



Midwest Auctioneers Roundup

Auburn, Indiana
August 11-12, 2026

Championship Features

\$3,500 Grand Prize!*

Becomes one of the premier
championships in the country

*See Rules for details and requirements

Building Trust with Consignors

The Foundation of Every
Successful Auction

New This Year!

FFA Bootcamp &
Championship

Targeting Tips for Quality Website Traffic

More Isn't Always Better

Midwest Auctioneers Roundup * Auburn, Indiana

Cover Photo: Braun & Helmer Auction Service, MAA 2026 Marketing Competition Winner: Auction 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



NEW IN 2026



AUCTIONEERING CAMP & CONTEST

Tuesday, August 11th Reppert Auction School, Indiana

The Michigan Auctioneers Association and the Kruse Family are excited to announce the addition of Auctioneer Bootcamp. Current FFA members are invited to join us for this new opportunity including Bootcamp, lunch, an Auction contest, and learning/networking opportunities.

NO EXPERIENCE NECESSARY

Check in: 10am - 11am Bootcamp: 11am - 3pm Auction Contest: 4pm

FFA Members have the opportunity to stay for the Midwest Auctioneers Roundup the following day.

Scan the QR Code to get signed up TODAY!
More details will be e-mailed as the date approaches.



Register for
the Midwest
Auctioneers
Roundup
Today!

midwestauctioneersroundup.com



Midwest AUCTIONEERS Roundup

Auburn, Indiana
August 12, 2026

Midwest Auctioneers Roundup Host

Kruse Auctions and Reppert Auction School are honored to host the Midwest Auctioneers Roundup in Auburn, Indiana, a community deeply rooted in automotive and auction history. Kruse Auctions was founded by entrepreneur John Kruse. The firm carries forward a multi-generational family legacy that began in the early 1950s when his grandfather, Russell Kruse, entered the auction profession after graduating from Reppert Auction School. Founded in 1921, Reppert Auction School is the premier auction business school in the nation. The Kruse family proudly owns and operates Reppert and focuses on continually innovating to perpetuate Reppert as the leader for decades into the future. John's brother, Matthew, serves as the Dean of Instruction for Reppert, and Auctioneer for Kruse Auctions.

Today, Kruse Auctions operates as a nationally recognized auction company specializing in collector cars, estates, and specialty assets. Based in Auburn—widely known as the “Classic Car Capital of the World”—the company blends tradition with modern auction innovation, serving buyers and sellers across the country.

John Kruse leads the organization as founder, auctioneer, and chief certified appraiser, continuing a strong family tradition of industry leadership and service. The Kruse family's involvement in auctions spans generations, including John's father, Senator Dennis Kruse, a respected auction educator and former state legislator who helped shape auction training and professional standards in Indiana.

As host of the Midwest Auctioneers Roundup, Kruse Auctions & Reppert Auction School provide more than a venue—they offer a setting built on history, professionalism, and a passion for the auction industry. The event reflects the companies' commitment to education, collaboration, and the continued growth of the auction profession.



Hotel Options:

Hampton Inn Auburn, 1020 Smaltz Way, Auburn, IN 46706.

(260) 925-1100 *Free Breakfast, Free Parking, Indoor Pool

Tru by Hilton, 303 Peckhart Ct, Auburn, IN 46706. (260) 333-7700

*Free Breakfast, Free Parking

Group Rate for either hotel: \$119 (Gp: MAR/Midwest Auctioneers Roundup - on www.hilton.com only) *Rooms are available for the nights of August 10-12th. Reservations have to be made by July 30 to qualify for the discounted rate. Rates are plus tax and are not guaranteed.

Camping: Fireside Resort RV Park. www.firesideresort.com



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.**

August 11-12, 2026 * Event Schedule

August 11, 2026 - FFA Bootcamp

10:00 AM: Check In 11:00AM-3:00PM: FFA Bootcamp 4:00PM: Auction Contest

August 12, 2026 - Midwest Auctioneers Roundup

- 8:45 AM Golf Outing *Shotgun Start
Noble Hawk Golf Links, 3005 Noble Hawk Drive, Kendallville, IN 46755
- 9:00 AM Clay Shoot
St. Joe Valley Trap and Skeet, 5871 County Rd. 60, St. Joe, IN 46785
- 2:00 PM Midwest Auctioneers Roundup Registration Opens
Kruse Plaza, 5634 Opportunity Blvd., Auburn, IN 46706
- 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

