

# Register Today for the MAA's 75th Anniversary Celebration!

*Comfort Inn & Suites Hotel & Conference Center  
January 28-30, 2026  
Mount Pleasant, Michigan*



## **Evolving the Auction Industry:**

*Legal Updates, Technology, and  
New Market Strategies*

## **MAA 75th Annual Conference**

*Celebrating 75 Years of  
Auction Excellence  
January 28-30, 2026  
Mt. Pleasant, Michigan*



## **Know the Lot, Win the Bid**

*Why Product Knowledge Matters*

## **Boost Your Bids**

*5 Proven Tips for Better Online Auctions*

## **Get It Right the First Time**

*Preventing Problems Through  
Better Descriptions*

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.



*Mark Your Calendar for the MAA's  
75th Anniversary Celebration!*

**January 28-30, 2026 \* 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](http://www.FindMichiganAuctions.com), Email: [info@msaa.org](mailto:info@msaa.org)





# Michigan Auctioneers Association 75th Anniversary Conference

January 28-30, 2026 \* Mt Pleasant, MI

*Celebrating 75 Years of the Auction Industry!*



**Michigan Auctioneer Championship**

**Presidents Gala & Awards**

Trade Show

**Michigan Ringman Championship**

**MAA Benefit Auction**

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



## First Class Education, Networking Opportunities & More!

Join us as the Michigan Auctioneers Association celebrates an incredible milestone - 75 years of leadership, innovation, and community - at the MAA 75th Anniversary Conference, January 28 - 30, 2026, in Mt. Pleasant, Michigan! This landmark event will bring together auction professionals from across the state and beyond for three days of education, networking, competition, and celebration.

Experience top-tier seminars led by industry experts, hands-on training designed to elevate your business, and inspiring keynote sessions that honor our rich history while looking boldly toward the future. Enjoy reconnecting with colleagues, meeting new members, exploring the latest tools and technologies, and taking part in the special anniversary festivities planned exclusively for this once-in-a-generation event.

Whether you're a seasoned professional or new to the business, this conference is your chance to sharpen your skills, grow your network, and be part of 75 years of MAA excellence. Don't miss it - Mt. Pleasant is the place to be in 2026!

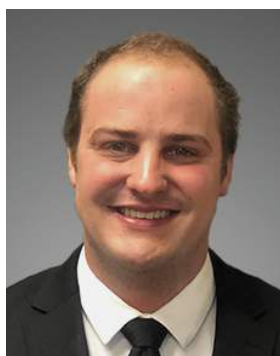
# FindMichiganAuctions.com

**Hotel Reservations & Location Information:** Mt Pleasant Comfort Inn & Suites, 2424 South Mission, Mt. Pleasant, Michigan 48858, Phone: (989)772-4000 \* [www.mtpcomfortinn.com](http://www.mtpcomfortinn.com). **Guest Room Rates:** Single or Double Hotel Rooms \$109.00. 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 9, 2026, **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).



# Mark Your Calendar for the MAA's 75th Anniversary Celebration!

*Comfort Inn & Suites Hotel & Conference Center  
January 28-30, 2026  
Mount Pleasant, Michigan*



MAA Members, Associates & Staff,

This year, the Michigan Auctioneers Association proudly marks a milestone worth celebrating: the 75th Annual Conference. Taking place in the heart of The Mitten in Mount Pleasant, Michigan, this Diamond Anniversary gathering honors a legacy built on skill, trust, and the unmistakable Michigan Auction Spirit—while also looking ahead to what the next era of auctioneering will demand and inspire.

Over the course of the conference, attendees will hear from an outstanding lineup of voices who represent both the tradition and the forward momentum of our profession. Featured speakers include National and Michigan auction leaders John Schultz, Dave Albrecht, Sid Miedema, Scott Steffes, Bill Sheridan, Scott Miedema, Loren Beachy, and Tom Lambert. Together, they bring

decades of real-world experience, sharp insights into today's marketplace, and a shared commitment to strengthening the auction community through education, mentorship, and innovation.

