



NATIONAL AUCTION ASSOCIATION

Day on the Hill 2025

KEY ISSUE ONE

Addressing Challenges of Big Tech Platforms for the Auction Industry

As the digital space becomes increasingly essential for auction promotion, businesses in the auction industry are encountering issues such as unfair censorship, platform inconsistencies, and the unpredictable impact of platform policies. These issues hinder the ability of auctioneers and businesses to effectively operate and reach their target audiences, creating significant barriers to success in an increasingly digital marketplace.

We are asking legislators to address the challenges auctioneers face on big tech platforms, including unfair censorship, inconsistent policies, and the impact of sudden policy changes. In particular, the NAA calls attention to the fact that large corporations are permitted to post promotional content related to firearms, while NAA members that are FFL face account suspensions and content removal. Additionally, unclear policies and difficult customer service channels make it even harder for auctioneers to resolve these issues.

By advocating for clearer, fairer regulations and promoting collaboration between legislators and tech platforms, we can ensure that auction businesses can thrive in the evolving digital landscape while maintaining a fair and competitive market.

KEY ISSUE TWO

Junk Fee Legislation Challenges the Auction Industry

The National Auction Association is continuing its advocacy with legislators in 2025 regarding the challenges posed by junk fee legislation. While the intention behind junk fee legislation is to protect consumers from unnecessary and undisclosed charges, overly broad regulations can unintentionally harm auction businesses, especially small businesses in the auction industry.

Auctioneers rely heavily on credit card transactions, particularly in online auctions, and often use a specific fee structure to determine the final bid price. Junk fee legislation, if not carefully crafted, can create burdensome requirements for auctioneers, limiting their flexibility, increasing compliance costs, and reducing their ability to serve their customers effectively. Furthermore, unclear and inconsistent definitions of “junk fees” remain a critical issue, and legislative efforts to combat them have continued to evolve in 2025.

Broad, unclear definitions of junk fees, combined with complex compliance burdens, can negatively impact small auction houses and reduce their ability to serve customers. NAA is advocating for more narrowly defined junk fee legislation that focuses on transparency and fair pricing without stifling auctioneers' ability to charge necessary fees. By working with legislators, we can create a balanced approach that protects both consumers and small auction businesses, fostering a healthy, competitive marketplace in 2025 and beyond.



About NAA ADVOCACY

Founded in 1949, NAA is the world's largest professional membership-based association dedicated to auction professionals. From professional licensing and small business regulations to changing real estate and tax laws, the issues impacting the auction industry are many. Led by the Advocacy Committee, the NAA's efforts focus on proactively identifying, prioritizing and acting upon federal issues that affect the way that our members do business.

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