



Midwest Auctioneers Roundup

Leslie, MI
August 7, 2025

Championship Features \$3,500 Grand Prize!*

Becomes one of the premier
championships in the country

*See Rules for details and requirements

It's Not the Property- It's the Seller

What Really Makes Auctions Work

Hours on the Microphone

Secrets to Winning a Championship
from International Champion

Crack the Code

How to Boost Your Website's Authority Score

Midwest Auctioneers Roundup * Big Rapids, Michigan

Cover Photo: Braun & Helmer Auction Service, MAA 2025 Marketing Competition Winner. Auction Location Photo

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



Midwest AUCTIONEERS Roundup

Big Rapids, Michigan
August 7, 2025

You're Invited to the 2025 Midwest Auctioneers Roundup!

Thursday, August 7 · Big Rapids, Michigan

Hosted by Currie Auction Service | Event held at the Big Rapids Eagles Club

Join auction professionals from across the region for a day packed with activities, networking, and competition at the Midwest Auctioneers Roundup — a can't-miss event for anyone in the auction industry!



WE'LL GET IT SOLD

Event Highlights:

- **Trap Shoot** – Kick off the day with some friendly competition.
- **Golf Outing** – Enjoy the course and connect with colleagues.
- **Round Table Discussions** – Share ideas, challenges, and solutions with other auctioneers.
- **Tour of Currie Auction Service's Facility** – Visit a great example of a small-town auction business and see how it operates behind the scenes.
- **BBQ Dinner** – Great food and even better company.
- **GoToAuction.com Midwest Auctioneer Championship** – Cheer on the region's top talent as they compete for the title

Wednesday Welcome Dinner – Optional but Encouraged!

In town early? Join us Wednesday night at the Big Rapids Elks Club for a complimentary dinner and some casual networking before the big day.

About the Host: Currie Auction Service

Founded and led by Phil Currie, Currie Auction Service is based in Big Rapids, Michigan and is home to the city's only indoor auction house. Phil graduated from the World Wide College of Auctioneering in 1986 and has spent the last three decades earning a reputation for honesty, professionalism, and smooth, effective auctions. Currie Auction Service specializes in both live and online auctions, offering flexibility for sellers and bidders alike, and is known throughout the region for exceptional service and results. Their climate-controlled facility provides a comfortable setting for in-person events, while their robust online platform makes bidding easy from anywhere. From setup to cleanup, every detail is covered.

Don't miss this exciting day of connection, competition, and community. We look forward to seeing you in Big Rapids!

There are several hotel options in Big Rapids:

Country Inn & Suites, 15344 Waldron Way, Big Rapids 231-527-9000

Group Rate: \$120 (Gp: MAA/Midwest Auctioneers Roundup)

Hampton Inn, 15320 Waldron Way, Big Rapids, (231) 527-7333

Group Rate: \$120 (Gp: MAA/Midwest Auctioneers Roundup)

Holiday Inn Express, 1005 Perry Ave, Big Rapids, (231) 796-4400

Group Rate (until July 30): \$119. (Gp: Michigan Auctioneers)

All sites have Breakfast included, pool. Rates are plus tax and are not guaranteed.



You can register online, or mail in the registration forms on the following pages or right from **MidwestAuctioneersRoundup.com**. This event is co-sponsored by the Michigan, Indiana and Ohio Auctioneers Associations. It is managed by the Michigan Auctioneers Association. **Questions? Call the MAA at (616) 785-8288.**

Get More Info & Register at www.MidwestAuctioneersRoundup.com

GoToAuction.com Midwest Auctioneer Championship

No Holds Barred Bid Calling Championship

August 7, 2025 * Approx 6:00 PM

Featuring a \$3500 GRAND PRIZE!



Contestant Name _____

Street Address _____

City/State/Zip _____

Daytime Phone () _____

Email Address _____

This entry form and appropriate entry fee must accompany your conference registration to enter.

I agree that the above is true and correct and I agree to abide by all rules and regulations of the Midwest Auctioneer Championship set forth by the committee, Board of Directors & Officers of the Michigan Auctioneers Association. I also understand that if I win over the IRS minimum, I will be required to provide information required for IRS Form 1099.

Signature _____



**Midwest Auctioneer
Champion**
Jeremy Garber, 2024

BID CALLING ALL AUCTIONEERS!

The GoToAuction.com Midwest Auctioneer Championship has become the purest and one of the most popular contests in the nation! Professional auctioneers across the country appreciate the unique format of this contest because contestants are not burdened with an arsenal of cumbersome rules. Contestants are judged on just one thing - their chant.

