



Summer 2017



## Midwest Auctioneers Roundup

June 12-13, 2017

New Buffalo, Michigan

Register Now!

## Championship Features

**\$3,000 Grand Prize!\***

Becomes one of the premier championships in the country

\*See Rules for details and requirements

## 7 Habits of Highly Horrible Networkers

Lighting Your Business Card on FIRE!

## Don't keep your silent auction winners in the dark

## Online Only Auction Platform Goes Down A Dangerous Situation

## Extra Effort Pays Off

Negotiating the Deal

# Midwest Auctioneers Roundup \* New Buffalo, Michigan

*Cover Photo: MAA Marketing Competition 2016 Auction Location Setup Photo, VK Auctions.*

**Viewing Instructions:** If you find that some sections are too small to read easily... Go up into your VIEW menu at the top of your screen and scroll down to zoom, or even turn on the "View at Full Screen" option. These are just a few of the simpler options available. Plus, don't forget you can also print the document.

A Digital Publication of the Michigan Auctioneers Association. [www.FindMichiganAuctions.com](http://www.FindMichiganAuctions.com), Email: [info@msaa.org](mailto:info@msaa.org)



# Midwest AUCTIONEERS Roundup



June 12-13, 2017

Four Winds Casino Resort \* New Buffalo, Michigan

## Hotel Info...

**Four Winds Casino Resort**  
11111 Wilson Road  
New Buffalo, MI 49117  
866-494-6371

### Single/Double Room

#### Rates:

Sunday Night: \$99  
Monday or Tuesday Night: \$119

*\*\*Prices do not include state & local taxes. Please contact hotel for policies.*

## Reservations...

**For Reservations, Call (866)494-6371**

**Group Name:** Michigan Auctioneers Association

**Room Block Cutoff:** Hotel Reservations must be made before May 26.



Four Winds Hotel in New Buffalo, Michigan offers 415 luxury rooms, suites and celebrity suites all with our impeccable guest service and some extra special touches. Expect the very best in elegant décor and accommodations, exciting cuisine, lively entertainment and nightlife from the finest hotel in southwest Michigan.

Your room comes standard with a coffee maker and complimentary Starbucks™ blends coffee. Every room is equipped with a hair dryer, iron and ironing board as well as high speed Internet access. Four Winds Hotel also offers a fitness center, outdoor pool, complimentary parking and valet parking, as well as both smoking and non-smoking rooms.

You'll find some of the best restaurants in Michigan at Four Winds New Buffalo. We offer four different destination restaurants to please your palette and satisfy your appetite for the unexpected. Southwest Michigan's only Hard Rock Cafe offers fresh, high quality items from Hard Rock's famous scratch-based menu. Copper Rock Steakhouse's world-class menu features more than 400 wines and 42-day dry-aged steaks. The Buffet features award-winning cuisine from around the world, with fresh seafood offered on select nights. For a quick bite just steps off the gaming floor, try Timbers Fast Food & Deli, and Grab 'N' Go.

## Roundup Schedule

### June 12, 2017

- |             |  |
|-------------|--|
| 8:00 AM     | Golf Outing  |
| 9:00 AM CST | Clay Shoot   |
| 3:00 PM     | <b>Education Starts!</b><br>TJ Freije<br>"The Advanced Auction Chant"                |
| 5:30 PM     | Welcome Party!   |
| 6:30 PM     | GoToAuction.com Midwest<br>Auctioneer Championship<br>*Win up to \$3000 Grand Prize! |
| 8:00 PM     | Kids Auction   |
| 9:00 PM     | Bean Bag Tournament  |

### June 13, 2017

- |          |   |
|----------|---|
| 8:00 AM  | Registration & Exhibits Open                                    |
| 8:30 AM  | Trisha Brauer<br>"Develop your Benefit Auction<br>Business"     |
| 10:30 AM | Trisha Brauer<br>"I'd Rather Eat a Bug than<br>Speak in Public" |

### Noon: Exhibitor/Sponsor Luncheon

- |         |  |
|---------|--|
| 1:00 PM | Russell E. Lewis<br>"Finding the Value in<br>Grandpa's Tackle Box" |
| 3:30 PM | MAA Board Meeting  |