8:45 AM *Golf Outing*

**Shotgun Start! Please arrive by 8:15 to register and photos.*

Noble Hawk Golf Links

3005 Noble Hawk Drive, Kendallville, IN 46755
(260) 349-0900 * www.noblehawk.com

"The Hawk" features a unique design and theme featuring the perfect combination of links & traditional golf while showcasing a variety of beautiful golf holes. Some are pure "up-north" with serene tree-lined fairways. Others appear to be transplanted from Florida with lots of sand and water. Still others are picture postcards from a traditional Scottish links-land course. Noble Hawk is unique, challenging and special. Reward yourself with a visit to this hidden gem. Pricing: \$70.00 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! Arrive by 8:15AM for team's setup and pictures. **Shotgun start at 8:45AM.**



9:00 AM *Clay Shoot*

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

St. Joe Valley Trap and Skeet

5871 County Rd. 60, St. Joe, IN 46785
(260) 337-1011 * stjovalleytrapandskeet.com

The St. Joe Valley Conservation Club, home of the Kolar Mid-America Open, was established in 1957 and is located in St. Joe, Indiana, on 150 scenic acres. It is one of the largest shotgun shooting facilities in the Midwest, featuring 9 trap fields, 12 skeet fields, and 4 lighted fields. The club offers opportunities for both new and experienced shooters, including practice, league competition, and registered trap and skeet events. Instruction and safety training are also available.

Register early—space is limited! Pre-registration is required. Eye and ear protection are provided if needed. A safety review and signed waiver are also required. Pricing: Payment due at the club: \$20 per round, which includes 25 targets and ammunition. Guns are also available to use if you do not have your own.

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

August 12, 2026 * Education & Tours* 2:30PM - 4:30PM

Join Us for an Exclusive Behind-the-Scenes Experience with the Kruse Family at Their World-Class Auction Facilities



Senator Dennis K Kruse

Dennis Kruse is a 1964 graduate of the Reppert Auction School and served as President of the school from 1996 to 2011, now holding the title of President Emeritus. A licensed auctioneer, real estate broker, educator, and former Indiana State Senator, Dennis has spent decades involved in the sale and valuation

of real estate and personal property. He is a past president of both the Indiana and National Auctioneers Associations, earned his CAI designation as part of the charter class, and was inducted into the National Auctioneers Hall of Fame in 2013.



This year's education sessions will feature a roundtable format with several short, informal presentations and discussions designed to encourage collaboration and shared learning. Topics will include the history of Kruse Auctions, a behind-the-scenes look at Kruse Auctions and tour of the Kruse campus, credit card processing, and modern marketing strategies using AI.



Matthew Kruse

Dennis K. (Matthew) Kruse, II, serves as co-owner and Dean of the Reppert School of Auctioneering. He is a licensed auctioneer, real estate broker, and certified general real estate appraiser with CAI and GPPA designations and a business degree from Indiana

Wesleyan University. Matthew is widely regarded as an expert in auction law, auction practices, and the auction business, and authored Reppert's renowned "blue book" training manual. He has worked auctions in more than 29 states, served on multiple National Auctioneers Association committees, and is a past president of District Two of the Indiana Auctioneers Association. He also serves as Chief Appraiser for PF Kruse Appraisal Group and has extensive experience in real estate, appraisals, auction operations, advertising, and technology.



John Kruse

John Kruse is the founder, sole owner, auctioneer, and chief certified appraiser of Kruse Auctions in Auburn, Indiana — widely known as the "Classic Car Capital of the World." A third-generation auctioneer, John grew up in the auction industry and began working

auctions at just four years old before selling his first item at age 15. He specializes in collector car auctions and has become a respected leader in the auction profession.

In addition to operating Kruse Auctions, John has served in leadership roles with the Indiana Auction Commission and the Reppert Auction School, where he helps educate and mentor the next generation of auction professionals. He is also actively involved with the J. Kruse Education Center, supporting career development and educational opportunities for students and veterans.



Justin Sheehan

Justin brings extensive experience in marketing, sales, and business development to Reppert Auction School. As a marketing agency founder and SaaS entrepreneur, he teaches students how to build their brand, attract clients, and leverage technology to

grow their auction businesses. Justin combines traditional auctioneering principles with modern marketing strategies, including social media, email marketing, and CRM tools. His practical, engaging teaching style helps students gain confidence and prepare for long-term success in the auction industry.