The auctioneer crowned the 2025 GoToAuction.com Midwest Auctioneer Champion will receive a Grand Prize of \$3,500* and an impressive trophy! Even those that don't claim the championship will receive a cash payout if they are a Top 5 Finalist.

The 'rules' are simple. You can leave your suit and tie behind and slip into your pair of your most comfortable Wranglers and boots because there isn't a dress code - other than, you need to wear a hat. You have two minutes to sell as many items as you brought - if you run past the two-minute timer, the distinctive sound of the copper-based alloy gong will be smacked with a mallet indicating you just lost 10 points from your score. Interview questions? There aren't any interview questions, just straight-up auctioneering.

You'll never have more fun participating in an auctioneer championship than the GoToAuction.com Midwest Auctioneer Championship! **The contest is limited to a maximum of 40 contestants so don't drag your boots and get registered right now.**

Register Online at www.MidwestAuctioneersRoundup.com or send in the registration forms.

CONTEST GUIDELINES:

1. Entries close on Thursday, August 7, 2025 at 4:00pm
2. Contestants must pay for registration to the Midwest Auctioneers Roundup along with contest entry fees.
3. \$75 early entry fee, \$85 after July 21.
4. There is a cap of 40 contestants - *Register EARLY or you may not be able to compete!*
5. You have TWO minutes to sell what you bring for your preliminary items, point deduction for exceeding time limit.
6. Ringmen are allowed and encouraged, but you must bring your own.
7. Contestant briefing after dinner between 5-6 pm to draw for selling order and review procedures.
8. Contestants cannot sell in the Fun Auction until contest concludes or they have been eliminated.
9. By registering, contestant agrees to be photographed and/or videotaped and understands that the contest may be broadcasted via the internet. Contestant also agrees that the MAA may use your name, voice and/or image for informational, educational, advertising or promotional purposes relating to the MAA, the Competition and the Industry.
10. Top 5 preliminary scores advance to the finals. Items will be provided for the finalists. No finals interview.
11. Champion will be announced based upon highest total of combined score.
12. Tie scores will be settled based upon high score of individual score sheet criteria.
13. *The Champion will receive the Title, trophy and \$2500 prize. If the Champion is a Michigan Auctioneers Association Member AND a YEARLY PLATINUM Member of GoToAuction.com, they will receive \$3500 (\$2500 + \$1000 Bonus detailed above)!
14. Cash prizes for all finalists!!!

Contestants registered as MAA Members AND GoToAuction Yearly Platinum members will be eligible for an additional \$1000 payout to the champion (\$3500 Total)!!!

www.MidwestAuctioneersRoundup.com

August 7, 2025 * Networking Events



Events Schedule

- 9:00 AM Golf Outing
Clear Lake Golf Club, 14777 150th Ave., Big Rapids, MI 49307
- 9:00 AM Clay Shoot
Two Hats Ranch, 16665 12 Mile Rd., Big Rapids, MI 49307
- 9AM-2PM Auction Facility Tours at Currie Auction Service
15398 220th Ave, Big Rapids, MI 49307
- 2:00 PM Midwest Auctioneers Roundup Registration Opens
Big Rapids Eagles, 18361 16 Mile Rd., Big Rapids, MI 49307
- 2:30-4:30P Education: Roundtable Sessions!
- 5:00 PM BBQ Dinner
- 6:00 PM GoToAuction.com Midwest Auctioneer Championship Prelims
- 8:00 PM Midwest Junior Auctioneer Championship & Kids Auction
GoToAuction.com Midwest Auctioneer Championship Finals

*All Schedules are Subject to Change

9:00 AM Golf Outing

**Please arrive by 8:30 to be ready to start on time.*

Clear Lake Golf Club

14777 150th Ave., Big Rapids, MI 49307
(231) 796-8200 * clearlakegolfclub.com

Experience the rich history and charm of Clear Lake Golf Club's 18-hole championship course, open to the public and designed for golfers of all skill levels. With a 6,455-yard layout, three sets of tees, and stunning views of rolling hills and Clear Lake, it offers a challenging yet rewarding experience. Our course features bent grass greens and a bluegrass mix for the fairways and tee boxes, designed around rolling hills, wetlands, and Clear Lake. Clear Lake Golf Club is the perfect destination for both play and relaxation. Pricing: \$60.00 per person (Sign up on the registration form). Price includes 18 holes of golf w/ cart and lunch at the turn. Golf games, prizes & fun!



