



**F** FLORIDA  
AUCTIONEER  
ACADEMY  
Inc.

10376 East Colonial Drive, Orlando, FL 32817  
(407) 382-6699 (800) 422-9155  
[www.f-a-a.com](http://www.f-a-a.com)

## **SO YOU WANT TO BE AN AUCTIONEER !**

Auction school can do much more than start you on a new career. It can change your life in more ways than you ever imagined.

The self confidence that comes as you develop fluency in the language of auctioneers is bolstered by the knowledge that you have attained the skills to do this new job.

### ***IF***

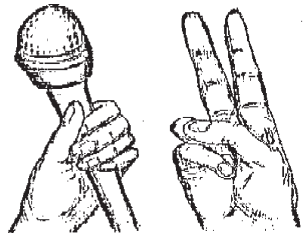
- You see the clear distinction between the right way and the easy way
- You understand the reasons for laws and regulations
- You know the basics of running an auction business
- You can handle difficult situations with sensitivity
- The numbers in your chant are clear and understandable

### ***Then***

*You have reached your goal - you are an auctioneer!*

Come to the auction school that gives you what you need,  
and as a bonus, gives you what you want.

**Florida Auctioneer Academy, Inc.**



*Our 20th Year*

FLORIDA AUCTIONEER ACADEMY, INC.

10376 East Colonial Drive, #110

Orlando, Florida 32817

407/382-6699 800/422-9155

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*Post Office Box 780357*

*Orlando, Florida 32878-0357*

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General e-mail send to [info@f-a-a.com](mailto:info@f-a-a.com)

**OWNERSHIP**

Florida Auctioneer Academy, Inc. is a corporation formed under the laws of Florida. Officers are: President, Jim Skeen; Vice President, Rose Skeen; Secretary/Treasurer, Rose Skeen

**ADMINISTRATIVE BOARD**

Director: Jim Skeen

Director of Education: Rose Skeen

Florida Auctioneer Academy, Inc., License #667, is licensed by the Commission for Independent Education, Department of Education, 2650 Apalachee Parkway, Suite A, Tallahassee, Florida 32301, telephone 850/488-9504.



*Stateside Auctioneer takes a break at St Croix Jewelry Auction*



Student selling at "LIVE" auction

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## THE ULTIMATE GOAL - SELLING AT A LIVE AUCTION



Orlando: the heart of Florida's vacationland. Central Florida's extensive network of interstate highways and airports make Orlando an easy destination for out of state and international travelers. While their future auctioneer works on starting a new career, the family can enjoy the attractions of Disney World, Sea World, Kennedy Space Center, Busch Gardens, Universal Studios and some of the world's finest beaches.

Classes end at 6:00pm, leaving time for relaxation in the evening. There are several auction houses in the area where students may observe or participate. Or take in the entertainment and shops at International Drive. Flea World at nearby Sanford features over 1000 dealers selling just about everything. Visit the golf courses, parks, Central Florida Zoo, jai-alai, greyhound racing, art museums, dinner theatre, river cruises and airboat rides. Sports fans can watch Orlando Magic at T.D. Waterhouse Arena. This is one of the fastest growing areas in the region, with shopping malls, supercenters and all kinds of restaurants within easy walking or driving distance.

Many students combine their stay with a few days of sightseeing, to relax and think about how they can apply their new skills. What better place to do it!



## WHY WE ARE HERE

An auction is a business. A good chant, not necessarily fast, is of course an asset, but to be successful an auctioneer must be proficient in all aspects of conducting that business.

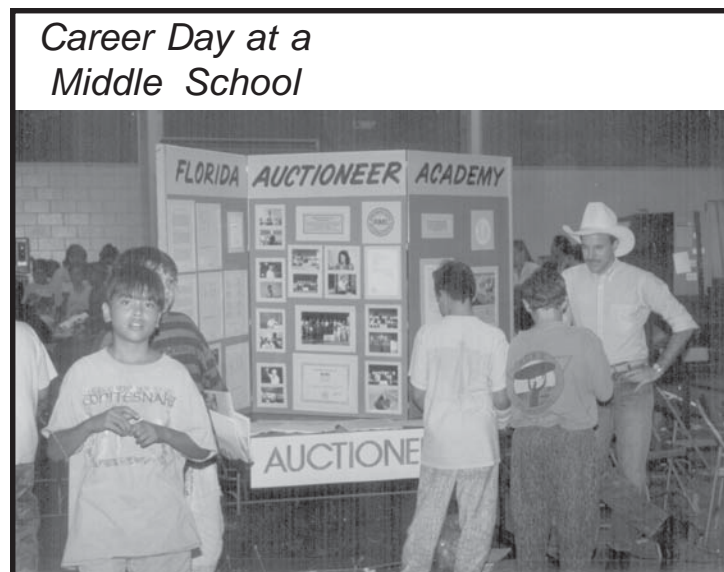
Our goal is to raise the standards of the auction profession, to give our students a comprehensive understanding of the business of auction, and to ensure that each student learns the basics of listing, selling and closing out an auction in a professional manner.

