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Winter 2019

MAA Conference

*Record Setting Attendance
Anticipated For Annual MAA
Convention*



I Dreamed Of Being An Auctioneer

Lessons from a 1st Generation Champion Auctioneer



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Michigan Auctioneers Conference

January 29-31, 2020 * Mt. Pleasant, Michigan



Register @ www.FindMichiganAuctions.com



Michigan Auctioneer Championship

Presidents Gala & Awards

Trade Show

Michigan Ringman Championship

MAA Benefit Auction

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First Class Education, Networking Opportunities & More!

- Leroy VanDyke "Fireside Chat with Leroy VanDyke"
- Gwyn Besner, "So, You Want to Sell Real Estate at Auction in Michigan?"
- AuctionFlex Training Course
- Scott & Austin Miedema "How to Market Guns in Today's Politically Correct World"
- David Helmer & Brad Stoecker "Art of the Auction: The Psychology of Setting up and Lotting Auctions"

- John Schultz "Advanced Auction Marketing Strategies"
- Shannon Mays & Scott Jones "Turning Ringmen into Fundraising Ambassadors"
- MAA Annual Meeting & Elections
- John Schultz "Marketing in a World without Social Media"
- Welcome Reception, Exhibitors & Game Night!
- Jason Hallberg "How to Pick a Winner" Selling Residential Real Estate at Auction

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Hotel Reservations & Location Information: Mt Pleasant Comfort Inn & Suites, 2424 South Mission, Mt. Pleasant, Michigan 48858, Phone: (989)772-4000 * www.mtpcomfortinn.com. **Guest Room Rates:** Single or Double Hotel Rooms \$107.00. 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 6, 2020, **Parking:** Complimentary Outdoor Self Parking. *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!



As Vice President of the Michigan Auctioneers Association, the biggest duty for the year is serve as Convention Committee Chairman and develop the program of presenters and educators for the next Michigan Auctioneers Association annual conference. This year, our conference is in Mt. Pleasant on January 29-31. I am thrilled that we have been able to assemble a highly diverse panel of presenters for this year. In the past I have heard the complaints about online this, live that, and how none of the topics applied to XYZ Auction Company's business. I held that as my number one goal for this convention. I want presenters who teach on topics that apply to every auctioneer. My goal was to find presenters that will add tools to every auctioneer's toolbox. I really believe that we have accomplished that goal.

Kicking off this years conference on Wednesday evening will be the father and son team of Austin and Scott Miedema teaching a course on firearm auctions. This seminar will touch on some of the issues selling guns in our politically correct atmosphere. Then David Helmer and I will present "The

Art of the Auction: The Psychology of Setting Up and Lotting Auctions". No matter what you are selling, there are reasons to do things a certain way. Just like Thomas Edison supposedly took 10,000 times to invent the light bulb, figuring out that elusive "perfect" auction setup can be a steep learning curve. Learn from auctioneers who have tried many ways to set things up. And as always, don't forget to sign up for the most competitive corn hole tournament this side of Charlotte and spend the evening socializing with MAA members new and old.

We are beyond honored to have the one and only Leroy Van Dyke making a return visit to Michigan. He has graciously agreed to a moderated discussion of his life in the auction and music industries. Our very own David Helmer will guide that discussion and I look forward to hearing his recollection of his life on the road performing and conducting auctions. Leroy is always entertaining, and David will definitely ask the questions that will let us hear all the best stories.

Our NAA speaker this year is newly elected NAA Board Member, John Schultz. John has been one of the instructors for the wildly successful NAA AMM designation class. John is an expert in social media and auction advertising. Regardless of what you do in the auction business, John will have information that will assist in building your business and marketing any asset.

Back by popular demand from his presentation at the 2019 Mid-West Auctioneers Summer Round-up, Jason Hallberg will be heading in from Iowa to lead his full seminar on real estate auctions entitled "How to Pick a Winner" Selling Residential Real Estate at Auction.