9:00 AM Clay Shoot

**Please arrive by 8:30 to be ready to start on time.*

Two Hats Ranch

16665 12 Mile Rd., Big Rapids, MI 49307
(231) 796-4287 * twohats.com

Set in a picturesque, wooded landscape with rolling hills in Big Rapids, MI, our sporting clays course features 14 stations spread across 1.25 miles. Whether you're a seasoned shooter or trying sporting clay shooting for the first time, you'll enjoy a challenging and immersive experience that enhances both skill and strategy. For added convenience, sporting clays carts are available for daily rental, ensuring a comfortable and enjoyable outing.

Register early—space is limited! Pre-registration is required. Eye and ear protection are mandatory. A safety review and signed waiver are also required. Ammunition will be available for purchase at the club. Pricing:

Payment due at the club: \$40 – Sporting Clays (Round of 50), \$20 - Flurry (100 targets, 8 throwers, 4–5 shooters per group), \$22 – Lunch (all prices per person).

**All Times/Events are subject to change.*

Get More Info & Register at www.MidwestAuctioneersRoundup.com



August 7, 2025 ★ 2:30PM - 4:30PM Education

The education this year will be in a Round Table format, with several short informal presentations/discussions to share and learn from each other. Topics will include: Live Auctions vs. Online Only Auctions, Large Scale vs. Small Scale Auction Houses, The current climate for Equipment Sales, UCC & Lien Filings and solving financing issues for today's farmer.



Art & Noah Smith
Art Smith Auctioneers
Cedar Springs, MI

Art Smith Auctioneers specializes in Farm, Estate and Real Estate Auctions, hosting events with some of the biggest crowds you'll ever see. Art and Noah have a proven method of handling these crowds and the merchandise that attracted

them, all while making it look easy and having fun in the process. They are both past President's and Auctioneer Champions of the Michigan Auctioneers Association. Art was inducted into the MAA Hall of Fame in 2007.



Chad Mingerink
Repocast.com
Byron Center, MI

Chad Mingerink is the President of Repocast.com, where he leads four online auction locations across Michigan as part of the Miedema Company family. Chad got his start in the

auction world early, at just 12 years old, helping at live auctions with his dad and uncles. He's been with Repocast for 19 years, helping grow it from a small, single-location operation into a busy online auction platform that now runs hundreds of auctions every year. Chad also plays a big role in developing the software that powers all of Miedema's auction companies, making things more user friendly for its customers while being more efficient behind the scenes.



Joe Voelker
Voelker Brothers Equipment
Big Rapids, MI

Joe Voelker has been in the equipment industry for over 50 years with his father and now his two boys. The business, established in 1951 by his father, John Stanley Voelker, has been a staple

in the community, specializing in high-quality used farm equipment. In 2021, they relocated the business to a newly constructed facility, to continue their legacy of serving local farmers and expanding their reach through annual auctions and certified dealerships. Voelker has been conducting yearly equipment consignment auctions since 2008. They conduct 3 auctions a year offering a full line of late model and usable farm and construction equipment.



Bill & Neil Sheridan
Sheridan Realty & Auction Co.
Mason, MI

Sheridan Realty & Auction is a family-owned business specializing in real estate and personal property auctions. Bill was inducted into the MAA & NAA Hall of Fame, served as NAA and MAA President, and won the Michigan & International Auctioneer Championship. After the sale of his landscape business, Neil joined the company in 2016 and handles estate, construction & farm equipment, real estate, and municipal auctions.



Phil Currie
Currie Auction Service
Big Rapids, MI

Phil Currie is the owner and lead auctioneer of Currie Auction Service, based in Big Rapids, Michigan. With over three decades of experience, Phil has built a reputation for professionalism and integrity

in the auction industry. Currie Auction Service is known as Big Rapids' only indoor auction house, offering both live and online auctions. The company specializes in residential and commercial auctions, providing services from setup to tear down to ensure a smooth and profitable experience for clients.



Andy Fowler
Lake Osceola State Bank
Big Rapids, MI

Andy Fowler serves as Assistant Vice President and Commercial Lender at Lake Osceola State Bank. In this role, he is responsible for managing commercial lending relationships, structuring

financing solutions for local businesses, and supporting the bank's growth in the Osceola County area. He has worked in banking for 21 years in both large and small banks. His extensive experience has been in lending, financial analysis, investment management and trust. Fowler is known for his commitment to community development and financial literacy. He actively participates in local civic organizations and volunteers with initiatives aimed at promoting economic empowerment and entrepreneurship in the region.

