

The Illinois Auctioneer

The Quarterly Newsletter of the Illinois State Auctioneers Association

How Would You Respond If Asked: *“What Time Is The 3 O’clock Parade?”*

“What time is the 3 o’clock parade?” On any given day in the Magic Kingdom at *Walt Disney World Resort*, you might hear Guests asking our Cast Members this seemingly peculiar question. And, while the question appears to have an obvious answer, we also know that frequently the *true question* lies beyond the obvious.

As our Guests are often excited and distracted by the myriad of sights and sounds in our Theme Parks, we know that when they ask this question, more than likely, they want to know **more than** just the start time of the parade. So, Cast Members will ask some additional questions to uncover what it is that the Guest really wants to know...such as, *“What time will the parade get to me?”* *“When should I start waiting to get a good viewing spot?”* and *“Where is the best place to stand?”*

Instead of simply repeating the obvious answer — the actual parade start time — back to the Guest, our Cast Members take this opportunity to draw from their theme park knowledge and *Disney service training*. They may share with the Guest what time the parade will pass by certain locations in the park, offer possible vantage points to view the parade or advise when to leave another area and still arrive at the parade on time.

This is important, because rather than dismissing the *“3 o’clock parade?”* question as something trivial and offering a blunt response, Cast Members understand that it offers the opportunity to exceed the Guests’ expectations and make them feel special by further personalizing their experience.

This understanding of our Guests, and our Cast Members’ ability to anticipate and respond to this question in a way that exceeds

expectation, is not new. Since opening *Walt Disney World* in 1971, both frontline employees and leaders have worked to fully understand and operationalize our service approach. Today, the *“3 o’clock parade”* question is commonly used to help Cast Members understand that their answer can either end the conversation, or it can begin a quest for richer discovery.



At Disney Institute, we have seen that an organization can never have exceptional customer service without a profound understanding of its customer at the individual level. Therefore, in order to provide an exceptional service experience, the organization must understand each customer’s needs and wants, and be able to respond accordingly in the service moment.

From what we have observed, every organization has its own *“3 o’clock parade”* question. First, you must find yours — asking front-line employees is often the best place to start. Then, you must train employees how to anticipate such questions and use them as an opportunity to exceed customer expectations. This represents a huge opportunity for organizations to differentiate themselves by reassuring each and every customer that they are truly listening and empathetic to their concerns.

Ask yourself, what is your organization’s “3 o’clock parade” question? How can you help train your employees to forgo the seemingly obvious “need” in favor of understanding what each customer truly “wants”?

By Bruce Jones, Senior Programming Director, Disney Institute



From The President



I want to start this with a big “Thank You” to Jack Wilkerson and Cory Craig. Jack, you are a most cherished friend. I admire the heart you bring to your endeavors. Cory, I have always admired your sense of rightness and wholehearted beliefs. I also want to “*thank those that called and spoke to others and all the work they did.*”

This is an amazing organization and I am proud and honored to be a part of it with you. No matter what, we keep going and growing.

“Proper Planning and Preparation Prevents Piss Poor Performance.” My Uncle Bill says a slightly different version of the British Army Adage. There is a lot of truth to the saying. It should come with the disclaimer though, “*The best laid schemes of mice and men / Often go awry.*” from Mice and Men by John Steinbeck.

However a well laid plan can help get you over the hurdle faster, if something does go awry. The board with Cissy’s help is working on getting better organized and prepared for the future. At our last meeting we held a board retreat for long range planning and we will be announcing our Mission Statement at the August Semi-Annual Membership Meeting.

I also need to thank Alex. We’ve been through a lot together over the years.

Thank You Again,
Kara C. Miller
Illinois State Auctioneers Association President



Get ready for the 2019

BENEFIT AUCTION SUMMIT

AUGUST 25-27
PALM SPRINGS, CA



SEE YOURSELF THERE? »
REGISTER HERE »
AUCTIONEERS.ORG/EVENTS



Identify Yourself as an ISAA Member

Demonstrate to your Buyers and Sellers that you are a proud member of the Illinois State Auctioneers Association. Use the ISAA logo in all your ads, on your business cards, on your stationery and on your website.

If you’re not using it we strongly urge you to proudly display the official ISAA logo. The logo can be downloaded from our group, **Illinois State Auctioneers Association (ISAA) Members Only** on Facebook (<https://www.facebook.com/groups/1354976874517154/>) or contact our executive director, Cissy @ isaadirector@gmail.com



World Wide College of Auctioneering

Mason City, Iowa

**“The finest education for
the auction profession.”**

Celebrating:

- **85 Years of Training
Successful Auctioneers**
- **40,000 Graduates**
- **World Champions & Leading
Auctioneer Instructors**
- **Experience the Difference**

2019 Dates

September 7 - 15, 2019

(Held in Denver, Colorado)

November 16 - 24, 2019

“World’s Largest Auction School”
Come train with the Champions!

641-423-5242

1-800-423-5242

www.worldwidecollegeofauctioneering.com



proxibid

MAXIMIZE
YOUR ONLINE
SALES

2017 Marketplace Statistics



\$6B

INVENTORY
OFFERED

1.8M

ALL-TIME
BUYERS

2.2M

SITE VISITS
MONTHLY

SELL WITH PROXIBID.

Proxibid.com/Selling › 877-505-7770 › Sales@Proxibid.com

ILLINOIS STATE AUCTIONEERS ASSOCIATION BOARD

PRESIDENT Kara Miller

Joe Ollis Real Estate & Auction
15 High Street Mille Creek • Ullin, IL 62992
618-521-0525 • karastudent@yahoo.com

SECRETARY / TREASURER Joe Orwig (2020)

Orwig Auction Service
495 State Route 78 • Toulon, IL 61483
309-361-0397 • joeorwig@yahoo.com

GOVERNOR DISTRICT 2 Renee Jones, CAI, AARE, BAS, CES, CAS, PRI (2021)

53 West Jackson, Suite 1757 • Chicago, IL 60604
312-852-8523 • renee@renee.com

GOVERNOR DISTRICT 4 Dave Brooks (2021)

Brooks Auction
1318 W Crestwood Dr • Jacksonville, IL 62651
309-696-1708 • dave@brooksauctionandappraisals.com

GOVERNOR DISTRICT 6 Tom Walsh (2021)

Aumann Auctions
3905 Old Mill Lane • Springfield, IL 62711
217-299-0163 • thomas@aumannauctions.com

GOVERNOR DISTRICT 8 Joe Wieseman (2021)

Wieseman Auction Service
8354 Dustman Rd • Worden, IL 62097
618-779-2741 • wiesemanauctions@live.com

GOVERNOR DISTRICT 10 Blake Canning (2021)

Canning Auctions
1985 Business Hwy 13 • Murphysboro, IL 62966
618-713-0222 • blake@canningauctions.com

PAST PRESIDENT Jack Wilkerson

Hayden-Wilkerson Auction Company
3194 Marble Ct • Decatur, IL
217-433-8008 • ijaw1@aol.com

GOVERNOR DISTRICT 1 Kenny Freeman (2021)

Irene Auction Company
929 Irene Rd • Cherry Valley, IL 61016
815-289-7904 • csbate6@frontier.com

