

AUCTIONEWS

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FROM THE BOX

DOES YOUR CREW KNOW WHAT TO DO?

Some fortunate auctioneers have knowledgeable assistants working for them on a regular basis. Less fortunate auctioneers must make do with workers that may not have as much experience with auctions. But you have to start somewhere, and many of those superstar ringmen, master merchandise movers and clerical whizzes learned their jobs on the job; maybe some of them attended seminars or sat in on auction school classes.

Neophyte crew or old hands, training is essential if you expect to produce a well-run auction. Experience is the next-best teacher but not always helpful without some basic training. Even an experienced crew can fumble the job if unusual problems come up. At an auction house or gallery, the setup and flow and checkout probably is about the same for every sale. At on-site auctions, no two are alike.

Pick your crew carefully. Consider each job that needs to be done before, during and after the auction; select workers for each job based on knowledge and experience. You can double up some: cashiers can register bidders; clerks can help until the bidding starts and at the end of the sale. Ringmen, next-up guys, markers and checkout personnel can be extra security during the preview and after the sale.

Do a walkthrough with the crew to test the setup flow; while you are doing this, make a backup plan. You may have to make major changes to accommodate a larger or smaller crowd, or because of adverse weather or one of the many other problems that come up at auctions.

Every crew member should know the auction company rules on making guarantees, bringing up requested items out of order, setting in absentee bids, handling "tie" bids and other policies. Make sure every crew member knows the answers to these most-asked questions and any others that apply: What time does the auction start; Where will the auctioneer begin selling; What is the buyer premium; When can I pick up my purchases; Where is the restroom; IS THIS AN ABSOLUTE AUCTION; Does this lawnmower work??? Bidders begin to form their impressions of your auction when they arrive, and prompt, courteous replies to their questions will help get it off to a good start.

Take the time to train your crew. Be receptive to their suggestions, it's good for morale and they have some good ideas. After the auction, whatever the results, take them out to dinner and celebrate.

THE NUMBERS

CLASS DATE: March 31 - April 9 90 hrs (2 weekends)
Hours: 8:am-6:pm
(8:am-5:pm RingMaster Sunday)

AUCTIONEER PROGRAM cost:

Registration fee \$ 50 due at least 3 days before class
Tuition \$945 due at start of class
Total \$995 (includes books and 1 lunch)

Pay with VISA, MasterCard, American Express, cash, check
RINGMASTER April 2 8am-5pm lunch included in class

Over a dozen HOTELS are 2-5 Miles from the Academy
Call us for details 800/422-9155

NEXT CLASS March 31 - April 9, 2006

You say you want to be an auctioneer. What's holding you back? Too much competition? Not a good excuse: just look at all the fast-food places built side by side with customers lined up; look at the standing room crowds at each of the auction houses in any one area. It costs too much? Florida Auctioneer Academy tuition is a bargain with the bonus of a complete auction education. Can't take time off from your present job? The Academy program takes 10 days, 9 hours a day Friday through the next Sunday. Don't know what in the world is going to happen next? We can't help you with that one, except to say you are in charge of your life; if you want to be an auctioneer, just do it.

Florida Auctioneer Academy has long been known as the "nuts and bolts" auction school. We're proud of our graduates who go out the door ready and able to go to work as a contract auctioneer or set up and run their own auction business. They have a workable plan and a definite direction. They have contacts with auctioneers they met in class as well as former grads with successful businesses.

The cost of the program is \$995 (\$50 to register, pay \$945 first day of class). When you send your \$50 registration fee, you get bidcall practice material including a CD to help you learn the chant, the numbers and rhythm. When you come to class you get a textbook and review studybook, plus 90 hours of experienced auctioneer instruction.

CALENDAR 2006 Schedule

Auctioneer Classes

March 31 - April 9

June 2 -11

August 11 - 20

November 3 - 12



February 2006 Auction Class

Sixteen auctioneers graduated in this February class: Alexandra Arena-Gil, Casselberry; Julie Cotton, Bella Vista, AR; Eugene Diaz, Indio, CA; Manny Diaz, Indio, CA; Robert A. Dufresne, Okeechobee; Vincent Gepp, Clearwater, FL; Tom Karras, Jupiter; Tammie Lockwood, Pinellas Park; Judy Long, Sanford; Thomas & Rebecca Lowrey, Port St Lucie; John Meijer, Bella Vista, AR; Brian Murph, St. Augustine; Harold Pendley, Lake City; Steve Ralston, Kissimmee; Al Sprester, Ridge Manor.

CLASSIFIEDS

Need answers to Internet questions? We can help you get your business "on the net". Let us help you design a web site. We have server space waiting to be used. Some of our clients can be viewed at f-a-a.com; Boat-Safe.com; 1-more-time.com; GlobalWestAuctions.com; OutsideStuff.com; more added each month.
Call Gary (407)466-2270... oh you can e-mail me also.

The Florida Auctioneer Academy Exam Review is on the Internet. Go to www.f-a-a.com for a free sample test, or to sign-up for the full test. Cost is \$35 for 200 multiple-choice questions, plus law, math and UCC tests. When you have been approved for the Florida state exam, sign-up for your password for the Review.

Psst..... pass me.....

AUCTIONEERS Software. Fast complete auction accounting, one computer or networked. Low Price \$500,
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For an on-line internet demo go to www.1-more-time.com
Yes it runs on All Windows including Windows XP

Student Feedback:

*I just wanted you to know that last Saturday I worked two auctions. The first was a farm auction – started at 9 AM and ended at 4PM. I called about five hours of it and had a great time. It was my dream auction – I sold 60 lots from the field without a PA system – I can barely talk today. I got this job by calling the guy holding the auction – I first asked if I could drop off some flyers and then I offered my services – I think they liked my work. I hope I generated some future business – I did meet two people that seemed to be very solid leads. One was a farmer who has a huge barn full of equipment that he wants to sell. We'll see. Then I worked an antique auction from 5-11. My voice was gone so I only called about a half-an-hour. Not making any "good" money yet but with those two auctions I at least paid for my license.
Bill Mckenna, Lithia, Florida*

Need Help finding out about license laws in your state? Florida Auctioneer Academy's web site has links to many state laws. Check it out!