Brian Sauers

Before joining the Kruse Auctions team as General Manager, Brian spent most of his career in retail banking. Brian spent over a decade with one of the largest banking institutions in the U.S., and was a key player in building, training, and deploying retail

banking teams toward new initiatives in St. Petersburg, Florida, South Bend, Indiana, and Fort Wayne, Indiana.

Brian is an experienced leader with a demonstrated history of working in the financial services industry.

6:00PM *Midwest Auctioneers Roundup* *GoToAuction.com Midwest Auctioneer Championship!*

Kruse Auctions & Reppert Auction School

Kruse Plaza, 5634 Opportunity Blvd., Auburn, IN 46706



We're excited to announce that the Kruse Auctions and Reppert Auction School are hosting this year's Midwest Auctioneers Roundup!

The event kicks off August 11 with an FFA Bootcamp designed to help the next generation discover their passion for the auction industry. The evening will conclude with a competition, so be sure to attend and support the contestants!

On August 12, attendees will enjoy networking activities at the shooting and golf courses before gathering at Kruse Plaza for educational sessions and industry discussions. The day will also feature a BBQ dinner prepared by their in-house executive chef, followed by the exciting GoToAuction.com Midwest Auctioneer Championship.

The MAA, IAA, and OAA are joining forces to create a unique regional networking experience filled with education, collaboration, and fun. One of the highlights of the event will be the highly anticipated GoToAuction.com Midwest Auctioneer Championship. The evening will also include awards, networking opportunities, and a fundraising auction — so don't forget to bring your auction donations!

Approx. 8:00PM *Midwest Junior Auctioneer Championship!* *Kids Auction ~ After Preliminaries*



After several successful years of the Kids Exhibition Auction, we've discovered that many of these young auctioneers are serious competitors! That's why we're once again featuring two exciting youth events during this year's Roundup.

Midwest Junior Auctioneer Championship (Ages 12–17)

Young auctioneers in this division will compete just like the adults and be judged using the same criteria — although hats are optional! Awards will be presented to the top three competitors, and every participant will receive a ribbon recognizing their hard work and talent. This year, FFA students attending Tuesday's bootcamp are also invited to register and compete.

Kids Exhibition Auction (Ages 11 & Under)

We haven't forgotten our youngest auctioneers! This crowd favorite is focused on fun, encouragement, and maybe convincing Grandpa to bid early and often. There's no judging — just a chance for kids to show off their auctioneering enthusiasm. Participants are encouraged to bring items from home to "sell" during the fun auction.

This family-friendly event is always a highlight of the Roundup, and every child will receive an award celebrating their participation. Be sure to register your young auctioneers early so we can prepare plenty of awards for everyone!

Platinum Sponsors



Host Sponsors

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!

GoToAuction.com Midwest Auctioneer Championship

No Holds Barred Bid Calling Championship

August 12, 2026 * 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 2025**
Brad McGovern

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 2026 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 Wednesday, August 12, 2026 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 20.
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)!!!

Midwest Auctioneers Roundup

Midwest Auctioneer Championship & Auction!



Wednesday, August 12, 2026 * 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!

Midwest Auctioneers Roundup * August 12, 2026 * 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 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 7/20/2026

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

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

CONFERENCE REGISTRATION

*Includes Badge, Tour/Education, Entrance to Event and BBQ Dinner for Wednesday. Does NOT include Special Events (Competitions, Golf, etc.) *Meals cannot be guaranteed for late registrations! Please register EARLY.

Quantity		On or Before July 20, 2026	After July 20, 2026	
_____	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)	\$70	\$80	\$ _____
_____	Golf Partner _____			
_____	Kids Meals (Ages 6-12):	\$15	\$20	\$ _____
_____	Kids 5 and under eat FREE! Qty _____ Wednesday Dinner *Enter Quantity needed for each meal - <u>Limit</u> : 2 free kids meals per registered parent			
_____	Sponsorship (Please fill out the sponsorship form and attach.)			\$ _____

MAA MEMBERSHIP & ITEMS FOR PURCHASE

_____	MAA Membership Renewal for 2026 *Attach Membership Investment Renewal Form	\$120	\$ _____
_____	MAA Membership Special! Renewal for 2026-2028 *Attach Membership Investment Renewal Form	\$300	\$ _____
_____	MAA New Membership for 2026 (if joining for the very first time) *Attach Membership Application	\$75	\$ _____
_____	MAA Legends Trading Cards Set (Includes Series 1&2)	\$21.20	\$ _____
_____	MAA Membership Pin	\$7.95	\$ _____
_____	Auctions Work! Pennant	\$10.60	\$ _____
_____	MAA, MAA 75th Anniversary or MWAC Hat	\$21.20	\$ _____
_____	MAA Beanie Hat	\$15.90	\$ _____

*MAA Anniversary Gear will also be available on site!