Coming to Michigan all the way from Texas and Missouri, Scott Jones and Shannon Mays will be leading a high energy course for you and your Ringmen. Their seminar, "Turning Your Ringmen into Ambassadors" will help your staff become true salespeople in the ring for your business. From benefit auctions, to livestock auctions, to selling tools in the back yard, we can all use better Ringmen. We hope that you will bring your staff along this year to learn from some of the best in the business.

If you are a real estate agent/broker, be sure to sign up for the real estate continuing education course instructed by our own Gwyn Besner. Auction Flex will be returning this year to present their training as well. If you use Auction Flex, this is a great opportunity to get your staff in front of the Auction Flex staff to learn and ask questions. I have attended several of their trainings and it is always worthwhile to attend.

Most of all I hope to see all our members at the conference this year. There really is something from everyone. Please consider signing up for the Michigan Auctioneer and Ringman Championships. Remember to bring along a few items to sell in the Fun Auction as well. On a personal note, I hope to see everyone at the President's Banquet and Hall of Fame induction. I invite everyone to join us and I'd love to have a full room as we share a meal together as one big auction family while honoring the accomplishments of the newest HOF inductee. When I first joined the association back in 2004 and attended my first convention in 2005 in Grand Rapids, I was inspired by the President's Banquet. I was impressed with the family atmosphere and that it truly felt like a big family reunion.

Come on back and see your auction family in January in Mt. Pleasant!

Bradley A. Stoecker

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I Dreamed of Being an Auctioneer

by Ashley Peters



As a boy growing up on a dairy farm, I used to go to a lot of auctions with my Dad. We probably went to more livestock auctions than anything but of course, there was a mixture of farm machinery and land auctions as well.

The days we went to an auction were some of the highlights of my growing up years. Talk about fast, fun and exciting! It always looked like the auctioneer had the most fun. And that chant, I loved to listen to the rapid-fire chant, sometimes with a bit of humor or a wisecrack was thrown in. After auction days I remember trying to play auctioneer as I did chores. I could never catch much other than the numbers when I listened, but I loved to try to pretend I was an auctioneer and sell an array of items to my make-believe crowd. Sometimes as a teenager when some of my friends and I would go camping I would have them bid to me and be my audience and sell to them.

Fast forward to about 2013 or so and our church started an annual benefit auction. I went, and they sold for about 20 minutes or so. The guy in charge said "I'm done. Does anybody else want to auction?" Then he said, "Ashley Peters, where are you?" At that point, my by sitters quickly pointed me out, and I was up there for the next 3 hours! Well, that was fun and they asked me to be in charge of the auctioneering from then on. I started going on to YouTube and tried to figure out what auctioneers were saying and how to build my chant. In the process, I ran across Leroy Van Dyke's, The Auctioneer song and the phrase, "I'll send you off to auction school" caught my attention. I had no idea how someone became an auctioneer, much less that there was such a thing as auction school. After some time and research, I attended Worldwide College of Auctioneering in Mason City, Iowa in November 2016.

After auction school, I came home and wondered, What next? One of my hoof trimming clients is an owner of the Mid Michigan Horse Auction. They wanted to start a semi-annual farm machinery auction and they asked if I could help. Of course, I said, "Yes!" At that first auction, they asked Henry Detweiler to come and help sell on sale day. He asked what my plans were as an auctioneer. I told him I didn't know. He said, "Ashley if you are going to be in the auction industry you have to join the MAA." He advised me that I join the MAA and compete in every contest. I told him becoming a champion wasn't my goal; I just wanted to be an auctioneer. He said if I thought competing was only to win and be crowned champion that I had it all backward. He said it is to showcase your talent and get your name out there. So I joined the MAA.

I joined the MAA in the spring of 2017. The annual conference was already past. The next event was the Midwest Auctioneers Roundup. I really only knew Henry and few auctioneers that I had seen as a boy. I had watched all the past several years of MAA contests and fun auctions and hoped I would recognize and get to meet some of them.

