



*Unfurling That Control-Freak Flag*  
**Tips for Charity Auction Events**



**Winter 2018**



*Auctions Work! Promotions*  
**Why you should be using**  
**this Free Promo Tool**



Auction theft or  
 an auction unpaid?  
 The legalities of buyers bouncing checks



*Auctioneer's Favorite Apps*  
**There's an app for that!**

## **MAA Conference**

*Record Setting Attendance*  
*Anticipated For Annual MAA*  
*Convention*



**10 Useful Headline Tips To Get**  
**Your Articles Noticed**  
**Making your Headlines Intriguing**



**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)





# Michigan Auctioneers Conference

January 30-February 1, 2019 \* Mt. Pleasant, Michigan

Register @ [www.FindMichiganAuctions.com](http://www.FindMichiganAuctions.com)



## Wednesday, January 30

*"So, You Want to Sell Real Estate at Auction in Michigan?"*

MAA Board Meeting & Conference Committee Meeting

MAA Past Presidents Meeting

Conference Registration Opens ~ Exhibits Open

*"Solving Problems & Solutions for your Business in 2019"*

Welcome Reception, Exhibitors & Game Night!

## Thursday, January 31

Trade Show!

Emily Wears *"Balance in Business and Life: Working Smarter, Not Harder!"*

Aaron Traffas *"Auctioneer Audio and Video"*

Exhibitor/Sponsor Recognition Luncheon

Emily Wears *"Being a Champion 365 Days a Year"*

Tim Bos *"Nobody Wants Your Parents Stuff: How to Still Make Money Selling it"*

MAA Annual Meeting & Elections

Michigan Auctioneer Championship

Michigan Ringman Championship

MAA Benefit Auction

## Friday, February 1

Aaron Traffas *"Internet Auction Best Practices"*

Stephen E Durance *"Estate & Trust Administration for Auctioneers"*

Networking Luncheon ~ Exhibitor Time & Drawings

'The Legends' Trading Card Autograph Session

US Fish & Wildlife *"I Have Ivory Tusks Coming up on an Auction, Can I Sell Them?"*

Round Tables

Trade Show!

Presidents Ball & Awards

*For Complete Schedule,  
visit [FindMichiganAuctions.com](http://FindMichiganAuctions.com)*



**Hotel Reservations & Location Information:** Mt Pleasant Comfort Inn & Suites, 2424 South Mission, Mt. Pleasant, Michigan 48858, Phone: (989) 772-4000 \* [www.mtpcomfortinn.com](http://www.mtpcomfortinn.com). **Guest Room Rates:** Single or Double Hotel Rooms \$104.00. All rooms are plus applicable taxes. Rollaway beds are \$25 per night. For Reservations, Call (989) 772-4000 and identify yourself with the Michigan Auctioneers Association. **Room Block Cutoff:** January 7, 2019, **Parking:** Complimentary Outdoor Self Parking. **Room Block Cutoff:** January 7, 2019 *"Please make your reservations early!"* **Airports:** MBS International Airport (MBS), Saginaw (45 Miles), Capital City Region International Airport (LAN), Lansing, (60 Miles), Bishop International Airport, (FNT) Flint (Approx 1 1/2 hours), Detroit Metropolitan Wayne County Airport (DTW), Detroit (Approx 2 hours).

# Welcome to the Michigan Auctioneers Conference!



Dear MAA members, families and friends,

Again we have given thanks and eaten everything in sight on the Thanksgiving table and are welcoming the December Holidays. Soon, the New Year will be upon us and the time to prepare for our Michigan Auctioneers Conference is now. We will be celebrating the 2019 MAA Annual Conference in the heart of Michigan at Mt. Pleasant. Our convention center and housing will be at the Comfort Inn and Suites with Bennigan's Grill and Tavern attached. The dates for this years event are January 30, 31 and February 1. Mt. Pleasant has a variety of ethnic places to eat, a casino that is world class, an awesome water park and the Central Michigan University and campus.

Highlights of this years conference include a special auction related Real Estate Education from Gwyn Besner. This course also qualifies for State of Michigan Continuing Education for licensees, so be sure to attend whether you are licensed or even intrigued about selling real estate at auction! The first evening will include a special Auction Industry panel that will have specialists in many areas of the industry including: Advertising & Marketing, Online Auctions & Software, Dealing with Title Companies, Auction Schools, Insurance and much more. Prepare your questions for issues you have in your business that you need solved and send them in for the session moderator! This is a session that will help you solve the problems you may have in your day-to-day business.