6:00PM *Midwest Auctioneers Roundup*

GoToAuction.com Midwest Auctioneer Championship!

Big Rapids Eagles

18361 16 Mile Rd., Big Rapids, MI 49307



We're excited to announce that Phil Currie and Currie Auction Service have generously stepped up to host this year's Midwest Auctioneers Roundup! Thanks to Phil's generosity, our evening events will be held at the Big Rapids Eagles—a great venue for fun, food, and fellowship. Join us for a tour of the Currie Auction facilities, meet fellow auctioneers, and enjoy an evening full of networking and entertainment!

The MAA, OAA, and IAA are joining forces to create a truly unique regional networking experience. Whether you're looking to collaborate with other professionals, broaden your industry knowledge, or just make new friends, this is your chance to connect in a relaxed and welcoming setting. The Midwest

Auctioneers Roundup Committee has lots planned, including networking time and plenty of fun! One of the highlights of the event is the highly anticipated GoToAuction.com Midwest Auctioneer Championship! With BIGGER prizes and even more excitement, you won't want to miss it!

This time includes awards from the day's events, a delicious meal, time to network and an auction (Remember to bring your auction donations)! It will make your entire trip worthwhile!



Approx. 8:00PM

Midwest Junior Auctioneer Championship!

Kids Auction ~ After Preliminaries



Midwest Junior Auctioneer Championship – Back by Popular Demand! After several successful years of hosting the Kids Exhibition Auction, we've discovered that some of these young auctioneers are serious competitors! That's why we're once again offering two exciting youth segments in this year's event.

Midwest Junior Auctioneer Championship (Ages 12–17)

Young auctioneers in this age group will compete just like the adults—judged on the same criteria—though hats are optional! Awards will be given to the top 3 competitors, and every participant will receive a ribbon in recognition of their skills and effort.

Kids Exhibition Auction (Ages 11 & Under)

We didn't forget about our littlest auctioneers! This crowd favorite is all about fun, encouragement, and perhaps convincing Grandpa to bid high and often. There's no judging—just a great time and a chance to show off their auctioneering enthusiasm. Kids can bring items from home to “sell” during the fun auction.

This family-friendly event is always a highlight, and every child will take home an award to celebrate their participation. Be sure to register your young auctioneers for both the Midwest Junior Auctioneer Championship and the Kids Exhibition Auction so we can prepare plenty of awards for everyone!

Platinum Sponsor



Would you like to sponsor the Midwest Auctioneers Roundup or sign up for a FREE booth space? Contact the MAA today at 616-785-8288 or info@msaa.org!

Host Sponsor



Want to learn how to really Network? Sign up now @ www.MidwestAuctioneersRoundup.com

Midwest Auctioneers Roundup * August 7, 2025 * Registration

Please check all that apply:

- ☐ MAA(MI) Member ☐ OAA(OH) Member
☐ IAA(IN) Member ☐ Not of Member of any of these states

Name _____

Badge Name _____
(As you wish it to appear on your name badge)

Company _____

Address _____

City/State/Zip _____

Ph () _____ Email _____

First Time at a Roundup? If Yes, Check ☐ Yes

**Please be considerate of others: If you have recently been sick or are sick, please be stay home. Thank you.*

Spouse / Significant Other / Guests Attending:

Spouse/Significant Other _____

Kids _____

Employee of Member _____

Non-Member/Guest _____

Non-Member/Guest _____

Clay Shoot: _____

Please indicate the number in your party who will be attending the Clay Shoot. Clay Shoot participants pay at the course.

Kids Auction: _____

Please indicate how many of your kids will be participating in the kids auction (11 & under).
*Kids 12 and over may sign up below for the Midwest Junior Auctioneer Championship.

Names/Ages _____

Names/Ages _____

How to Register

1. Copy these forms or Register Online at midwestauctioneersroundup.com
OR
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/Midwest Auctioneers Roundup
4529 Gibbs NW
Grand Rapids, MI 49544

Questions?

Call (616) 785-8288

Please Pre-Register for ALL Events!

All event refunds are subject to a \$25.00 processing fee. There will be no refunds after 7/22/2024

Want to be a Sponsor?

Download the Registration forms at MidwestAuctioneersRoundup.com or
Call the MAA @ (616) 785-8288!

Volunteers Needed!

(Check below if you would like to volunteer)

- ☐ Office & Registration
☐ Technology Setup
☐ General Onsite Volunteer
☐ Bid Calling Contest Volunteer
☐ Fun Auction Volunteer

CONFERENCE REGISTRATION

*Includes Badge, Tour/Education, Entrance to Event and BBQ Dinner for Thursday.

