



MAA Annual Conference

January 31 - February 2, 2024
Mt. Pleasant, Michigan

Michigan Auctioneer & Ringman Championship

Friday, February 2, 2024!

Auctions & Omissions

Why Educating your Seller is Important

Why Facebook Did you a Favor

NO EXCUSES!

Live And In Person!

Michigan Auctioneers Association Annual Conference
January 31 - February 2, 2024 * Mt. Pleasant, Michigan

The Michigan Auctioneers Association Annual Conference will provide you with exclusive content to help you unlock your fullest potential to succeed in the auction business. You cannot afford not to make a wise business decision.



GET REGISTERED RIGHT NOW!

MAA Annual Conference

January 31 - February 2, 2024 * Mt. Pleasant, MI



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, Email: info@msaa.org



Michigan Auctioneers Conference

January 31 - February 2, 2024 * Mt Pleasant, Michigan



Register @ www.FindMichiganAuctions.com



Michigan Auctioneer Championship

Presidents Gala & Awards

Trade Show

Michigan Ringman Championship

MAA Benefit Auction

For Complete Schedule, visit FindMichiganAuctions.com



First Class Education, Networking Opportunities & More!

- "Auction Setup Secrets for Success, Live and Online!"
- Gwyn Besner, "Real Estate Continuing Education"
- Dan Wyant, "5 Things to do Right to be Successful in Business"
- Thomas J. Lambert, "New Michigan Gun Reform Laws and What You Need to Know"
- John Hamilton, "Great by Choice"
- Scott Sykora "Finding Success in Traditional Farm Auctions with New Methods"
- Brad Stoecker "Online Auction Tech"
- Certified Michigan Auctioneer Mentorship Roundtable
- Kurt Paulsen "My First 5 years"
- Wade Leist "Effective Strategies and Techniques for Successful Fundraising Auctions"

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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 \$108.00. All rooms are *plus applicable taxes*. Rollaway beds are extra per night. For Reservations, Call (989) 772-4000 and identify yourself with the Michigan Auctioneers Association. **Room Block Cutoff:** January 12, 2024, **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!



Hello everyone,

It is with great honor and privilege to welcome you all to this year's 2023 Winter Conference! The Michigan Auctioneers Association Board of Directors have worked hard this year in order to put together what could be our best convention yet! We think that you are really going to enjoy our exclusive educational speakers, the always fierce and competitive Auctioneer & Ringman Competitions and our formal President's Ball where we will induct, once again, another great auctioneer into the MAA Hall of Fame! We understand that many of you are taking valuable time out of your already busy schedules to join us for this event and that is why we have taken the time to go above and beyond to make this year's conference totally worth your while!

During this year's festivities, we encourage you to take full advantage of the many benefits that come along with being in attendance. Whether that is capitalizing in times of social networking or conversing with our always helpful and attentive vendors, you won't want to miss out on this potential opportunity to grow and improve your business.

We look forward to seeing you in Mt. Pleasant and hope all who attend have an educational and enjoyable experience. For more information about our event and registration please review the following pages. If you have any questions, please contact Tricia at 616-785-8288 or info@msaa.org.

Once again, thank you for your continued support and participation

Sincerely,

Mathias Donat
MAA Vice President

Trade Show!

AuctionTime.com
CRS Recycling Services LLC
E.R. Munro and Company
Michigan Auctioneers Association
Mid Country Media Inc
Shipping Saint

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at the MAA Annual Conference?
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Ashley Peters Auctioneer
Belcher Auction Co (Retired)
Brent Wilber, In Memory of Henry & Garth Wilber

New This year! Sponsor a New Member to attend Conference!

Want more details? Contact the MAA at 616-785-8288.

Register Online at
www.FindMichiganAuctions.com



Michigan Auctioneers Conference

January 31 - February 2, 2024 * Mt Pleasant, Michigan

Conference Registration (Registration info does not change your member record)

Member # _____ Not a Member ☐ Spouse/Significant Other _____
(if attending)
Name _____ Non-auctioneer employees of an MAA Member
(As you wish it to appear on your name badge) (registration discount below - MUST Register with an MAA Member to receive discount)
Company _____
Address _____
City/State/Zip _____
Phone _____
Email _____

First MAA Annual Conference? If Yes, Check ☐ Yes
If you are taking Real Estate Con Ed, please provide your license number:
Michigan Real Estate License #: _____
If you need IN Con Ed, please provide your license number: _____

How to Register

1. Copy these forms or download extra forms from www.msaa.org.
2. FAX completed registration forms with credit card info to 616.773.1375
- OR
3. MAIL completed forms with check, money order or credit card info to:
MAA Conference
4529 Gibbs NW
Grand Rapids, MI 49544
- OR
4. Register ONLINE with your credit card online at www.msaa.org

Questions?