Other sessions include special courses from International Auctioneer Champion, American Idol Contestant and Storage Wars Auctioneer, Emily Wears Kroul. Emily is a force in the auction industry and her expertise and great ideas as a young auctioneer are just what we need to kick start the 2019 Auction Season. We also welcome Technology Specialist, Aaron Traffas. Aaron is the go-to for technology questions and he will lead sessions on Best Practices for Online Auctions as well as Auctioneer Audio & Video, which will help you hone your skills and bring your business into the forefront.

We've also taken your suggestions and are bringing in specialists in the fields you specialize in and where you need help. Stephen Durance is an attorney that is very familiar with the Auction Business and Estates. He will help you find your way through Estate Law and how to help your clients navigate a very scary time for their family. As you can see from the cover of this magazine, Taxidermy is something we deal with on a day to day business. Ever wonder, "Can I sell this?". Want to stay out of jail? You'll want to be in the session from the U.S. Fish & Wildlife Service so they can help you work through the extensive issues that come up when marketing taxidermy locally, nation wide and world wide.

Many auctioneers report a tough market when it comes to antiques and collectibles. Tim Bos is an expert in this field and he's prepared to help you capitalize on this area of your auction business. Tim's seminars are always high energy and full of information. Tim will fill you with ideas on how to still make money in the antiques and collectibles market by catering to the Millennial Generation and figuring out what current buyers are looking for in this new age of "Nobody wants your parents stuff."

Your conference also contains many features that you've come to expect and enjoy, such as the Panel Discussion and Round Table discussions lead by exhibitors and industry experts. You'll also want to be prepared to enter industry leading competitions for the Ringman, Auctioneer and Marketing Championships that hone and display our considerable talents. Lastly, make plans to stay for the final evening to enjoy the President's Ball. This conference highlight includes an excellent meal and the opportunity to honor our Hall of Fame, Marketing Award and Scholarship winners.

I think of President Kennedy in his famous speech, "Ask not what your association can do for you, but what you can do for your association". Remember this is your association and we need you and your leadership. We hope you consider giving back by serving on the board this year or in future years.

This note will be received by approximately 300 Michigan Auctioneer Members. I would love to see everyone of you and your families in attendance. I look forward to visiting with each and every one of you.

Your Vice President,

A handwritten signature in black ink, appearing to read "Michael W. Furlo".

Michael W. Furlo CAI, CAGA

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



# 10 Useful Headline Tips To Get Your Articles Noticed

by Ryan Kettler

If you've ever been fishing, you know just how important the bait is. You can't catch fish without bait, and the bait determines the kind of fish you catch.

The same is also true for the content you create for your website or blog. You need bait to get noticed and get bites in the form of visitors, shares, and backlinks!

The headline, or H1 heading, is the juicy little worm on your article's hook, which is at the end of your content marketing strategy's line and reel. You're the one doing the fishing, and your readers and prospective customers are, guess who...the fish!

Each and every one of your website's pages or blog articles is a different line in the water. Depending on what type of fish you're trying to catch, where your fish are, and what they eat, you will utilize different types of lures and/or bait from your tackle box, different depths, along with different locations to fish.

OK, enough with the fishing analogy, let's take a moment to learn a little more about headlines.

## What exactly is a headline?

Web page headlines are just like the headlines of print newspapers and magazine articles, except they're on web pages. They're typically the leading line in the article (two words: head, line). Technically speaking, the headline text is wrapped by HTML tags to create a heading element. These tags range from H1 to H6 and determine the style of the text.

Today we'll be focusing on the most important heading tag, the H1 heading, or the main headline on a blog article. Here's an example of an h1 heading/headline from this post by Miranda Paquet on the Constant Contact blog:

## Why H1 headings are important for SEO

The H1 heading is the most important heading for search engine optimization because it's the highest level heading that shows what your specific page is about. Search engines generally give this heading more weight over other headings, so it usually improves your search engine ranking when you properly optimize them with the right keywords and use them in conjunction with the other on-page SEO techniques.