*Meals can not be guaranteed for late registrations! Please register EARLY.

Does NOT include Special Events (Competitions, Golf, etc.)

Quantity		On or Before July 21, 2025	After July 21, 2025	
_____	Roundup Registration / Dinner	\$60	\$70	\$ _____
_____	Midwest Auctioneer Championship Entry *** Roundup Registration REQUIRED.	\$75	\$85	\$ _____
_____	Midwest Junior Auctioneer Championship	\$10	\$20	\$ _____
_____	Names/Ages _____			
_____	Golf Outing (must pre-register for golf)	\$60	\$70	\$ _____
_____	Golf Partner _____			
_____	Kids Meals (Ages 6-12):	\$15	\$20	\$ _____
_____	Kids 5 and under eat FREE! Qty _____ Thursday Dinner <small>*Enter Quantity needed for each meal - Limit: 2 free kids meals per registered parent</small>			
_____	Sponsorship (Please fill out the sponsorship form and attach.)			\$ _____

MAA MEMBERSHIP & ITEMS FOR PURCHASE

_____	MAA Membership Renewal for 2025 <small>*Attach Membership Investment Renewal Form</small>	\$120	\$ _____
_____	MAA Membership Special! Renewal for 2025-2027 <small>*Attach Membership Investment Renewal Form</small>	\$300	\$ _____
_____	MAA Membership for 2025 (if joining for the very first time) <small>*Attach Membership Application</small>	\$75	\$ _____
_____	MAA Legends Trading Cards Set (Includes Series 1&2)	\$21.20	\$ _____
_____	MAA Membership Pin	\$7.95	\$ _____
_____	Auctions Work! Pennant	\$10.60	\$ _____
_____	MAA or MWAC Hat	\$15.90	\$ _____
_____	MAA Beanie Hat	\$21.20	\$ _____

CONFERENCE REGISTRATION TOTAL

**Event managed by the Michigan Auctioneers Association. All payments payable to the MAA.*

☐ Check Enclosed
(Ck# _____)

☐ Credit/Debit
(See right)

(Checks payable to the
MAA. U.S. Dollars
drawn on U.S. Bank)

(Note: Registrations will not
be accepted without payment)

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 _____

Circle Type: ☐ MC ☐ VISA ☐ Discover

Card Number

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

Authorized Signature _____

Sponsorship/Exhibitor Registration Form



Midwest AUCTIONEERS Roundup

Be a Conference Sponsor!
Promotional Opportunities!

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

Enclosed is my check for \$ _____

☐ Sponsorship

Check # _____ (Payable to MAA)

☐ I would like a free booth space

We have multiple needs and will place your sponsorship where we need it most! If you would like to check the availability of any particular event, please contact the MAA at 616-785-8288 or info@msaa.org

Sponsorship:

- Silver Level (multiple available) Up to \$299
- Gold Level (multiple available) \$300 - \$999
- Diamond Level (multiple available) \$1000 - \$2499
- Platinum Level (multiple available) \$2500 & Up

Exhibit Space:

Exhibitors are FREE! We have limited space for vendors. If you would like to join us for the evening and setup a small space, we will provide a table. Keep in mind that this is an evening event only and at an Eagles facility, not a conference space, so the amenities and setup are different than you are used to.

Note: Meals are not included. Please register for the Roundup on the Registration form for dinner tickets.

Registrants for the free exhibit space agree to abide by the standard exhibitor terms and conditions set forth by the Michigan Auctioneers Association, the Midwest Auctioneers Roundup and the Host facility. Terms may be found at www.midwestauctioneersroundup.com.

Do you want to be a **Featured Sponsor** on a particular event? **Contact the MAA ASAP!**

There is limited spacing for Premier Diamond and Platinum Level Sponsorships! Showcase your business in front of Auctioneers from at least 3 states! Featured Sponsors will be predominantly displayed on promotion and at the event!

Sponsors & Exhibitors will be highlighted in the following ways:

1. Company Contact info published in a subsequent issue the Michigan Auction Gavel.
2. Company Contact info published on the Midwest Auctioneers Roundup website.
3. Recognition at the Midwest Auctioneers Roundup.
4. Each sponsor and cosponsor will receive an attractive Certificate of Appreciation.

Sponsors & Exhibitors! Email your logo to the MAA at info@msaa.org to publish on the website www.midwestauctioneersroundup.com!

Other Sponsorships available including:

Name Tag Lanyards, Overall Conference Sponsor, and more! Call the MAA for details.