We want to bridge the gap between the time a graduate finishes school and actually gets started in the auction business.

We encourage our graduates to get involved in local volunteer organizations and to offer their services at benefit auctions, both to give back to their communities and to sharpen their skills in dealing with the public.

We emphasize ethics, honesty and professionalism.

What all this means to you: We've designed the intensive training in this program to give you the self-confidence and overall knowledge to build a successful career as an auctioneer.



## CAREER OPPORTUNITIES

Many things are sold at auction: oil leases, lumber, exotic animals, fish, mortgages, books and movie rights, estates, art, jewelry, coins, rugs, books, furniture, antiques and collectibles, electronics, farms, machinery, real estate, tobacco, livestock, automobiles and much more.

In some parts of the country, auctions are widely utilized to sell real estate and personal property. In other areas auctions are becoming more popular as publicity is generated by the Internet.

There are many approaches to auctions online, from e-Bay or a similar setup to creating an auction site and handling the whole process yourself. Explore the possibilities; on-line auctions may be right for you.

Auction affords a fine opportunity for individuals to start a business and can be a good family enterprise, involving spouses, children and other relatives. Startup costs depend on the type of business. A contract auctioneer working from an in-home office could have minimal overhead, while an auctioneer who decides to open a gallery will find it is a complex and expensive venture.

Many people go into business immediately after graduation from auction school, following a well constructed plan to open an auction house or securing employment with an auto auction, equipment auction, art gallery or real estate company. Some work part time to supplement income from other jobs, or work for experience, then go full time when they retire from their present careers. Employment is available in some form at all levels in the auction business. Networking with other auctioneers is one of the best ways to find a job.

Auctioneers may be paid by commission, salary or a set fee. Salaries or contract fees may range from \$50 to \$500 or more per day. Commissions may vary from 1% to 40% of the proceeds, depending on the size and type of sale.

As in any business, the income you earn will be determined by your own natural abilities and learned skills, and the effort, enthusiasm and diligence you apply to your auction career.



*Prospective employer visits the class*



**Vehicle auctions** include trucks, automobiles, motorcycles, classic or antique cars, campers, boats and other forms of transportation. They may be dealer only or public auctions or a combination.

Auto auctions are one of the most popular areas of study. Our instructors give you direction and our networking system gives you support, whether your goal is to set up your own auction or work for an established firm.



### ***Auction Sampler***



The **RingMaster** is the link between the customer and the auctioneer and can be the difference between having a so-so auction or a great auction. We show you how to use body language not only to "read" your bidders' intentions but also to convey your suggestions to them.

Auctioneers are specialists at conducting **liquidation sales**. You will learn how to find property to auction, prepare proposals, handle legal aspects including UCC requirements, various ways to advertise to reach the right buyers, and supervise all details of sales preparation and setup.

Here students work with the auctioneer at a large auction of surplus equipment.



If a **real estate auction** looks easy it's because most of the work was done before auction day. Whether it's the sale of a single family home and furniture on-site, a multi-property, vacant land or commercial property auction in a luxurious hotel ballroom, we show you how it's done.



### ***Auction Sampler***



Accurate **recordkeeping** is a must for a successful auction business. Mathematics for auctioneers includes bidcalling and clerking as well as budget preparation and closing statements or settlements. We teach both computer and basic manual methods of auction recording. Here students use their computer clerk and cashier training at a benefit auction.

**Tests and quizzes** include general auctioneering, math, UCC, environmental regulations, state license laws and other laws affecting auctioneers. As part of the final exam, teams of students conduct an auction from booking to final settlement. We review all test questions in class to be sure every student understands the material.