GOVERNOR DISTRICT 3 George McCurley (2020)

PO Box 1392 • Jacksonville, IL 62651
217-243-6418 • mccauction@yahoo.com

GOVERNOR DISTRICT 5 Cody Hanold (2020)

Hanold Auctioneering
3560 Brown Road • Brighton, IL 62012
618-781-9810 • codyhanold@att.net

GOVERNOR DISTRICT 7 Kerry Lenhart (2022)

Lenhart Auction & Realty
302 Mill Street • Georgetown, IL 61846
217-662-8644 • lenhartauction@nwcable.net

GOVERNOR DISTRICT 9 Alva McDowell (2022)

McDowell Auction Service
926 N 75 Ave • Mulberry Grove, IL 62262
618-267-3410 • mcdowellauction@frontier.net

Cissy Tabor • Executive Director

312-702-2117 • isaadirector@gmail.com

Semi-Annual Continuing Education & Board Meeting


 \$25
CE Course

August 12, 2019

Crowne Plaza Hotel, Springfield, IL

Making Money Using Social Media (CE Course) w/ Renee Jones.....9:00 AM

Are you ready to make more money as an auctioneer? Well, social media isn't all about funny pet videos, grandbaby pics, political fights and random stalkers, so if you are ready to take your professional career to the next level of success then this class is for you. Together, we will learn how to maximize revenue in less time, with less stress and with small marketing budgets by discussing the ins and outs of the top four social media platforms – YouTube, Facebook, Instagram and Twitter. Oh, don't worry, we will cover the others but this class has no filters – just proven methods of making money. From organic boosted posts to full blown marketing campaigns, you will learn how to convert pennies on the dollar into a qualified audience of bidders and future clients. So, bring your laptop, notepad, stone tablet to class and let's start making social media profitable for you and your business.

LUNCH (On Your Own).....12:00 PM**Explode Your Business Partnering w/ Mike Fisher1:30 PM**

Preparing to prospect your auction business. Working outside of your market or comfort zone. Where to look and how to find potential prospects & partnerships. This session discuss leveraging partnerships with real estate agents, auctioneers, bird dogs and other ways to grow your business without having to add sales people. How do you get these individuals to partner with you and help you to find potential sales?

Sales Tax Update / IDFPR - Director of the Division of Real Estate (To Be Determined).....4:00 PM

Sales Tax Update for Illinois and the auction industry and what it means for you in your business; reporting / collecting. Or..... Meet the Acting Director of the Division of Real Estate from IDFPR and get an update

Semi-Annual Meeting Of The Membership.....6:00 PM

Join us for our Semi-Annual Meeting of the Membership to get informed and updated on what is happening with your association. Share with us your concerns, requests and meet your board members.



Renee Jones has managed and conducted virtually every type of auction, from personal property estate sales to a 3-year assignment to the disposition of assets on behalf of the Trustee for Enron Bankruptcy. Renee has called auctions on behalf of governmental agencies including RTC, FDIC, US Customs Service, federal & state courts and municipalities. Her responsibilities have included real estate auctions in more than 20 states, interim property management, lease workout negotiation, fleet inventory / appraisal / sales, power plants, construction projects and expert testimony in US Bankruptcy Courts.



Mike Fisher is an instructor for the Certified Auctioneers Institute (CAI) & an appointed Education Trustee of the *National Auctioneers Association*. He has conducted auctions in over 40 states, Mexico & the Bahamas in addition to winning multiple national advertising awards. Featured speaker at many national conferences and seminars and is an International Auction Specialist with many sales in Mexico and has been elected / appointed to multiple boards including President of the *Alabama Auctioneers Association*. He has sold luxury homes, hotels, timber tracts, recreational / land / condo developments, hunting / farm land, resort / golf properties, oceanfront, & more.



Get To Know Your 2019 Finalists!

The Illinois State Auctioneers Association Championship contest is only a month away!

In August we will crown another champion at the Illinois State Fair. The state finalist championship competition features eleven auctioneers from across Illinois competing for the coveted title and we are excited to see who will be crowned the, "2019 Illinois State Auctioneer Champion" on Tuesday, August 13th!

ISAA 2019 Finalists (in alphabetical order):

- Bill Burke
- Blake Canning
- Hayden Geisler
- Tim Gray
- Cody Hanold
- Matt Hart
- Rodney Laningham
- Kerry Lenhart
- George McCurley
- Kara Miller
- Joe Orwig

The Auctioneer Contest Finals is a LIVE Auction event where our eleven (11) Contestants will sell items provided by the ISAA to the buying audience.

**This Contest is FREE to watch
AND
Open To The Public.**

We encourage our members to invite friends, families and bidders to join us for this annual event to benefit the ISAA association.

Save the date!

**August 13, 2019 | 10:00 AM | Lincoln Stage
Illinois State Fair Grounds | Springfield, IL**



Auctioneer Finalists Heading to the 2019 Illinois State Fair





ISAA Facebook Cover Photo (shown above) can be downloaded & shared by you... Our Members.

**Thank You
To Our Sponsor**

Discount ISAA Room Rates

Attending the August Education Session or the 2019 ISAA Championship competition being held at the Illinois State Fair?

Check out the discounted room rates for the Crowne Plaza in Springfield on Page 17.

Looking for an **APPRAISAL?**

A Real Estate Appraisal Assists with Important Decision Making



FCI's cost-competitive agricultural real estate appraisals help with real estate transactions, estate planning, and inheritance settlements. Request yours today by contacting a local FCI office or emailing appraisal@farmcreditIL.com.



FARM CREDIT
ILLINOIS

Helping Farm Families Succeed



We Have A Big Mailing List and A Large Database Of Bidders ...

Put your auction on our platform as, “*We have a big mailing list and a large database of bidders ...*” or put your auction on another platform and essentially find your own bidders. This appears to be the choice auctioneers currently face when hosting an online or simulcast auction.

However, today we focus on that “*big mailing list and large database of bidders*” in that what difference does that make? In other words, should a seller necessarily hire an auctioneer with a bunch of accumulated past bidder information over one without?

Our question stems from an attorney inquiry where essentially a client hired an auctioneer boasting of a large (50,000) person mailing list over another more well-known auctioneer with no such database. The attorney reported to me:

The auction took place and the results were dismal and the client discovered none of the people on the auctioneer’s so-called extensive mailing list attended nor placed any bids.

Let’s start with this well-established premise: *The more bidders the more likely alpha (the highest bidder) and beta (the second highest bidder) participate* as we wrote more than once about including here: <https://mikebrandlyauctioneer.wordpress.com/2019/04/01/auctioneers-alpha-and-beta-and-more/>.

Auctioneers should endeavor to maximize the number of bidders ... to the extent it is financially prudent. No sense paying \$5 for one more bidder resulting in \$4.99 in proceeds — so long as there is a sufficient crowd bidding for psychological reasons: <https://mikebrandlyauctioneer.wordpress.com/2016/05/31/large-auction-crowds-busy-restaurants-and-relevance/>.