CONFERENCE REGISTRATION TOTAL

☐ 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: _____

☐ Sponsorship \$ _____ Event Sponsored: _____ ☐ MAA Pick!

☐ Exhibitor Roundup Registration (includes dinner on Wednesday) \$60 x _____ = \$ _____

Total \$ _____ 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! This event is at a working auction facility/auction school and we have space for vendors! If you would like to join us for the afternoon/evening and setup a space, we will provide a table.

Note: Meals are not included. Please register for the Roundup for dinner tickets above.

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.

Sponsorships available including:

FFA Bootcamp, Overall Conference Sponsor, Education, Meals, Golf Outing, Trap Shoot, Printing, Midwest Junior Auctioneer Championship, Kids Auction, and more!

Contact the MAA for details.

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:

- Company Contact info published in a subsequent issue the Michigan Auction Gavel.
- Company Contact info published on the Midwest Auctioneers Roundup website.
- Recognition at the Midwest Auctioneers Roundup.
- 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!

Please return this form by July 17, 2026 to:
MAA, 4529 Gibbs NW, Grand Rapids, MI 49544.
Ph: 616-785-8288 Fax: 616-773-1375
E-mail: info@msaa.org

Building Trust with Consignors: The Foundation of Every Successful Auction

MAA Editorial Staff



Every successful auction begins with trust. Before a consignor signs a contract or hands over valuable assets, they need confidence that their auctioneer will represent their interests with professionalism, honesty, and integrity. Building that trust is essential—not only for a successful auction, but for creating lasting client relationships.

The process starts by listening. Every consignor has unique goals, whether they're settling an estate, downsizing, selling a business, or liquidating equipment. Taking the time to understand their situation shows you value their needs, not just the sale. Clients are far more likely to work with an auctioneer who listens before offering solutions.

Honesty is equally important. Avoid making unrealistic promises about selling prices or auction results. Instead, explain current market conditions, discuss comparable sales when appropriate, and help clients understand how factors like demand, marketing, and bidder participation influence value. Setting realistic expectations builds credibility and helps prevent disappointment.

Communication is another cornerstone of trust. Keep consignors informed throughout the process—from photography and advertising to bidder interest and auction-day preparations. Regular updates reassure clients that their auction is receiving the attention it deserves and eliminate unnecessary uncertainty.

Professionalism reinforces confidence. Promptly returning phone calls, arriving on time, honoring commitments, and maintaining organized auction operations all reflect positively on your business. Every interaction, from marketing materials to settlement paperwork, contributes to your reputation.

Transparency also matters. Clearly explain commissions, advertising expenses, buyer's premiums, reserve policies, and auction terms before the auction begins. Encourage questions and ensure clients understand every step of the process. An informed consignor is a confident consignor.

Finally, remember that the relationship doesn't end when the auction is over. A follow-up phone call, thank-you note, or request for feedback shows genuine appreciation and leaves a lasting impression. Satisfied consignors often become your best source of referrals, recommending your services to friends, family, attorneys, and business associates.

While marketing and technology help attract new clients, trust is what turns first-time consignors into lifelong advocates. Auctioneers who communicate openly, deliver on their promises, and consistently put their clients first build more than successful auctions—they build reputations that generate business for years to come.

In an industry built on relationships, trust remains one of the most valuable assets an auctioneer can earn.



AllAuctionSales.com is an auction advertising company with nationwide reach.

Our goal is to get more **BUYERS** to **YOUR** auctions. We make it easy by creating your auction listing for you.

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**.

We are not auctioneers and we don't compete with you. No commissions, no monthly fees, and no contracts.

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
FACEBOOK!**



NATIONAL ASSOCIATION OF AUCTIONEERS
& PROFESSIONAL AUCTION ASSOCIATION

More Isn't Always Better: Targeting Tips for Quality Website Traffic

by Auctioneer Software



Why reaching fewer people can deliver stronger campaign results, gain quality website traffic, and bring in better bidders.

When it comes to paid advertising, it can be easy to get stuck in the mindset that bigger is always better. But, contrary to popular belief: it's not. After launching a campaign, it's hard to not get excited when thinking about the surge of new website visitors and traffic that the campaign is sure to bring in. However, it's important to manage expectations and realize that while hundreds or even thousands of new website visitors may seem like a great thing at first, it's not always what it seems.

