a man of the cloth, he also said a little prayer, joined by a crowd of bowed heads.

Then he opened the bidding on a 245-acre parcel with an energetic, "All right, rock-n-roll. What's it worth?" Up came a hand for \$250,000. The price rose quickly. Brad Sutton, a utility

contractor, wanted to buy the plot for deer hunting. The bid hit \$710,000. Knox looked at Mr. Sutton in the front row. Sutton lowered his head.

"Going twice," Knox announced. "Sir, you can jump back in right now." Sutton didn't bite. The parcel sold for \$720,000.

"He's good at what he does, definitely," Sutton said afterward of Knox.

Part of the art of auctioneering is knowing how much to raise each bid. The auctioneer decides the increments spontaneously. "When he's calling a bid, his say is the last," says Jason Gantt, a colleague of Knox's at Amerisouth Auctions, a small Alabama firm. "That's what goes."

Knox is good at getting the most out of a sale – too much, in fact, for A.J. Coffee. He had hoped to walk away with a parcel, either as an investment or for hunting. "If somebody had been here besides him, I might have bought some property," says Mr. Coffee. "But he got the bid up so high, you know, I couldn't afford it." He settled for a barbecue plate after the auction.

Coffee's comment points up a common misperception about auctions: They don't necessarily yield Filene's Basement bargains. "A lot of people think that auction means ... you're going to buy something at a discount," says Mr. Gantt. Then he adds in sotto voce, "That's not the case." Indeed, on this day, in about one hour, Knox moved \$1.3 million worth of land.

Everything at an auction is deliberate with Knox, including his sartorial choice. For the Moulton event, he wore the Amerisouth standard: khakis and a powder-blue oxford shirt. Down below, he donned hand-stitched camel-colored cowboy boots. At an earlier car auction in Moody, Ala., he opted for a white polo shirt.

The clothing, voice, and style are all important. At an auction this summer, Knox had to sell cars in a long garage over the din of almost 10 other bid callers. Each was in his own lane, an arrangement that made the place look part bowling alley, part flea market. Knox took a few minutes before the auction to make small talk with bidders. "Y'all ready to spend some money?" he asked one trio.

Once the event started, Knox kept the bidding brisk. Staffers blew whistles every few seconds, signifying a bid. Auctioneers don't work solo. They team up with ringmen, people who work the crowd fostering communication between the bidders and Auctioneer. The good teams can send messages back and forth inconspicuously. Knox will sometimes insert a word into his chants that tells one of his ringmen, Donnie Marr, to nudge a bidder to go higher. Another word, "rice," lets Mr. Marr know he should energize the crowd. "I know it's strange," says Marr, laughing. "But that's what we do."

Knox discovered his two "callings" early in life. When he was 16, he attended

his first auction, a sale of cars, in Cullman, Ala. "Just the sound of the auctioneer's chant to me was so intriguing that I knew instantly that that was something I wanted to do," he says.

He enrolled in Auctioneer's school, beginning his quest to join an ancient business. (Auctions date back to 500 B.C., when the Babylonians sold brides to the highest bidders.) To this day, he works to perfect his craft, but not in a classroom. "I'll be going down the road calling bids, and every time I pass a telephone pole or something, I'll take that as a bid," he says. "Depending on how fast or slow you're going down the Interstate, the bidding can get pretty furious."

When he was 17, Knox responded to another voice – an inner one. "I just felt like God was, as we call, 'troubling my waters.' I couldn't get any rest," he says. "I just prayed and prayed and prayed, and God slowly gave me the peace like I was supposed to preach."

Knox is the first in his family to take up the pulpit. His mother was a homemaker, his father a pipe worker. For the past four years, Knox has been pastor at a small independent church in Mount Olive, a town just north of Birmingham.

There are parallels between his two loves. For one thing, he delivers his sermons with equal measure of frenzy and humor. "His biggest asset is the way he relates to people," says Chuck Crump, auction coordinator at Amerisouth.

The geniality he has perfected as a preacher definitely comes in handy behind the auctioneer's podium. "As soon as he says two words out there, you just like Bryan," says Gantt. "People enjoy coming to see him."

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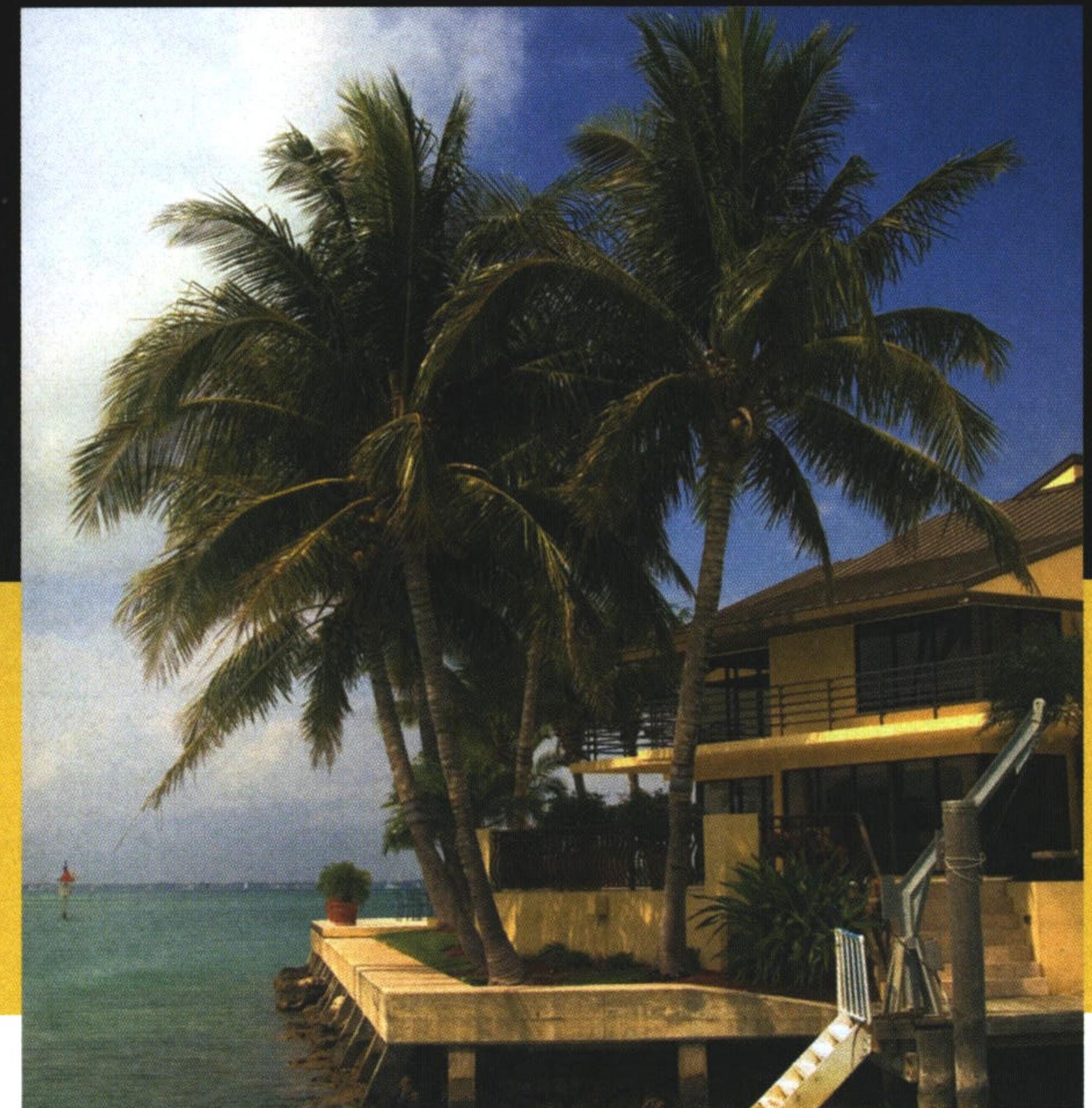
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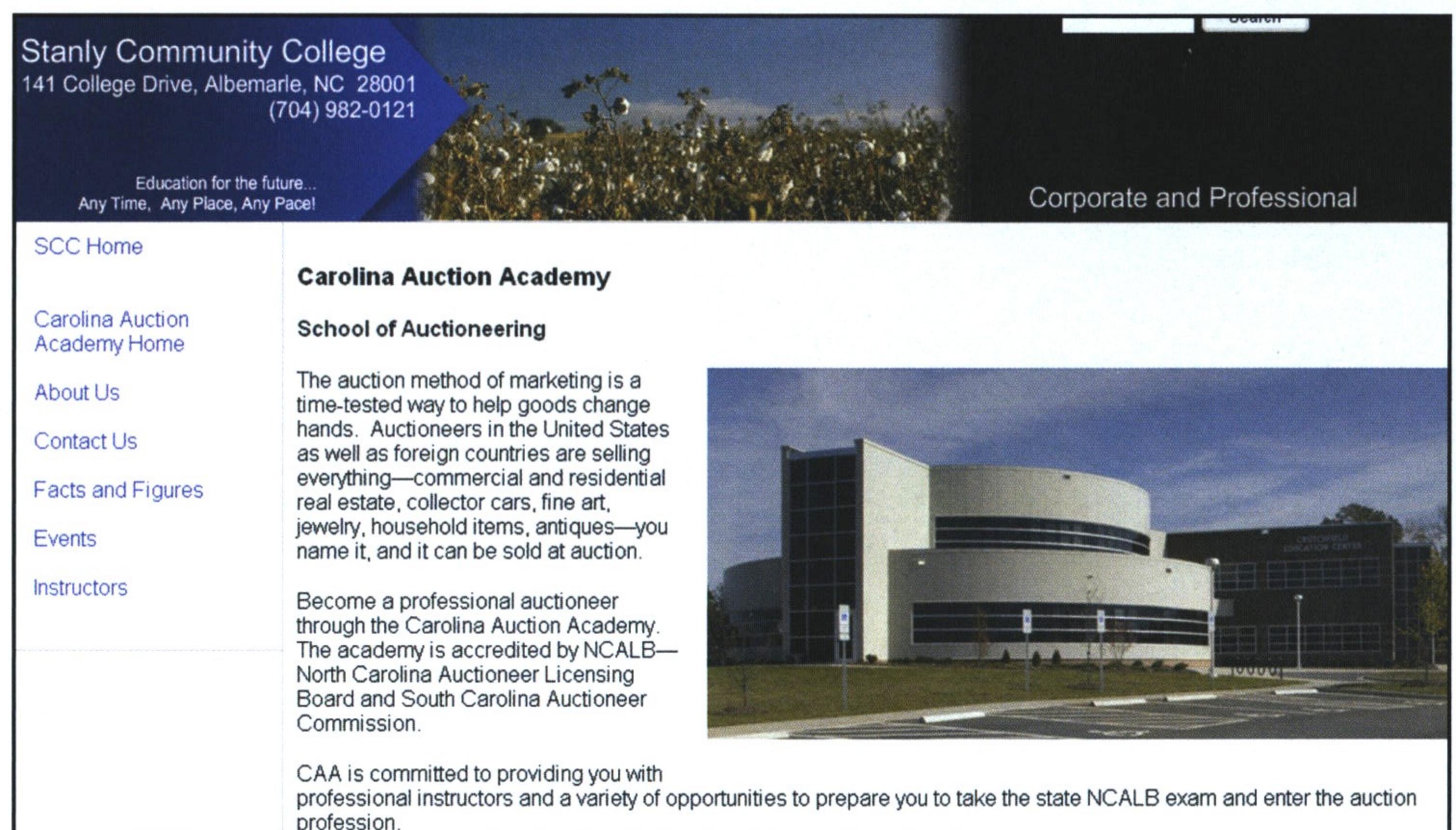
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The screenshot shows the homepage of the Carolina Auction Academy. At the top, there is a dark banner with the text "Stanly Community College" and "141 College Drive, Albemarle, NC 28001" and the phone number "(704) 982-0121". Below the banner, a blue header bar contains the text "Education for the future... Any Time, Any Place, Any Pace!" and "Corporate and Professional". The main content area is divided into two columns. The left column, titled "SCC Home", lists links for "Carolina Auction Academy Home", "About Us", "Contact Us", "Facts and Figures", "Events", and "Instructors". The right column, titled "Carolina Auction Academy" and "School of Auctioneering", contains text about the auction method of marketing, the accreditation by NCALB, and the commitment of CAA to providing professional instructors and opportunities for students to prepare for the state NCALB exam. A large image of a modern, multi-story education building is displayed on the right side of the page.