Let’s look at one item and a sampling of the number of bidders corresponding to the chance of alpha and beta:

- 50 bidders, 92.3% chance of having alpha and beta
- 100 bidders, 96.1% chance of having alpha and beta
- 250 bidders, 98.4% chance of having alpha and beta
- 500 bidders, 99.2% chance of having alpha and beta
- 1,000 bidders, 99.6% chance of having alpha and beta
- 2,500 bidders, 99.8% chance of having alpha and beta
- 5,000 bidders, 99.9% chance of having alpha and beta

Further, our second question: Are you selling the exact same [type of] property over and over again? For instance, Saturday, you’re selling 1,000 acres in Wyoming and next Saturday you’re selling collector cars in Utah. Yet, you have this “list” of past bidders — whom all (or even most) want both 1,000 acres and a collector car?

Certainly auctioneers who specialize in certain asset groups benefit to a degree from past bidder lists. However, if your inventory changes week-to-week or auction-to-auction, what good is a list of past bidders who have purchased “A” with you now selling “B”?

Or does your past bidder list have partitions, where some have indicated land, others cars? Nevertheless, telling a seller, “*We have a list of 50,000 past bidders*” may be

— continued on page 14



\$280
FOR AN AUCTION AD
- in Dozens of Newspapers
- in Any Region of the State



Your newspaper advertising connection
SEE REWA BOLDREY
at the IPA/AMP booth for more details
Or email her at rboldrey@illinoispress.org



HANNES COMBEST



I'm sitting in my office on a beautiful sunny spring day thinking about how gorgeous it is and I hear music next door in the Boardroom. I almost get up to find out what it is and then I remember – we have people from all over Kansas City in the Boardroom judging the 950 entries we received for the USA Today Marketing Competition!

All of the judges have marketing in their jobs – either working for a marketing agency or an association or company in a marketing role. I had lunch with them today and asked what they had learned about the auction industry and about marketing during their work.

To a “t,” they all talked about the detail that was included and about how important the entries were. We talked about what their perceptions had been (that all auctioneers did was “talk fast”) to what the reality is – that auction professionals are experts not just in calling bids, but also in marketing their assets to the general public.

If an auction professional is really successful, it's generally because their marketing is sophisticated, using an integrated blend of marketing styles that best represents the asset they are selling to a targeted audience. In my mind, these competitions – the marketing contests held by your state and national associations, are by far the most important competitions that exist.

Now don't get me wrong, I love a good bid calling contest – it's fun and exciting and something that most people in this industry love – and frankly, the public loves it as well! But what is really important is getting the seller to the table and the bidders to the auction! The only way to accomplish that is through effective marketing.

I think most people in our industry know that. Why would we have 950 (yes 950) marketing entries otherwise???

We won't know who wins for a while (it will take some

time to total the scores AFTER the judges leave). But what I do know is that next time your state association announces that they are accepting marketing entries or next spring when NAA announces that our competition is open, you should enter your best work.

And then if you win....make sure you market that to your clients – all of them – your sellers AND your bidders. They need to know that professional auctioneers are distinguished from the “Do It Yourselves” who put their stuff online and just let people find it. A professional auctioneer knows how to look at an asset, determine who the audience is that wants that particular asset and develop a marketing plan that will bring bidders!

THAT is why you hire a professional! And the people who are judging the contest in the Boardroom, well.... they now get it.....new converts to the auction method of marketing!

Hope to see you in July at the International Auctioneers Conference and Show (July 9-13, 2019) where you can learn more about marketing and other important activities to help you grow your business or make it more efficient! See you there!

Hannes Combest

hannes





SPRING 2019 LEGISLATION SESSION UPDATE:

~ ISAA Lobbyist Margaret Vaughn

AUCTIONEER SUNSET EXTENSION BILL SENT TO GOVERNOR

SB 1674, which would extend the sunset clause for the Auction License Act to January 1, 2030, and provides administrative clean-up language requested by the *Department of Financial and Professional Regulation* passed both the House and Senate unanimously and will be sent to the Governor. Special thanks to our Senate sponsors Sen. Chuck Weaver (R-Peoria), Sen. Emil Jones (D-Chicago) and Sen. Neil Anderson (R-Moline) and our House Sponsor Rep. Mike Halpin (D-Rock Island). It passed the House on May 23rd and has 30 days to reach the Governor's desk and after that he has 60 days to sign it, which will mean it should be signed into law by August.

Illinois House of Representatives Declares:

AUCTIONEER'S DAY on May 4, 2019

Rep. Mike Halpin (D-Rock Island) sponsored HR 327 on behalf of the *Illinois State Auctioneers Association* to proclaim May 4th as Auctioneers Day in the State of Illinois. To commemorate the proclamation, ISAA President, Kara Miller, and Legislative Chairman, Tom Walsh, went to the capitol to meet with Representative Halpin and conversed about the auction industry in Illinois.



Legislative Sessions Draw To A Close



At press time, legislators are trying to get all their final business wrapped up by midnight on May 31st. It takes a 3/5ths majority, not just a majority, to get any bills passed after that date every year.

Besides the budget, the big issues this year are legalization of cannabis, gambling expansion, graduated income tax, gun control and a capital spending bill that would include both roads and buildings. Some of the issues have passed one chamber, but not the other and a lot could still happen in the final countdown. If business does wrap up on time, the legislature will be back for the fall veto session in October and November. The exact schedule has not been released yet.



ISAA President Kara Miller, Legislative Chairman Tom Walsh and ISAA Lobbyist Margaret Vaughn

NAA announces 2019 Marketing Competition award recipients

The top-level contest again produced some of the best marketing materials seen in the entire auction industry.

OVERLAND PARK, Kan. (May 13, 2019) — Winners of the 2019 National Auctioneers Association Marketing Competition, presented in partnership with USA TODAY, have been announced. Four emerged from 950 entries to take three “Best in Show” honors and the coveted “Auction Marketing Campaign of the Year” award.

One “Best in Show” was awarded for Print, Digital, and Photography.

- Craig King, of J.P. King Auction Company, won “Best in Show – Advertising & PR: Digital & Social Media” for the website jpking.com.
- **Kurt Aumann, of Aumann Auctions, won “Best in Show – Advertising & PR: Print” for his hard cover catalog “The Pre-‘30s” submission.**
- “Best in Show – Photography” winner was Kellie Martin, from Jeff Martin Auctioneers, Inc, for “I AM IN!”

All award recipients in the 2019 contest will be formally recognized during the NAA Marketing Competition Awards Reception in New Orleans at the 70th International Auctioneers Conference and Show, July 9-13. Recipients will be presented with their awards at that time.

Overall, the annual NAA Marketing Competition, presented in partnership with USA TODAY, continues to be the premier contest for NAA members to showcase their marketing efforts. Member participation increased this year with 950 entries overall.

The competition featured 56 sub-categories in seven categories across three divisions. Categories included but weren’t limited to: Postcards, Brochures & Catalogs; Newspaper/Magazine Print Advertising; Public Relations & Marketing; Photography; and Digital & Social Media.

The task of determining winners was given to a panel of marketing and advertising professionals who represent backgrounds in branding, promotion, media, public relations and graphic design. Judging criteria includes but isn’t limited to criteria of cohesion, information, entertainment and interaction for Print and Digital, and clarity, composition and emotion for Photography.

BEST IN SHOW HONORS

Advertising & Public Relations

Aumann Auctions, Inc.
Kurt Aumann, CAI, ATS, CES
“The Pre-‘30s”

Personal Property (Antiques, Collectibles, etc.)