Call (616) 785-8288

Did you make your hotel reservation?

Room Block Cutoff Date (1/12/2024). **Single or Double Hotel Rooms \$108.00.** 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. **Get your room early before the block is SOLD OUT!**

All Refunds are subject to a \$25.00 processing fee. There will be no refunds after 1/12/2024

CONFERENCE FULL PACKS

*Includes Badge, Education, Thursday's/Friday's Lunch & Thursday Night Banquet (January 31 - February 2, 2024)
Does NOT include Special Events or Con Ed (below). *** 2024 Membership must be paid to qualify for member rates.

Quantity	On or Before January 12, 2024	After January 12, 2024	
_____ MAA Member	\$225	\$250	\$ _____
_____ Spouse/Significant other of MAA Member	\$175	\$200	\$ _____
_____ Non-Auctioneer/Employee of MAA Member	\$225	\$250	\$ _____
*Must register for the conference with a MAA Member/Employer to qualify for this option.			
_____ Non Member	\$275	\$300	\$ _____

SPECIAL EVENTS & ADDITIONAL MEALS

_____ Real Estate Con Ed (Wednesday)	\$ 55	\$ 75	\$ _____
*Real Estate Course ONLY. I'll Attend: _____ LIVE _____ Online			
_____ CMA Mentorship Roundtable (No Fee, Space is Limited!)			
_____ Extra Banquet Tickets (Thursday PM)	\$ 50	\$ 60	\$ _____
_____ Christian Breakfast Tickets (Thursday AM)	\$ 25	\$ 30	\$ _____

Kids Meals (12 and Under) Kids Eat Free! _____ Thurs Lunch _____ Fri Lunch _____ Thurs Dinner

*Enter Quantity needed for each meal - Limit: 2 Kids meals per registered parent **Must be with a registered parent and pre-register

_____ Auctioneer Championship Entry Fee	\$ 75	\$ 85	\$ _____
*Signed Entry Form must be attached or Entry will NOT be processed.			
_____ Ringman Championship Entry Fee	\$ 25	\$ 35	\$ _____
*Signed Entry Form must be attached or Entry will NOT be processed.			
_____ Marketing Contest Entry Fee (per item)	\$ 5	\$ 5	\$ _____
*You may prepay for your marketing contest entries or pay at the conference. (Website/Social Media entries <u>must</u> be prepaid)			

MAA MEMBERSHIP & ITEMS FOR PURCHASE

_____ Membership Renewal 2024	\$120	\$120	\$ _____
*Attach Membership Investment Renewal Form			
_____ 3 Yr Membership Renewal Special! (2024-2026)	\$300	\$300	\$ _____
*Attach Membership Investment Renewal Form			
_____ Membership 2024 (New Members Only)	\$ 75	\$ 75	\$ _____
*Attach Membership Application			
_____ MAA Legends Trading Cards Set (Includes Series 1&2)		\$21.20	\$ _____
_____ MAA Membership Pin		\$7.95	\$ _____
_____ Auctions Work! Pennant		\$10.60	\$ _____

*Sales Tax is figured into prices on appropriate items. Your items will be available for pickup with your conference packet at the conference registration desk.

*MAA Hats and stickers will also be available for purchase at the conference registration desk.

☐ Credit/Debit (See below) ☐ Check Enclosed (Ck# _____)
(U.S. Dollars drawn on U.S. Bank payable to the Michigan Auctioneers Association)

REGISTRATION TOTAL

We Need Lots of Volunteers !!

I would like to help with one or more of the following:

- | | |
|---|--|
| <input type="checkbox"/> Auction Item Check In | <input type="checkbox"/> Voter Registration |
| <input type="checkbox"/> Bid Calling Contest | <input type="checkbox"/> Exhibits |
| <input type="checkbox"/> Office & Registration | <input type="checkbox"/> Powerpoint (for Auctions) |
| <input type="checkbox"/> Airport Transportation | <input type="checkbox"/> Evening Event Setup |
| <input type="checkbox"/> Technology Setup | <input type="checkbox"/> General Onsite Volunteer |
| <input type="checkbox"/> Classroom Moderators | <input type="checkbox"/> Welcome Committee |

Credit Card Payment Info. (Please fill in ALL Info)

For Credit Card Verification, please give the billing address for this card.