Auction classes are held in this modern building.

“Our intense curriculum combines the requirements of state laws for content with a heavy emphasis on the business part of being an Auctioneer and on professionalism.”

The Carolina Auction Academy is a fairly new auction school that provides a different schedule than the traditional auction school where students go full-time for about nine days.

CAA opened in 2005 and meets two nights a week for approximately 12 weeks. Classes meet on Monday and Thursday evenings from 5:30 p.m. until 9:30 p.m. at the Crutchfield Education Center located in Locust, NC. The school is accredited by North and South Carolina. CAA is on the NAA approved list, and many of CAA's instructors have designations such as CAI, CES and GPPA.

“Our intense curriculum combines the requirements of state laws for content with a heavy emphasis on the business part of being an Auctioneer and on professionalism,” said Betty O’Neal, an instructor. “Our instructors include past champions and are all advocates of NAA and the Auctioneers Association of North Carolina. We are pleased with our high passing rate on state exams and the networking that develops among the students. Currently classes start in August and in January.”

The school’s website explains that “Students will be well prepared to enter the auction marketing arena. Technology and effective business practices are incorporated into the content as an added value for the new auctioneer.

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A student auction, which is open to the public, is conducted as part of the final examination in order to apply skills learned during classroom instruction.

The November 2007 class held a charity auction at Hinson's Auction Barn, Oakboro, NC and raised over \$1,000 for the St. Jude Children's Research Hospital.

Classmates elect two special awards each term, the Most Improved and the Best All Around. Libby Thompson of Albemarle, NC, won the Most Improved; and Randy Jackson from Monroe, NC. won the Best All Around.

CAA'S CORE INSTRUCTORS INCLUDE:

- * Ivan Broadwell—CAI; South Carolina Grand Champion; serves on the South Carolina Commission; presenter at state, local, and national conventions; Auctioneer and appraiser.
- * Kevin Winchester—CAI. Auctioneer, real estate broker, English professor, published author and musician, past member of AANC board of directors.
- * Chris Brown—real estate broker, Auctioneer, high school advanced math teacher, contracts with large auction companies in North Carolina, South Carolina, and Georgia.
- * Eli Detwieler—auto and livestock Auctioneer, runner up in International contest, contract auctioneer, and member of board of directors for AANC
- * Bill O'Neal, GPPA and PRI designations, North Carolina Grand Champion, past chairman of the North Carolina Auctioneer Licensing Board, past president of AANC, Hall of Fame inductee for AANC, contract Auctioneer and appraiser specializing in classic cars.
- * Betty O'Neal—MA; Auctioneer; real estate broker; president of AANC; education chairman for AANC continuing education programs; director of the Business Resource Center at Stanly Community College, owner of Innovative Staff Development Services, a training company for business and industry.

OTHER INSTRUCTORS AND GUESTS INCLUDE:

- * Gary Boyd—Auctioneer; real estate broker; appraiser specializing in bankruptcy, farm equipment, and UCC code interpretation; PRI and CES designations.
- * Mark Lowder—attorney and Auctioneer. Active in the community and in promoting the auction method of marketing.
- * Ernie Curlee—attended GPPA and CAI, past North Carolina champion Auctioneer, and Hall of Fame inductee.
- * Tony Furr of Classic Auctions and other local Auctioneers will be coming in to share their expertise.

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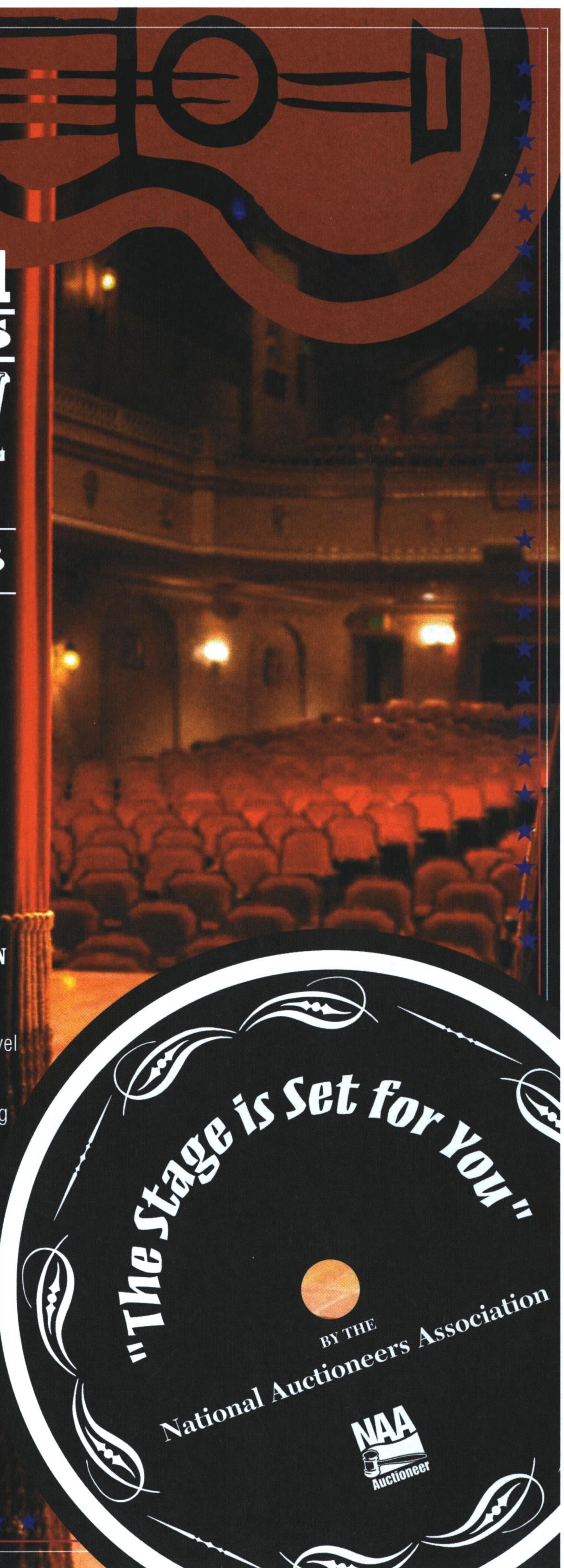
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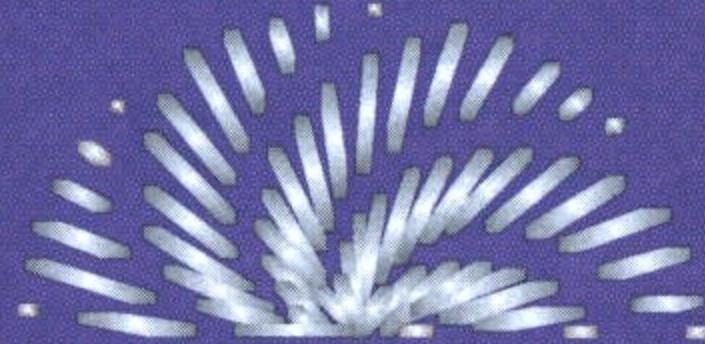
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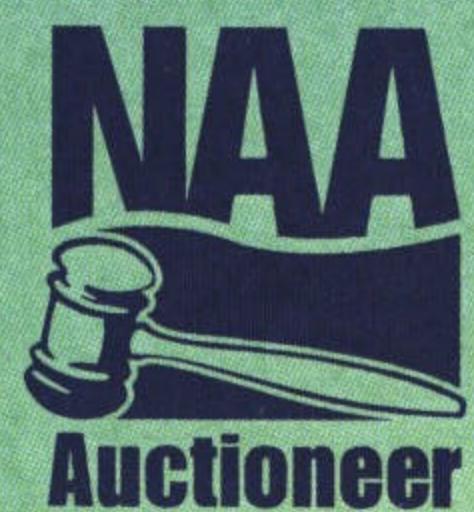
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From Antiques to Auctions

Antiques mall owner becomes Auctioneer to boost her business.

By Billie Shelton

Anita Eades has run her antiques mall in Princeton, WV for 10 years, but she recently added another aspect to that business by becoming an Auctioneer.

She attended Mendenhall School of Auctioneering in February 2007. She and husband Mike, an appraiser, operate Four Seasons Antiques and Appraisals, an antique mall where approximately 30 dealers offer their wares. The 10,000-square-foot building includes an auction ring with a podium and seating for 150.

It was that auction ring that first enticed Anita to go to auction school. "At first, we rented auction space to other Auctioneers, and that's how I became interested in this by working with them and watching



very supportive," she notes, adding that she and her husband had booths in two antique malls before opening their own mall.

According to Eades, their mall does very well. "We're located at the intersection of Interstate 77 and highway 460, one of the best intersections in the country," she said. "There are billboards in all directions, so we get lots of travelers who stop.

"By adding auctioneering we have another venue to offer. This is a great addition to our existing business," Eades said. "There are few businesses in the state with an auction house, a mall and appraisal service. We're really proud of it."