## A LITTLE AUCTION HISTORY

The word “auction” - “auctio” in Latin - means “increase.” The auction method of selling began with marriage auctions in 500 BC Babylonia and the sale of the Roman Empire for 6250 drachmas. The English are credited with the refinement of auction conduct as we know it today, including the introduction of the buyer premium.

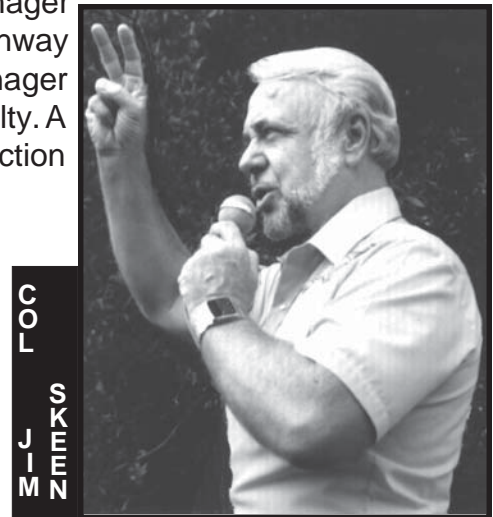
The designation of Colonel probably originated during the War between the States when lesser ranks of “honorary” colonels did the actual auctioning of booty seized by the army.

The English, or ascending, is the most common type of auction in the U.S. Dutch auctions to sell flowers and other commodities use descending bids. Some old forms are mining, candlestick, handshake and pinching auctions. More modern types of auction include silent auctions, sealed bids, video, satellite, telephone, faxes and Internet.

## about the president

President and Director of Florida Auctioneer Academy, Inc. Jim served in the Marines in Korea, worked as an engineering manager at Ford Motor Company and as a field inspector in the Ohio Highway Patrol, has been a real estate broker since 1970 and was manager and sales trainer at Century 21, Berg Agency and Clayton Realty. A graduate of Jim Graham’s auction school, he started an auction business in 1975.

Jim Skeen Auctions sells residential and commercial real estate, restaurants, estates, retail store and plant liquidations. Jim has raised over a million dollars annually for charitable organizations such as March of Dimes, Leukemia Society, Organ Transplant Foundation, Adam Walsh Foundation, Special Olympics, U.S. and Orlando Humane Society, St. Jude Children’s Research Hospital and Black Awareness Week.



Jim is a master instructor in the Coast Guard Auxiliary and a NAUI certified diver. He holds a Master Senior Appraiser designation, belongs to the National Auctioneers Association and National Association of Master Appraisers, served on the real estate auction task force and assisted in the Florida Appraiser Project to develop the real estate appraisal certification examination. For the past 13 years, he has received an NAA Gavel Club award for membership recruitment. Jim served as vice-chairman and rules committee chairman and on the Probable Cause Panel with the Board of Auctioneers.



**THE AUCTIONEER CHANT** should be adaptable to any kind of auction, whether it's quarterbids at a cattle sale or making a presentation at an art auction. Our "quickstart" method of bid calling helps you learn a smooth, rhythmic working chant. Extensive number drill practice keeps you from losing your place if you are interrupted with a cut bid or someone sets in a different increment. You'll learn values while selling many types of property and the best selling method to use to get the highest dollar possible. Jim Skeen helps individual students with bidcalling during class and in optional after class practice sessions.

**PERSONAL APPEARANCE** can play an important role in your career. A successful auctioneer is a very visible person, always "on stage," and as such should try to make a good appearance at all times. A positive outlook and an ethical attitude toward business dealings should be a part of your daily life.

**GETTING STARTED** in the auction business can be a complex process. Each student writes a business plan in class that includes a number of problems to consider such as finding the best location, marketing the product, keeping the required records. We discuss types of business structures to help you decide whether you should form a corporation or a partnership, or if a sole proprietorship will work best for your projected operation, and talk about the many legal aspects involved in opening a business.

**AUCTION HOUSE**, gallery, barn; plan to invest plenty of time and money to get ready for your first auction. As a rule of thumb, you should have



a 6 month supply of merchandise. You may solicit consignors and employ pickers to maintain a flow of goods to sell.

**ESTATE AUCTIONS** may be backyard neighborhood gatherings, gallery sales, consignments at the local auction house or extravaganzas with worldwide collectors phoning or e-mailing their bids. Different advertising requirements apply in various states, probate may be involved, and attorneys,



personal representatives and family members can be a challenge to the auctioneer's abilities and patience.