*\*All Schedules are Subject to Change*



**Get More Info & Register at [www.MidwestAuctioneersRoundup.com](http://www.MidwestAuctioneersRoundup.com)**



**TJ Freije, CAI**  
**International Auctioneer Champion 2016**  
**Clayton, Indiana**  
**Monday, June 12 \* 3:00PM - 5:00PM**

Richard "TJ" Freije, CAI, the 2016 International Auctioneers Champion (IAC), is a third-generation auctioneer with two decades of experience and the president of Freije & Freije Auctioneers & Marketing LLC, based in Clayton, IN. He and his auctioneers manage and staff over 500 auctions per year. Freije specializes in automobile auctions (both wholesale and classic), motorsports, real estate and specialty auctions as well as benefits and charity galas. In addition to the 2016 IAC, Freije is the 2005 Indiana Auctioneer Champion and the 2014 World Automobile Auctioneer Team Champion.

**The Advanced Auction Chant:** TJ thought his days as an auctioneer were over when he was diagnosed with Bells Palsy. Come in early to hear TJ's story and the struggles he went through in the year before he won the International Auctioneer Championship. Learn the tools and techniques to take your live auction skill set from a common call to championship caliber chant. Hear as Indiana, World and now Men's International Auctioneer Champion, TJ Freije, CAI, will share with you the secrets to the sound that sells and more. **\*NOTE: This Course is on Monday!**



**Trisha Brauer, CAI, BAS**  
**Taking Bids Benefit Auctions**  
**Mission, Kansas**  
**Tuesday, June 13 \* 8:30AM - 10:00 AM & 10:30 AM - Noon**

Trisha Brauer conducts benefit and real estate auctions and has a ton of fun doing them. She holds a Bachelor's degree and also earned a Master's degree in Business Administration with an emphasis in Marketing and Sales. She is a graduate of World Wide College of Auctioneering and is a member of the National Auctioneers Association (NAA). Currently, Trisha is on the Board of Directors for the state of Kansas and completed a Board term in Iowa. She is an active member of the NAA and is currently an instructor for the BAS Designation. In addition, she is an instructor at World Wide College of Auctioneering and has been a presenter at state and national conferences. Outside of the auction industry, she is an accomplished Professor. She has been awarded "Professor of the Year" and has

co-authored several textbooks, the most recent one being published in September 2016. She is happily married and she and her husband have two dogs. In her free time, Trisha enjoys reading nonfiction about organized crime, traveling and writing.

**Develop your Benefit Auction Business:** In this session, take away tools and resources that will help you grow and expand your business. Understand how to find more clients, speak their language and negotiate successful contracts.

**I'd rather eat a bug than speak in public...Pointers for Handling Nerves:** Speaking in front of five people or 500 can be nerve-racking for almost anyone. We've all heard techniques like "breathe" and "practice" but the pointers delivered in this presentation take handling nerves when speaking in front of others to a new level.



**Russell E. Lewis**  
**Educator, Author, Collector**  
**Big Rapids, Michigan**  
**Tuesday, June 13 \* 1:00 PM - 3:00 PM**

Russell Lewis is a proven leader in law, education and private industry with management skills and experience as demonstrated by positions held as a college president, corporate president, academic dean, public defender, and owner of his own law practice for thirty-one years. His leadership style is one of delegating authority and responsibility to others and working in a collegial relationship for problem solving. He is a pleasant and effective leader, capable of making tough decisions when called upon, yet always treating colleagues with dignity and respect. He is also researching patent, copyright and trademark issues related to the fishing tackle industry in American society and hopes to write a monograph on the subject.

He has written twenty books on antiques and collectibles including Civil War Collectibles, Zippo Lighters, Duck Decoys, American Indian Artifacts, Game Calls, American Farm Collectibles, and Fishing Items. He has written more books than anyone on fishing items. He has been dealing in and collecting lures for over thirty years, as well as writing about them.

**Finding the Value in Grandpa's Tackle Box: A Beginners Guide to Fishing Collectibles & Lures**

This seminar will cover the most collectible and likely most often found items at farm auctions, household auctions, estate auctions, etc.