"By adding auctioneering we have another venue to offer. This is a great addition to our existing business," Eades said.

them," she said. "One day I just decided 'Hey, I want this to be my auction!'"

And now it is. Eades had her first auction there in January, a consignment auction. The company also does estate auctions. Although none of the dealers with space at Four Seasons had anything in that auction, Eades anticipates many of them will attend her auctions.

"We have a great group of dealers, and they've been

It seems natural, then, that Eades, 56, is getting more involved with their well-established business even though she works full time as a nurse-practitioner in women's health, a career she has pursued since the 1970s. The two disparate fields don't overlap, and for this new Auctioneer, that's just fine.

"I really love the auction business," she said. "It helps me get through my day at my job when I know I have my auctioneering to look forward to. I would



The website for Four Seasons Antiques & Appraisals features a header with the company name and phone number (304) 898-8369. It includes links for Home, Antique Mall, Appraisals, Auctions, Estate Sales, Directions, and Contact Us. A search bar is at the top right. The main content area has a welcome message and a sidebar with a main menu and auction items.

Eades' website can be viewed at www.4seasonsantiques.com

love to do this full time, and possibly I can retire at 62 so I can do that."

Both auctioning and antiques are strong in their part of the country, she notes, and there are many antique dealers in the area.

Eades' theory about what draws people to antiques? "I think it's just the thrill of getting a deal," she said. "If you can combine that with finding something that is maybe a nice memory from when they were younger, then that person is hooked."

What's popular currently for antique collectors, Eades observes, is art pottery, Depression glass, and good period furniture.

Husband Mike was also in the medical field, retiring after 25 years as a physician's assistant when he went to California for training to be an appraiser. Now, in addition to his appraisal business, he functions as the ringman for his wife's auctions.

"He's one of the best ringmen in the business," Eades points out, "because he knows what things are worth so he knows how to promote it. And he knows when and how to bring things up."

"Both of our sons have worked as bid assistants for me, too," she adds. "This is kind of a family endeavor."

Just as her own family is dominated by men, so is the auctioneering profession, which Eades first observed in her class at Mendenhall School of Auctioneering. Not that it's an issue for her, though.

"The guys at my school were all wonderful—very helpful and encouraging," she recalls, noting that she apprenticed with Auctioneer Randy Burdette, CIA, executive director of the West Virginia Auctioneer's Association. "I was very fortunate to have him as my sponsor."

This brand-new Auctioneer encourages other women not to be anxious about getting into the profession. "Don't be afraid," she said. "You can do it. Jump right in there! It's lots of fun, and I just love it."

Eades is a new member of NAA, but already she knows the importance of that membership. "I just want to avail myself of everything I can for the auction business, like networking and lots of information," says Eades, of why she joined the NAA late last year.

"I'm so proud of that NAA (membership) certificate that I framed it and hung it on the wall," she said.

Her business Website can be viewed at www.4seasonsantiques.com.

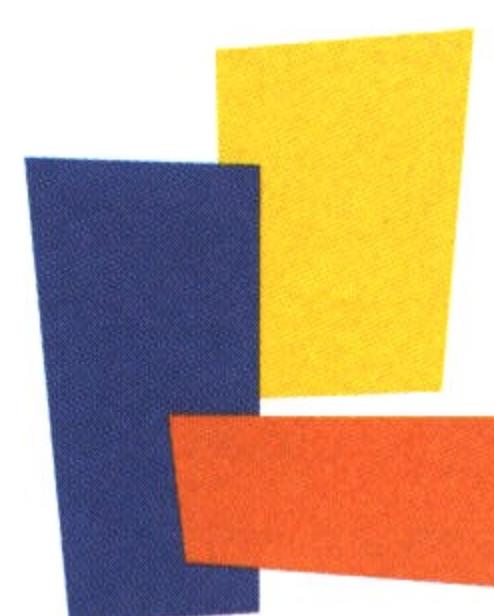
Freelance writer Billie Shelton, of Stanhope, Iowa has written many member profiles for Auctioneer and can be reached at shelton@netins.net.

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Building a winning company culture

A winning company culture is simple and emphasizes three areas: serving the customer, growing the business, and developing employees.

By Gary Bradt

If I asked your employees, "What's it like to work at your company? What kind of place is it?" their answers would describe your company culture.

How would your employees answer? Would you like what you heard? If not, it is a leader's responsibility is to change it.

Some leadership teams attempt to create culture by acting as wordsmiths, spending untold hours carefully crafting vision, mission and values statements. That's unfortunate, because in the end, culture is not created by words plastered on the wall or carried around on laminated cards, but rather culture is defined by actions on the ground.

It's what leaders do: what they inspect, what they reject and what they reward that ultimately shapes company culture.

It's not that words don't have a place in creating culture; they certainly do. But a winning culture is defined by words so simple and basic a child can grasp them easily, and an executive can explain them quickly.

In a winning culture, a leader's words and actions are aligned. What leaders say accurately reflects the way things are. In a losing culture, words and actions are misaligned. "Happy talk" masks dysfunctional behavior.

A winning company culture is simple and emphasizes three areas: serving the customer, growing the business, and developing employees. A losing culture is confusing and complex, places customer needs behind those of the company, and emphasizes personal gain over team achievement.

Culture can be consciously created by company leadership, and should be.

Below are five steps that will help you consciously create or redefine your company culture. Remember, complexity equals confusion. If your culture is easy to describe, it will be easy to create.

1--DEFINE THREE OR FOUR GUIDING PRINCIPLES THAT DEFINE WHO YOU ARE AS AN ORGANIZATION.

It's the job of senior leadership to define in simple terms what your organization is all about. One of my clients, a consulting group, had a culture marked by mistrust and destructive internal competition. New leadership came in and succinctly defined what the new culture would be and termed it something like this: We are one national practice; we consider our customers in everything we do; we grow our people; and we are committed to each other's success. Rather than worrying about printing these words everywhere, leadership set about making them a reality.

2--USE THE PRINCIPLES TO GUIDE EVERY BUSINESS DISCUSSION AND DECISION GOING FORWARD.

Words are meaningless unless they spur new behavior. Once you have defined your guiding principles, use them to guide all of your business discussions and decisions. I constantly heard my client above refer to their guiding principles in all their gatherings, large and small. I heard them say things like: "Since we are one national practice, it makes sense to do 'x.'" Or, "Will this course of action serve our customer, or will it only serve us?" And, "Since we are committed to each other's success and growing our people, maybe we should let this individual or that group take the lead on this sales call," etc. They used their words and good intentions to drive positive behavior shifts, which in the end drove a positive culture shift, which led to better business results.

3--BUILD THE PRINCIPLES INTO ALL YOUR PEOPLE PERFORMANCE AND MANAGEMENT SYSTEMS. THE OLD SAYING IS TRUE: "PEOPLE TEND TO DO WHAT IS INSPECTED VERSUS WHAT'S EXPECTED."

Simple words and good intentions are not enough. You need to make sure that your people and performance management systems measure and reward behaviors consistent with your guiding principles, and discourage, if not punish, the opposite.

Leadership actions here are key. If employees see company leaders act in accordance with the principles and yet go unrewarded, or worse, see leaders defying the principles and getting perks and promotions regardless, you're done. There has to be consistency between what you say and what you do, and alignment between your words and your actions.

4--CREATE A TWO TO THREE-DAY LEADERSHIP DEVELOPMENT EXPERIENCE THAT REINFORCES THE BEHAVIORS AND VALUES CONSISTENT WITH THE PRINCIPLES, AND INSIST ALL SENIOR LEADERS ATTEND.

Once again, words alone are not enough to drive lasting behavior change. You have to constantly reinforce your words with action. One way to do this is to create an experience based leadership development program that reinforces the values and behaviors consistent with the guiding principles. For example, my client developed a leadership development experience focused on self-awareness and personal responsibility. Over the next two years, all 250 senior leaders came through, and then a similar experience was

created for the next level of management down. Don't try to get everyone through at once. In fact, it's best to spread attendance and participation out over an extended period of time. Each new class then becomes a renewable source of energy and focus around the guiding principles. Attendees return to their respective offices and help re-energize and refocus everyone else. In this way, rather than becoming programs of the month, these leadership experiences became an enduring tool to reinforce the fundamental message and desired behaviors behind the guiding principles.

5--EXPECT RESISTANCE, BUT STAY THE COURSE WITH PASSION AND PATIENCE. Changing culture means changing people, and that takes time. Expect some cynicism, skepticism and resistance at first. For example, when people first attended the leadership program described above, many came in with a jaundiced eye. They had seen this sort of thing come and go before. But over time, as more and more people came through, including senior leaders who came back to help facilitate later sessions, more and more bought in.

If I have made creating a winning culture sound simple, that's because it is. Don't muck it up by making it more complex than it needs to be. Largely as a result of following the simple steps I've outlined here, the organization I've described enjoyed unprecedented business success over the next several years. You can do the same.

Gary Bradt is one of today's most popular speakers on the leadership circuit, addressing corporate audiences around the world on the issue of change and success. His clients include IBM, General Motors, American Express, General Electric, eBay, FedEx and NASA. Dr. Bradt's new book, "The Ring In the Rubble: Dig Through Change and Find Your Next Golden Opportunity," is available in bookstores everywhere. For information on his book or speaking, contact: www.TheRingintheRubble.com.

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Success Stories

Successful auctions are the goal of every Auctioneer. Here are the reports of what worked and how well.

AIRPLANE AUCTION Three historic airplanes sell for \$748,000

PORTRLD, ME – The Keenan Auction Company of So. Portland, ME sold at a Trustee's Sale at Public Auction three 1957 Lockheed L-1649A Constellation Starliner airplanes along with associated spare parts.

The airplanes were three of 44 originally built by Lockheed and were designed as luxury airlines and considered to be the "Queen of the Skies" in their day. Of the 44 that Lockheed built, only four remain intact. The three sold at auction -- two in Auburn, ME and one at the Fantasy of Flight Museum at Polk City, FL -- and a

Four bidders were in attendance, two on-line at Proxibid.com and one through absentee bid.

Prospective bidders had to place a \$25,000 deposit per plane to qualify themselves to bid. An entirety bid of \$200,000 was taken for the two planes in Maine and included four storage trailers with associated spares parts. Once the entirety bid was taken, Auctioneer Steve Keenan, CAI, GPPA then offered the three planes on a Buyer's Choice format with the winning bidder being able to choose the plane or planes they wanted.

"The buyer's choice format was critical in this particular offering because there were buyers qualified to buy only one plane and buyers qualified to buy all three planes. Bidders were also competing

against an entirety bid for just two of three planes. The buyer's choice forced bidders to put their best foot forward and bid to own the planes they wanted" commented Keenan.