Please return this form by July 18, 2025 to:
MAA, 4529 Gibbs NW, Grand Rapids, MI 49544.
Ph: 616-785-8288 Fax: 616-773-1375
E-mail: info@msaa.org

Midwest Auctioneers Roundup

Midwest Auctioneer Championship & Auction!



Wednesday, August 7, 2025 * 6:00 PM

(Following Dinner)

Please copy this form as needed for multiple items ~

Please use only one form per item.



We are looking for donations from **ALL ATTENDEES**
for this year's fundraiser auction!

Please complete and return 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!

Donor Name: _____

Address: _____

City: _____ State: _____ Zip: _____

Donation (Please Include Description & estimated value of item)

Item: _____

_____ Value (\$25 or more): _____

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

Clerking Section (Office Use ONLY):

Lot #

Buyer Number: _____ Price: _____

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!

Thank You for Your Support!

Auctions: It's never the property

by Mike Brandy



Real property includes land (surface, air, subsurface) and anything attached to it — physically or legally — like buildings, homes, and other improvements. This can range from residential and commercial to agricultural and industrial properties.

There's a common misconception, even among professionals, that certain types of real property (real estate) just aren't right for auction. But in reality, just about any real property can be auctioned successfully when three things are in place: equity, urgency, and reasonable expectations. These three factors, not the type of property, its condition, the market, the location, or even interest rates, are what really matter.

- Equity is all about the seller's financial position. If they owe less than the property is worth, they've got flexibility. That makes it possible to sell fast without taking a loss.
- Urgency is about how motivated the seller is. Life changes, financial needs, business shifts—whatever the reason, when there's a time-sensitive situation, it fuels the auction process.
- Reasonable expectations mean the seller understands that auctions are about true market value, not about getting some inflated, wishful price. If they're willing to let the market speak, an auction can work very well.

Picture a modest two-bedroom home in a rural town. The place is a little outdated, but the seller inherited it, doesn't owe anything on it, lives in another state, and wants to sell quickly. That's a great fit for auction: they've got equity, they're motivated, and they have realistic expectations about what it'll bring. The condition or location doesn't matter nearly as much as those seller factors.

Now, take a polished commercial office building in a busy downtown. It's leased, well-kept, and in a great area. But the owner wants way more than it's worth, has no pressure to sell, and is unwilling to budge on price. Despite the impressive property, without urgency or reasonable expectations, an auction probably won't succeed.

Here's another one: farmland. Let's say a seller owns 100 acres of good tillable ground in a county where farmland auctions are common. There's no debt on the land, and the owner, who's older, is looking to sell before the year ends for estate planning. They've looked at comparable sales and have a practical sense of what it's worth. That's almost a textbook auction scenario, not because it's farmland, but because the seller's situation is ideal.

Or consider a luxury home in a gated neighborhood. The seller lost a job and needs to move quickly. The house is in great shape, but traditional showings haven't gotten results. There's plenty of equity, and the seller is ready to act fast. Luxury properties can sometimes linger on the market, but in this case, auction could be the smartest route, simply because the seller is ready and willing to let the market decide the price.

All of these examples point to the same core idea: it's not about the property itself. What really drives auction success is the seller's situation, their mindset, their timing, and their readiness to sell.

To boil it down, auctions work when there's:

- Equity, so the seller isn't underwater
- Urgency, so there's a real need to sell
- Reasonable expectations, so they're open to what the market decides

At the end of the day, auctions aren't just about real estate—they're about people and timing. When those pieces line up, nearly any property can be sold effectively at auction.

Mike Brandy, Auctioneer, CAI, CAS, AARE has been an auctioneer and certified appraiser for over 30 years. His company's auctions are located at Mike Brandy, Auctioneer, Brandy Real Estate & Auction, and formerly at Goodwill Columbus Car Auction. He serves as Distinguished Faculty at Hondros College, Senior Instructor, Colibri Group, Executive Director of The Ohio Auction School, and Western College of Auctioneering, and is approved by The Supreme Court of Ohio for attorney education. He has served as faculty at the Certified Auctioneers Institute held at Indiana University and the National Auction Association's Designation Academy.