Whether you're a first-time conference attendee or a longtime MAA member, the 75th Annual Conference is more than a meeting—it's a celebration of where we've been, the people who shaped the way, and the opportunities in front of us. Mount Pleasant becomes the place where stories are swapped, strategies are sharpened, and the next chapter of Michigan auctioneering begins. Welcome to a conference 75 years in the making.

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 [tricia@msaa.org](mailto:tricia@msaa.org).

Please mark your calendars for January 28-30 and we look forward to seeing all of you!

Jeremy Miedema  
MAA Vice President

## Trade Show!

All Points Sound Co.  
Auction Soft  
Auctioneer Software  
AuctionTime.com  
Michigan Auctioneers Association  
MidCountry Media Inc  
Shearer Printing  
Shipping Saint  
Sound Productions Inc.

*Want to be an Exhibitor or Sponsor  
at the MAA Annual Conference?  
Contact the MAA TODAY!*

## Conference Sponsors!

### Platinum Sponsors:

MidCountry Media Inc.  
Miedema Asset Management Group

### Diamond Sponsor:

AuctionTime.com  
R.J. Montgomery & Associates Inc.  
Sykora Auction Service, Inc.

### Gold Sponsors:

Art Smith Auctioneers  
Auctioneer Software  
Mantle Auctioneering  
Michigan REALTORS®  
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Sheridan Realty & Auction Co.  
The Ohio Auction School  
The Wilber Family

### Silver Sponsors:

All Auction Sales  
Amonette Auction Service  
Bos Auctions & Appraisal Services LLC  
Continental Auctioneers School

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





# Michigan Auctioneers Conference

## January 28-30, 2026 \* 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](http://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](http://www.msaa.org)

## Questions?

Call (616) 785-8288

**Did you make your hotel reservation?**  
Room Block Cutoff Date (1/9/2026). **Single or Double Hotel Rooms \$109.00.** 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 1/9/2026.

## CONFERENCE FULL PACKS

\*Includes Badge, Education, Thursday's/Friday's Lunch & Thursday Night Banquet (January 28-30, 2026)  
Does NOT include Special Events or Con Ed (below). \*\*\* 2026 Membership must be paid to qualify for member rates.

Quantity	On or Before January 9, 2026	After January 9, 2026	
_____ 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/Includes Lunch (Wed)	\$ 75	\$ 95	\$ _____
*Real Estate Course ONLY. I'll Attend: _____ LIVE _____ Online			
_____ 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	\$100	\$120	\$ _____
*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 must be prepaid)

## MAA MEMBERSHIP & ITEMS FOR PURCHASE

_____ Membership Renewal 2026	\$120	\$120	\$ _____
*Attach Membership Investment Renewal Form			
_____ 3 Yr Membership Renewal Special! (2026-2028)	\$300	\$300	\$ _____
*Attach Membership Investment Renewal Form			
_____ Membership 2026 (New Members Only)	\$ 75	\$ 75	\$ _____
*Attach Membership Application			
_____ MAA Legends Trading Cards Set (Includes Series 1&2)		\$21.20	\$ _____
_____ MAA Membership Pin		\$10.60	\$ _____
_____ 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 28-30, 2026 \* 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!

*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](http://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. MAA Member's First Conference               | \$225.00 |
| 6. First Timer/New Member Reception            | \$200.00 |
| 7. Opening Night Welcome Reception             | \$300.00 |
| 8. Breakfast with the Exhibitors (Continental) | \$200.00 |
| 9. Networking Luncheon                         | \$300.00 |
| 10. Vendor/Sponsor Recognition Luncheon        | \$300.00 |
| 11. Michigan Auctioneer Championship           | \$500.00 |
| 12. Presidents Banquet                         | \$500.00 |
| 13. Hall of Fame Family Meal Sponsorship       | \$250.00 |
| 14. Speaker Sponsorships                       | \$300.00 |

*\*Each event has multiple sponsorship opportunities available.*

*\*With the rising cost of Gold, would you consider helping with the cost of the Championship Ring? Contact the MAA for details.*

### 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 able to sponsor a higher level this year, you will be highlighted as a Premier Partner for the association!