**PROPOSALS** to list auctions have a wide range, from a verbal agreement or letter of intent to large packets of forms in response to requests from municipal or government agencies.

**ESCROW OR TRUST ACCOUNTS** must be utilized when an auctioneer or auction company has possession of a client's money or property. Stringent rules apply to the maintenance of escrow accounts, the most important being that commingling personal or business funds with a client's funds is a serious violation.

**THE LAW OF AGENCY** establishes a fiduciary, defined as a relationship of trust and confidence between an agent (broker or auctioneer) and a principal (seller) and sets out the six duties of the agent.



As Director of Education of Florida Auctioneer Academy, Inc., Rose Skeen works with state agencies to maintain approval for graduates



COL  
ROSE  
SKEEN

taking license examinations. As co-owner of Jim Skeen Auctions, she sets up real estate and personal property auctions, coordinates crew and computer operations, and is a licensed real estate sales associate.

She formerly has worked with Talbot-Wermers Engineers, Buena Vista Construction and Travelers Agricultural Reid handling mortgages, financing and foreclosures.

**BOOKKEEPING** for an auction includes the functions of clerk, cashier and reconciliation. For auctioneers who don't have a computer system or may never need one, we give you an efficient method to help you handle the whole process.

**STATE and FEDERAL LAWS, UNIFORM COMMERCIAL CODE** and local regulations govern the conduct of sales in all states whether or not auction licensing is required. The bulk sales act of the UCC affects auctioneers in many states, with requirements for protection of the seller's creditors. An auctioneer may have to obtain additional licenses to sell automobiles, yachts, real estate, livestock, securities, and other property, depending on specific state requirements.

**SALES TAX** collections and filing deadlines can trip up an unwary auctioneer. We cover regulations involved to help you avoid problems with the state revenue department.

**MATHEMATICS** is one of the most important details of an auctioneer's business life. From simple addition on a buyer's invoice to complex commission structures on seller settlements, we show you how to figure it out.

**REVIEW AND TESTING** includes written examinations graded on test scores and oral examinations based on the student's understanding of the program concept.



Owner of Auction Central Inc., Macon, Georgia, Weyman Tison is a real estate broker and auto auctioneer, and has extensive experience in bankruptcy and liquidation auctions. Weyman is a graduate of Florida Auctioneer Academy, Inc.

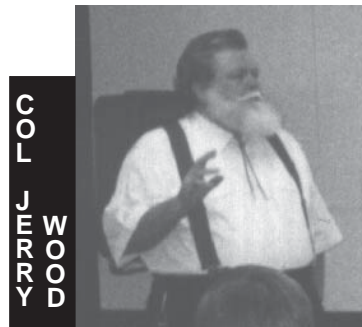


COL  
WEYMAN  
TISON

**LIQUIDATION AUCTIONS**, including an auctioneer's responsibility to the seller under the UCC, are covered in detail as part of Weyman's classes.



A certified firearms instructor, Jerry Wood has provided weapons training courses for military installations, law enforcement agencies, private security firms and City College of Orlando.



COL  
JERRY  
WOOD

Jerry is a graduate of Missouri Auction School and Florida Auctioneer Academy, Inc.

**FIREARMS** as an occasional sale at an auction may be a problem if the auctioneer is not familiar with federal and state laws. Jerry makes sure students understand the rules of transport, sale and ownership transfer for different types of firearms.

**ENVIRONMENTAL CONCERNS** involve more than real estate sales. Many items sold at personal property auctions such as old toys

with lead based paint, some types of pottery, batteries, tires, venetian blinds and other seemingly innocuous things may pose a hazard to the purchaser that should be disclosed prior to sale. We help you keep up with the latest regulations on the sale, disposal or restrictions on environmentally sensitive property.

**FINE ART AUCTIONS** on cruise ships attract auctioneers looking for adventure as well as a pay check. Jerry shares his onboard experiences to help you decide if this might fit into your plans.



An active member of Toastmaster and winner of many awards, Larry Kittinger holds a B.S. in Business Administration from Bowling Green College of Commerce, is a real estate broker and teaches real estate law, principles and practices for continuing education.



**PUBLIC SPEAKING** training gives you confidence and the ability to handle any situation.

Larry's classes help students prepare to perform before an audience of students in class, bidders at an auction or a large crowd at a benefit event.

**PROPER BREATHING** to develop a smooth chant that breaks in the right places and exercises to find your correct vocal range help protect and preserve your voice.