NAA CONFERENCE & SHOW 2025

A GARDEN OF OPPORTUNITY, CULTIVATED BY COMMUNITY



HOTEL BOOKING CUTOFF: JUNE 16

REGISTER HERE:

WWW.AUCTIONEERS.ORG/CS24-REGISTRATION



Hours on the Microphone

by Peter Gehres, 2015 International Auctioneer Champion



The biggest difference between making the finals and not making the finals of an auctioneering or bid calling contest is often in the number of hours an auctioneer has spent with a microphone in his or her hand in the last 12 to 18 months. Of course there are always exceptions but generally a contestant who has had more recent, real world, experience will fair better than those who have less, all else being equal. This concept is not rocket science of course, those actively engaged in an activity are likely better at it than those who are not. Taking that chant, perfected in the shower, out into the real world is critical to contest success.

Below are 6 tips to increasing the number of opportunities to be on the block or at the very least gaining experience in a live auction setting:

- 1. Network.** In every region, every market and every specialty there are auctioneers and auction professionals who are in positions to recommend other auctioneers into bid calling and ring person positions. It is critical to network with those in positions of influence and let them know that you are eager to learn and are interested in any opportunities that might be available. This is not the only method to build a book of business and experience but it is a place to start.
- 2. Contests.** Many, many auctioneers have been offered try outs and opportunities by just competing in a contest (often not necessarily winning). Companies scout talent at a contests and you never know who is watching and what need might arise in their business. Competing in a contest shows drive, determination and courage, all qualities that make a GREAT auctioneer.
- 3. Say YES.** 2011 NAA International Auctioneer Champion Joseph Mast offers simple advice to both young and inexperienced auctioneers: "Say YES to everything you can to get the experience you need, you can always say NO later." There is a lot of wisdom in this simple statement. There is always a danger in thinking activity equals accomplishment but when starting on your journey towards a successful career and the championships that might be a part of that saying YES and racking up hours on the mic are critical.
- 4. Be Available.** When the call comes to fill in at the auto auction on Thursday because an auctioneer is out sick or to be the relief auctioneer at the Sale Barn because there is more inventory than normal it is critical to be available and make those dates work. This often means have contingency plans in place so what when the phone rings you are ready to make it happen and take care of the home front.
- 5. Be willing to work.** Working the ring, clerking, cashiering are all important jobs at any auction and often there are spots available in these positions more regularly than there are on the mic. Be willing to accept the work that is available as a stepping stone to your goals.
- 6. Don't let setbacks be fatal.** Frankly setbacks and failures are as much a part of the auction business as raging successes. They happen in contests (only one person will win) and they are a fact of life for auctioneers. It is tragic when a good auctioneer quits a contest or a career because something didn't go as planned. Don't let it happen to you.

This blog post accompanies "How to Win an Auctioneer Contest: Part 6 – Everyone Sounds Like a World Champion in the Shower" and is offered in partnership with the Fast Talking Podcast and IACInsider.com.

Listen to Episode 6: fasttalkingpodcast.com/focus/0106 * Watch Episode 6: <https://youtu.be/fsQoXBtABJk>

Join us for the GOTOAUCTION.COM MIDWEST AUCTIONEER CHAMPIONSHIP!



August 7, 2025 * Big Rapids, Michigan

**Featuring \$3500* grand prize to the winner!
Top 5 finalists receive cash payouts**

Finals round to bring back the top 5 for an exciting SHOOT OUT!

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

No interview questions, just straight up bid calling.

**BRING YOUR "A" GAME!! THIS IS SURE TO BE ONE OF THE HOTTEST
CONTESTS IN THE COUNTRY FOR 2025!!**

Register Online at www.MidwestAuctioneersRoundup.com

How to Increase a Websites Authority Score

by Auctioneer Software



Authority score can be tricky to get a hang of when starting out and depending on what kind of topic and content the website revolves around. If websites have more niche information, something that won't have a lot of competition, then a higher authority score will be easier to achieve. On the other hand, if there is highly competitive content, take a few extra steps to stand out! Read on to find out the different ways to increase authority score (even if there's a good amount of competition).

What is an Authority Score?

Authority score was developed by Moz, an SEO company that offers SEO tools and services. Moz has been around since 2004 and helps businesses navigate SEO and content strategies to rank higher on search engines. The authority

score is determined by comparing sites with similar content. The higher the authority score ranking, the more valuable the content. The score ranges from 1-100, a higher authority score will also result in a better ranking on SERP(s) meaning the kind of information that is on a site and the kind of content it holds provides valuable information that helps users. Based on other pages and information that comes up with the search can show how well different sites will do compared to each other. Checking the ranking between you and competitors shows the strength of your domain, your authority score doesn't have to be 100 to be valuable. Check your direct competitors and see how they score, if you have a higher ranking than them, then you have more valuable content. Although this isn't a metric that can directly help your SERP ranking, domain authority is supposed to help understand the quality of your content versus competitors. This practice is not used by Google, but it is still very helpful and will assist in other parts of a site's improvements. SEMRush, Moz, and Ahrefs (businesses that offer SEO tools, and assistance) use this metric to evaluate your content quality, while also offering tools to help. With extra assistance, checking out what improvements can and should be made and how to follow through with the necessary steps is an easier job.