# The 7 Habits of Highly Horrible Networkers

by Scott Ginsberg



Networking is a term that didn't exist (academically) until almost 40 years ago. It's a word uttered in and around the business world every day, yet is unclear to most as to how it actually works. Still, it's a fundamental tool to the success of any business.

By definition, the term networking is the development and maintenance of mutually valuable relationships. It's not schmoozing; it's not just handing out business cards, selling, marketing or small talk. Those activities are part of networking, but unfortunately, many people's misunderstanding of the term causes them network ineffectively.

The following are The 7 Habits of Highly Horrible Networkers™, and they can stand in the way of developing mutually valuable relationships. So, next time you attend your Chamber or Association meeting, keep these ideas in mind so you can offer the most value to your fellow networkers.

## Habit #1: Attitude

Much like the development of any skill, networking begins with attitude. Unfortunately, Highly Horrible Networkers have the wrong attitude. If you've ever attended a networking function before, perhaps you've encountered businesspeople who act in the following ways:

- The hard sell – they believe networking is about one thing and one thing only: selling products and services to everyone in the room.
- Business only – they're not there to make friends. They're not there to have fun. And they're certainly not interested in developing mutually valuable relationships.
- It's all about me – they don't take the time to help and share with others, but rather focus on their own needs. In other words, they can't spell 'N-E-T-W-O-R-K-I-N-G' without 'I.'
- Attitude is fundamental to effective networking. In fact, it's the most important habit to understand.

## Habit #2: Dig Your Well WHEN You're Thirsty

One of my favorite networking books is called Dig Your Well Before You're Thirsty, by Harvey McKay. It's probably the most well known text on this subject. The key to McKay's work is making your friends, establishing contacts and developing relationships – before you need them. Getting what you want by helping others get what they want first.

Enter the Highly Horrible Networkers, who only network because:

- a) They need new customers
- b) They have a new product or service to sell
- c) Their boss forced them to do so

Take my friend Lawrence, for example. He's quite successful in the insurance business; however he recently approached me about using networking to obtain some hot leads.

'My numbers are down. My boss is on my back. I gotta get out there and start networking...or else! What do you suggest?'

'Networking takes time,' I explained, 'and you can't expect to come into loads of business or dozens of potential clients without developing the relationships first.'

As you already learned, networking is the development and maintenance of mutually valuable relationships...over time. If you try to dig your well WHEN you're thirsty, you may never find a drink.

## Habit #3: Dealin' the Deck

Habit #3 is a dangerous one, and it happens all the time. Have you ever seen people distribute 173 of their business cards during the first 5 minutes of the event? They move as quickly as possible from one person to the next. They don't make eye contact, they don't ask to exchange cards – they just deal them out.

'Here's my card, call me if you need a designer! See ya later.'

'But...I...never even got your name!' you muse.

This is guaranteed to make people feel puny and insignificant. Notice these Highly Horrible Networkers don't spend time actually meeting and establishing rapport with new people; but rather concentrate on giving out as many cards as possible. It's quantity over quality, right?

Wrong.

Dealin' the Deck is one of the most common networking pet peeves. Whenever I give my program The Habits of Highly Horrible Networkers™, I walk out into the audience for a quick demonstration of this habit. I grab a stack of business cards and quickly jump from table to table tossing out dozens of them without as much looking at the audience members I'm handing them to.

Unfortunately during one speech, it backfired.

*Want to learn how to really Network? Sign up now @ [www.MidwestAuctioneersRoundup.com](http://www.MidwestAuctioneersRoundup.com)*

Literally.

Last year, I was demonstrating Highly Horrible Habit #3 when speaking at a local business meeting. While hopping from table to table as dozens of cards flew through the air and into people's laps and salads, someone yelled out, 'Oh my God!'

I stopped dead in my tracks. I looked back at the head table and noticed that one of my cards landed in the centerpiece...

...which was a candle!

### **MY BUSINESS CARD WAS ON FIRE!!**

I threw down the microphone, lunged at the table and snatched the burning business card from the candle! As I toppled over the chair in front of me I yelled something to the effect of 'Oh my God!' shook the flames off my half burnt card and regained my balance to a roaring applause/laughter from the audience.