Aumann Auctions, Inc.
Kurt Aumann, CAI, ATS, CES
“The Pre-‘30s Auction Catalog (soft cover)”

Bidder Card

Aumann Auctions, Inc.
Kurt Aumann, CAI, ATS, CES
“The Pre-‘30s Auction”



“This material first appeared in the June / July 2019 of Auctioneer, the official publication of the National Auctioneers Association, and was approved for reprint.”



Josh Hickey and Matt Hart Competing

The best Auctioneers and Ringman in the World competed at the *Charleston Auto Auction* on May 10, 2019, for a Title, a Championship Ring, a Buckle and Money. I would like to personally say this was a great event and possibly one of the most challenging competitions for the *World Automobile Auctioneers Championship* (WAAC) yet. 4 lanes, 53 Auctioneers, 19 Teams, 22 Ringmen and NO Air Conditioning in the hot South Carolina heat in which each had two chances in each perspective lane to make it to the Finals Round Competition and become a World Champion.

As shared by Myers Jackson, who comes to this momentous event each year to photograph the competitors, the action and the moments, *"You gents and ladies have become very good friends. You are kind, thoughtful and professional. However each of you are ferocious when it comes to the competition. I enjoy every minute behind the lens. I get the first look and the last and my heart beats with action. Thanks to everyone who allows me to be a part on the World Class Championship event."*

After 220 runs at the Charleston Auto Auction, the winners were announce and ISAA Members, Josh Hickey placed 8th in the 2019 WAAC Championship Auctioneering Competition, and in the 2019 WAAC Championship Ringman Competition, Josh placed 6th with Matt Hart placing 7th in the Finals. There was less than a 2.5 point spread from there positions to the title! Now that's a tough competition of world champions! It was an honor to watch them sell and work the ring, bringing their best to this competition that is considered the Best Of The Best.



So how do you come home with the trophy hardware? I asked Josh and Matt to share...

Josh Hickey:

"I decided to compete at The World Automobile Auctioneers Championship in 2018. It was held at Adesa Chicago, which is one of my weekly auto auctions, so I figured, *"Why not? I'm already there anyway and will probably never be as close to home."* I always enjoyed competing at the Illinois State contest and have cherished the friends that I have made. I found the same to be true at the WAAC.



One thing that I have always found interesting about competing is that it really takes you out of your comfort zone, maybe you sell the same items every day, but when you go up against so much talent and are being judged on everything you are doing it's a completely different world. I have found that since I began competing in contests in 2006, it has really helped me to concentrate on the areas that I need to work on. I always get nervous ahead of time, but during the contest is a heck of a rush, and I always have a sense of accomplishment getting through it and knowing that I gave it my best. I also love to hear and watch other auctioneers work, it's amazing what you will learn of what to do, and not to. Overall I feel that I have become a better auctioneer

Hart Bring Home A Win At WAAC



because of contests. I also feel it makes you more able adapt to different situations.

My goal the first year was to make the finals and I ended up 3rd at the end of the day. What a rush! It was a great contest and a great day. So after all of that and alot of encouragement from my wife and friends, we made the trip to WAAC in Charleston in May of this year, and it did not disappoint! I had some good friends with me competing and made a lot more new ones. I was happy with my hitches and know what I need to work on.

for now I really am enjoying visiting new auctions, competing against the best in our industry, and making new friends and business contacts. We also were able to sneak in some sightseeing and relaxation as well in such a historic place!”

Matt Hart:

“I have always been a competitive person in every avenue of life. Work / Auctioneering is no exception. The beauty of competitions is you rarely, if ever, win. So the fun really comes in the camaraderie and education obtained in competing. Every time I enter a contest I leave smarter and better than when I arrive. I personally have met some of my best friends within the business at the WAAC contest, including some fellow ISAA members. Over the years you begin to look forward to going to reconnect with friends from around the country you might only see once every few years and the WAAC is a great platform for auction professionals who work within the automobile industry to gather in fellowship and competition for the betterment of themselves and the industry as a whole. Above and beyond that, it’s an incredibly fun time with great people from all over the country and abroad.



— continued on page 18





A Large Database Of Bidders ...

— continued from page 8

disingenuous if only 127 of those bidders may have any interest in what your current seller has put up for auction.

In my time as an auctioneer, we've gone from having to find the bidders to the bidders finding us to now back to finding the bidders and the bidders finding us. We wrote about push and pull marketing back in 2015:

<https://mikebrandlyauctioneer.wordpress.com/2015/04/27/auction-marketing-push-or-pull/>.

With a list of past bidders, how many of them are future bidders? While certainly there are collectors who are looking for whatever, wherever ... it seems there are less of these collectors out there today. A couple who came to your auction to buy their first home years ago might not need another one for a while, and otherwise the younger generation isn't looking for property and rather various life experiences?

Lastly, who are these people/entities who repeatedly buy? It would seem generally here in 2019 they are resellers ... who tend to pay less than market value in order to sustain their dealer status. Maybe — instead — you should be saying, “We have a list of 50,000 [past] wholesalers ...?” if you indeed have anyone worthy on your list at all.

Mike Brandly, Auctioneer, CAI, CAS, AARE has been an auctioneer and certified appraiser for over 30 years. His company's auctions are located at: Mike Brandly, Auctioneer, RES Auction Services and Goodwill Columbus Car Auction. He serves as Distinguished Faculty at Hondros College, Executive Director of The Ohio Auction School, an Instructor at the National Auctioneers Association's Designation Academy and America's Auction Academy. He is faculty at the Certified Auctioneers Institute held at Indiana University and is approved by the The Supreme Court of Ohio for attorney education.

How Do You



2303 21st Ave S.
Nashville, TN 37212
Katie@AuctionLook.com
270-791-2820

BASIC PLAN

FREE FOR MEMBERS OF AUCTIONEER ASSOCIATIONS
\$50 PER AUCTION
FOR NON-MEMBERS.
LOAD AUCTIONS AND
SEE THEM ON...

Group email campaigns to over 75,000 auction buyers local & national.



Listed on 30+ auction sites.

AuctionLook.com
AuctioneerHouse.com
InternetLook.com
VehicleAuctioneers.com
EstateAuctionAuctioneer.com
FarmEquipmentAuctioneers.com
LandOfAuctioneer.com
PersonalPropertyAuctioneer.com
RealEstatePropertyAuctioneer.com
AntiquesAuctioneer.net
GunsAuctioneer.com
KnivesAuctioneer.com
AuctioneerFineArt.com
ArtifactsAuctioneer.com
AuctioneerLivestock.com
AntiqueLiquidations.com
Auctioneerbook.com
Auctionroar.com
Auctionsrock.com
Home-auction-list.com
Luxuryyachtsatauction.com
Realestateauctionlist.com
Restaurantequipmentauctions.net
Sizedandliquidations.com
Silotosoil.com
Snapshotsatauctions.com
Theauctiongallery.net
Thegallerynetwork.com
Ubuydrive.com
Ushomeauctionlist.com

Personal auction calendar. Embed codes for your personal website. Your current and past auctions Displays your auctions only.

Listed on these state associations.