I took his advice and attended my first MAA convention in New Buffalo, Michigan. I had a little time to meet a few people before the contest. For the items to donate for the auction contest I chose one of them to be a day of auction labor. My logic was somebody would most likely be nice enough to bid on it and that would give me a chance not only to meet but work with another auctioneer. I was way out of my comfort zone when it was my turn. I didn't faint, I didn't die, and two



Michigan Auctioneer Championship Thursday, January 30, 2020 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 2020 Michigan Auctioneer Champion will be announced!

For more info go to www.FindMichiganAuctions.com



people bid on my day's labor. Joe Sherwood was the top bidder at \$80. I had no clue who he was. The rest of the event was spent meeting as many people as possible.

I went and worked with Joe and even helped with the auction setup. The winter conference of 2018 was in Frankenmuth Michigan. More networking and getting acquainted. I also entered that contest. My nerves pretty much got the best of me. The Midwest Auctioneers Roundup was in Ann Arbor, Michigan for the summer of 2018. By then I had worked with Sherwood, Yutzy's and Henry Detweiler. I entered the contest and again sold a day's labor. Joe again was the high bidder and asked me if I would be interested in helping with every auction.

Since then things have just snowballed! The way I look at it is this, I was a complete stranger to the MAA, but I attended and I let it known that I was serious about becoming an auctioneer. I networked and donated. In return, the great members of the MAA responded and adopted me as a member of the family.

Without the MAA I would still only dream of being an auctioneer.

With the MAA I am an accepted member and reap heaps of benefits! The job opportunities that have come my way are truly remarkable. I have sold at about 45 auctions this year! Networking with members of the high code of ethics found in the MAA has pushed me. The amount of training we receive at the winter and summer conferences is outstanding. It helps keep me focused and enthusiastic about pushing forward. The promotion that we as individual auctioneers get from the association is remarkable as well. I bump into many people that said they have heard me sell. Where? On YouTube, listening to the videos of the contests that the MAA puts out.

Every one of the active members wants to see the others be successful and the best they can be. When an auctioneer is busy or needs some extra help (either one) it is the active members that get a phone call and another opportunity. To me, it is pure foolishness to be a member and not attend the conference. I would also highly recommend entering the contest. The public promotion from the videos put out will have a positive impact in your auction business.



In the summer of 2019, I was crowned Champion of the GoToAuction.com Midwest Auctioneer Championship. The Michigan Auctioneers Association has accepted me with open arms, instructed me, taught me, encouraged me and helped me be the best I can be. I have an auction family that can answer any questions or give advice by simply calling one of many members.

In closing, it is outstanding how many opportunities have come from the MAA network. If it weren't for them I would be a wannabe auctioneer instead of being looked on as a professional auctioneer with a championship title to boot. Thanks to all and I look forward to meeting and networking with everyone in the future. We need more active members and the funny thing is this - if you become more involved your level of success will increase dramatically. The choice is yours. Choose success!

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The Digital Marketers Guide to Paid Search Tactics

by Chris Foerster



As a digital marketing specialist or manager you are likely tied to strict goals when running your paid ad campaigns. To meet those goals you may need to be constantly evolving to adapt your strategy to new industry trends. To maximize

your ROI for any paid ad campaign you need to have an understanding of the techniques and strategies that are working now.

If you are searching for that next gold nugget to help your next search campaign, read on. Below I have listed what are, in my opinion, some of the top PPC tactics that help drive results.

Get Your Targeting on Target

While Google AdWords has some limitations, targeting has become much better in the last few years. Campaign managers have more options and control today. Some of the targeting options to look into that can help you improve your campaigns include:

- Negative match keywords
- Audience Targeting (closest thing to Facebooks targeting)
- Geography/Location
- Life event targeting
- Event targeting
- Device targeting
- Time of day or day of the week

If you're not already familiar with these targeting options you can read more about them in an article I authored here. I feel like the best strategy is to find which of these targeting types work for you and combine them together.