The winning bidder who purchased all three planes and the spare parts was Deutsche Lufthansa Berlin-

Stiftung of Germany. Lufthansa is Europe's second largest airline, behind Air France.

Lufthansa was the high bidder in the first round of bidding at \$225,000 per airplane and chose to take all three planes.



Beth Keenan, left, and Joann Keenan sit in cockpit of Constellation Starliner prior to auction.

The spare parts were then auctioned for \$5,000. A buyer's premium was utilized bringing the total auction price to \$748,000. Roundy had been unsuccessfully trying to sell the airplanes at \$250,000 each for several years and prior to the bankruptcy, would have signed over ownership to the planes for a \$1 with the understanding that one or more of the planes be restored to airworthiness and he be retained as a consultant on the project.

"Once again, an accelerated marketing campaign with all buyers on a level playing field have produced favorable results for the client" stated Keenan.

The Portland Press Herald reported that Al Caruso, chief operating officer for Maine Aviation Corp., said "Lufthansa is probably going to restore at least one of them, if they are bringing that much money in."



The Florida Constellation airplane sold at auction.
Photos by Keenan Auction Company

fourth in a museum in Johannesburg, South Africa. The aircraft were assets of a bankruptcy case involving Maurice Roundy and Jane Thebergbe of Auburn, ME.

Seven bidders from Germany, Mexico and the US competed for the three planes.

ONLINE AUCTIONS RealtyBid.com sells 16 new homes online

RealtyBid.com, a leader in online home auctions, sold 16 new Lennar homes in the Phoenix, AZ area recently. Competitive bidding on 17 Lennar-built new homes in the community of Laureates at Savannah in Litchfield Park, AZ took place during a

two-week online event. Sixteen of the 17 properties were purchased and closed as a result of RealtyBid.com's online auction event for Lennar.

RealtyBid.com CEO/President Tony Isbell said "This is our second successful auction event with Lennar Homes (In May 2007, Lennar Homes of California successfully auctioned numerous new homes in Indio and Rancho Mirage, CA., through RealtyBid.com), indicating a potential trend in the new home industry. RealtyBid.com offers a new option for builders looking to disperse their standing inventory of homes."

"During this most recent auction event, we received more than 1,000 bids on the Laureates at Savannah homes, and hundreds of people toured the properties. We had online visitors from all 50 states and 12 foreign countries and bidders from around the country. I believe this auction event shows us that there's still demand for homes at reasonable prices."

The Laureates at Savannah homes sold during the RealtyBid.com auction event sold at a 15-20 percent discount off the properties' list prices of \$524,990 to \$648,990.

Isbell said "The online bidding concept—people being able to name their own price—is extremely appealing to potential buyers, and in this case was a catalyst for moving houses in a stationary market. We expect more and more builders to look to RealtyBid.com to focus attention on their standing inventory of new homes in 2008. To be able to move 16 of 17 properties in a matter of a couple of weeks, as we did in the Phoenix area, is certainly attractive to many builders and developers at this point in time."

"With the growing acceptance of technology as a part of our everyday life and as more real estate sellers look for effective tools to market properties, competitive online real estate bidding just makes sense. And, with almost 420,000 unique visits to our site during November, we know that online real estate bidding on RealtyBid.com is being embraced by more and more real estate buyers and investors every day."

Founded in 2001, RealtyBid.com specializes in the expedited sale of real estate through its innovative online auction platform. The company has become one of the most vocal advocates for the use of Internet technology as a means of bringing real estate buyers and sellers together. RealtyBid.com's team has sold more than 12,000 properties.

APPRAISALS

Gateway Gallery Auction holds appraisal fair

CHAMBERSBURG, PA -- Gateway Gallery Auction recently held a local appraisal fair on Jan. 19.

Promoted as "It's Worth What? A Public Appraisal Day," appraisers were available from 2 to 4 p.m. The cost for a verbal appraisal was \$5 per item, with a limit of two items per person.

On hand were Auctioneer/Appraiser John F. Kohler, Jr., owner of Gateway Gallery Auction. Micah D. Fowler, CPPA (Certified Personal Property Appraiser) and Maurice Marotte III, co-author of Images of America: Chambersburg and a local postcard and ephemera expert. The trio will be appraising a wide array of general antiques and collectibles including glassware, china, coins, sports memorabilia, militaria, toys, books, paper, quilts, textiles and more.

► continued on page 59

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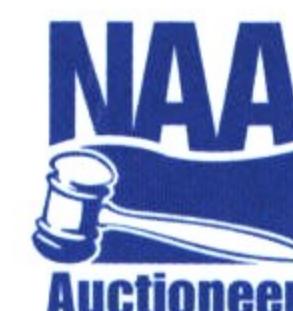
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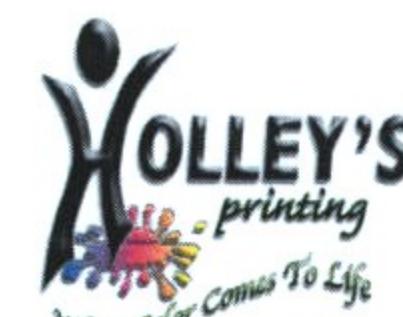
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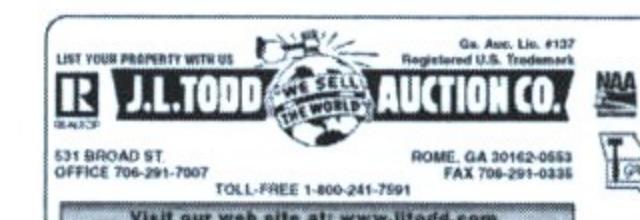
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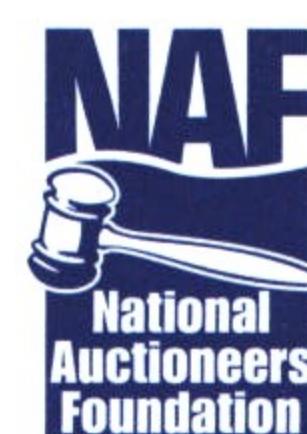
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Thomas L. Williams

► PRESIDENT'S REPORT continued from page 10

purpose. Never has unity of purpose and total commitment to the association been more important. Your board feels there is no one better suited to guide us through this critical transition than Bob. His track record for helping us accomplish the assigned task is superb. I know as usual Bob will be pushing us to be all we can be. It is our duty to give our best effort.

"Git-R-Done" is the theme of one of America's most successful comedians, Larry the Cable Guy. Bob is the epitome of that slang statement. He never

ceases to expand the thought processes of those around him and then takes on the task of accomplishing the agreed goal with a passion rarely seen. He has honored us with his efforts. It is our turn to prove his confidence and hope for NAA was well founded. Lets all make this next step down the path another step on the way to the stars.

This organization will always owe Bob a great debt of gratitude. He launched us into the 21st century beyond our wildest dreams.

◀ **SUCCESS STORIES** continued from page 57

All proceeds from the event benefited the Chambersburg Heritage Center, 100 Lincoln Way East.

"It is important to remember our heritage, and this will be an opportunity for people to have experts explain to them what they have and how much it may be worth monetarily," said Jeanne Newvine, coordinator of the Heritage Center. "We appreciate Gateway's interest in history and its support of the Heritage Center," she said.

The Heritage Center enables visitors to learn about the region's frontier history, its role in the Civil War, its transportation network and the famous people who lived here, including 15th President James Buchanan, who was born in Mercersburg.

SUCCESSFUL AUCTION

Kaminski Auctions sells cat figure at \$10,637

LYNNFIELD, MA – Kaminski's Year-End Auction, held December 29 and 30, had many items realizing final prices far beyond original estimates. Attendees of this two-day event hailed from across New England and were wowed with a rare and unique selection of consignments. The auction featured antiques, collectibles, furniture, decorative accessories, jewelry and even Hollywood memorabilia from estates spanning Cape Cod to San Diego.

The surprise headliner of the event was a late 19th/early 20th Century tin-glazed faience cat by artist, Émile Gallé. Gallé, considered to be one of the major forces in the French Art Nouveau movement, is predominantly known for his floral motifs and experimental techniques with glass. Originally estimated at \$2,000-\$3,000, this exceptional piece was highly coveted and realized \$10,637.



This quilt was sold by Lisa Gay, CAI of LL Auctions in Dickinson, TX at a church benefit auction for \$35,000.

An impressive selection of decorative accessories accounted for much of the auction's success. A signed Lalique glass vase surpassed its high estimate of \$500, achieving \$2,645 while a pair of 19th Century Rose Medallion Vases more than doubled their original estimate, realizing \$3,220.

Highlights of the sale also included a 19th Century antique Serapi rug approximately 12' x 14'. This rare piece, carefully maintained and in excellent condition, fetched a final price of \$16,100. A stunning 18-carat white gold ring, featuring a hefty 5.88-carat emerald also stood out at this auction event. After a spirited round of bidding, the ring sold for an impressive \$13,800.

Among a notable selection of Hollywood memorabilia was a collection of 115 photos of celebrities from the 1920s and 30s. While the majority of the photos were unsigned, a handful were inscribed with the autographs of some of the most beloved stars of the silver screen including Rudolph Valentino, Mary Pickford, Douglas Fairbanks, Barbara Weeks and Ginger Rogers. Originally estimated at \$750-1,250, this collection resonated with nostalgic auction-goers and realized a final price of \$3,105.

Also of note was an early 19th Century burl wood Regency game/sewing table. The table features a chessboard and backgammon board, both inlaid with rosewood and ebony, accompanied by an original silk sewing bag. The piece garnered a great deal of interest, realizing a final price of \$5,462, a possible record for a table of this style.

"Our Year-End Auction event was a great conclusion to what has been an incredibly successful year for us," comments Frank Kaminski. Kaminski Auctions specializes in appraising and auctioning fine art and antiques. For information, visit www.KaminskiAuctions.com or call (978) 927-2223.