'And...uh...this just goes to show you ladies and gentleman,' I fumbled, 'When you deal the deck of business cards without eye contact or consideration...uh...people may as well set them on fire – because they're not going to read them anyway!'

Nice save.

### **Habit #4: Unprofessional Information**

It's remarkable how often some business cards will contain unprofessional information. Have you ever received someone's card with one of those ambiguous, offensive and questionable email addresses with AOL, Hotmail or Yahoo? Not only are those email servers frustrating and ineffective for business communication, but just imagine how it looks when someone has to send business emails to:

HotLips98@aol.com

KaylasMommyRules@yahoo.com

Isellcars2U@hotmail.com

I have nothing against AOL, Hotmail or Yahoo. But if possible, always send and receive emails using the address of your organization's website, i.e., [scott@hellomynameisscott.com](mailto:scott@hellomynameisscott.com). If you must use free servers like MSN, SBC and the like, choose a simple username that doesn't question your professionalism, i.e., [jackgateman@yahoo.com](mailto:jackgateman@yahoo.com).

### **Habit #5: Sit with the Wrong Company**

I'll never forget my first Chamber meeting. One afternoon I sat down with 6 other local businesspeople for our monthly networking lunch. Naturally, the first thing I did was look at everyone's nametags. (Not only to learn their names but to examine the effectiveness of their nametags' design and placement.)

But these were the nametags I saw: ADM Financial, ADM Financial, ADM Financial, ADM Financial, ADM Financial, Scott. (Company name changed to protect the victims.)

Highly Horrible networkers not only attend meetings with their friends and/or coworkers, but they talk and sit with them the entire time! These are people with whom they've worked 5 days a week, 8 hours a day for the past 3 years! This is not a good technique to maximize your company's visibility.

This habit creates an elitist, unfriendly attitude. And think how uncomfortable this makes the one or two people sitting at the table who don't work for that company! It's unfair to them because they're unable to meet a diverse group of people with whom to develop mutually valuable relationships! Remember: If you're sitting with YOUR company – you're sitting with the WRONG company.

### **Habit #6: Small Talk is for Suckers**

Highly Horrible Networkers forget about the small talk. It's a waste of their time. They don't ask or answer about 'New and exciting things happening at work' or 'How Thanksgiving was,' they simply jump right into (what they believe to be) the most important part of the discussion: selling 17 of their products before the salad arrives.

Has this ever happened to you? For example, has someone ever introduced themselves, breezed right through the conversation and flat out asked you for a referral?

Refer you? I don't even know you!

Reciprocating self-disclosure is the most effective way to build rapport and ultimately develop trust. The people you want to do business with are those with whom you have built that rapport and trust. So, small talk is not for suckers. Debra Fine, author of *The Fine Art of Small Talk* put it best when she said: 'Small talk is the biggest talk we do.'

### **Habit #7: Limitations**

Finally, Highly Horrible Networkers believe there is only one specific time and place for networking. It's called 'A Room with A Sign Posted Outside That Says So.' In other words, they only network when someone forces them to. They don't believe networking opportunities in places like elevators, busses, supermarkets or parks.

That's it? A measly half hour for networking? Doesn't give you much time, does it?

The truth about networking is that it can happen anytime, anywhere. There is a time and a place for networking – it's called ANY time, and ANY place.

### **LET ME ASK YA THIS...**

Have you ever been a victim of a Highly Horrible Networker?

*Scott Ginsberg is the World Record Holder of Wearing Nametags. He's the author of twelve books, a professional speaker, award-winning blogger and the creator of [NametagTV.com](http://NametagTV.com). His publishing and consulting company specializes in approachability, identity and execution. For more info about books, speaking engagements, customized online training programs or to Rent Scott's Brain for a one-on-one session, email [scott@hellomynameisscott.com](mailto:scott@hellomynameisscott.com).*

# Don't Keep Your Silent Auction Winners in the Dark

by Christie King, CAI, AMM, BAS, C King Benefit Auctions



How often have you facilitated a fundraising event and had winners of silent auction items leave without paying for said items? It happens all of the time. Why do you think this is the case?