**Sponsorships are appreciated at any level!**  
***Diamond and Platinum level sponsorships come with extra PERKS! If you'd like more information about sponsoring on a higher level, 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!*

### 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, 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 9, 2026**.
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 9, 2026 to:***

Michigan Auctioneers Association  
4529 Gibbs NW  
Grand Rapids, MI 49544

Ph: 616.785.8288

Fax: 616.773.1375

E-mail: [info@msaa.org](mailto:info@msaa.org)

***Log on today at [www.FindMichiganAuctions.com](http://www.FindMichiganAuctions.com)***

# MAA 75th Anniversary Conference

January 28-30, 2026 \* Mt Pleasant, Michigan

**Goal:**  
**\$20,000**

## MAA Benefit Auction 2026

Friday, January 30, 2026 \* 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 Michigan 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, January 30, 2026 \***

*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!**



**Entry Forms are available online at [FindMichiganAuctions.com](http://FindMichiganAuctions.com)**

**Entry Forms are available online at [FindMichiganAuctions.com](http://FindMichiganAuctions.com)**

# FindMichiganAuctions.com

**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 2026 Michigan Auctioneer Champion will be announced!**

**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 2026 Michigan Auctioneer Champion will be announced!**

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



# 5 Tips for Enhancing Your Online Auctions

by AuctioneerSoftware.com

Standing out to bidders in a competitive auction industry filled with other online auctions and online auction companies means more than just listing items with hastily taken pictures and a few sentences and calling it good. You'll need to optimize your auctions to appeal to both humans and search engines if you wish to have your auctions rank on the first page of Google's search results. Read on to learn about 5 ways to enhance and optimize your online auctions!

## 1. Promote your auctions by showcasing what they offer and giving potential participants a chance to engage.

Share details through posts, emails, and your website to ensure interested buyers stay informed and ready to participate. Effective promotion increases visibility and boosts engagement.

## 2. Keyword optimization

Using the right keywords helps your auction listings rank higher in search results. Focus on long-tail keywords like "vintage Rolex auction" or "rare Pokemon cards bid" to attract serious buyers. Incorporate product-specific keywords in titles and descriptions, such as "authentic Louis Vuitton handbag auction" instead of just "designer bag." If targeting a specific area, local SEO can help, using phrases like "estate auctions in New York to attract regional bidders.

## 3. Clear, high quality content for each lot

Clear and detailed listing improves both user experience and SEO. Use unique, keyword rich descriptions that include specifications, brand details, and conditions. SEO-friendly titles should be descriptive, such as "19th Century Chinese Porcelain Vase Auction" instead of just "antique vase". Engaging meta descriptions should summarize the auction and encourage clicks, like "Bid now on this rare hand painted porcelain vase – auction ends soon!"

## 4. Optimize your website for mobile users, as more people browse on their phones than on computers.

Ensure your site is responsive or consider developing an app to provide a seamless experience for users on the go.

## 5. User engagement and retention

Search engines reward sites with high engagement and interaction. User reviews and ratings build trust and provide fresh content. A helpful FAQ section can attract informational searches, improving SEO. Countdown timers create urgency, keeping users engaged and increasing time spent on the site.

Optimizing online auctions in 2025 means more than just listing products—it's about creating a user-friendly, SEO-focused, and engaging experience. By promoting effectively, using smart keywords, writing clear content, optimizing for mobile, and encouraging user interaction, you'll attract more bidders and drive higher participation in your auctions.

<https://www.auctioneersoftware.com/5-tips-tricks-for-optimizing-online-auctions/>



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We want to be your **trusted online advertising partner** by getting more buyers to **BOTH** your online and in-person auctions. We succeed when you succeed. We look forward to **helping your business grow**.