WINE AUCTIONS

MARINA VINEYARDS A SOUTH FLORIDA ENTITY IS LOOKING FOR A FEW GOOD AUCTIONEERS TO SERVE THEIR GROWING BUSINESS OF WINE AUCTIONS " ON LAND AND AT SEA". IN COLLABORATION WITH THE FLORIDA AUCTIONEER ACADEMY WE HAVE TEAMED UP TO PROVIDE AN EXCELLENT EMPLOYMENT OPPORTUNITY FOR YOU IN THIS GROWING AND FASINATING JOB MARKET. DO YOU HAVE A DAY, A WEEKEND, A WEEK OR A LIFETIME TO DO WHAT YOU HAVE TRAINED AND BEEN CERTIFIED TO DO?

CONTACT US AT (305) 667-0065 ASK FOR ARMANDO MARTINEZ OR YOU CAN E-MAIL US AT:

amartinez@marinavineyards.com

OUR MAILING ADDRESS IS:
MARINA VINEYARDS
4970 S. W. 72nd Ave.
Suite 107-A
Miami, Florida 33155



February 2005 Auction Class

Fourteen auctioneers graduated in this February class: Phyllis Barrett, Venice; Mike Bergida, Front Royal, VA; Russell Beyersdorf, Orlando; Mark Capone, Schaightcoke, NY; Ludner Felix, Plymouth, MA; Hal O'Boyle, Key West; Arja Parviainer, Brookfield, CT; Arthur Raymond, Zephyrhills; Hank Robinson, Tampa; Mark Scanlon, Front Royal, VA; Ray Sherman, North Port; Jency Stapleton, Fernandina Beach; Frank Turner, Birmingham, AL; Bryan Weller, Webster.

APRIL 2005 AUCTIONEER CLASS

Short Class of April 17: Nathan Burch, Palm Bay; James Cox, Altamonte Springs; Daniel J. Garber, Tequesta; Ashley C. Gravlin, West Palm Beach.



SEPTEMBER 2005 AUCTIONEER CLASS

Nine Auctioneers graduated September 25th: Nestor E. Arcila, Orlando; Laurence Bard, Boca Raton; Tommy Clements, Lake City; Kendra Crawford, Freeport GBI, Bahamas; Kay Duncan, Fort Lauderdale; Chris Lindsay, Plantation; Lisa Martek, Casselberry; Laurah Rooney, Tampa; Jack Sich, Merritt Island. Auctioneers helped with the fundraiser for Fallin' Pines Critter Rescue, as well as a weekly auction at Action Auction Friday night.



NOVEMBER 2005 AUCTIONEER CLASS

14 auctioneers graduated November 13th: Elliot Bernstein, Sarasota; Brian Beville, Ft. Pierce; David K Boshane, FL; Billy Joe Cate, Orange Park; Thomas D'Allaird, Lakeland; Larry T. Dement, Lakeland; Patty K. Garrett, Cocoa; Terry Ginn, Avon Park; Lance Hammond, Grand Island; Bryan Holden, Okeechobee; Alvin Jarvis, Riverview; Phillip Little, Orlando; John Patton, Coral Gables; Raul Riamonde, Valrico.



FLORIDA AUCTIONEER ACADEMY

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Next Class
March 31 - April 9

RingMaster April 2

emails:

gary@f-a-a.com fritz@f-a-a.com

Entire catalog and enrollment form at www.f-a-a.com

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Need Help finding out about license laws in your state? Florida Auctioneer Academy's web site has links to many state laws. Check it out!

This newsletter reaches approximately 1500 active or prospective auctioneers by postal mail, who knows how many see it on our website. For absolutely free publicity, send us info on your auctions. The price is right!

Fritz Fedele, Director
Florida Auctioneer Academy

Dear Friends:

Every once in a very great while something truly different presents itself as an opportunity in our business. And I believe that is very much the case with this unique, First Issue Limited Edition "Sunny Weather" Framed M.I. Hummel Canvas.

Each canvas is individually numbered within the edition, and presented in a rich hand-pressed gold finish imported Italian frame. All components are of museum/archival quality pH-balanced materials, and include an individually numbered, engraved and etched solid brass plaque with a corresponding



Actual Size: 15 1/4" x 18"

©1980 Ars Edition

Certificate of Authenticity. A solid brass easel is also included for tabletop display. This is a very attractive piece and as a First Issue Limited Edition should generate much interest at auction or even in normal retail environments.

And now for the important part: The manufacturers suggested retail price of this item is \$2250, but the program

being offered to auctioneers, art dealers, antique or gift shops is at a 50% discount. Which includes Free Freight & Drop Shipping to you or direct to your customers in all 50 U.S. States.

So here's the deal: You purchase one as a sample at \$1125 payable net 10 days* after you receive it. You will then be issued three additional Reserved Canvas Numbers in your name. Sell at auction, direct sale or in any way you choose, and at whatever price you choose, and your next Reserved Numbered Canvas will be shipped either to you or your customer within 7 days — With *Free Shipping*.

Other than the initial sample, this offer is structured so that you carry no inventory, warehousing, shipping or other expense. And **YOU** decide the minimum profit you want to make.

For more information, go to our website:
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* If you decide it's not for you then simply return the item at no charge to you, but please call for an R/A