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Valuable lessons learned

Louisiana Auctioneers recover from Hurricane Katrina

By Phil LaCerte

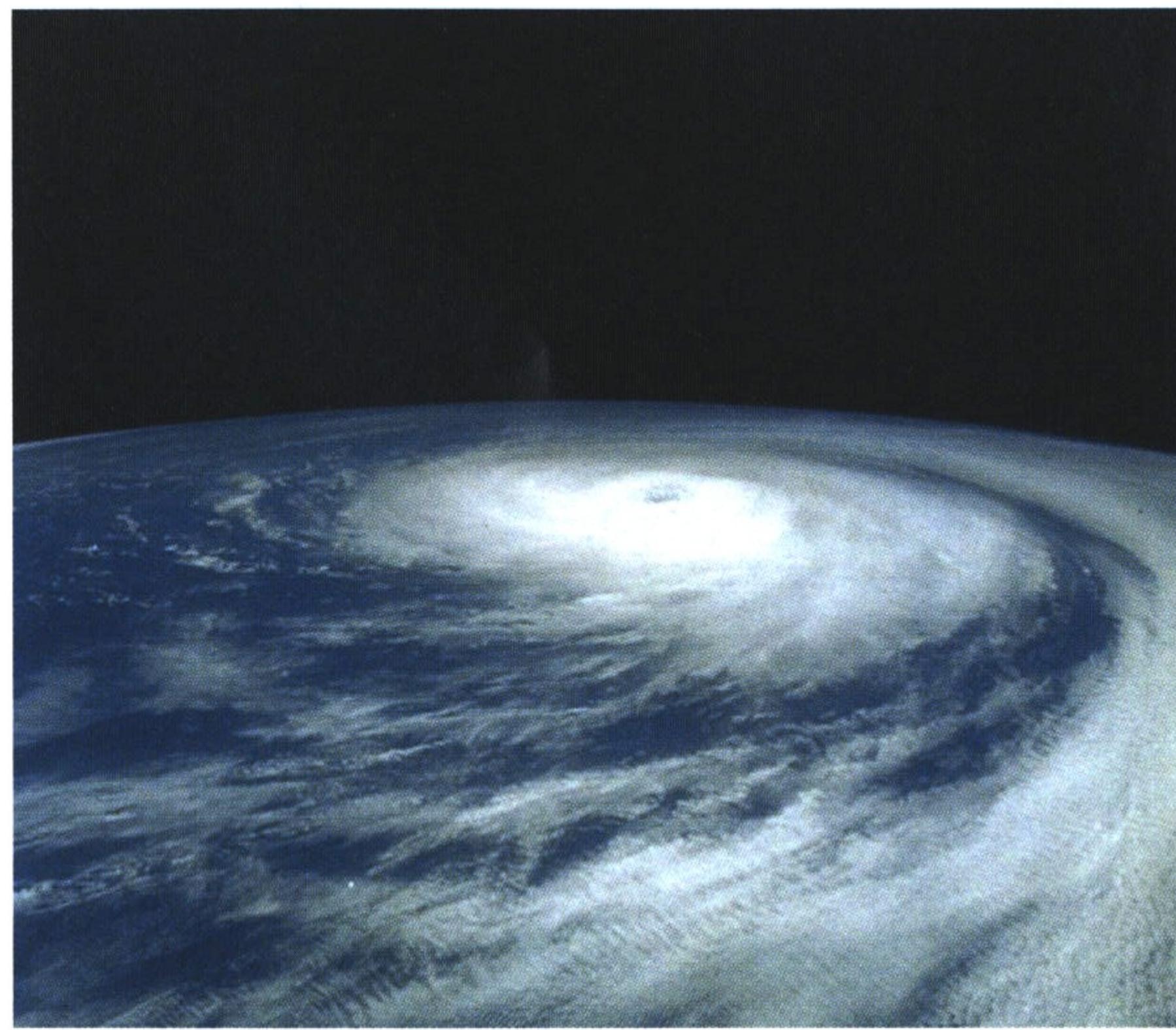
When Hurricane Katrina hit New Orleans and the Gulf Coast on August 29, 2005, many NAA members' businesses were damaged. But two interviewed recently say they have recovered well and have learned important lessons.

Auctioneer Dave Gilmore, CAI, AARE of Gilmore Auction and Realty Company in Kenner, La., was on a business trip in Michigan when he heard Katrina was coming, so he hurried home.

"We're located about 10 minutes from downtown New Orleans, about six to seven minutes from where one of the levees broke," he said. "We ended up with about a foot of water in the office, but we didn't get any in our home."

Gilmore said it took about four to six months to completely clean up and restore the office.

"We have a two-story building and the storm only affected the bottom floor so we



One of the many unidentified flooded homes during Hurricane Katrina

were able to keep our office open on the second floor," he said. "On the ground floor we had to replace the bottom four feet of sheetrock, and all the carpeting and woodwork and appliances. We spent about \$50,000 to restore 1,500 square feet."

He learned at least two lessons from the disaster, he said.

"For one thing, I'm much better organized and prepared to get computer lists and other things that are important for the business if we ever have to evacuate again, instead of just grabbing a few things and taking off like I did during Katrina," he said.

He said the first item he snagged from the office, during a one-day visit allowed by authorities before their eventual return, was his computer server.

"Since then, I've been backing up all my files on an Internet server."

Gilmore also says he was adequately insured, which is important for all Auctioneers.

"We could have quibbled with the settlement we got, but, knock on wood, compared to some we felt as lucky as the day is long," Gilman said.

Gilmore arrived home just before the brunt of the storm struck and began an immediate evacuation of his family.

"We grabbed the in-laws and the outlaws and the dogs and headed for Tunica, Miss.," Gilmore said. From a casino hotel, they followed news reports of the storm's destruction.

"From what we were hearing on CNN, we thought we probably had four or five feet of water in the house," he said.

Gilmore was more fortunate, as he would learn when he arrived home with his family three weeks after escaping to Tunica.

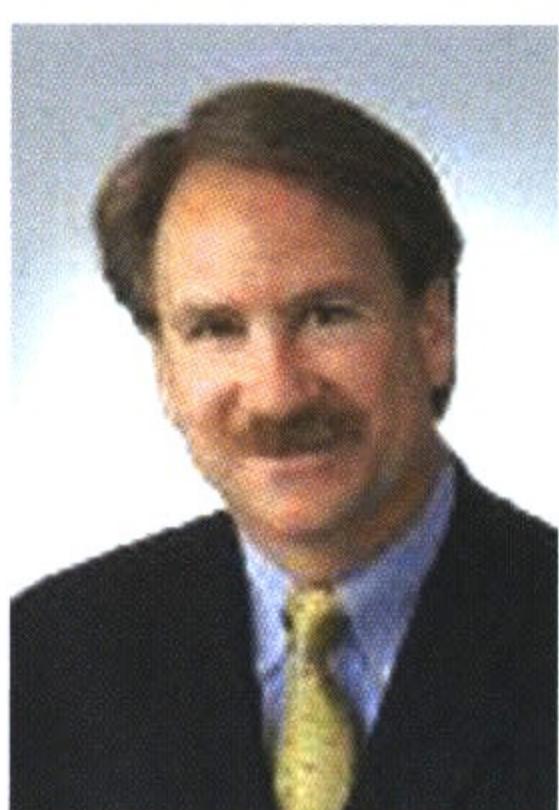
For Gilmore, whose company handles commercial and residential property across the country, the return to business began during the family's exodus to Mississippi.

recovering from disaster

"Katrina hit on Monday, the 29th and we had two auctions that Friday," he said.

Neither, however, was in the Gulf Coast area. It would, in fact, be nine months before Gilmore's firm staged another auction in the area.

But, work continued.



Dave Gilmore

"Strangely enough, the casino hotel we stayed at in Tunica didn't have Internet service," Gilman recalled. "So every day I'd get up and drive 10 miles to another casino that had free wireless service in their lobby. I was on a first-name basis with all the people there."

From the hotel lobby, Gilmore used his laptop to do everything from arranging sales to approving ads.

Despite complications arising from Katrina, Gilmore said his firm did \$30 million in auction sales in 2005.

"We were diversified enough that we had a pretty decent year, and we also had our biggest sale ever in 2005," he said. "And 2006 and 2007 have been the best years we've had for 25 years."

CHALLENGES FOR PENNY MUTZ

Auctioneer Penny Mutz, CAI, lives in the New Orleans suburb of Slidell and found many challenges in recovery.

"Slidell is on the north end of Lake Ponchatrain and the damage there was from the hurricane itself," Penny said. "Most of the damage in New Orleans was from the failure of the levees."

Mutz said that after the hurricane, customers were afraid to come to the area for auctions.

"We were able to continue doing business," Penny said. "But it was difficult. The first auction we had in the area was in Kenner." Penny said. "That was in December, but even by then "We were able to continue doing business," Penny said. "But it was difficult. The first auction we had in the area was in Kenner (where Gilman's home and office is located)," Penny said. "That was in December, but even by then people from outside the area were sort of afraid to come here. They'd heard rumors that the air was contaminated and gossip was just going crazy. And the population still hadn't returned. So it was not a good turnout."

Penny, a certified appraiser as well as an Auctioneer, turned primarily to that profession as the auction business slowly recovered and the couple, primarily Tim, endeavored to restore their home.

"We maintained the website and even won first place for it from the Louisiana Auctioneers Association that year," Penny said. "And we sent emails to everyone, all our clients and our sellers, letting them know we were still kicking."

And the population still hadn't returned. So it was not a good turnout."

Penny, a certified appraiser as well as an Auctioneer, turned primarily to appraising as the auction business, ServCorp International, slowly recovered.

"We maintained the website and even won first place for it from the Louisiana Auctioneers Association that year," Penny said. "And we sent emails to everyone, all our clients and our sellers, letting them know we

► continued on page 70

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In the Industry

News and notes from the auction industry.



CAI classmates at the computer.