Address _____ City _____ State _____ Zip _____

Name as it appears on Card _____

Credit/Debit Card: ☐ MC ☐ VISA ☐ Discover ☐ Amex

Card Number | | | | | | | | | | | | | | | | | |

Exp. Date (Required) _____ 3 digit code on back _____

Authorized Signature _____



Michigan Auctioneers Conference

January 31 - February 2, 2024 * Mt Pleasant, Michigan

Conference Sponsor Form

Be a Conference Sponsor! Promotional Opportunities!

Name: _____ Company: _____
Address: _____ City: _____ State: _____ Zip: _____
Phone: _____ Fax: _____
Email: _____ Website: _____
Product/Service: _____

Enclosed is my check for \$ _____ My 1st, 2nd & 3rd choices are: 1. _____ 2. _____
Check # _____ 3. _____ ☐ MAA Can pick!

☐ I would also like to sponsor a new MAA Member's first conference. Please add \$225 to my total.

There are multiple sponsorships available for event sponsorships.

If you would like to check the availability of any particular category, call the MAA or log on to www.msaa.org.

Sponsorship Opportunities:

- | | |
|--|----------|
| 1. Drink/Snack Breaks | \$ 50.00 |
| 2. Marketing Awards | \$100.00 |
| 3. Conference Program Printing | \$100.00 |
| 4. Christian Breakfast | \$200.00 |
| 5. Opening Night Welcome Reception | \$300.00 |
| 6. Breakfast with the Exhibitors (Continental) | \$200.00 |
| 7. Networking Luncheon | \$300.00 |
| 8. Vendor/Sponsor Recognition Luncheon | \$300.00 |
| 9. Fun Auction/Championships | \$500.00 |
| 10. Presidents Banquet | \$500.00 |
| 11. Hall of Fame Family Meal Sponsorship | \$250.00 |
| 12. Speaker Sponsorships | \$300.00 |

**Each event has multiple sponsorship opportunities available.*

Sponsorships are appreciated at any level!

Diamond and Platinum level sponsorships come with PERKS! If you'd like more information about sponsoring on a higher level, call the MAA.

BE A PREMIER SPONSOR!

This conference has some of the best, most highly sought after, and highest rated speakers available! ALL Sponsorships are needed and appreciated, but if you are able to sponsor a higher level this year, you will be highlighted as a Premier Partner for the association! **There are also PERKS involved in being a DIAMOND or PLATINUM Sponsor...interested?**
Call the MAA at (616)785-8288 Today!

Just sign up for the type of event you would like to sponsor, or choose the MAA Pick option above!

New this year! Sponsor a New MAA Member's first conference!

Limited quantities available.

Just check the box above to add this to your sponsorship.

Sponsorship Levels:

- | | |
|---------------------|-----------------|
| * Silver Sponsors | Up to \$299 |
| * Gold Sponsors | \$300 - \$999 |
| * Diamond Sponsors | \$1000 - \$2499 |
| * Platinum Sponsors | \$2500 & Up |

Other Sponsorships available including: Official Conference Program Printing, Name Tag Lanyards, Overall Conference Sponsor, and more! Call the MAA for details.

Your contribution will be highlighted in the following ways:

1. Published in the *Michigan Auction Gavel*.
2. Published in the official Conference Program for those contributions received by **January 12, 2024**.
3. Company Contact info published on the Conference Sponsor Page on MAA's website. In addition, if you have a website MAA will provide a link from our Conference Sponsor Page to your site.
4. Recognition at the MAA Conference.
5. Each sponsor and cosponsor will receive an attractive Certificate of Appreciation. Diamond & Platinum Sponsors also receive extra promotion! Contact the MAA for more info.

**Please return this form by
January 12, 2024 to:**

Michigan Auctioneers Association
4529 Gibbs NW
Grand Rapids, MI 49544

Ph: 616.785.8288

Fax: 616.773.1375

E-mail: info@msaa.org

Log on today at www.FindMichiganAuctions.com

Michigan Auctioneers Conference

January 31 - February 2, 2024 * Mt Pleasant, Michigan

Goal:
\$20,000

MAA Benefit Auction 2024

Friday, February 2, 2024 * 6:30 PM

*Please Copy this Form as Needed for Multiple Items ~
Please Use only one form per item.*

We are looking for donations from *all MAA Members* for this year's Fundraiser Auction!
This Event isn't just *Fun* - proceeds from your generous donation will help the MAA provide such great programs and services. Please complete this form as soon as you can determine what you would like to donate to represent your Company.