**A PUBLIC ADDRESS** system is essential equipment for the prevention of permanent damage to an auctioneer's voice. Practice with several different sound systems helps you decide what equipment is best for your auction operation.



Gary Smith is a professional computer programmer and consultant with a B.S. in Computer Science from Orlando University. He served with the U.S. Coast Guard and is a certified SCUBA diver, a graduate of Missouri Auction School and Florida Auctioneer Academy, Inc. and a five time finalist in state bidcalling contests. He owns FrontLine Auctions Inc., holds a real estate sales associate license, and sells restaurant equipment, autos, estates, liquidations and benefit auctions.



**TERMS** to establish the rules should be used to open every auction, Gary works closely with students on opening remarks and closing the auction.

**COMPUTER** beginner or expert, Gary shares his years of experience and education to help you design auction flyers and catalogs, use the Internet to create web pages and auction advertising, or set up your own on-line auction. He directs the students as they set up and conduct the class auction, using his nationally marketed Auctioneers software program to practice inventory, clerk, cashier, reconciliation and settlement functions.

**MACHINERY AND HEAVY EQUIPMENT** consignments or liquidations require special handling. We give you pointers on working with sellers, advertising, preparing and closing a successful auction.

**FARM AUCTIONS** usually involve legal requirements for the sale of livestock and crops, as well as environmental considerations for the sale of the real estate.

**LIVESTOCK** auctions may be conducted under supervision of a trade association or government agency, at county or state fairs and at privately owned facilities where many



## FACULTY & COURSE DESCRIPTIONS

kinds of large and small animals are sold. Veterinary certificates and other health related requisites may be involved, and licensing for the sale of specific types of animals may be a requirement.

**TOBACCO** auctioneers are probably the fastest talkers in the auction world, averaging 400 sales an hour. Although few students will ever sell tobacco, the subject is interesting and our video shows the class what happens at one of these auctions.

**BENEFIT AUCTIONS** can be an important part of an auctioneer's business. Conducting auctions for no compensation is free advertising



and a good way to make contacts. Some auctioneers handle all or part of the event for various organizations and receive a flat fee or commission. We show you how to conduct benefits to raise more money for the group and make you, and them, look professional.

**RING WORK** properly performed assists the auctioneer, motivates buyers and significantly increases the gross at an auction. We spend an entire day on principles and practices in the



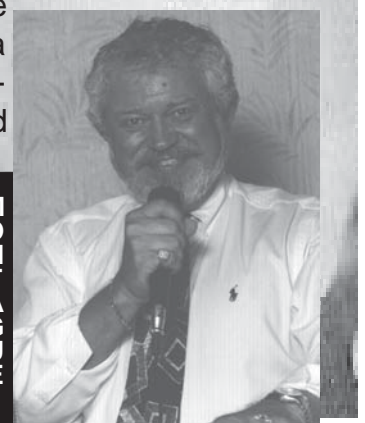
ring, learning to work effectively with bidders, other members of the auction crew and most importantly, with the auctioneer.

One of the most successful auto auctioneers in Florida, L.J. Montague works with Florida Auto Auction of Orlando, Imperial and several others around the state.

### AUTO AUCTIONS

fascinate people. Classic cars, public and dealer auctions alike attract huge crowds. L.J. gives students the inside story of how these auctions are conducted and shows ways to get started in the business as a ringman, auctioneer or owner.

MONTAGUE  
L.J.



Owner of National Auction Company, Boynton Beach, past president of Florida Auctioneers Association.

From years of management in the lending departments of major banks, George Richards has developed a solid financial background. He sold thousands of properties for RTC and now deals with FDIC, IRS, GSA, S&Ls, bankruptcy courts, developers and individuals, selling real estate and personal property.

RICHARDS  
GEORGE



### BANKRUPTCY AND FORECLOSURE

auctions involve dealing with attorneys, bank officials and bankruptcy trustees. An auctioneer who wants to procure and conduct this type of auction should study the legal process and



contact the proper officials. An efficient support team to handle the paperwork is essential. George shares his extensive knowledge gained from working with various government agencies and financial institutions and gives the class the pros and cons of this type of auction business.