Would you rather get 100 users on your website that don't bid on anything, or 20 users who bid in your auctions with a few who even end up becoming winning bidders? That's right – you'd choose the 20 over the 100. This is something to keep in mind when it comes to choosing audience targeting and website traffic results for digital marketing efforts.

Read on to learn why a smaller audience and less website traffic may be more ideal in the long run.

Audience Targeting

Before your auction marketing paid ad campaign is published out into the world, it's important to consider your target audience and who you want to see your ads. It may be tempting to want to run your campaign with the widest reach possible and have your ads shown to as many people with as many different interests as possible, but that won't get you the results you desire.

For example: when running a campaign for an antique auction, it wouldn't be wise to target people who are looking to buy farm and construction equipment. Instead, it would be smarter to target people who like and want to buy antiques and collectibles. Even though the targeting options for antiques and collectibles may be smaller, the audience seeing the ads will be more receptive to them and have a higher chance of clicking on the ads, going to the website, and bidding in your auction!

Location Targeting

The same thing goes when it comes to choosing location targeting. If your antique auction is in Tennessee, and you don't offer shipping, it's a smart idea to keep the targeting more local to Tennessee, instead of targeting the whole United States. People in California are not going to be interested in buying items from a company in Tennessee that doesn't offer shipping. While the number of people available to target in Tennessee is smaller, the audience seeing the ads would be more local and therefore more likely to bid on items and make the drive to pick them up if they win.

On the other hand, if you do offer national shipping and want to target a broader audience, that could work. Just make sure to refine your target audience based on interests as well to still have your ads seen by only the most relevant people.

★ GoToAuction.com ★

MIDWEST AUCTIONEER CHAMPIONSHIP

AT THE MIDWEST AUCTIONEERS ROUND UP

WEDNESDAY, AUGUST 12, 2026 | AUBURN, INDIANA

HOSTED BY WORLDWIDE AUCTIONEERS AT KRUSE PLAZA!

IT'S SIMPLE - THE BEST CHANT WINS!

NO DRESS CODE (BUT YOU GOTTA WEAR A HAT) | NO INTERVIEW | YOU HAVE 2 MINUTES TO SELL

\$3,500 PURSE TO THE WINNER!

REGISTER RIGHT NOW AT WWW.MIDWESTAUCTIONEERSROUNDUP.COM

If you are interested in slowly expanding your location targeting to be larger after running a few successful campaigns, always start local, test and monitor performance, then expand as budget and logistics allow. Remember, running a campaign over a larger geographic area also requires a larger ad spend budget, to adequately saturate the available audience. A \$500 ad spend budget concentrated on one state will achieve stronger results and saturate the intended audience better than the same budget spread across multiple states.

Campaign Results

If you're showing your ads to as many people as possible, with very loose targeting specifications, your campaign may receive a higher amount of reach and impression results, but those aren't the best things to base the success of your campaign on. Just because more people see an ad, it doesn't mean more of them are going to want to click on it. Getting an Impression means that someone simply saw your ad on their screen. If the ad isn't relevant to them, they are going to keep scrolling past it and not take any further action to click to your site.

A better indication of increased website traffic is either link clicks or landing pages views. Both of those campaign stats will give a more accurate reflection of how your campaign is performing and how many users are really clicking your ad to get to your website and auctions. While seeing hundreds and thousands of impressions might feel good, it's link clicks and landing page views that will really bring bidders to your site. While link clicks and landing page views are more costly than impressions, they hold more value and bring more quality traffic to your website.

Ultimately, it's up to you to determine what audience and geographical area that you want to target for your ad campaigns and what website traffic is beneficial to you. It's okay to start slow and not have the biggest audience or amount of website traffic right away. The key is to focus on a target audience that is genuinely interested and likely to engage with the ads, as well as the kind of users you really want on your website and bidding in your auctions.

If you stay consistent in your campaigns and marketing efforts, both your audiences and website traffic will grow with quality users who keep coming back!

The seller of this 1954 Rolex Submariner Reference 6205 Rolex watch offered it to a number of potential buyers for \$2,000 and they didn't take it. They took it to a Professional Michigan Auctioneer and it **SOLD** for \$153,400 at Auction!

This is why you should hire an auctioneer that understands marketing, instead of trying to sell a valuable item yourself.



Auctions Work!
FindMichiganAuctions.com



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!



Auctions Work!
FindMichiganAuctions.com



Learn More at www.AuctionsWork.org

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