EDUCATION

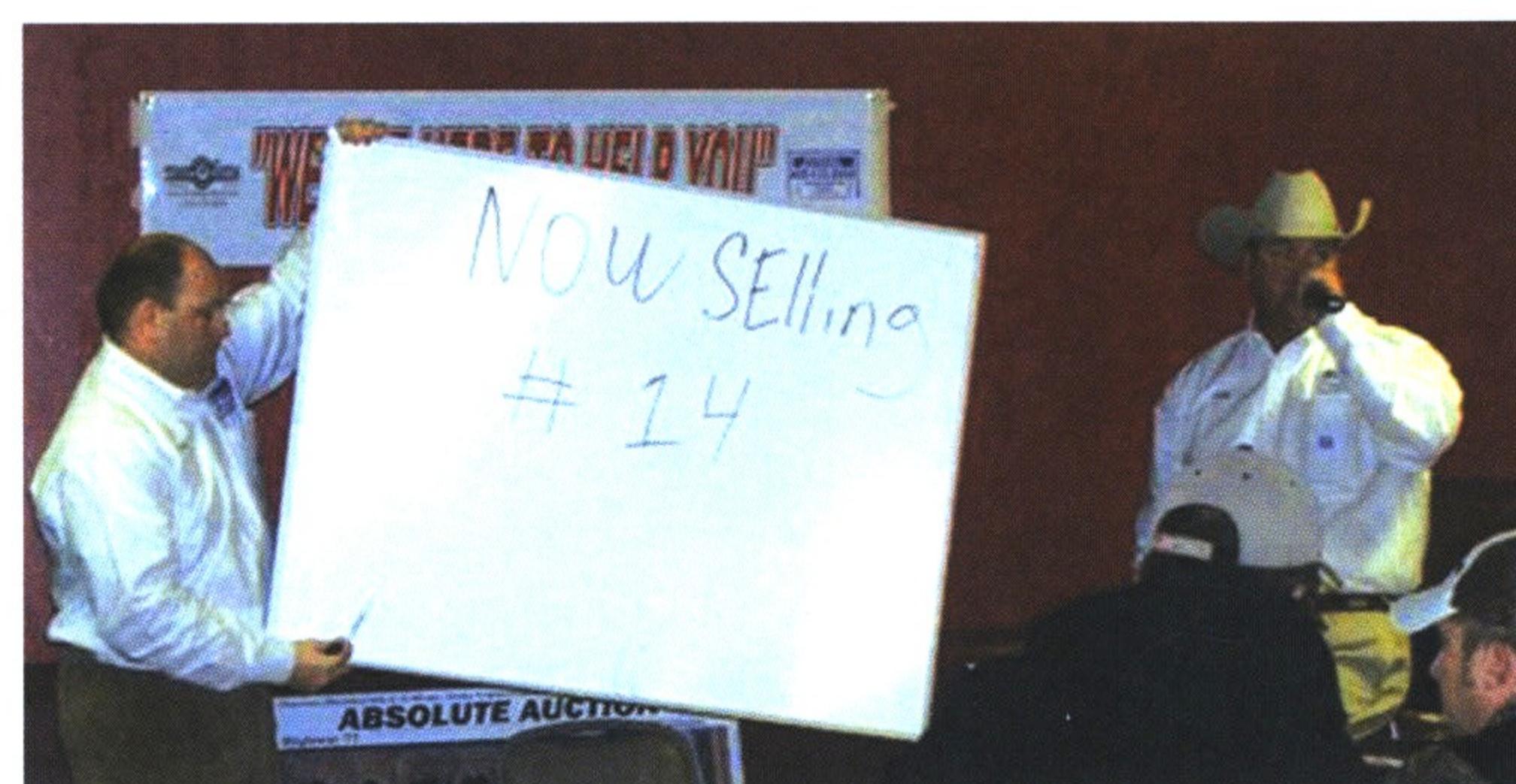
CAI class teammates work together

Three Certified Auctioneer Institute classmates recently teamed together for a very successful multi-parcel absolute land auction in Perry, OK.

They were Scott Barnes, of Target Auction of Bessemer, AL; Jason Winter of West Central Auction of Harrisonville, MO; and Gregg Pickens of Pickens Auctions of Stillwater, OK.

They worked as a team selling 150 acres of interstate and highway 77 frontage. The land was offered in 22 parcels and sold to a standing room only crowd. This was the fourth auction in 2007 the CAI Classmates worked together and they plan to do many more in the future.

Seeking Donations



CAI classmates during the multi-parcel auction.

for CAI Fun Auction

The 2008 CAI Class II is currently accepting donations of items to be sold during the CAI fun auction this March on the campus of Indiana University.

Each year during the CAI course a fun auction is held. This auction is presented and conducted by the second year students of CAI. The class II students also get to choose where a portion of the proceeds are to be directed. This year Class II has decided to support the Pat Massart scholarship fund.

The Pat Massart scholarship fund was established by the Charter Class of 2006 to honor Pat's extraordinary legacy and as a tribute to her significant contribution and ongoing commitment to CAI.

This honorary award will be presented to a CAI Class III student each year. The scholarship will perpetuate Pat's commitment to develop future leaders in the auction profession and will serve as a reminder to us to live up to the example that Pat has set for all of us who have had the honor of working with, or knowing her.

We are looking for items that represent and showcase each part of the United States. If you have something special that promotes your

community, or your state and would like to share that item, event, or experience then we would love to offer it up for auction. This year's theme is "CAI Across America" and we would like to have something special from each state. You are only limited to your imagination as to what you could offer.

In order for your item to be posted on www.proxibid.com and available for online bidding we need to receive it or at least the info about it no later than February 20, 2008. So get started obtaining that special gift and remember it is benefiting a great cause.

For more information about donating items and/or shipping items, contact Travis Royston at (423) 895-0179 or e-mail at travis@roystonauctions.com.

Some of the items already pledged are:

- Guided Trout Fishing trip for 2-Mt. View Arkansas from Jack's Resort
- Beale Street Getaway for 2 & Peabody Accommodations -- Elvis mansion and museum tour
- Autographed basketball-#187/500 signed by 7 Hall of Famers-Magic Johnson, Michael Cooper, Jerry West, James Worthy, Kareem Abdul, Jabbar, AC Green, Kurt Rambis, in display case
- NBA Basketball signed by Charles Barkley with Certificate of Authenticity
- NBA Basketball & Team Hat both signed by Magic Johnson (2 part item)
- 1998 Lakers All Star signed ball with Kobe Bryant, Shaq, Nick Van Excel, & Eddie Jones, in display case, with COA
- NBA basketball signed by Hall of Famer Artis Gilmore
- Signed picture of Johnny Vander Meer -- only major league pitcher to have two consecutive no hitters- COA
- Trip to Yellowstone National Park
- East Tennessee-Trip to Dollywood - Theatre and dinner also included
- 1 case of Napa Valley Wine
- Benefit Auction Catalogs

NEW HIRE

Auction firm official named as ECAR president

Destin, FL— Cliff Chaplin has been named the 2008 President of the Emerald Coast Association of Realtors, replacing outgoing President, Harry Millsaps.

Chaplin, Director of Operations at Anderson Auctions, Inc. of Destin, FL, has served as Secretary/Treasurer of ECAR in 2006 and Assistant Treasurer in 2005. He is also an active member of the Florida and National Associations of Realtors, serving as a FAR Director since 2004 and as a member of several state committees.

A resident of the Emerald Coast for over 15 years, Cliff holds a Bachelors Degree in Aerospace Engineering as well as a Master's Degree in International Relations. He is licensed as a Real Estate Broker in Florida, and has attained the prestigious designation of Graduate Realtor Institute (GRI), and is also an Accredited Buyer Representative (ABR) as well as a licensed Florida Mortgage Broker.



Cliff Chaplin

► continued on 71

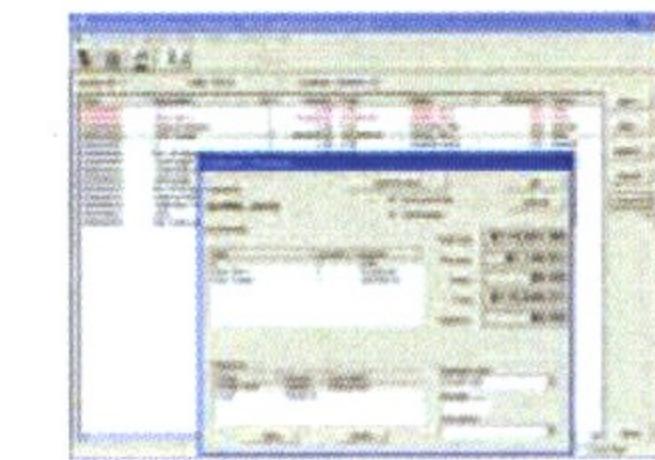


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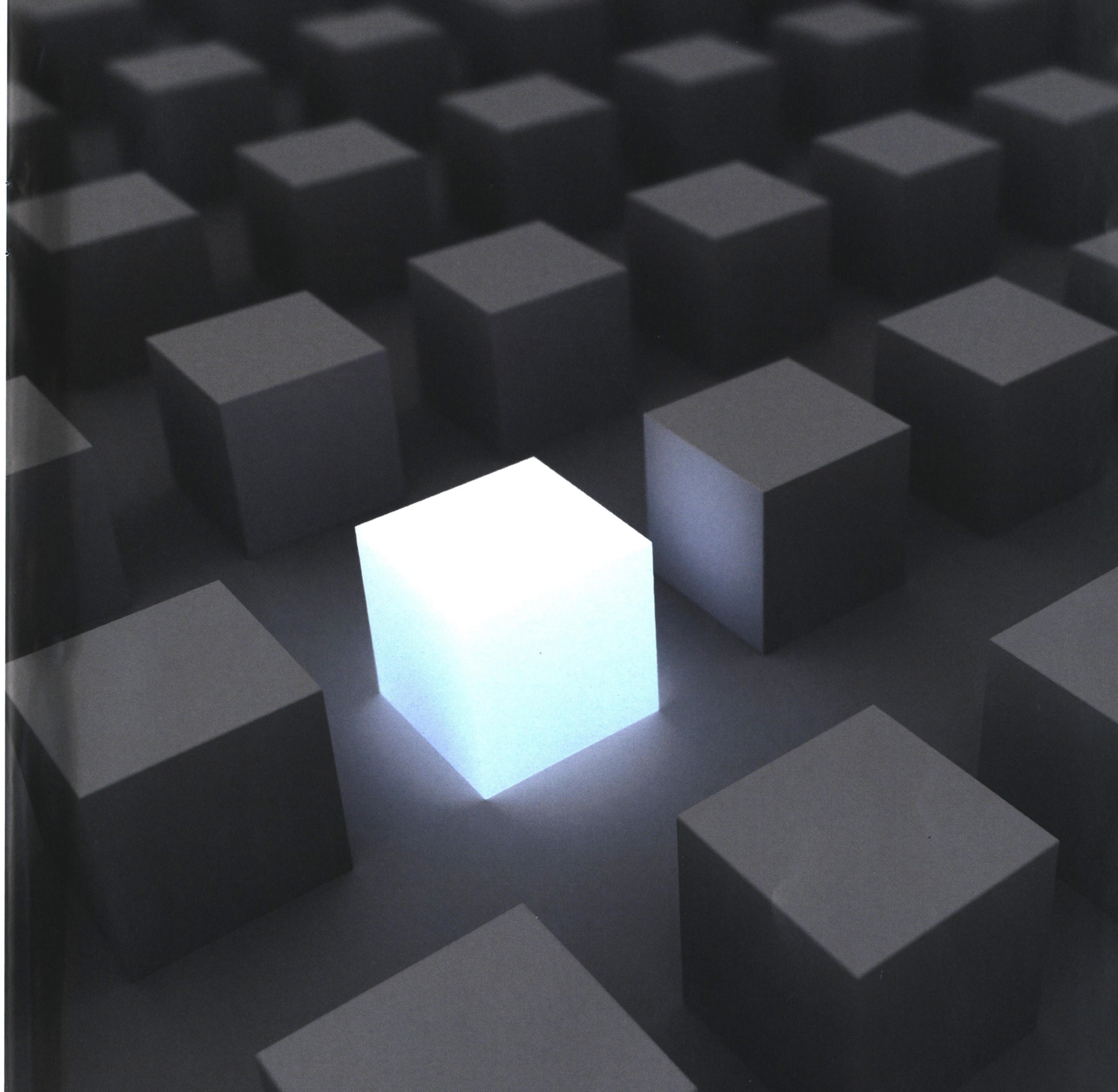
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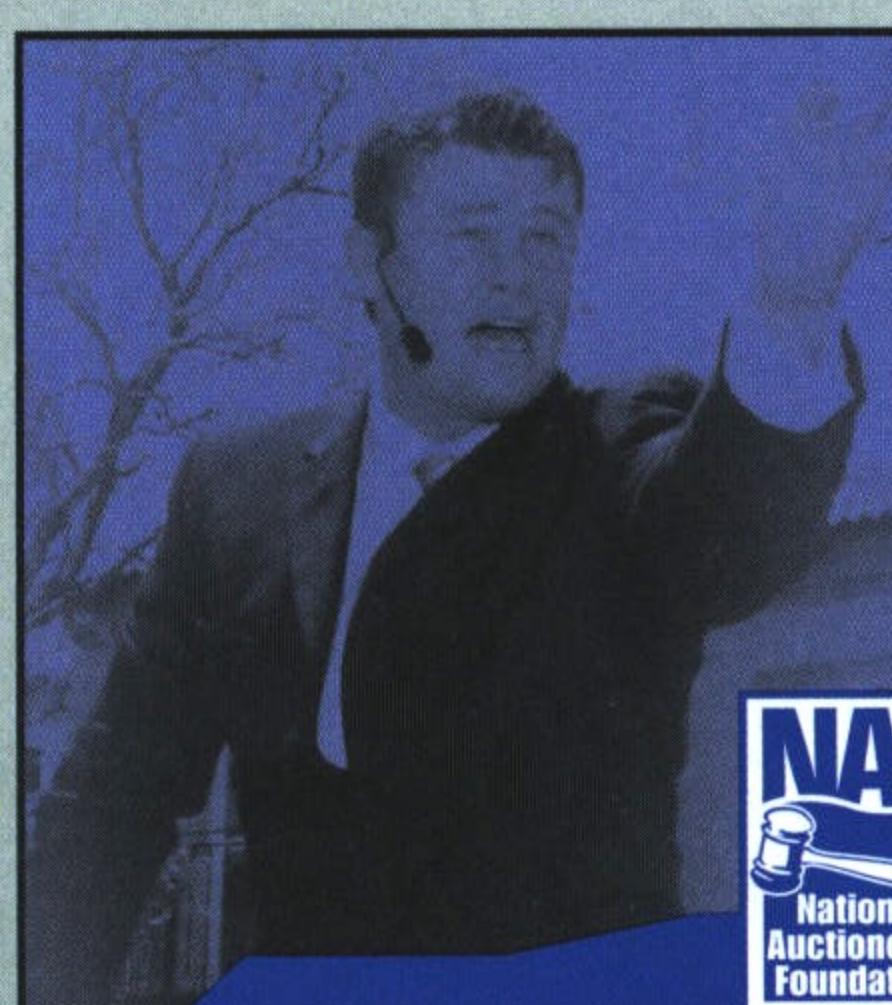
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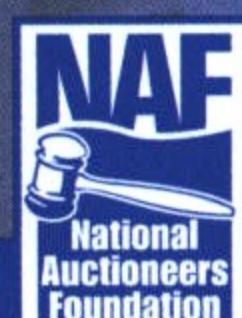
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 Feb. 20-24: Missouri Professional Auctioneers Assoc., Springfield, MO