**REAL ESTATE** may be sold absolute or with reserve, with sealed bids or public outcry, on the Internet, by satellite video, on site or at a hotel ballroom. Vacant land, farms, industrial complexes, commercial buildings, shopping centers, timeshares, homes, apartments and subdivisions are some properties that may be auctioned. Most of the work is done in advance: writing contracts to list the sale, obtaining funds for advertising, preparing the property including surveys to subdivide acreage, obtaining appraisals, handling problems with environmental hazards, cleaning up a vacant house. Auction is often the most viable method to sell property with unique construction, in a remote location, in poor condition or otherwise difficult to market. We show you how to sell many different types of real estate at auction.

**ADVERTISING** an auction involves research to determine the market most likely to buy the product. Forms of advertising include direct mail, newspapers and trade magazines, radio, television and Internet. Students learn how to prepare different types of advertising including sale bills, brochures, catalogs, classified and display ads, press releases and signs.



Owner of Branson Auctions in Eustis, Morris Branson sells real estate and general merchandise. He is a past director of the Florida Auctioneers Association and past president of the local Kiwanis.

Morris is a graduate of Jim Graham Auction School.

**AUCTION SETUP** is a Morris specialty, arranging the order of the sale items to be sure the biggest spenders are present when the most desirable merchandise is on the block.

A graduate of Memphis State University and Florida Auctioneer Academy Inc., Doug White

grew up with antiques. He is an antiques dealer and appraiser, owns A-1 Auction, and is a contributing editor to Schroeder's Antiques Price Guide, with expertise in American art pottery.



**ANTIQUE AUCTIONS** are big attractions attended by dealers and collectors as well as the general public buying for investment or personal use. It takes years to develop a solid background in the vast spectrum of the antiques





and collectibles field, and the inexperienced auctioneer should begin by specializing in a fairly small range. Spend time doing research and take advantage of the knowledge of experts. Doug gives the class basic guidelines for buying and auctioning antiques and collectibles.

A personal property appraiser in the Tampa Bay area, Frances White has been a member of the Appraisers Association of America, Inc. since



REDELL  
FRANCIS

1988, and holds two degrees including Master of Arts in Curatorial Studies from New York University. Her extensive experience in the field of fine art and

personal property include directorship at Tepper Galleries Auctioneers and Appraisers, New York City, and a curatorial position at the Susquehanna Art Museum, Harrisburg, PA. She has managed her own appraisal business since 1993 in the New York City, Pennsylvania and Tampa Bay areas. In August 1999 she was invited to become a Sotheby's Internet Associate, an exclusive group of worldwide dealers and appraisers.

**APPRAISALS** of real estate or personal property can be a sideline or a significant addition to your income. In any case, an auctioneer conducts an informal appraisal each time he or she sells any type of property. Frances gives you a start on

basic appraisal writing, billing, ethics, standards and procedures.

**FINE ART** auctions have long been a staple for Sotheby's, Christie's, Sloans and other large gallery auctions. Many other fine art companies and suppliers are taking advantage of the public's interest, selling in their own galleries, on cruise ships and in hotel ballrooms, local civic centers and other places. An expert in determining values, Frances gives students pointers on listing artwork for auctions.



ZEULI  
LOUISE

After working many years with a large law firm in Orlando, Attorney Louise Zeuli has her own law practice and is a Certified Mediator. She was instrumental in assisting with the law and

Uniform Commercial Code material we use in those classes.



### Academy Mascot



COCO

Coco the auction dog is in charge of security at Jim Skeen Auctions, and in her spare time she entertains the kids. To those who care to observe, Coco

teaches the qualities of unbridled enthusiasm, unflinching loyalty, absolute forgiveness, infinite patience, and unconditional friendship. She also thrives on attention, lets you know when her territory has been invaded and never bites when a simple growl will do. Almost describes an auctioneer, doesn't it?





*Plentiful parking and nearby restaurants*

## **2003 CLASS SCHEDULE**

**January 17 - 26**

**April 4 - 13**

**June 20 - 29**

**September 12 - 21**

**December 5 - 14**

Class dates are subject to change at the discretion of the Director of the School.

