



Monthly E-News

JULY 2010

Message From The President

Tim Mast

It's hard to believe that we're in July and summer is upon us, which means that vacation time is here. Hopefully you have taken some vacation time for yourself to rejuvenate your energy and your mind for what is certain to be, the busy season that lies ahead.

Based on many requests from its members, the TAA board took a different approach this year with our summer convention and had it, not in Tennessee, but Robinsonville (Tunica), Miss. This was a change, although the turnout and enthusiasm was great. I want to thank Jeff and Valerie Morris for their hospitality and facilitation during the event and Chris Christy for the great lineup of seminars. Several attendees brought their families for a mini-vacation. Despite the unusual location, this was a well attended and successful summer convention.



Congratulations to Jeremy Robinson of Ben Bray Real Estate & Auction Co., in Lafayette, Tenn., this year's Tennessee Rookie Bid Calling Champion. His auctioneer skills translated into a plaque, prize money and a free year's membership dues toward the TAA.

The Auctioneering profession is unique in that the opportunities to grow your business can be unlimited. Hard work, yes it is, but the different avenues you can take are endless; gallery, antiques, real estate, livestock, automobiles, estates, or being a contract auctioneer just to name a few.

One learning opportunity that I have found helpful is attending the NAA convention which is next week in Greensboro, N.C. The NAA has a great lineup of seminars and just networking with other Auctioneers. I believe many others experience some of the same difficulties that we all come across and talking with other Auctioneers can give you some ideas of how to grow your business or perhaps how to avoid things that don't work. It has been my experience that auctioneers from across the country are more than willing to share their knowledge at events like this.

The TAA website, www.tnauctioneers.com, is an advertising resource for you. One of the benefits of being a member of the TAA is being listed on the website. Please review your information to make sure it is correct, this is information viewed by the public when looking for auctioneers. You can update your information or you can contact the TAA office (elaine@execman.net) and she will update the information for you.

Our winter convention will be Dec. 5-6 at the Holiday Inn Select in Nashville. Mark this on your calendar and plan to bring the family. Also, it is never too early to start thinking about and planning for what you will bring to the fun auction to make it a unique and successful event.

As always, your continued support of the TAA is greatly appreciated. Please feel free to contact me or any of the TAA board members if we can assist you in any way.

Best regards,

Tim Mast, President

The Rookie Champion – Jeremy Robinson

Want to watch video of the 2010 Tennessee Rookie Bid Calling Champion, Jeremy Robinson? Go to www.americasauctionreport.com for a video shot by Ray Moss.



Auctioneers Must Have A Great Support Staff

By Mike Brandy, Auctioneer, The Ohio Auction School

There isn't a successful auctioneer in business today lacking great support staff. These support personnel often are a spouse, children, father, mother, or other family; many auctioneers hire employees (or contract with independent contractors) for needed support. Regardless, great support staff is essential.

Auctions, to many of the general public, appear to just do that – appear. In other words, when a bidder arrives at the auction, seldom does that bidder think about all the time and effort that went into to prepare for that auction, and/or all the time and effort required after the auction as well.

What do support staff do for an auctioneer?

Besides the basic duties day-of-auction, as we discussed in “The Three Essential Auction Staff,” support staff are also needed for duties such as:

- Conducting inventories, writing descriptions, and picture taking
- Packing, loading, hauling, and unloading
- Sorting, organizing, unboxing, boxing, arranging, cleaning
- Managing and/or attending appointments to assess auction properties
- Answering the phone, emails, text messages and in-person inquiries
- Hosting open houses and/or property previews
- Creating catalogs, fliers, newspaper advertisements, place signs, etc.
- Updating websites, creating online catalogs, and other computer tasks
- Packing and shipping purchased items
- Title searches and related legal work
- Bid calling for auctioneer who is otherwise unavailable, or in a second ring
- Preparing and providing auction settlements to clients
- Maintaining records, pay expenses and other office functions
- Managing and supervising other support staff



As auctioneers must utilize other staff for various tasks, including what we have outlined here, it is also imperative that all support staff keep the client's interest foremost in mind. Auctioneers

represent the seller and owe basic fiduciary duties to the seller-client. We outlined those in our article titled “What do auctioneers owe their clients?”

However, this duty to represent the client’s interests extends to the auctioneer’s support staff. All support staff must keep in mind that they must act in accordance with what is best for the client, just the same as the auctioneer.

Auctioneers must have great support staff, and most all do.

Mike Brandly, Auctioneer, CAI, AARE has been an auctioneer and certified appraiser for more than 30 years. His company’s auctions are located at: Mike Brandly, Auctioneer, Keller Williams Auctions and Goodwill Columbus Car Auction. His Facebook page is: www.facebook.com/mbauctioneer. He is Executive Director of The Ohio Auction School.

SAVE THE DATES!

THE 2010 WINTER CONVENTION IS CLOSER
THAN YOU THINK!

MARK YOUR CALENDAR FOR DEC. 5-6, 2010
SO YOU CAN BE AT THE ANNUAL EVENT.

HOLIDAY INN SELECT OPRYLAND/AIRPORT
IN NASHVILLE.

MORE INFORMATION AND DETAILS
WILL BE AVAILABLE IN AN UPCOMING NEWSLETTER.

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