It's very important that your h1 headings are intriguing, valuable, helpful, or a combination of any of those. Doing this will make your content stand out in the organic search results and drive more qualified traffic to your website. It will also help you from a co-marketing standpoint because you'll share guest article ideas with your partners leading with these headlines.

Try implementing these tips in some of your upcoming blog article headlines to hook your readers and reel them in!

## Making your headlines intriguing

You only have a split second to grab potential readers' attention with your headlines, so you should make them as interesting and intriguing as possible. Otherwise, you lose them and they'll never make it through your article to your call-to-action.

Here are four examples how to make your headlines intriguing:

### Tip 1: Tell a secret

Everyone likes to know that they're getting some insider information from an expert, so next time, try letting them in on the scoop. For example, if you're a golf professional you could write an article with the headline: "The secret to a perfect golf swing."

### Tip 2: Hop on the bandwagon

Your readers like to feel included in something, so bring them on board with a headline that shows they're a part of a greater group. For example, if you're a boutique selling messenger bags, your article's headline could read: "Who else wants to know what bags are in vogue this summer?"

### Tip 3: Don't miss out

If you make your headlines urgent and timely, you can usually spark your readers' curiosity. For example, if you're a residential swimming pool installer, you could write your headline to read: "Only 5 more days to take advantage of our half-off summer installation special."

### Tip 4: Build a list

Humans naturally love and respond to order. Lists are a great way to leverage that love. You can use top 10 lists, best of/



## Michigan Auctioneer Championship Thursday, January 31, 2019 Mt. Pleasant, Michigan

Join us for the most exciting part of the MAA's Annual Conference! The Michigan Auctioneer Championship is the biggest and best competition in Michigan where Auctioneers gather to show off their bid calling skills and compete in a friendly competition with their peers. Contestants will compete in the preliminary round by auctioning two items. The top competitors who proceed to the finals will not only auction more specialty items, but they will go through an interview portion. At the end of the evening, the 2019 Michigan Auctioneer Champion will be announced!

For more info go to [www.FindMichiganAuctions.com](http://www.FindMichiganAuctions.com)

worst of lists, or any other list you can think of! For example, if you're a professional photographer you could write your headline to read: "The top 10 most picturesque wedding destinations."

#### **Making your headlines valuable**

There's no substitute to paying it forward with valuable blog articles, and the headline is the best place to showcase the value. The more valuable information you provide free-of-charge through your blog posts, the more engagement you'll see with your readership. Readers will share your posts via social media, resulting in more exposure and traffic.

Here are three examples of how to make your headlines valuable:

#### **Tip 5: Show results**

Make your headline all about the results your readers get by reading and acting upon your post. For example, if you're a skincare expert, your headline could read: "Noticeable wrinkle reduction after only 5 uses of Product X – See the results."

#### **Tip 6: Save time**

With everyone being so busy nowadays, saving a couple minutes here and there is really valuable to most people. Show the value of shaving some time off of a typically arduous task. For example, if you sell luxury sheets and bed linens, your headline could read: "Save 5 minutes making your bed every day with these tips."

#### **Tip 7: Save money**

Value is sometimes conveyed through dollars and cents saved or earned by doing something. Use that to your advantage. For example, if you sell HVAC systems, your headline could be: "5 ways to reduce your household energy bill this summer."

#### **Making your headlines helpful**

When people use search engines, most of the time they're looking for answers to their questions and solutions to their problems. Sometimes the problems are complex, sometimes they're rather simple. Sometimes the problems are directly related to the products/services you sell. If you can publish helpful articles with headlines and copy that are solution-oriented, you're likely to get more traffic as a result.

Here are three examples of how to make your headlines helpful:

#### **Tip 8: Teach a man to fish**

When looking for problem solving information, what's more helpful than a "how-to" article? These headlines are perfect for attracting an audience of do-it-yourselfers. For example, if you own a car-care product line, your headline could read: "How to properly wax your vehicle to get a perfect glossy finish."



#### **Tip 9: Be a good tipper**

Headlines that contain helpful tips are an effective way to grab attention. Tips also save time so you could also file this one under the "valuable headline" category. For example, if you sell lamps, your headline could read: "5 helpful tips for choosing the right lamp for your living room."

#### **Tip 10: Fix a nagging issue**

No one likes a thorn in their side. If there's a persistent problem that you often hear about that you can quickly address, then do so with a helpful headline and article. For example, if you're a marriage counselor, your article could be titled: "Stop fighting about money – Start living a happy life."