(membership required)
MPAA
Arkansas Auctioneers Association
Texas Auctioneers Association
Louisiana Auctioneers Association
Mississippi Auctioneers Association
Alabama Auctioneers Association
Florida Auctioneers Association
Georgia Auctioneers Association
South Carolina Auctioneers Association
North Carolina Auctioneers Association
Virginia Auctioneers Association
West Virginia Auctioneers Association
Kentucky Auctioneers Association
Tennessee Auctioneers Association
Missouri Auctioneers Association
Illinois Auctioneers Association
Indiana Auctioneers Association
Ohio Auctioneers Association
Pennsylvania Auctioneers Association
Maryland Auctioneers Association
Delaware Auctioneers Association
New Jersey Auctioneers Association
New York Auctioneers Association
Connecticut Auctioneers Association
Rhode Island Auctioneers Association
Massachusetts Auctioneers Association
New Hampshire Auctioneers Association
Maine Auctioneers Association
Vermont Auctioneers Association
New Brunswick Auctioneers Association
Nova Scotia Auctioneers Association
Prince Edward Island Auctioneers Association
Saskatchewan Auctioneers Association
Manitoba Auctioneers Association
Ontario Auctioneers Association
Quebec Auctioneers Association
Alberta Auctioneers Association
British Columbia Auctioneers Association
Saskatchewan Auctioneers Association
Manitoba Auctioneers Association
Ontario Auctioneers Association
Quebec Auctioneers Association
Alberta Auctioneers Association
British Columbia Auctioneers Association

If you are a state association please call us to inquire about FREE services for you!

PAID SERVICES

APPS - \$49
EMAIL - \$35
WEBSITES \$35
PICK ONE OR MORE!

Apps Starting at \$49. Connect to any online bidding platform.



Automated personal email campaign of only your auctions.
\$250 setup
\$35 per month
(Posting on AuctionLook will automatically trigger your email campaign)

Your Company WEBSITE
\$899 setup
\$35 per month hosting.

Sponsor AD on AuctionLook.com
\$49 per month

SUBSCRIPTIONS

BRONZE \$125
SILVER \$225
GOLD \$500
PICK ONE !

BRONZE \$125 a month includes:

1. FREE BASIC PLAN
2. COMPANY APP
3. AUTOMATED EMAIL CAMPAIGNS
4. AD ON AUCTIONLOOK.COM

SILVER \$225 a month includes:

1. FREE BASIC PLAN
2. COMPANY APP
3. AUTOMATED EMAIL CAMPAIGNS
4. ONE BASIC WEBSITE / HOSTING
5. AD ON AUCTIONLOOK.COM

GOLD \$500 a month includes:

1. FREE BASIC PLAN
2. COMPANY APP
3. AUTOMATED EMAIL CAMPAIGNS
4. ONE BASIC WEBSITE / HOSTING (OPTIONAL)
5. UNLIMITED PREMIER AUCTION LISTINGS (PREMIER AUCTION LISTING ARE LISTED AHEAD OF THE FREE BASIC PLAN LISTINGS)
6. AD ON AUCTIONLOOK.COM

ELITE SERVICES

CALL US!
615-975-5583
MARKETING DIRECTOR
PRIVATE
CLIENT SERVICES

Private client services is handled through our partners
Whitehardt, Inc.



WHITEHARDT, INC.

“Get A Bigger Return On Your Advertising Investment With Our Comprehensive Marketing Services.”

TV COMMERCIALS
PPC MANAGEMENT
MEDIA NEGOTIATIONS
DIGITAL MARKETING
(30,000 a month minimum spend)

Yes. TV Commercials Are Still A Thing

WHITEHARDT

Be A Problem Solver, So You Do Not Become A Relic Of A By-Gone Era

The views and opinions expressed here represent the personal views and opinions of the author & nothing else.

The biggest threat to the live bid call auction is not just online auctions. It is any other method that meets the needs of the seller, in a more time efficient manner, that delivers more desirable results. I have watched the discussion of this issue and the comments from people for some time. I seldom hear people discussing that online auctions do not meet the needs of the sellers or the buyers. I do not hear that online auctions do not deliver more money to the seller in the end. I do not hear that online auctions are not preferred by younger buyers. I, in fact, often hear the opposite.

There will always be a place for live bid call auctions for the sale of assets that are worthy of creating an event. On smaller auctions, say an estate with less than \$10,000 worth of items, in most markets, a properly conducted and marketed online auction will deliver more bidders and more gross dollars. I have seen this proven time and again all over our country when it comes to small estates and small business liquidations.

Yes, you can still draw a crowd for a “special” estate auction. Drawing a crowd for the contents of a 3-bedroom home that has NOTHING SPECIAL is hard anywhere in this country. Anyone who has been in the business over 25 years knows we used to be able to sell boxes of typical household items one at a time. Then, it became several boxes at a time to get a bid. Soon it was, “take this row of boxes and I will throw in \$20 so I don’t have to haul it away”. In most markets, online auctions have changed that.

There are many auctioneers, who only conduct live bid call auctions. They turn down many potential auctions because they cannot, under the model they use, conduct a profitable live auction for the contents of a 3-bedroom home that has NOTHING SPECIAL. They have one

tool in their tool box and that is a live, event-based auction. When they turn down these auctions those sellers still need the goods sold. They need the home or business emptied so they can move on with their lives. Since the auctioneer refuses to provide a solution, these sellers are forced to look for other options. These options can include selling the items themselves, hiring an estate sale company or an online auctioneer.

As auctioneers have turned down auctions, these other solutions have grown in popularity. If you follow the FacebookAuctioneers group, you will often see members bemoaning the growth of the estate sale business, online auctions and even Facebook auctions. In a lot of markets, estate sale companies have become the FIRST CHOICE for selling the small estates auctioneers don’t want. Since they have sales every weekend and are constantly marketing, they have become seen as the best option to sell not only the junky estates auctioneers don’t want but ALL ESTATES. It is not uncommon for

estate sale companies to now handle large estates with wonderful collections many auctioneers would die for. Can we blame the estate sale companies for building market share from the crumbs we left them? They have provided a solution in their markets and become the market leaders in the eyes of many consumers.

We cannot regulate our competition out of business. The trend in most states is to regulate businesses less. Business regulation is supposed to protect consumers, not the chosen few who have a license. Auctioneers need to learn to adapt to their markets and the needs of the sellers in their market. If all you will sell is an estate or business liquidation that is \$25,000 or more, don’t be surprised when the estate sale or online auction company that is doing 50 sales a year (sales you do not want) are soon getting the sales you do want.





Be A Problem Solver...

— continued from page 15

Do some buyers love going to an estate auction in the yard? Absolutely. They love the sounds, the smells, digging through boxes and talking to people. It is a meeting of the community. It is an event. They might even buy something. Will that same person go to an estate auction every Tuesday, Thursday, Saturday and Sunday to stand around and maybe get one item they want? Most will not. Markets change. Consumer buying patterns change. The easier auctioneers make it for “end-user” buyers to buy the merchandise we sell, the better we will serve the needs of our sellers.