Donations of *All Sizes* are welcome *and Needed!*

Fax or email this form in to the MAA early to help promote your item on the MAA Website!
(Please include a photo of the item for promotion)

Need Item Ideas?

Tickets to a Great Event!

Advertising!

*Items you've seen sell
with Enthusiasm!*

Something You'd Like to Buy!

*A valuable service by you
or your company.*

*Hunting/Fishing Trips or
Vacations!*

Donor Name: _____

Address: _____

City: _____ State: _____ Zip: _____

Donation (Please Include Description & estimated value of item)

Item: _____

Value (\$50 or more): _____

Please Check one:

- ☐ I Will Sell this as an Michigan Auctioneer Championship Contestant
(2 items required for preliminaries)
- ☐ This is one of my items for the Ringman Championship
- ☐ The MAA Benefit Auction Committee may sell
- ☐ Non-Contestant - I will be ready and would like to sell

☐ I will be unable to attend please accept my cash donation of: _____

☐ I will be unable to attend please contact me by January 1 to pickup my donation!

*** Please Check In your Auction Items by 11AM, February 2, 2024 ***

*The Committee will determine where all donations are placed throughout the event to
maximize funds raised through your important donations.*

Items brought in late will be at the end of the auction so get your item in EARLY!

Thank You for Your Support!

How to Approach Different Learning Styles

by Scott Ginsberg



People communicate in three different ways.

(Well, actually, people probably communicate in a thousand different ways, but...)

It's usually visually, auditory or kinesthetic.

And although most people have some combination of all three, one in particular is usually dominant. As a result, match your own words and speed to appeal to their communication style:

1. If you meet someone who is a visual person, they will use pictures, images and graphics to communicate. Words like 'see,' 'view,' will be in their vocabulary, i.e., 'I see what you're saying,' 'I picture this meeting as a roundtable discussion.' These people usually speak rapidly.

2. If you meet someone who is an auditory person, they will use sounds to communicate. Word like 'click,' 'hear' will be used, i.e., 'I hear ya!' and 'Sounds good.' They speak moderately and rhythmically, like music.

3. If you meet someone who is a kinesthetic person, they will use touch and doing and action to communicate. Words like 'contact' and 'hold' are used, and they speak slowly.

NOTE: don't confuse "communication style" with "type."

ALSO NOTE: the word "type" is much better as a noun than it is a verb.

In other words, don't spend all your time "typing" people, trying to figure them out based on what their style or MBTI is. Sometimes you just need to go with your gut. Adapt to each person based on what you feel. Overtyping can result in poor listening skills and, as a result, missing out on important details. Just be careful.

LET ME ASK YA THIS...

Does type have an effect on approaching others?

© All Rights Reserved, HELLO, my name is Scott, LLC.

Scott Ginsberg is the World Record Holder of Wearing Nametags. He's the author of thirteen books, a professional speaker, award winning blogger and the creator of 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 emailscott@hellomynameisscott.com.
<https://hellomynameisscott.com/how-to-approach-different-learning-styles/>

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Michigan Auctioneer Championship
Friday, February 2, 2024
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 2024 Michigan Auctioneer Champion will be announced!

For more info go to www.FindMichiganAuctions.com

Things to Cut From Your Facebook Ads to Improve Their Performance

by Ryan George



Facebook really did the auction industry a favor. I don't mean that sarcastically. It definitely helped me serve auctioneers better. In July of 2019, Facebook drastically reduced the amount of text that would fit into their ads and would show on posts in user newsfeeds. Facebook's internal analytics showed that ads longer than their new limits were less effective than those with short copy. So, it forced advertisers to cut to the chase in a way they aren't required to do in direct mail, email, and newsprint. Those restrictions made it easier for me to convince auctioneers to cut superfluous copy for only the most important sales copy.

Here's a list of a few of the common items I regularly cut to make room for what actually attracts consumers.