You'll need to continually test these different types of headlines to determine which are most effective at generating traffic, leads, customers, shares, comments, and other types of engagement. No two audiences are exactly the same; they might share a lot in common but they'll all respond differently. Use a tool like BoostSuite to start testing your pages' headline effectiveness immediately. You can also share your awesome articles with other marketers in exchange for relevant backlinks!

By adding intrigue, value, and helpfulness to your web page headlines, you're more likely to attract more qualified visitors from the organic search results. Next time you write a blog article, try using one of these headline tips, make it relevant to your business, and let us know the results!

Ryan Kettler is Director of Communications for BoostSuite, the collaborative marketing tool for small businesses. Ryan is an Internet marketing zealot, sports fanatic, devoted runner, avid golfer, beer connoisseur, and live music enthusiast. Follow BoostSuite on Twitter and Facebook to stay up to date on the latest content marketing news and insights. Originally sourced from: <https://blogs.constantcontact.com/useful-headline-tips/> \*Reprinted with permission from Constant Contact

## **To Be The Best . . . ... Learn From the Best. Launch Your Auction Career Today!**

- Interaction with over 30 instructors per session
- Learn cutting edge auction technology
- Class sizes less than 50 students



**Now Scheduling 2018 Classes!**

Call or Go Online Today for Registration.  
Tuition: \$1,295.00 \*All Sessions are 10 Days

**(260) 927-1234 \* ReppertSchool.com**



# Auctioneer's Favorite Apps *by Tricia Wiltjer*



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 did a little research and found some of Auctioneer's Favorite Apps. I've tested some, but not all. But I 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 [info@msaa.org](mailto:info@msaa.org)!*

**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.

**DropBox:** Download the Dropbox mobile app to create, share and collaborate on your photos, docs, and videos anywhere. You can sync it to your computer or use it only in the cloud.

**Evernote:** Evernote helps you focus on what matters most and have access to your information when you need it. Input typed notes or scan handwritten notes. Add to-do's, photos, images, web pages, or audio ... and it's all instantly searchable. Create notebooks, organizers, planners. Organize notes any way you want and share with anyone. And Evernote syncs your notes and notebooks across your devices so your information is always with you, everywhere you go.

**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.

**Google Calendar:** Instantly connect Google Calendar with the apps you use everyday.

**Google Docs:** Create, edit and collaborate with others on documents from your Android phone or tablet with the Google Docs app. With Docs you can: Create new documents or edit existing files; Share documents and collaborate in the same document at the same time; Work anywhere, anytime - even offline; Add and respond to comments; Never worry about losing your work – everything is saved automatically as you type; Research, right in Docs with Explore; Open, edit and save Word documents.

**Google Drive:** Keep photos, stories, designs, drawings, recordings, videos, and more. Your first 15 GB of storage are free with a Google Account.

**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.

Here's a couple more resources you might find useful:

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

*Photo by Neil Soni on Unsplash*

## Unfurling That Control-Freak Flag *by Christie King, CAI*



### *Tips for charity auction events*

I was flying out of the Atlanta airport recently and had managed to snag seat 12C, my trusty aisle seat that I grab whenever I can get it. I love to look out of the window when flying, especially on departure and landing. It helps maintain my equilibrium. Before we took off on this particular flight, the person sitting next to the window pulled it closed. WHAT?? Well, I guess ownership of the window seat is nine-tenths of the law.

This incident caused me to reflect on control-type personalities. Jean Kirchner, our auction coordinator, and I both have very controlling personalities. We actually laugh at ourselves, and each other, very often. It's good that we recognize it and are able to laugh. There are many charities who have staff and volunteers who have this issue and they are not able to laugh, but instead experience great frustration among themselves. Here are some insights that might be helpful.

**Let It GO** – One thing that I've learned in business, you must let go of some tasks and particular ways of doing things. **HOW** you get to the finish line is not as important as that you **GET** to the finish line. I may drive to my office from the south and Jean may arrive from the east but we both arrive at the same location. She didn't have to follow the same route I did to be correct. The goal was to arrive at the office, and we both achieved the goal. You can apply this same concept to your charity auction event team.

**Hold People Accountable** – When delegating, it's important to hold your team accountable. Set realistic goals, a time frame to reach those goals and make sure the goals are achievable. Then consistently follow up with the team to confirm they've reached their goals. This isn't being a control freak, it's simply making sure things are getting done.