Think about the person in your local community who works for let’s say Google, who collects nothing but 1983 Star Wars action figures. How easy do you make it for them to find one of those in your auction? How easy do you make it for them to buy one of those in your auction, especially if you have just one of them? If that same buyer happens to live 5 states away, how easy is it for them to participate in your auction? We should make it as easy as possible for people to find, purchase and take delivery of the items we sell. Each tool we add to our tool box allows us to conduct another auction, which gets our names in front of the public, making us relevant and a leader in the market.

Some auctioneers are happy conducting one large, event-based auction a month, a quarter or a year. Somedays I think I should learn how to do that. If that is your model, realize there is a ton of product in your market you will turn down that still needs to be sold. Someone else will sell it. Someone else will start to get more business because they meet the needs of the attorney or trust officer every single time they call. When you need a plumber to replace your water heater, who do you call first? The plumber who did not want to do your last small job or, do you call the plumber that solved your previous problem immediately? People call the person who meets their needs each and every time. Be a problem solver. Keep taking bids, in any manner you can, so you do not become a relic of a by-gone era. The biggest threat to live bid call auctions may just be the auctioneer who has only one tool.

David P. Whitley, CAI, CES, currently lives in Fort Collins, Colorado, & conducts auctions throughout the Rocky Mountain region. He is a 1986 graduate of the Western College of Auctioneering. He also attended the University of Wyoming, earning a BS in Agriculture Economics and a Juris Doctor from the University of Wyoming College of Law. Whitley Auction currently conducts around 60 auctions a year in real estate, commercial & industrial liquidations, business liquidations, estates and other specialties. Whitley is a graduate of the Certified Auctioneer Institute and is a Certified Estate Specialist.

*The Auction Professional's
First Choice for Printing & Mailing*

“When everything seems to be going against you, remember that the airplane takes off against the wind, not with it.”
Henry Ford

Shearer
PRINT & DIGITAL MARKETING
Since 1937

DIRECT MAIL AUCTION ADVERTISING
BRANDED MARKETING MATERIALS
REACH BUYERS AND SELLERS

SUPERIOR QUALITY
ON TIME DELIVERY
EXPERT RECOMMENDATIONS

Design **Print** **Mail** **Social**

NAA
Auctioneer

Kokomo, IN • 765.457.3274 • www.shearerpos.com
David Lovegrove, AMM • dlovegrove@shearerpos.com

*Attending the August CE Course / Education Session
~ OR ~ The ISAA State Auctioneer Championship?*

August 12th & August 13th

(See schedule of events on Page 5)

*Make a reservation at the “host hotel” Crowne Plaza in Springfield
for the ISAA Discount Room Rate*

ISAA DISCOUNT ROOM RATE

Single / Double
\$109.00

Crowne Plaza
For Reservations:
(217) 529-7777

** Check Email or Facebook
event for direct link to make
reservations online*

FREE Parking



ISAA Communications

Please be sure that your email spam filters are not filtering out ISAA communications. Add isaadirector@gmail.com to your address book



Competing at the WAAC...

Competing in the WAAC has affected my career in so many ways. From making connections that have let to auction opportunities here in Illinois to being offered jobs in other auto auction markets throughout the country. I also have made some great friends within the industry that I can lean on for advice or can hire anytime I need help as well.

Preparation for a contest is key. We all work hard to hone our skills in the auction profession every day while running our respective businesses. But a contest like the *World Automobile Auctioneer Championship* forces one to slow down and think a little more on how it is that we are performing. In the case of the WAAC, I competed in both the Auctioneer and Ringman portions of the event, so I really had to take into consideration what the judges might be looking for in professionalism, salesmanship, presentation and enthusiasm. My personal goal was to work hard at getting the cars sold and the rest would fall into place.

The 2019 WAAC was a great contest in a beautiful state where I feel the champions who were crowned truly deserved it. I was fortunate enough to place in the finals in the ringman portion of the contest along with my good friend and fellow ISAA member, Josh Hickey, who was a finalist in both categories as well. We had a great time and are looking forward to competing in Dallas in 2020!"



Josh catching bids from auto dealers during the 2019 WAAC



Randy Filer competing at 2019 WAAC



Apps for Auctioneers That Can Be Unique

There are more than five million apps to choose from. How do you figure out what works? The conversation has been brought up multiple times in forums, so I've done a little research and found some Auctioneer unique & favorite apps. I've tested some, but not all. I've collected many of the descriptions from their websites or the app store of each for your reference all in one place.

Do you have a favorite app you use in your business? Email it to admin@coauctioneers.com!

Auctioneer: FREE app to list your auctions for worldwide exposure. Listings can be searched per state, per auction format, per item, real estate or ALL Auctions. This app is hosted by AuctionLook which sends out email blasts to registered bidders per state for auctions listed.

Bouncer: Gives you the ability to grant permissions temporarily. Want to tag a location or take a photo, but don't want that app to be able to use the camera or get your location whenever it wants? Bouncer gives you exactly that. As soon as you exit the app, Bouncer will automatically remove the permission for you in an instant so you can get back to doing what you do best, without having to worry about apps invading your privacy and wasting your battery.

CamScanner: Easily scan and send documents, photos and more as a jpg or pdf. Sign contracts and email a copy to your client from the hood of your truck. The best part of this app is that it finds the corners and easily edits the image on the spot.

CamCard: A similar app, use CamCard to capture all your business cards, and all the contact information can be quickly & accurately read and saved to your smartphone. And they have a suped up business version too!

Canva: Create beautiful designs for work, school and play in minutes with Canva – no design skills or complex software needed. Whether you need an Instagram story or post, Facebook header, logo maker, photo collage, wedding invitation maker, card maker, poster maker, banner maker or email header creator — Canva is an all-in-one graphic design app that allows you to produce eye-catching graphics on the go. Canva is available on your Android device and computer so you can make, edit and share your designs anywhere, anytime.

Photo Grid: Collage Maker is a photo collage tool that will help you combine several images from your device into just one, even applying different styles and effects to create the perfect result.

Gimp: The Free & Open Source Image Editor. Whether you are a graphic designer, photographer, illustrator, or scientist, GIMP provides you with sophisticated tools to get your job done. You can further enhance your productivity with GIMP thanks to many customization options and 3rd party plugins.

Grammarly: The free Chrome plug-in helps fix critical grammar, punctuation and spelling errors. Grammarly's premium version, which checks for plagiarism, wordiness and more, costs between

\$11.66 and \$29.95 a month, depending on how you pay.

LastPass Password Manager: You can store passwords and logins, create online shopping profiles, generate strong passwords, track personal information in photo and audio notes. All you have to do is remember your LastPass master password, and LastPass autofills web browser and app logins for you.



MapRight: MapRight is a custom mapping platform that allows users to easily create cloud based industry specific interactive maps. The current focus for MapRight is providing real estate professionals and land owners/managers with the mapping tools they need to create beautiful, informative interactive maps that they can send to clients and colleagues. This mobile app is free to everyone and can be used by anyone to view any MapRight Share Map.

MileIQ: MileIQ catches your drives automatically. The app runs in the background tracking your miles and creating a comprehensive record of your drives.

RoomScan Pro: RoomScan is a cool new app that automatically generates floor plans by tapping the phone on every wall in order to draw a perfect sketch.

Salt: Salt watermark app makes it easy for businesses to take photos while automatically adding their logo, watermark or text.