Most often, it's not because the winning bidder chose to skip out without the item. This usually happens when the guest isn't aware that they won a silent auction package. If you implement mobile bidding in your silent auction you most likely prevent this situation because the winners are notified by text about the items they've won.

But what if your nonprofit facilitates the silent auction via a manual process? How are you going to notify the winning bidders that they in fact are a winner? Let's talk about a couple of ways you can do this.

When making plans for printing your silent auction bid sheets, print them on three-part carbonless paper (sometimes called "NCR" paper). When the silent auction closes, the team will circle the winning bid number and remove the top two copies, leaving the bottom sheet on the table with the item. It's very important to make sure the information has transferred through to all the copies. Have your volunteers check that this is the case for each bid sheet. Once that's confirmed, someone will take the top two copies to the cashiering station for processing. Your organization retains the top copy and the winning bidder gets the second copy for their records. Because that third copy stays with the silent auction item, at any point during the evening the guests will be able to go back to the item to see if they were the winning bidder.

Another way to alert guests that they've won a silent auction item is to have a dry erase board with the winning bid numbers of the packages displayed. Be sure to put these in numerical order. This information should be located close-by the checkout station to allow guests to see if they've won a silent auction package.

You can also keep winning bidders in the loop by preparing PowerPoint slides that are shown on a screen at the end of the evening with the package numbers and winning bid numbers displayed. You can use other formats (Word doc, Excel spreadsheet, etc.) if you don't have access to PowerPoint software.

There are more elaborate ways to notify guests. One of these includes delivering invoices/receipts to the guests' tables. To facilitate this, you'll need auction software capable of pre-swiping credit cards at check in. Furnishing receipts to your guests allows them to go directly to pick up their items, eliminating the need for them to stand in a checkout line.

Getting the word out to your silent auction winners will help the check-out and pick-up process run more smoothly.

Make every minute a revenue generating minute!

**Join us for the [GOTOAUCTION.COM](http://GOTOAUCTION.COM) MIDWEST AUCTIONEER CHAMPIONSHIP!**



**Featuring \$3000\* grand prize to the winner!  
Top 5 finalists receive cash payouts**

**New finals round to bring back the top 5  
for an exciting SHOOT OUT!**

Any auctioneer with a hat can enter, doesn't matter what contests you have won or how fancy your suit is or how many birthdays you've had. Two minute time limit to sell as many items as you brought. If you go over the time limit, the GONG will sound to indicate a loss of 10 points. *Limited to 40 Contestants!*

**No interview questions, just straight up bid calling.**

**BRING YOUR "A" GAME!!**

**THIS IS SURE TO BE ONE OF THE HOTTEST CONTESTS IN THE  
COUNTRY FOR 2017!!**

**Register Online at [www.MidwestAuctioneersRoundup.com](http://www.MidwestAuctioneersRoundup.com)**

*\*See website for rules and more info*



# Online-only auction platform goes down ...

by Mike Brandly, The Ohio Auction School



We have previously written about online auction bidding becoming unavailable: <https://mikebrandlyauctioneer.wordpress.com/2017/02/06/online-bidding-goes-down/>. Today, we explore if an online-**only** auction platform goes down during the auction.

It's well established that contracts between the auctioneer and the seller, and auctioneer and the bidders should — *for the auctioneer's benefit* — disclaim responsibility for any such platform malfunction.

Too, we know that almost any online auction bidding platform will have in their contract with the auctioneer that they are not responsible for any downtime or malfunction.

In other words, the auctioneer and the online-only platform will both say that they are “not responsible.” And that's okay, but does that help the seller? Does that help the bidders? Not hardly.

Ironically, the UCC 2-328 as adopted in the United States over 50 years ago provides a solution to auctioneers' possible Internet issues here in 2017. The key component in regard to any online-only auction is that the auction should be a “*with reserve*” auction. In such, so long as the auctioneer/seller does not declare any property sold, it can be withdrawn.

So ... if the online-only auction platform does down ... the lots (properties) could just be “*no-saled*” — withdrawn — and rescheduled for auction when the platform regained functionality. In this way, the seller is protected and the bidders are protected — rather than just told that they are out of luck and nobody is responsible for their misfortune.