Seller Name Unless the seller is (A) a celebrity or (B) a vendor from which our target audience already purchases the items you're selling, your seller's name is not sales copy. Sure, a buyer might pay more for a tractor because they knew that specific farmer always took care of his stuff; but they don't care about the condition of a gravity wagon unless they're already interested in a gravity wagon. That minister or teacher or veterinarian may be a beloved member of your community, but nobody outside of their family will buy their three-bedroom ranch because they owned it. Put the seller name and even an auctioneer's note about them on your website. But do that seller a favor, and get people to that website

first.

"Estate" Facebook's bots often flag this word to make ads comply with their real estate restrictions. That alone is worth avoiding this word. But we don't sell estates. We sell items. Kill phrases like "an estate filled with" and use that space to add more item or category mentions. On your website, I'd replace "estate" with a substitute like "lifetime collection" or just "collection" to keep those bots at bay and let your personal property ads use the full gamut of Facebook's targeting tools.

"Real Estate" If you have to tell someone the asset you just adequately described is real estate, they aren't a likely buyer. Even if (1) you're selling both real estate and personal property and (2) the Venn diagram of the likely buyers of both is the same, you should be advertising the real estate and equipment separately. If you're advertising a business liquidation in which the intellectual property, real estate, and contents sell together, use "commercial building" or "retail location" or "3,250±SF facility," or "warehouse" instead of "real estate."

"Only" On the text below the photo, slideshow, or video in a Facebook ad, every single character counts. Even if that weren't true, you don't need the "only" in "online only auction." If it's a simulcast auction, I use "Bid on-site or online." If the bidding happens exclusively online, the absence of a mention of offline bidding says "only" for you.

"-" I just straight refuse to hyphenate online to on-line for clients. When you look at the Google Trends comparison of the use of "online" vs "on-line," you would never use "on-line" ever again. It's 2020, we're all online. Even people still using AOL email addresses.

Open House/Inspection Information The date of an open house often influences when I schedule ads to run, but I don't mention previews & property tours in the ads. People don't care when they can view something if they don't first know what they want to view. Sell them thoroughly on the assets, and get them to your website. If they don't have enough motivation to click to your website for a few seconds, they don't have the motivation to drive to your inspection. If you want more people at your open house, take better pictures and headlines, and then get that better content in front of the right people. Trust the interest of the buyer, and leverage it with actual sales copy.

Auction Time Whether you're advertising an online or offline auction, stop your Facebook ads before the auction ends. Then, you don't need to wedge the time into your ads. I could argue that you don't need the date at all (and I have clients who agree with me), but I won't die on that hill. An auction's opening or closing time is needed only by interested parties, and every interested party should have visited your website before registering to bid. "Now" is more important and more effective than date or time. I've been told my whole career that auctions create urgency. They absolutely do. Ironically, auctioneers trust that urgency in their auctions but not their auction advertising.

"Auction" Dozens of auctioneers reach out to me every year to help them get results for their Facebook ads and their auctions like they see my clients get. I'll tell you one of my secrets, and you don't have to hire me to benefit from it. I use the word "auction" in less than half of my ads and in hardly any of my ads that achieve cost per click below 9¢. I don't hate auctions. I just know that "bid now" is the closest thing auctioneers have to "buy now" in the fast-paced consumer culture in which we live. Most of my best-performing ads also use "Buy it at YOUR price!" as the bold headline below the photo, slideshow, or video. We don't sell auctions, because people don't buy auctions. They buy items.

After you get used to cutting these eight things from your Facebook ads, I'd consider weaning most of these from your other advertising—especially your outdoor signs and classified newspaper ads. I'd edit most of these out of your direct mail, too. The objective for every offline media you create and distribute for an auction is the same as for Facebook ads: get people to your website. That's where we can capture data. That's where you can pull buyers into your sales funnel, where you can learn about them in your Google Analytics, where interested parties can trigger your Facebook pixel for re-marketing and lookalike advertising. Oh, and where they can bid or register to bid. Your website has practically-infinite room for all the tertiary content you're currently trying to shoehorn into your advertising.

If I had to choose between my instinct and the billions of advertising impressions that fed Facebook's seismic shift in available text space, I'm going to rely on the behemoth's deep and wide sampling of our buying culture. Advertisers don't make the rules. Consumers do. We advertisers either break ourselves upon those rules or play within them for more and better traffic to our auctions.

Show off your Skills! Enter the Marketing Competition!