Slack: Slack brings team communication and collaboration into one place so you can get more work done, whether you belong to a large enterprise or a small business. Check off your to-do list and move your projects forward by bringing the right people, conversations, tools, and information you need together. Slack is available on any device, so you can find and access your team and your work, whether you're at your desk or on the go.

Wordswag: Need a nifty little graphic to post online? Take any photo, slap a cool font on it, and you've got a professional looking image to post on all of your social media sites. This app allows you to instantly create word art and images with text using their cool font and style options.

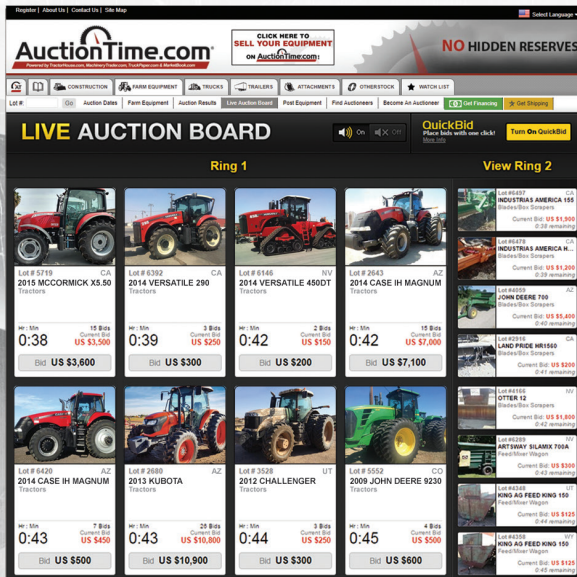
Zoom: Brings video conferencing, online meetings and group messaging into one easy-to-use application. Start or join a 100-person meeting with face-to-face video, high quality screen sharing and instant messaging – for free!

Here are a couple more resources you might find useful:

• *Facebook Mobile Apps: A Guide for Marketers* • *The Big Book of Apps: Your Nerdy BFF's Guide to (Almost) Every App in the Universe* • *Nerd Know-How*

AuctionTime.com

Powered by TractorHouse.com, MachineryTrader.com, TruckPaper.com & MarketBook.com



INDUSTRY SPECIFIC MARKETING IN

*TractorHouse®
Machinery Trader®
Truck Paper®*

www.AuctionTime.com
(800) 334-7443

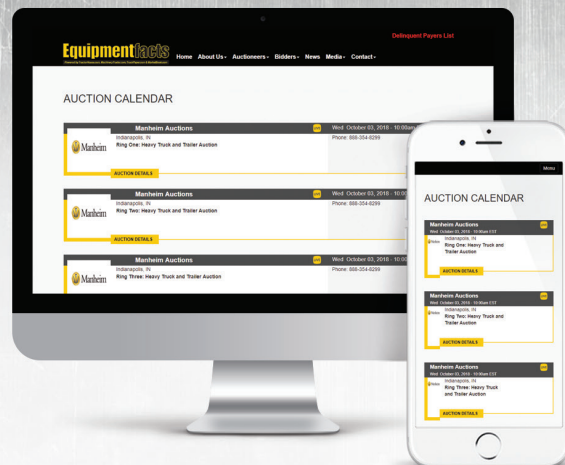
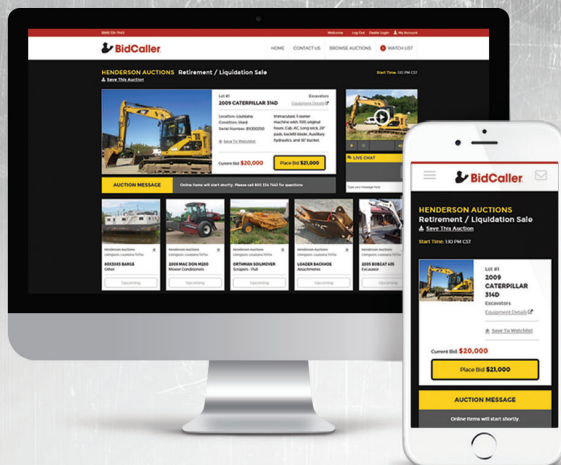


Live Online Bidding Powered By

BidCaller.com.

Equipmentfacts™

Powered by TractorHouse.com, MachineryTrader.com, TruckPaper.com & MarketBook.com



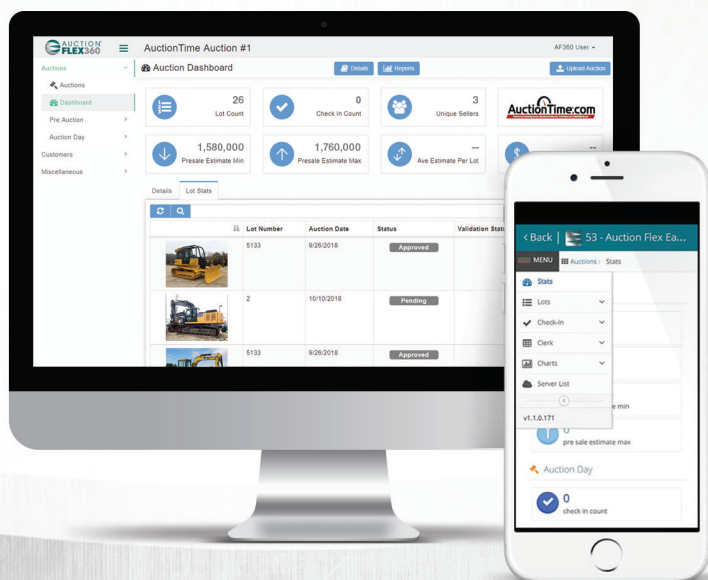
LEVERAGE THE REACH & EXPOSURE OF ONLINE BIDDING

www.BidCaller.com

www.Equipmentfacts.com



MANAGE EVERY ASPECT OF YOUR AUCTION WITH AUCTION FLEX'S LEADING AUCTION SOFTWARE.



- CATALOG
- CLERK
- CASHIER
- PAY CONSIGNORS
- MANAGE MAILING LISTS
- MANAGE INVENTORY
- AND MORE!

CURRENCY.
PAYMENT PROCESSING
& FULFILLMENT SOLUTION **PAY**

**CONTACT US TODAY
FOR YOUR 30 DAY FREE TRIAL**

www.AuctionFlex.com | 352-414-1947



**HiBid - ONLINE BIDDING
ON THE NATIONAL, LOCAL
AND COMPANY LEVEL.**

***Sign Up For Your
State Portal Today***

www.HiBid.com



FROM THE DESK OF THE *Executive Director*

The Two Are Not The Same....

The *Illinois Department of Financial & Professional Regulation (IDFPR)* and the *Illinois State Auctioneers Association (ISAA)* provide different services to you. In the first half of this year, I have had a number of calls in regard to license renewal and I want to make sure that I clarify that our association does not renew your license or process licensing fees. The ISAA is a membership organization and renewing your membership can only be done directly through our association. Also note that when you renew your license with the IDFPR, you are not automatically renewing your ISAA Membership and that goes visa versa.

Secondly, our association has 2 Facebook pages; (1) is the public page that we utilize to share information about the ISAA, spotlight our members and ISAA member auctions and (2) a closed group page that is utilized for our Members Only to communicate information back and forth in a private setting.