Further, can an online-only auction be anything but a with reserve auction? Can it be an absolute auction? We analyzed this in more detail here: <https://mikebrandlyauctioneer.wordpress.com/2013/08/14/can-you-have-an-absolute-online-only-auction-should-you/>, where we concluded that an absolute online-only auction is ill-advised — if not impossible.

Finally, in the case of a seller wishing to sell his or her property regardless of price, the online-only auction should still be structured as a with reserve auction to protect in the event of a technology crash. *Here again, protecting the seller rather than merely telling the seller you are not responsible is the prudent action.*

We as auctioneers should be mindful that disclaiming responsibility and averting risk is sometimes advisable and clever — but if there are other mutually beneficial solutions, which help our *clients* and assist our *bidders*, those contract terms should be explored; auctions without sellers and/or bidders are lonely events.

Mike Brandly, Auctioneer, CAI, AARE has been an auctioneer and certified appraiser for over 30 years. His company's auctions are located at: Mike Brandly, Auctioneer, Keller Williams Auctions and Goodwill Columbus Car Auction. His Facebook page is: [www.facebook.com/mbauctioneer](http://www.facebook.com/mbauctioneer). He is Executive Director of The Ohio Auction School.

A banner for the Michigan Auctioneers Association (MAA). It features a navigation bar with links: HOME, ABOUT US, ASSOCIATION EVENTS, NEWS, JOIN US, CONTACT, MEMBER LOGIN. Below the navigation bar are six images: 1. MAA Michigan logo. 2. A woman at an auction. 3. A large crowd at an outdoor auction. 4. A man in a suit at an auction. 5. A car being auctioned. 6. A pile of stones or gravel. Below the images are four text boxes: 'FIND AN AUCTION', 'FIND AN AUCTIONEER', 'VIEW OUR NEWSLETTER', and 'AUCTIONS WORK!'. At the bottom right is the 'eGavel' logo and the text 'Auctions Work FindMichiganAuctions.com'.

## Are you listing your Auctions on the MAA Website?

The MAA is the #1 most viewed Michigan auction website on the Internet. MAA Members, Post your auctions for FREE on the MAA website and it will automatically post to several other auction related sites on the Internet, including GoToAuction.com and more! Don't have your login? Go to [www.msaa.org](http://www.msaa.org), click on Member Login, and use the “forgot password” link to obtain your password. Use the email you have in your MAA membership record. Not a Member? Join Today at [www.FindMichiganAuctions.com](http://www.FindMichiganAuctions.com)!

## Extra Effort Pays Off *by John Hamilton*



Good deals don't just fall in our laps. We have to seek them out. We can't let artificial barriers stand in our way.

I made an on-line purchase today and got a good (let's call it a 'better') deal just by ignoring an obstacle that would stop most consumers.

I was in need of a device to augment some video equipment I've been using and found the exact item I wanted at an on-line vendor. I've never purchased anything

like this before and frankly had no clue as to whether the price quoted was high, low or just right.

As I clicked on the item and proceeded to 'check out' I noticed a little box next to the price quote that was labeled "Promo Code". Now who doesn't know what that refers to?

It's a clear indicator that with that code I'd likely get a better price. But I didn't have the code. Most consumers wouldn't either. Most would march on through checkout and buy the item at list price.

Undeterred, I navigated back to the company's home page, found a toll free number and gave them a call.

My objective? - To get a better deal via the "Promo Code".

My thinking? - They must give this code to someone. Why not me?

My rationale? - If they'd make a profit selling items at their discounted "Promo Code" price, they'd be happy to make that same money from me.

The reality? - Most people would think the task of trying to get the "Promo Code" to be too much trouble and embarrassing to seek.

Here's what happened.

I called the company, asked about the item I was wanting to purchase. I asked if the price quoted on-line was correct. It seemed unreasonably high. "Is that price correct?" (Phone Flinch)

The lady responded that the price was indeed correct. I said, "I was afraid of that. That price was more than I had budgeted." (Bracket)

Silence from the lady. I continued, "Is that the best you can do?" (Crunch)

"It is." she replied.