Entry Forms are available in the Conference Insert and online at FindMichiganAuctions.com



AntiqueWeek

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

Auctions, urgency, and omission

by Mike Brandly, The Ohio Auction School



Almost all auctions use a sense of urgency in that bidders must make up their minds quickly. A live auctioneer may only take bids for 30 seconds, and then say, “Sold!” and an online platform may only allow 30 seconds of bid-less seconds before denoting “Sold!”

Indeed, all auctions feed off emotion, and urgency plays an important role. Yet with [almost] all auctions having urgency, some auctions have the prospect of a deal (*heightening emotion even more*) and some auctions allow the seller to accept or reject the high bid (*lessening emotion.*)

Emotion, excitement, and intensity are far more energized by “*something will sell*” versus something that *only might sell*. There are very few auctioneers that don’t recognize this difference. I’ve termed this inducement “*prospect of a deal*” and others have used very similar terms to suggest why bidders participate.

Life is full of risks, and some suggest absolute (without reserve) auctions have the most risk (less price protection,) without admitting that with reserve auctions have risk also — bidders won’t respond (as such, lower prices.) They both have urgency, but one type unquestionably better induces bidders to engage.

Absolute (without reserve) auctions have become a popular choice among thousands of auctioneers worldwide. In these auctions, bidders experience a heightened level of engagement, primarily due to two key reasons: increased disclosure and a resolute commitment to sell to the highest bidder:

1. *Absolute auctions offer a remarkable degree of transparency and disclosure. When sellers provide comprehensive information about the item or property up for auction, it leaves bidders well-informed and enables them to make more confident bidding decisions. This transparency creates a sense of trust and authenticity, resulting in a more engaged and active bidding experience.*
1. *The commitment to sell to the highest bidder in absolute auctions adds an exciting element to the process. Bidders know that, regardless of the final bid amount, the item or property will be sold to the bidder who offers the highest price. This certainty fuels a competitive atmosphere, encouraging bidders to actively participate and strive to outbid one another. As a result, bidders feel more invested in the auction, leading to increased engagement and typically higher bid amounts.*

Overall, the utilization of absolute (without reserve) auctions by thousands of auctioneers underscores the positive impact of enhanced disclosure and a commitment to selling to the highest bidder. Such auctions create an environment where bidders feel empowered and motivated to participate actively. <https://mikebrandlyauctioneer.wordpress.com/2016/08/25/the-power-of-the-word-absolute/>.

Urgency is important — but it only works on bidders who are properly registered (<https://mikebrandlyauctioneer.wordpress.com/2021/06/03/unnecessary-risk-really-bad-advice/>) — and if the inducement to participate is not maximized, nor is the number (and quality) of bidders. It would seem reasonable to assume more bidders = better bidders = more contention = higher prices?

Auctioneers — *all over the world* — have told me and countless sellers that auctions produce “*market value.*” Apparently, some auctioneers don’t believe it and must reserve the right to bid as the seller and/or refuse to sell the property — that you have told me otherwise just demanded “*market value?*” Let me see if I can remember ... “*It’s only worth ...?*”

Do auctioneers advise their sellers of risks? They should — in that absolute auctions don’t have price protections and with reserve auctions *typically* attract fewer bidders. However, if you simply note one type of risk, without the other, and ignore that absolute auctions have at least (*if not more*) urgency, you aren’t giving your seller wise counsel.

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.

MAA LIVE Benefit Auction!

Friday, February 2, 2024 * Mt. Pleasant, Michigan



Hunting & Fishing Packages * Auction Day Labor by Midwest and MAA Champions * Unique Creations * Experience Packages * Collectibles * Sporting Goods * Advertising * Other Great Items & Adventures

Get more info at 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. MAA Members, Log into your MAA account at 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!

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



Auctions Work!
FindMichiganAuctions.com

This stunning 2020 Corvette with 1,900 Miles still bearing its original \$88,435 window sticker was sold at auction by Manheim Auction in Dallas, Texas for \$122,100.00 #AuctionsWork!



Auctions Work!
FindMichiganAuctions.com

This John Deere S680 Combine SOLD at LIVE AUCTION for \$247,500!



Auctions Work!
FindMichiganAuctions.com

This Civil War Era 10" Giant Haskell minnow was found in an old fishing tackle collection. It SOLD at auction for \$100,000 setting an all-time world record for fishing lures. #AuctionsWork!



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



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This 40-year barn stored 1969 Ford Mustang Shelby GT500 Fastback surprised more than just the seller bringing a record price of \$132,000! #AuctionsWork!



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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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