AUCTION INDUSTRY RESEARCH STUDY

The National Auctioneers Foundation has been proud to help fund the groundbreaking Auction Industry Research Study, which was commissioned by NAA and conducted by MORPACE International and Harris Interactive.



The results identified the gross revenue sales in each auction category, providing statistics for the media and Auctioneers to show how vital the auction method of marketing is to the U.S. economy. NAF provided \$200,000 in initial funding for this study and helps fund quarterly updates.

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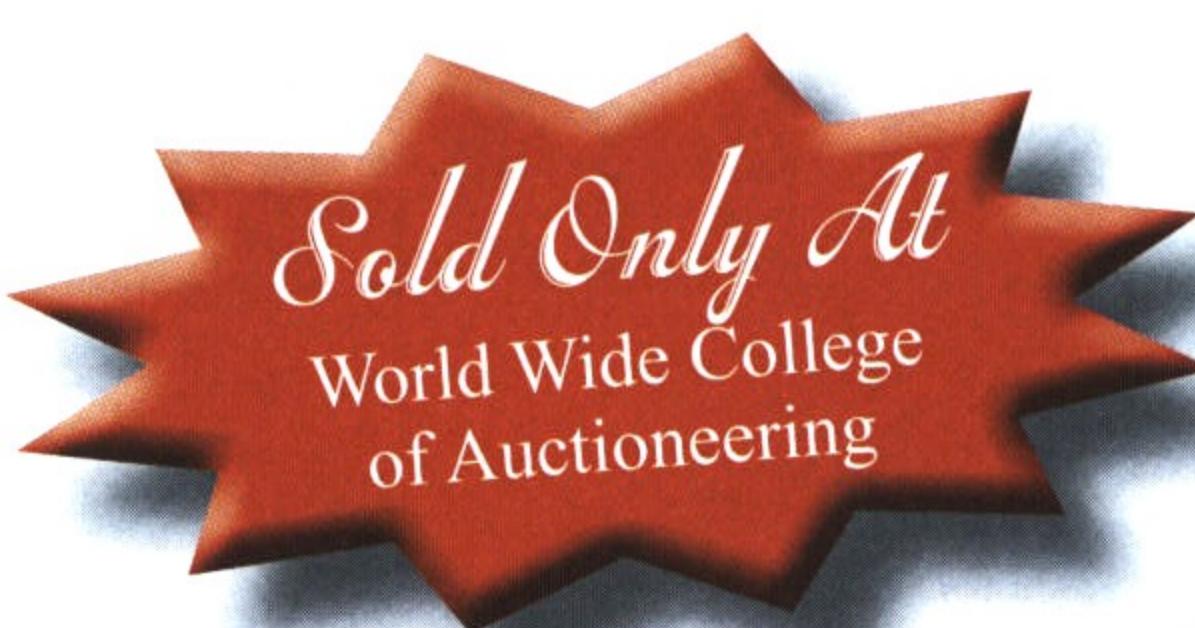


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were still kicking."

When the hurricane hit, Penny and her husband Tim, now deceased, were fishing in the wilderness of Alaska. When they reached Fairbanks, Alaska, they first heard about the storm, and immediately began making arrangements to return to their family, their community, their home and their business.

"We had 200 pounds of filleted salmon and halibut, all vacuum packed and ready to ship," Penny recalled. "We asked if they could hold off on shipping it because we knew we probably wouldn't have electricity at home."

The worst of the storm had passed by the time Tim and Penny Mutz arrived back in Slidell, but the aftermath was just beginning.

They were shocked, by the devastation that greeted them on their return.

Hurricane Katrina and its aftermath would ultimately claim almost 2,000 lives and cause an estimated \$81.2 billion in damage along the Gulf Coast.

Almost five feet of water cascaded into their Slidell home, and hurricane force winds had ripped the roof from their warehouse facility. With their home virtually underwater, the couple initially stayed at their office, with power supplied by a generator.

"We and some members of the staff stayed there for a few weeks, sleeping on the floor," Penny recalled. "We had the generator and a one-burner camping stove and a barbecue pit outside, and that's basically how we lived."

Finally, electricity was restored to the Slidell home of Penny's mother, and the couple stayed there for several more weeks until a FEMA trailer became available. They remained in the trailer for several months before their home, though far from completed, was at least enclosed and ready for occupancy.

In the meantime, the Mutz's sons, Bradley and Chuck, and a grandson, Tim, put a new roof on the company warehouse, and business, such as it was, resumed.

But the stress of their personal and professional recovery took a toll, Penny said, on her husband, and, in November 2006, Tim Mutz passed away.

Despite her personal grief and that of her family, Penny said: "The show must go on."

And, as the population of coastal Louisiana slowly returned, ServCorp continued to adapt new practices to accommodate the circumstances.

"We had to seek alternative methods," Penny said. "It was important that we continued to get the word out to people that we were still in business. So, instead of sending notices of auctions to just a small segment of our mailing list, we sent notices to our entire customer list."

Penny said it was likely, given both national economic conditions and the impact of Katrina, that the number of bankruptcies would rise in the Gulf Coast area next year, a situation from which the company could unenthusiastically profit.

"You feel kind of bad, but you just try to get the people as good a return on their assets as you can so they can get rid of some debt," she said. "It's like colds are bad for children but good for doctors."



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Freelance writer Phil LaCerte is a business journalist in Shawnee, KS.

Fowler hired at appraiser



Micah D. Fowler, CPPA

Gateway Gallery Auction announces that Micah D. Fowler, CPPA has been hired as our Certified Personal Property Appraiser.

Micah will provide certified appraisals that meet the Uniform Standards of Professional Appraisal Practice (USPAP). While Micah is a general appraiser; his specialties are coins, militaria and sports memorabilia.

Gateway Gallery Auction of Chambersburg, PA is owned by Auctioneer/Appraiser John F. Kohler, Jr.

McKeehan joins QCSA Auto Auctions

QCSA Auto Auctions announced that Christopher McKeehan, former Midwestern Sales Manager for Copart, Inc. and Assistant Vice President of ComSearch, has joined QCSA as Account Executive and Senior Vice President of Business Development.

McKeehan is an 18-year veteran of the insurance claims management industry, having also served with Mitchell International and Safeco Insurance.

Headquartered in Eldridge, IA, QCSA provides salvage remarketing and total loss management services in the states of Illinois, Wisconsin, Iowa, Indiana and Missouri. The company offers live auctions onsite that are simulcast worldwide from its website. For additional company information: www.qcsa.com.

United Country Real Estate named to Entrepreneur's Franchise 500

Entrepreneur's Franchise 500, a comprehensive franchise ranking, has recognized United Country Real Estate among its 2008 list of top franchises. United Country is believed to be the only large real estate company with a full auction division.

United Country achieved the No. 101 overall ranking on the Franchise 500® list, as well as securing top rankings in three separate sub-category lists, including the No. 23 ranking in the Low Cost Franchise category, the No. 47 position for Fastest Growing Franchise and the No. 95 ranking for America's Top Global Franchise.

"This recognition further illustrates the value of United Country's unique approach to serving our franchisee partners and providing advanced real estate marketing systems that differentiate our local franchise offices in their markets. We are honored to be included in this prestigious study," said Dan Duffy, CEO.

This honor follows United Country's inclusion on the Wall Street Journal's 2006 list of "Top 25 High Performers," a study of more than 2,500 U.S. based franchise systems.