How to Increase Authority Score

Adding High-Quality Backlinks

Backlinks are really important and can offer more value to a site, but also remember quality over quantity for this tactic as well. Backlinks are important to Google "90% of websites that don't get any organic traffic don't have backlinks." (Ahrefs) So how does a site attain backlinks? Check the top referral sites which are sites that already link to specific pages. Then it makes it easier to broaden the search and look at their competitors. This may make it easier to get backlinks for their pages since similar content will help expand on certain topics, which will also help user experience. The more a website can refer to quality information the more users are able to learn. Referral traffic will add up and increase engagement and users overtime which can lead to a higher conversion rate as well. This update won't change an authority score overnight but over time it will add up.

Create Link Worthy Content

Make sure that content is consistently published and create content that will make people want to link to the site. This will also boost linking root domains which boosts domain authority. Having trouble with what kind of content to make? Check past content and see what has been popular and what got the most traffic, and pick something that relates. Revamping and updating older posts/ pages to improve content and add more value to it. Updating content will show that the site is a current and important place to get meaningful information from. This will also make it easier to get natural backlinks which will improve the domain authority as well.

Audit the Site and Remove any Bad Links

Having bad links can result in a negative impact on the site. Having spammy websites attached to a site can bring down the credibility as well as domain authority. It can also unfortunately give a penalty from Google which can also cause damage to the authority score. Make sure to make regular audits weeding out the links that have the potential to bring down your credibility. Always check new links to see if they are healthy and aren't connected to pages that will give a toxic authority score. There are many different SEO tools that can help to identify bad links so they can be removed as fast as possible.

FindMichiganAuctions.com

Improve Page Speed

Page Speed is a really important factor in domain authority and impacts the quality of a site quite a bit. Mobile page speed being just as, if not more important than regular web page speed. Google recognizes and rates mobile performance first, so make sure that it is performing quickly and simply. If a site takes too long to load, or if some aspects on the page take too long, the user will move on and hop to another site. Although updating this feature can be a bit harder to make improvements to, it is a really important strategy that should be fixed. It is something that directly impacts the website's quality and is a simple result of if someone is going to view your page or choose another.

Improve Internal Links

Keep visitors engaged while linking to other pages on your site, by creating topic clusters this is an achievable goal. Groups of pages that all relate to an overarching title or topic are topic clusters and are a helpful way to let users navigate a website and find out more information. Internal links also make it easier for search engines to crawl the website.

Having too many links could result in over-optimizing a site, which will hurt domain authority and ranking. Too many links on a page will raise some flags with search engines, and make a specific page or even a whole site seem spammy and overwhelming. This will also make it harder to crawl for search engines.

Final Thoughts....

After going through these steps make sure to keep in mind that the authority score will not be improved in a day, it takes time for search engines to notice and make updates. Also, these are steps that need to be continued so keep track of the completed steps and make regular updates so that authority score is always moving forward. Make sure to continue to work at it, and never let the site lie unchanged for too long. Sites should remain fresh and have high quality so that you get more traffic and offer a positive user experience. This is a long-term process you have a lot of moving parts to stay relevant. Having an increase in domain authority will increase ranking and offer a boost to site credibility. Domain authority will also drive in more traffic which can lead to a higher engagement rate on the site.

<https://www.auctioneersoftware.com/google-search-console-to-improve-seo/>

The seller was hoping to get \$6,500 for this
1929 Ford Model A Wrecker.
It SOLD at Public Auction for \$16,500!
#AuctionsWork!



Auctions Work!
FindMichiganAuctions.com

One of the most recognizable memorabilia in
American film history, Judy Garland's ruby
red slippers worn in the 1939 movie,
The Wizard of Oz.

Sold at auction for 32.5 MILLION dollars!



Auctions Work!
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!

APS Payments

MAA Discounted Payment Processing Program

360 Photography

360 Photography will donate \$25 to the MAA for every member who uses the service.

L&P Custom Design

MAA Members get a 5% Discount off Custom Embroidery!

Free Auction Listings on the MAA Website

The MAA has recently partnered with 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
(616) 785-8288

Learn More at www.AuctionsWork.org