Optimize for Voice Search

As technology advances more and more people seem to be using voice search. According to Google, 20% of mobile queries are being done using voice search. With voice search becoming so popular you may want to try to capture the market now. Voice searches can vary from traditional search queries and you will want to keep this in mind when choosing your keywords. For example:

- Voice generally has longer search phrases
- Question phrases may be more prevalent in natural language
- Intent may be more clear
- Voice searches may have a more local intent

Keep an Eye on Your Non-Performing Keywords

With all the keywords in your current campaign, wouldn't it be nice to see all of them in a single report? With one of Google's latest updates you can. In April of 2018 Google AdWords now allows you to download your keyword performance, and run a keyword review of your Quality Score.

To download a copy of your report follow the below steps.

- Click Keywords from your AdWords menu
- Click on the Columns icon
- Choose Modify columns
- Choose Quality Score
- Apply

Once you have the data, look to see if the 80/20 rule applies. If 20% of your keyword placements are making up 80% of your results there may be additional optimizations you can make. Remember that spending your advertising dollars on the biggest producers can help generate bigger results.

Harness Remarketing Tactics

Remarketing lists serve ads to your site visitors once they leave your website and visit additional websites within the Google display network. This can allow your ad to follow people around the web to help increase your chances of converting a user. One of the nice things about remarketing ads is that each list can be created based on certain criteria. Each list can then have specific ads that better target your audience.

Examine Your Landing Pages

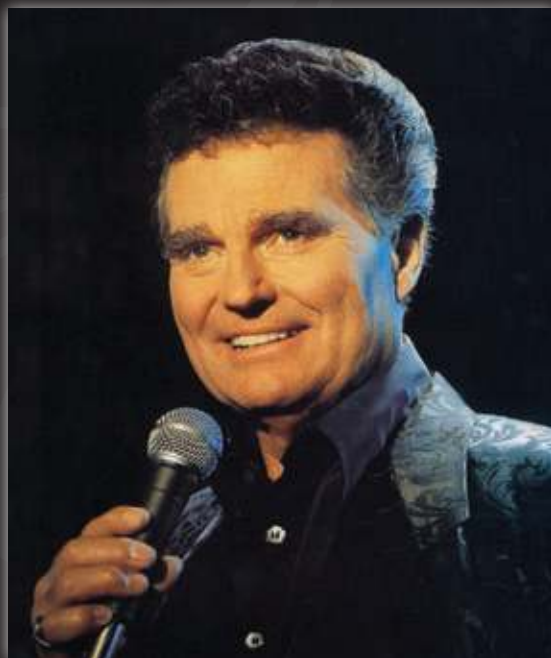
Don't forget the age old saying that "Content Is King." It is a good idea to take a look at your current landing pages and see if you can better optimize them or better format them for conversions. Check your pages to make sure that your calls to action align with the message in your ads. They should complement each other. And if you don't have a clear call to action on your pages, now is a good time to add them.

Lastly, check your landing pages on all device types to ensure that they are easy to use, and load quickly.

Author Bio

Chris Foerster is a technology junkie and digital marketer who currently manages the digital marketing school promotion at Fremont College. With more than a decade of experience marketing businesses online, Chris brings a unique skill set of SEO, PPC, social media, lead nurturing, and content marketing to the college's website Fremont.edu.

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Image Credit: Kyle Watson



The Non-Paying Bidder and the Risk of Relying on Bad Advice

by George A. Michak, Esq.



Mark Twain famously observed that – "It ain't what you don't know that gets you into trouble. It's what you know for sure that just ain't so." These cautionary words are as relevant today as when first penned, and should be considered before accepting – and acting on – auction law advice that just might not be so. An example of the kind of risky advice that just might get you into trouble is the assertion – made, repeatedly, on social media and in blog posts – that if you encounter a non-paying bidder you should just re-sell the lot and move on, perhaps getting more money for your seller (and you) the second time around while retaining the right to sue your non-paying bidder for damages if there is a significant decrease in the hammer price when the lot is re-sold. While that may appear to be sound practical advice, in reality, the simple, uninformed, answer is not always the best – and may very well put the auctioneer at risk.