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**CONTACT RITA TODAY TO GET STARTED!**

**Rita@AllAuctionSales.com | 605.206.9997**

1601 E 69th St, Suite 208  
Sioux Falls, SD 57108



**OVER  
130,000  
FOLLOWERS ON  
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Proud member of the Michigan Auctioneers Association  
& National Auction Association.



# Why Every Auctioneer Should Know What They're Selling

## Building Trust and Credibility

In the auction world, knowledge isn't just power—it's essential to success. Whether selling real estate, antiques, equipment, or specialty collections, an auctioneer must understand what they're selling. That understanding shapes everything from bidder confidence to marketing, and even legal and ethical risk management.

The most compelling reason an auctioneer should know their inventory is trust and credibility. Bidders depend on accurate descriptions to make informed decisions. When descriptions are precise and clear, bidders feel confident and engaged—leading to higher participation and stronger bidding. Conversely, vague or misleading descriptions can damage trust and reputations that took years to build. Ethical guidelines in auctioneering stress that accurate item representation—including condition, provenance, and flaws—is vital to maintaining credibility with both buyers and sellers.



## Enhancing Marketing and Visibility

Closely related to trust is effective marketing. A well-informed auctioneer can craft compelling listings and highlight what makes each lot valuable or unique. Clear, detailed descriptions help items show up in search results and appeal to the right audience, especially in online auction settings where buyers rely heavily on text and images rather than in-person inspection. Research and professional guides on catalog descriptions emphasize the importance of precise identification, detailed information, and transparency to build buyer confidence and boost bidding activity.

## Guiding and Educating Sellers

Understanding the items also allows auctioneers to set realistic expectations with sellers. Clients often come with emotional attachments or inflated expectations about value. An informed auctioneer can guide sellers using real market data, auction trends, and condition assessments. This alignment improves satisfaction and reduces misunderstandings on auction day. For many auction professionals, gaining market insight comes from years of experience, continuing education, and tracking real-time auction results across categories.

## Managing Risk and Avoiding Misrepresentation

Another vital aspect of knowing what you're selling is risk management. Misrepresentation or overstating condition can lead to disputes, returns, or even legal challenges. Ethical practices in auctioneering require clear communication of defects, provenance gaps, and physical attributes so that all bidders have a fair understanding of what they're bidding on. Transparent disclosures help safeguard the auctioneer against legal and reputational harms.

## Supporting Market Dynamics and Value Discovery

Finally, knowledgeable auctioneers can better tap into market dynamics. Auctions reveal value through competition, and auctioneers help uncover that value by presenting items in context and engaging the bidding audience effectively. Strong descriptions, supported by research and understanding of market trends, help bidders see true value—not just guess at it.

In a competitive industry, auctioneers who invest time in knowing their inventory not only build stronger auctions but also foster trust, credibility, and long-term client relationships.

## MAA LIVE Benefit Auction!

Friday, January 30, 2026 \* Mt. Pleasant, Michigan



Hunting & Fishing Packages \* Vacation Package on the Beach \* Unique Creations \* Experience Packages \*  
Collectibles \* Sporting Goods \* Advertising \* Other Great Items & Adventures

Get more info at [www.FindMichiganAuctions.com](http://www.FindMichiganAuctions.com)

# The “Problem” Appears Later?

by Mike Brandy, The Ohio Auction School



Many auctioneers eventually deal with consignors who bring items that look acceptable at intake. Later, these items reveal issues once cataloging begins. It is a power tool that no longer runs. It's a collectible that is not authentic. There is a vehicle missing a title that the consignor forgot to mention. These problems usually only occur once or twice in an auction. Still, even a few can disrupt bidder confidence. They also add stress to your staff.

A reliable process begins at check-in with a simple conversation that sets expectations. When possible, the auctioneer or staff member should examine the item with the consignor. They should note anything that seems unusual. Writing down uncertain points and discussing them helps prevent misunderstandings. When consignors see the company documents, they are more careful and more cooperative.