**Team work** is a vital part of a successful event. If someone is failing to carrying their part of the load or causing issues within the team, I recommend you have a very frank conversation with them. Do this sooner rather than later. And by all means, don't discuss the situation with other people. Go directly to the person involved. Hammering these things out as they occur will save you a lot of headache in the long run. Taking control in this situation is a good thing.

Communication and delegation are important when you are working on a team. Knowing when you need to let your control freak flag fly and when to reign it in is an important skill.

**Make every minute a revenue generating minute!**

Christie King is the founder of C King Benefit Auctions, launching the company in 2007 after working in her family business, J. P. King Auction Company, for almost 30 years. Christie served on several boards of both local and national charities throughout her years with J. P. King, finding her passion laid with contributing to these nonprofits. When she decided she wanted to make that service her life, she did it the best way she knew how: auctions. Since then, she has raised millions of dollars for women, children, medical foundations, animals and other nonprofits all over the country. After establishing C King Benefit Auctions, Christie earned her Benefit Auctioneer Specialist designation through the National Auctioneers Association. During her 27-year auction career, has been president of the Alabama Auctioneer's Association, the 1995 Alabama Grand Champion Auctioneer and was the first female inducted into the Alabama Auctioneers Hall of Fame. In 2011, she became the first female and first Alabamian elected president of the National Auctioneers Association and still serves on several educational committees and was the chair of their St. Jude Committee. In 2010, she received the Women of Distinction award from the Girl Scouts of Northeast Alabama and is currently serving her second term on the Alabama State Board of Auctioneers. Christie is also a member of the Alabama, Michigan, Minnesota and Georgia Auctioneer's Associations as well as a member and presenter with the Association of Fundraising Professionals (AFP). In 2015 Christie, along with partners Connie and Kurt Johnson, launched the Benefit Auction Institute. The Institute was created by these partners, who have a combined 50+ years of benefit auction experience, to educate nonprofits on ways to maximize their fundraising potential.

**AntiqueWeek**  
**THE AUCTION EXCHANGE**  
**And COLLECTORS NEWS**

For information about, or a **FREE** trial of, any of the publications above – please call **800.876.5133**



# Auction theft or an auction unpaid?

by Mike Brandly, The Ohio Auction School



"His check bounced ...! What can or should I as an auctioneer do?" To answer that, we need to know one critical piece of information: Is this theft or is this an unpaid? In other words, who is in possession and control of the subject property?

- If this buyer's check bounced and the buyer has possession and control of the property — this is likely theft — a criminal matter.
- If this buyer's check bounced and you or your seller has possession and control of the property — this is likely an unpaid — a civil matter between the seller and the buyer.

Of course, we've talked above about a "bad check" and passing a bad check is a criminal act in most — if not all — of the United States; that is, if the check writer *knowingly* wrote the bad check, wrote a *big* bad check or repeatedly writes bad checks. Typically, one or two *unintentional* bad checks won't result in criminal charges.

However, our point of this writing is again, is it *theft* or an *unpaid*? For instance, what if a buyer purchases (is deemed the high bidder) and just gets in his car and goes home? There's no bad check, and unless there is *criminal intent* or *fraud*, this is strictly a civil matter. On the other hand, if the buyer takes the property home without paying, that's theft and thus a criminal matter.

We wrote earlier this year about an auction buyer who purchases and doesn't pay here: <https://mikebrandlyauctioneer.wordpress.com/2017/11/16/at-auction-can-we-force-sellers-to-sell-buyers-to-buy/> While a seller could seek an action for specific performance ... it appears to us that without any damages, this is a tough (if not impossible) lawsuit to win.

Better than seeking specific performance, sell the property (item) again to someone else. If the subsequent sale price is materially less than the prior, sue for the difference plus the associated cost of sale, holding costs, etc. Otherwise, save some legal expense and just move on ... especially if the subsequent sale amount is at or more than the prior sale price.

In fact, life indeed is short ... if you can't collect or have a bad check and still have the property — take care of your client rather than trying to punish the wrongdoer. And if it's theft, take actions which help your client, rather than merely punish the thief. Your seller hired you to help him (or her) and nothing more.