"That's a shame. I will have to see if I can find this item somewhere else. Who else sells these?" (Competition and even asking her to identify the competition for me!)

Again, silence (or at least hesitation). I chimed in quickly, "Hey, I see a "Promo Code" box at your check out page, could I use that to secure a better price?" (You never get anything you don't ask for.)

She replied that the "Promo Code" is for their large volume customers and special promotions, but she didn't see any harm in providing it to me. She did. I thanked her and was able to get a 25% discount. That for just a little extra effort.

Good negotiators know that it often takes a bit of extra effort to get a better deal.

Keep Negotiating!



# THE MAA WANTS TO HEAR FROM YOU!



Send us cool auction stories and/or photos. They can be funny, inspirational or just plain heroic.  
Send your Auction Stories to [info@msaa.org](mailto:info@msaa.org)!



# #AuctionsWork!

The Michigan Auctioneers Association's Auctions Work Campaign is promoting Auctions Worldwide!

The iconic Green Jacket has been awarded to golf's Masters Champion since 1949. It is among the most iconic and recognizable trophies in all of sports.



This 1950's Masters Green Jacket was purchased at a thrift store for \$5.00.

It SOLD at auction in April 2017 for \$139,348.00!



**Auctions Work!**  
FindMichiganAuctions.com

**Selling?**

Numerous Real Estate Professionals Estimated The Value of This Home in the \$80,000 range. The No Risk Auction Method Price Protected The Home For \$80,000.



The Seller Had Nothing to Lose and Much to Gain.  
SOLD AT AUCTION FOR \$114,000!



**Auctions Work!**  
FindMichiganAuctions.com

**Selling?**

Be honest. If you came across a rusted 6" link of barbed wire in uncle's garage, you would throw it in the garbage. Right?



Did you know that antique barbed wire is highly collectible and many specimens sell for over \$500.00? Visit our website and consult with a MAA auctioneer and appraiser today.




**Auctions Work!**  
FindMichiganAuctions.com

This empty Skunk Motor Oil Can  
SOLD AT AUCTION FOR \$3,600.00




**Auctions Work!**  
FindMichiganAuctions.com

**Selling?**  
Estate Sale vs. Estate Auction  
What's the Difference?



Estate Sales wait for the sale to happen.  
Auctions MAKE the sale happen.



**Auctions Work!**  
FindMichiganAuctions.com

ONE IDEA CAN BE WORTH THOUSANDS.  
How much did your once-a-year volunteer amateur 'auctioneer' cost you this year?  
Consult with a MAA Professional Benefit Auctioneer To Find Out.



**Auctions Work!**  
FindMichiganAuctions.com

## The MAA has many member benefits & discount programs!

### Michigan Auctioneer Municipal License Guide

MAA members have access to a comprehensive guide of nearly 800 pages of local regulations and licensure in Michigan pertaining to the Auction Industry.

### Auto & RV Publications

Auto & RV Publications is pleased to offer a discount to MAA Members.

### Office Depot Office Max

Save big money with this new MAA Discount Program!

### Community Papers of Michigan

CPM is pleased to offer a discount to MAA Members.

### Constant Contact Email Marketing

The MAA has secured extra discounts for MAA Members over many "other" programs out there!

### Send Out Cards

MAA Members get access to this great contact management program with Send Out Cards.

### TSYS Merchant Solutions

MAA Members get discounted rates with TSYS on your Credit Card Processing.

### Discounted Faxing

MAA Members can take advantage of online faxing and save \$3 off published rates with this program.

### Members Only Discussion Forum

MAA Members are able to share ideas, fill staffing needs and network with other MAA Members on the MAA Members Only Discussion Forum on Facebook.

## Contact the MAA for more info about these programs!

*\*Several of the MAA's Member Discount programs also provide residuals to the MAA, which is used to promote auctioneers in Michigan! Get great deals and help promote your industry all in one! Not a Member? Join TODAY to get access to these great programs!*

**Not a Member? Join Today!**

**[www.FindMichiganAuctions.com](http://www.FindMichiganAuctions.com)**