I was discussing this very issue recently, and – before I could get to the risky part – an auctioneer described how he had been bitten in this scenario. The auctioneer volunteered that he sold a car for \$10,000 at auction, and, when the winning bidder didn't pay (and refused to communicate with the auctioneer), the auctioneer re-sold the vehicle. Good news – the car brought \$15,000 at the second auction. Both the seller and the auctioneer were happy . . . until the non-paying bidder sued the auctioneer to recover the \$5,000 swing in the price – and won! And, that's the risky part. You see – unless you provide otherwise in your Bidder Terms and Conditions (which this auctioneer hadn't) – under the Uniform Commercial Code (Section 2-328 and Section 2-106) title will ordinarily pass with the fall of the hammer. Therefore, even though the winning bidder turned out to be a non-paying bidder, that non-paying bidder owned the car. While the auctioneer had a possessory lien against the vehicle for the purchase price, it is typically necessary to give notice prior to selling property to execute on such a lien, and, while you may be able to pursue the non-paying bidder for any deficiency, you will normally be required to account for any surplus (if there is one). Moreover, you may lose your (or your original seller's) right to recover a deficiency from the non-paying bidder if you fail to provide the proper notices before the lot is re-sold. In this particular case, the court found that when the auctioneer re-sold the car he was selling the non-paying bidder's property, and that the non-paying bidder was entitled to damages above the original purchase price. An additional complicating issue is that, when the auctioneer sold property belonging to the non-paying bidder, he did so without a contract with the non-paying bidder – who, now, became the seller. This could also be a real problem in a licensing state that requires a written contract between the seller and the auctioneer.

As with many auction-related issues, your ability to re-sell a lot won by a non-paying bidder without putting yourself and your seller in jeopardy may be controlled by what you have in writing – specifically, in this regard, your Bidder Terms and Conditions. There are a number of ways to skin this cat, and to protect both the auctioneer and the seller. You could provide in your Bidder Terms and Conditions that title only passes when payment clears (this may make more practical sense at an online auction than a live auction where you want to put the risk of loss, immediately, on the buyer who is present; however, even at a live auction, you could provide that risk of loss passes with possession but that title passes only on payment). You could also provide that, if payment is not made within a stated period of time, the lot (and any interest in the lot) is abandoned back to the original seller or to the auctioneer (this may also make sense if a winning bidder fails to pick-up a lot after paying for it). Bear in mind that, while you can always argue abandonment, your life may be easier if you can point to the Bidder Terms and Conditions.

In any event, it is not good advice, nor is it good practice, to simply re-sell property (even if not paid for) unless you know who actually owns it as a matter of law, and unless you have a legal right to do so.

This is for discussion purposes only and is not intended to be legal advice. No attorney-client relationship is established, or intended, between the author and anyone reading this article. If you have any questions regarding the issues discussed, you should seek advice regarding your specific situation from a qualified attorney.



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Kreighoff Trap Gun. Family was offered between \$5000-\$7000 from local gun shops. Sold at auction for \$9500!



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This 1959 Chevy Impala Convertible sold to an out of state buyer at a live on site public auction for \$75,500.00. The owner was hoping to get \$57,750.



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There's an APP for That!
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Mobilgas Pegasus White Star Porcelain Double Sided Shield Sign. Owner bought this sign at one of our auctions several years ago for \$1,000. He was hoping for \$1,500 and sold for \$4,600 at Live Auction!



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The family hoped to get \$500 for this Colt Single Action Army revolver.

It SOLD at (simulcast) auction for \$3,600!



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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, log into members only, and download the guide from the Legislative section. Not a Member? Join Today!

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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.

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