- **Illinois State Auctioneers Association - ISAA (PUBLIC Page)**
- **Illinois State Auctioneers Association (ISAA) Members Only (PRIVATE Page)**

Why are these two factors important? First, in regard to licensing or membership, we don't want to see someone's license not be renewed by the mere factor of believing they had renewed their auctioneer / auction company license when they had solely renewed their association membership with the ISAA. Visa Versa...we don't want to lose you as a member if you thought that your membership was renewed when you renewed your license.

Secondly, as an association and association members, we want to make sure that we do not confuse the closed group / private page with the public page in regard to Facebook. The old saying goes, *"We want to put our best foot forward."* So, please take a moment or two and make sure that if you are posting on our Facebook page(s) that your message is being posted to the best format. In essence, we are looking to make sure that we provide a positive outlook of our association and an honest forefront of the auction industry to help us promote the ISAA.

I've only been with the ISAA for a "short time" and I want to make sure that I can help the ISAA grow in a positive light and be of assistance in whatever way possible. So what does that mean? *"To be a part of something larger than myself."* I know that is a cliché, but think about it...the "large" is made up of the "small." Isn't that how most things work? Small pieces / parts are needed in most everything to make it a whole. Think of an engine... A computer. A building. A business. An organization. The small parts are all very vital to keep an association strong and healthy; it just doesn't magically happen. ALL of our members make up our association. We Are ALL Needed. Through your interactions, you are important. You may have been or could be "that one" who has a small bit of knowledge / experience / assistance that can help out a fellow auctioneer with their business or our association. You could also have been on the receiving end of those "gifts." Either way, we all benefit from one another; professionally and personally, building our industry and association. On the same token, the board and myself want to serve the members of our association, make positive changes "for the good of the order" and keep us growing stronger each and every year.

We are here to serve our membership and the auction industry and do so in a fun / educational environment that helps build pride and camaraderie. If you have concerns, issues or questions, please feel free to reach out to me or any of the ISAA Board members (listed in the newsletter & the ISAA website, www.illinoisauctioneers.org) and give us the opportunity to serve you. Thank you.



CODE OF ETHICS ILLINOIS STATE AUCTIONEERS ASSOCIATION, INC.

Dear ISAA Member,

A signed copy of the ISAA Code of Ethics must be on file at ISAA headquarters to retain membership. Please take the time to fully read the following ISAA Code of Ethics. Then sign and return this form to ISAA with your membership form and dues.

SIGNATURE _____

DATE _____

PREAMBLE

The public auction subjects all possessions to equitable public appraisal and competitive offer and thereby determines fair and current value of all personal goods and estates.

The Auctioneer is the master of procedure and conduct of the public auction. He/she is a confidant of the public, and instrumental in community progress and development. Such functions impose grave responsibilities and duty beyond ordinary business policy to which he/she must dedicate himself / herself and strive to maintain the highest standards of his/her profession and share with his/ her fellow auctioneers a common responsibility of integrity and honor.

Accepting the Golden Rule as his/her standard the Auctioneer pledges to observe the Law of God and of the Land in all his/her dealings and conduct business in accordance with the following of Code of Ethics adopted by the Illinois State Auctioneers Association, Inc. (hereinafter called the Association).

PART I – PROFESSIONAL RELATIONSHIPS

Article 1. In the best interest of the public, of his/her fellow Auctioneers, and of his/her own business, the Auctioneer should be loyal to the Association.

Article 2. The Auctioneers should so conduct his/her business as to avoid dispute with his/her fellow Auctioneers, but in the event of a controversy between two Auctioneers who are members of the Association, he/she should not resort to a lawsuit, but submit his/her difference to arbitration by the Association, and the decision of such arbitration should be accepted as final and binding. If the dispute should be with a nonmember, he/she should offer the services of this Association to arbitrate.

Article 3. If a member is charged with unethical practice, he/she should promptly and voluntarily place all the pertinent facts before the proper committee for investigation and report.

Article 4. A member shall never publicly criticize a competitor, and where an opinion is specifically requested, it

should be rendered in conformity with strict professional courtesy and dignity.

Article 5. A member shall not solicit the services of an employee of a fellow Auctioneer without his/her knowledge and consent. **Article 6.** In the best interest of society, his/her associates, and his/her own business, the Auctioneer should at all times be loyal to the Association and active in its works; and he/she should willingly share with his/her fellow members the lessons of his/her experience.

PART II - RELATION TO CLIENTS

Article 7. Injustice of those who place their interests in his / her hands, the Auctioneer should endeavor to keep abreast of business conditions and keep informed in matters of law and proposed legislation affecting such interest so as to give intelligent advice and effective service.

Article 8. In accepting the sale of real or personal property, the member pledges himself / herself to be fair to both seller and buyer and to protect the owner's interest as he/she would his / her own.

Article 9. When consulted for an appraisal of value or liquidation problem, a member should give a well considered opinion, reflecting expert knowledge and solid judgment, taking requisite time for study, inquiry and deliberation. His / Her counsel represents a professional service which he / she should render in writing and for which he / she should make a reasonable charge. A member should not give an appraisal or offer an opinion on any proposition in which he / she has a direct or indirect interest without a full disclosure of such interest.

Article 10. Before accepting an auction, it is the duty of the Auctioneer to advise the owner intelligently and honestly regarding the market value of the business or proposition and the reasonable chance of selling at value or above.

PART III – RELATIONS TO THE PUBLIC

Article 11. It is the duty of every member to protect the public against fraud, misrepresentation or unethical practices in connection with the sale, disposal or liquidation of any real or personal property the Auctioneer is called upon to dispose of at public auction.

Article 12. It is the duty of a member to ascertain all pertinent facts concerning every auction for which he / she is engaged, so that in offering services, he / she may avoid error, exaggeration and misrepresentation.

Article 13. An Auctioneer is a confidential trustee of the information given by the seller or gained by him / her through the relationship with the seller and the Auctioneer must never disclose the gross receipts of a sale or any other information that would tend to be a violation of the ethics of the auction profession.

Article 14. No special conditions, real or assumed, or inducements or directions from anyone shall relieve members from their responsibility to strictly observe this Code of Ethics.



Illinois State Auctioneers Association
PO Box 359
Toulon, IL 61483
(312) 702-2117
www.illinoisauctioneers.com



Look for Illinois State Auctioneers Association
Email Blasts

isaadirector@gmail.com

MailChimp

2018 - 2019 Industry Calendar

July 2019

*NAA Pre-Conference & Show Education -
AMM, CES, ICAP & USPAP (7 hour)*

July 7 - 9, 2019
New Orleans, LA

NAA 70th Conference & Show
July 9 - 13, 2019
New Orleans, LA

August 2019

CE Social Media Training w/ Renee Jones
Prospecting Course w/ Mike Fisher

August 12, 2019
Crowne Plaza * Springfield, IL

ISAA Semi-Annual Members Board Meeting
August 12, 2019 @
Crowne Plaza * Springfield, IL

ISAA State Auctioneer Championship
August 13, 2019 @ 10 AM
Lincoln Stage - Illinois State Fairgrounds

NAA Benefit Auction Summit
August 25 - 27, 2019
Palm Springs, CA