United Country Real Estate is the only national real estate and auction franchise system specializing in residential, farm and ranch, commercial, retirement, second home and recreational properties in small cities and towns across America. The company currently publishes nine niche real estate magazines and executes a marketing program that attracts more than 2.4 million visitors a month to its 725 owned and operated web sites including 925,000 visitors a month to: www.unitedcountry.com. Headquartered in Kansas City, MO, the company supports 700 franchisees in 44 states and markets a national database of properties valued at over \$9 billion.

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By John Peckham

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Think things are changing? One week's worth of the New York Times contains more information than a person was likely to come across in a lifetime in the 18th century. By 2013 a super computer will be built that exceeds the computational capability of the human brain. By 2023 a \$1,000 computer will exceed the capabilities of the human brain. These are just a few of the observations in this mind boggling 8 minute show at this great place. It'll get you thinking and is well worth a visit.

Copies of all previous "Real Estate CyberTips" columns complete with all direct links are available at www.REcyber.com/reintelligence/cybertips.htm. Jack Peckham is the Executive Director of the Real Estate Cyberspace Society and can be reached by E-mail at bostonjack@earthlink.net. The Society's worldwide web office is open 24 hours a day at www.REcyber.com. Direct links for each of the tricks and places here or in any previous Real Estate CyberTips Columns are available at www.REcyber.com/reintelligence/cybertips.html. StoneAge readers can obtain information on Society membership by calling 888-344-0027. Copyright (c) 2008. RECS.

NAA Resources

NAA Membership and Meetings

For meeting registration, membership applications, and changes to your membership record, contact the NAA Member Service Department by phone: 913-541-8084 or 888-541-8084, ext. 15; fax: 913-894-5281; or e-mail: info@auctioneers.org.

PROGRAMS

Get Sold On St. Jude Kids

NAA members have raised nearly \$4 million to help children since 1999. Opportunities for members to participate vary from donating a percent of auction proceeds to holding a "special" fundraising auction for the St. Jude Children's Research Hospital.

International Auctioneer Championship

NAA hosts the largest bid-calling championship in the world each July during the annual Conference and Show. Participants can register beginning in February through the Conference and Show registration process. This contest has both a men's and women's division and awards a \$10,000 cash prize, a trophy and ring. A promotional video will also be aired nationwide and feature the winners.

International Junior Auctioneer Championship

The NAA's youngest Auctioneers compete in a bid calling contest in front of a live audience each July during the annual Conference and Show. Open to youth age 12 to 18, the IJAC Champion will win \$1000, a trophy and complimentary registration into the adult division of the International Auctioneer Championship once the winner meets the minimum age requirement for the IAC.

International Ringman Championship

Professional Ringman to be featured in NAA's Ringman Competition. Ringmen play a vital role and have significant impact on the success of an auction. NAA is eager to recognize their efforts and reward them for a job well done. A \$5,000 cash prize, a trophy and a ring, sponsored by the Professional Ringman's Institute, will go to the champion of the IRC. A promotional video will also be aired nationwide and feature the winner.

National Auctioneers Day

On the third Saturday in April, National Auctioneers Day is designated to recognize the creative efforts of Auctioneers and the benefits of the auction method of marketing. For more information about National Auctioneers Day see the March issue of Auctioneer.

NAA Marketing Competition

NAA has developed a special awards program to recognize the creative efforts of Auctioneers. The award presentations take place during the annual Conference and Show in July. Entry forms, along with the rules and regulations are included on the Conference and Show website at www.auctioneers.org/conference2008.

President's Award of Distinction

The President's Award of Distinction is awarded to an Auctioneer for his or her contributions to the industry and profession. This prestigious award is given during the annual Conference and Show in July. The NAA President, along with the NAA board of directors, make this selection.

NAA Education Institute

The NAA is dedicated to providing professional development opportunities for the auction industry. Members enjoy discounts on all educational events, seminars and our designation and certificate programs. Designation programs include: CAI, AARE, ATS, BAS, CES, GPPA and GPPA-M. Visit www.auctioneers.org to learn more about NAA's business-boosting programs, or e-mail us: education@auctioneers.org. Phone: 913-541-8084 (extension 23 and 28).

SERVICES

Auction Calendar

Members are allowed to post their auctions on the NAA Auction Calendar on its web site—www.auctioneers.org. NAA's site receives over 4 million hits per month and increases the exposure of member auctions.

NAA Credit Card Program & Free Check Recovery

Save on processing rates when accepting credit card payments from your sellers for their purchases. Cashless Commerce now has a very low rate of 1.67 percent available to all NAA members. Call Cardmaster Solutions at 866-324-2273.

Discount Advertising Rates

Reach the buyers with Important Publications. Use your exclusive auction advertising programs. Your NAA membership entitles you to discounted advertising rates with USA TODAY, Investor's Business Daily, and The Network of City Business Journals. Other contracts available on request. For more information call 800-510-5465.

Discussion Forum

Allows members to share information online in a quick and easy manner. Any question that you have pertaining to the auction profession can be easily addressed by other members of the association. Check this frequently, as many topics are discussed on this forum. Call NAA Web Services at 913-541-8084 ext. 25 or log on to www.auctioneers.org for more information or to sign up.

Free Web Site Development & Hosting

Members can individualize information about themselves and their company as well as post all of their auctions. This free web site development also includes free web hosting service. To take advantage of this service log on to www.auctioneers.org. With \$75 domain name registration.

Access NAA Online

NAA's Web site, www.auctioneers.org, provides fast and convenient access to people, practices, ideas, and resources. Your member account allows you to connect online with colleagues and stay in touch with what is happening in the industry and profession.

Government Relations

The Government Relations program tracks federal and state legislation impacting the auction industry and notifies you to take action on issues when appropriate. Through the Auction Action Network (AAN), you have the opportunity to sign up to become a member of NAA's government relations network to present a united voice on issues affecting the profession.

NAA Insurance Plus Program (Health, E&O, and Licensing Bonds)

NAA is able to offer solutions that can provide you, your loved ones and your company with the right balance of care and service based on your personal preference, needs and budget. Programs available nationwide! Act now by calling 913-754-7800.

Learning Center

The NAA Education Institute now has available valuable seminars and Conference and Show educational programs as well as the International Auctioneers Championships (IAC) to download to your computer, MP3 player, or iPod. The 2007 Conference and Show educational seminars are available. And, two of the sessions from 2006, and two from 2007, are available on video. By joining the NAA Learning Center for \$185 per year, you can download all of the sessions and receive CE credits. For details log on to www.auctioneers.org or call 913-541-8084, ext. 23, 28 or 15.

NAALive.com

NAALive.com provides members live web casts of on-site auctions, allowing you to attract bidders worldwide for \$125 fee & a 1.5% commission for items sold. To take advantage of this service by logging on to www.NAALive.com or call 877-456-LIVE.

Office Products and Supplies

Purchase office products and supplies that you use every day in your business with discounts up to 80% off current retail. Call toll free to order your catalog. Next day shipping of order is free. To take advantage of this service log on to www.auctioneers.org or call 866-606-4601, ext. 318.

Prescription Drug Program

Program is free to members, families and employees and provides a discount pharmacy card that provides overall savings of more than 20 percent. Call 913-541-8084, ext. 15; fax: 913-894-5281; or e-mail: info@auctioneers.org for your pharmacy card today. Help line 888-229-5383.

State License Laws Guide

Guide covering principal requirements in each jurisdiction to assist members with questions on individual state requirements. Log on to the members only section of www.auctioneers.org for more information.

Travel Services

The lowest available member rates for travel—Guaranteed! NAA Travel handles all of the annual Conference and Show and Winter Seminar arrangements. This service is free and can be used for all your business or pleasure travel needs. Call NAA Travel at 877-363-9378.

PRODUCTS

Books

This comprehensive 92-page legal guide, Waiting for the Hammer to Fall, A General Overview of Auction Law by Kurt R. Bachman, provides up-to-date information on issues Auctioneers encounter in their course of business. For more information call 913-541-8084, ext. 28; or e-mail: info@auctioneers.org.

Membership Directory

This directory provides an up-to-date listing of all members and their contact information. This is updated annually and is published and sent to all members in April. For up to the minute membership directory, log on to www.auctioneers.org.

Merchandise

NAA provides a great selection of apparel and miscellaneous promotional items that members can purchase at very attractive prices. Log on to www.auctioneers.org for available products or 866-305-7622.

Newsletter - Auction Advantage

Have the four-page Auction Advantage newsletter sent to a list of your customers four times a year for only 45 cents per mailing per customer. The newsletter is customized with your photo and company contact information. NAA creates and mails the newsletter. For details call 913-541-8084, ext. 15.

Opportunity Kit

To request an Auctioneer or Auction World Opportunity Kit, please call 913-541-8084, ext. 20; fax: 913-894-5281; or e-mail: wdellinger@auctioneers.org. To learn more about the benefits of advertising.

Buyers Guide

We have collected information from those companies who have developed products and/or services with the auction company in mind.

Customer Survey Card

NAA provides to you customer survey cards, which you can give to customers at your auction to get their feedback with 17 questions like "How did you learn about this auction?" The results can be used to improve your business. Send the cards to NAA and get a detailed report back. An order form can be downloaded from the NAA website, or call member services at 913-541-8084, ext. 15.

Happy 91st birthday, Bing!



Auctioneer L. H. "Bing" Carter from Olathe, KS stopped by the National Auctioneers Museum in NAA headquarters on Jan. 4, 2008 on his 91st birthday. He is a retired member of NAA and was inducted into the Hall of Fame in 1993. His first auction was in 1934. Here he is standing next to his Hall of Fame plaque in the museum.

BUSINESS ANNIVERSARY NEWS INVITED

NAA invites members to send news of their upcoming or recent business anniversaries for publication in *Auctioneer*. If your company has been in business for any milestone you consider important, from five years to 70 or more, tell us about your company. Describe details about the kinds of auctions you do, methods you use, lessons you have learned and challenges you face. Business anniversary news only please; no marriage anniversaries. Email to editor Steve Baska at steve@auctioneers.org, or send to editor, 8880 Ballentine, Overland Park, KS 66214.

NAA WANTS YOUR AUCTION NEWS

Auctioneer magazine and its sister publication, *Auction World* newspaper, are your publications. NAA's publications department wants to get news and photographs of your successful auctions, as well as your letters and other feedback. Your news and photos can be featured in the Success Stories, Association News and other sections of our publications. The staff is usually able to print every news release and photo that is received. If you had special items that sold well, a benefit sale, a new method or product you tried that was successful, new members of your staff, or any other news you believe will promote your business and be of interest to NAA members, please send it by email or mail service to NAA. Email to steve@auctioneers.org, or send to Editor Steve Baska at 8880 Ballentine, Overland Park, KS. 66214.

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