Correct descriptions protect the auctioneer after the item is accepted. The goal is not to promise performance; it is to give bidders enough honest detail to assess risk for themselves. Use straightforward wording, like item not tested. It keeps the focus on facts. This avoids any suggestion of a warranty. Transparent descriptions reduce complaints because bidders know what they are choosing to bid on.

Before the auction begins, if a problem shows up, it is best to update the description. Alternatively, you should remove the item from the lineup. Removing an item can feel inconvenient, yet it is usually easier than managing an unhappy bidder later. When the issue involves paperwork, like a missing title or manual, you should reveal it clearly. This allows bidders to decide whether the item still meets their needs.

Issues discovered after bidding demand consistency. First, confirm the concern. Second, contact the consignor and explain what was found. Third, review the description, photos, and intake notes to decide whether the bidder deserves relief. Some companies refund the bidder and charge the consignor, while others negotiate an adjusted price. Applying the same rule every time protects the company's reputation.

Consignors who repeatedly bring problematic items should be documented carefully. Many auctioneers eventually limit those consignors or decline future consignments to protect the integrity of the auction. Taking in questionable items produces a little short-term volume, yet it creates long-term frustration. Bidders remember which companies take condition seriously and which ones are too relaxed with consignor claims.

Clear terms make the entire process easier. Stating that items are offered as is and with all faults reminds bidders that they accept responsibility when bidding. Even so, it helps to explain that legitimate concerns will be reviewed fairly. When bidders know the auctioneer listens consistently, they trust the process. This trust persists even when the final decision does not favor them.

A written policy gives staff confidence when dealing with intake issues, cataloging questions, and post-auction disputes. It also reassures consignors that their items will be handled professionally and consistently. When auctioneers follow a clear procedure, the auction runs smoothly. Bidders feel respected. Consignors understand that transparency protects everyone involved, from check-in through final settlement.

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, 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.

An advertisement for three publications. At the top, the word "AntiqueWeek" is written in a large, red, serif font. Below it, "THE AUCTION EXCHANGE" is written in a blue, serif font, and "And COLLECTORS NEWS" is written in a smaller blue, serif font. A gavel is positioned to the left of the word "And". On the left and right sides of the text are images of the respective publication covers. The left cover is for "The Auction Exchange" and features a photograph of an auction room. The right cover is for "AntiqueWeek" and features a photograph of several colorful glass bottles. At the bottom, a black banner contains the text "For information about, or a FREE trial of, any of the publications above – please call 800.876.5133" in white, bold, sans-serif font.

**AntiqueWeek**

**THE AUCTION EXCHANGE**

**And COLLECTORS NEWS**

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# #AuctionsWork! Promotional Campaign

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

**Leave The Selling To The Professionals!  
Disregarding Just ONE Asset Can Cost  
You Thousands!**



**Discover Auctioneers!**  
Find one near you at  
[FindMichiganAuctions.com](http://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](http://FindMichiganAuctions.com)



This New York Yankees jersey that was worn by Mickey Mantle during the entire 1958 baseball season, sold for \$4.6 Million dollars at Public Auction!

*Mantle played his entire career for the Yankees (1951-1968) and is considered one of the best players in baseball history. He was inducted into the Baseball Hall of Fame in 1974.*



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

This banana that was duct taped to a wall sold for \$6.2 MILLION DOLLARS at auction.

**And Nobody Really Knows Why.  
#AuctionsWork!**



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1960 Baby Blue Chevrolet Corvette – Numbers Matching, Nut & Bolt Restoration, Hard & Soft Top, 283-245hp, (2) Four Barrels, 4 Spd. Owner was selling at no reserve, but was hoping for \$45,000-\$50,000. Sold for \$60,000 at Live Auction!



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Cold, Windy, Snowy Days are Great Days for Auctions! 23° in a Winter Storm in Northern Michigan Drew a BIG Crowd to a Farm Auction! #AuctionsWork!



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

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

### Office Depot Office Max

Save big money with this 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

### 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](http://www.FindMichiganAuctions.com)  
(616) 785-8288

## Michigan Auctioneer Municipal License Guide!

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