*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.*

## Michigan Auctioneer Municipal License Guide!

The MAA has gone to great effort to provide you with a comprehensive guide for local auction regulations in Michigan. This is a huge document detailing nearly 800 pages of local regulation and licensure in Michigan pertaining to the Auction Industry! This Guide is *ONLY* Available to Members of the Michigan Auctioneers Association! To get the most recent copy, go to the MAA Website at [FindMichiganAuctions.com](http://FindMichiganAuctions.com), log into members only, and download the guide from the Legislative section. Not a Member? Join Today!

## Why Belong to the Michigan Auctioneers Association?



- State Championships
- Local Support
- Local Conferences & Conference Exhibits
- Family Activities & Social Events
- Member Benefit Programs Geared to the local auctioneer
- Easy access to Education
- Professional Staff
- Affordable
- Networking with other members in a private forum

- Cooperative Marketing: Auction & Auctioneer Promotion in your state
- Legislative Support
- Access to Local Suppliers
- Access to Auction Support Staff through networking
- Knowledge about your local market/economy
- Input on Decisions that Impact your Livelihood
- Community!



Contact the MAA to Join Today!

(616) 785-8288 \* [www.FindMichiganAuctions.com](http://www.FindMichiganAuctions.com)



# #AuctionsWork! Promotional Campaign

The MAA Public Promotions committee has taken the auction world by storm with its all new 'AUCTIONS WORK!' social media campaign. These campaigns are targeted to promote the power of auctions to the general public with these high impact marketing banners. These banners are available for Members of the MAA to use and even customize for your website, social media page and printed marketing materials. Want to see more Auctions Work! Campaigns? Go to [www.AuctionsWork.org](http://www.AuctionsWork.org). MAA Members, Log into your MAA account at [www.FindMichiganAuctions.com](http://www.FindMichiganAuctions.com) and view the library of Auctions Work! banners. Not a Member? Contact the MAA at (616) 785-8288 to take advantage of this great Auction Promotion Benefit!

The Seller was hoping for  
\$8,000 for this 1980  
Cadillac Coupe deVille.  
It SOLD at LIVE Auction for \$8,600!



**Auctions Work!**  
[FindMichiganAuctions.com](http://FindMichiganAuctions.com)

Jackie Kennedy's 1962 Cartier Tank Watch  
broke a new world record when it tripled  
its pre-auction predicted price of  
\$120,000. Sold at auction for \$379,500.



**Auctions Work!**  
[FindMichiganAuctions.com](http://FindMichiganAuctions.com)

This 1999 International Tri-Axle Dump  
Truck SOLD at Auction for \$32,950!



**Auctions Work!**  
[FindMichiganAuctions.com](http://FindMichiganAuctions.com)

This Large Cast Aluminum Hand  
Painted Buffalo SOLD at AUCTION  
for \$3,893!



**Auctions Work!**  
[FindMichiganAuctions.com](http://FindMichiganAuctions.com)

The owner was offered \$350 for this 1979  
FORD F 250 4X4. It SOLD at AUCTION  
for \$1500! #AuctionsWork!



**Auctions Work!**  
[FindMichiganAuctions.com](http://FindMichiganAuctions.com)

High selling horse at a  
Spring Horse Auction in Mid Michigan  
hammered out \$9,100.



**Auctions Work!**  
[FindMichiganAuctions.com](http://FindMichiganAuctions.com)

## The MAA has many Member Benefits & Great Discount programs!

### 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.

### Auto & RV Publications

Auto & RV Publications is pleased to offer  
up to a 20% discount to MAA Members.

### Batteries Plus Bulbs

MAA Members have access to discounts  
on Batteries and supplies you need in your  
business!

### TSYS Merchant Solutions

MAA Discounted Payment Processing  
Program

### Free Auction Listings on the MAA Website

The MAA has recently partnered with  
[GoToAuction.com](http://GoToAuction.com) to provide MAA  
Members a New and Improved Website,  
including FREE Auction Listings!

### 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.

### Discounted Faxing

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

### Michigan Auctioneer Municipal License Guide

MAA Members have access to over 800  
pages of local regulation and licensure  
in Michigan pertaining to the Auction  
Industry.

### 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.

**Join the MAA Today to Take Advantage  
of the Great Programs Available!**  
[www.FindMichiganAuctions.com](http://www.FindMichiganAuctions.com)  
(616) 785-8288