**AREA HOTELS** \* Academy student rate, subject to change  
HWY 50 (COLONIAL DRIVE) (about 2 miles)  
Crossland Economy Studios 407/282-7112, 12358 E. Colonial Dr.  
(weekly rates for 1 person \$188, daily rate \$45 for less than week)  
Ramada Limited 407/273-1500, 11731 E. Colonial Dr. \*\$59 pets ok  
Days Inn 407/282-2777, 11639 E. Colonial Dr.  
ALAFAYA TRAIL (2-4 miles)  
Radisson 407/658-9008, \*\$69 shuttle within 5 mi, restaurant  
LaQuinta 407/737-6075 Hilton Garden 407/992-5000 \$79  
Comfort Stes 407/737-9160 \*\$79 7 days Holiday Inn Select 407/275-9000  
UNIVERSITY BLVD (4-5 miles)  
Hampton Inn 407/282-0029 Residence Inn 407/513-9000  
Campgrounds nearby: call us for information 800/422-9155

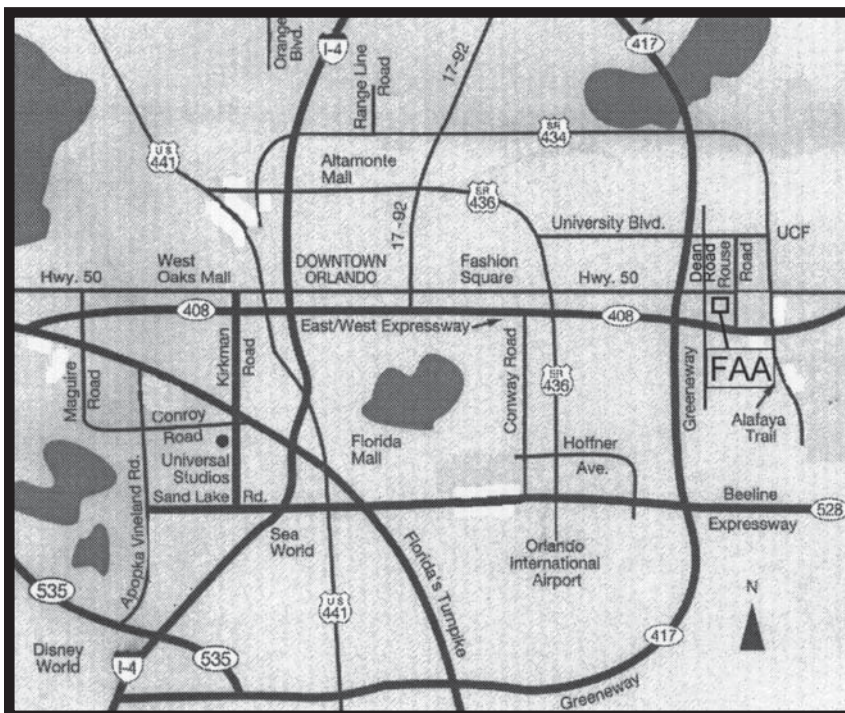
# LOCATION

Florida Auctioneer Academy, Inc. is located about six miles east of downtown Orlando, in the suburban community of Union Park. Nearby stores and services include restaurants, hotels, banks, medical centers, professional offices, large shopping malls and many small retail and service businesses. The residential areas, churches, schools and parks situated along the Econlockhatchee River all contribute to the feel of community.

The school address is 10376 East Colonial Drive, Suite 110, Orlando, Florida 32817. Colonial Drive is part of State Road 50, which runs between the Gulf of Mexico on Florida's west coast and the Indian River at Titusville on the east coast. The East-West Expressway (SR 408) and the Greenway (SR 417) access SR 50 less than a mile from the school, making travel convenient from any direction.

The primary commercial airport serving the area is Orlando International, about 17 miles southwest of the school. Limousines, taxis or automobile rentals are available at the airport and at local agencies. Orlando Executive Airport on Colonial Drive, approximately 5 miles west of the school, accommodates private aircraft and limited commercial flights. Sanford-Orlando airport, about 20 miles northeast of Orlando, also serves the area. Amtrak and Greyhound have terminals in downtown Orlando, approximately 7 miles from the school. Lynx, the local bus line, serves the entire Orlando area including Union Park.

Restaurants serving fast food to fine dining are nearby, two on the same premises as the school and several others within a few minutes walking time. For after-class entertainment, downtown Orlando is only minutes away and the theme parks are a short drive on the expressways. Distances to area auctions range from 7 to 50 miles. Most of the hotels are approximately 2-3 miles from the school. Some offer discounts to our students. Call the school for information on special rates.



## DIRECTIONS TO CLASSROOM

**From airport:** Exit 1A S.R.528 (Beeline Expressway), go 4 miles east to Greenway S.R.417 North (exit 16 Sanford-Orlando), go approximately 8 miles to E. Colonial Drive (S.R.50), then east about 2 miles to Reedy Plaza (south side of road).

**From west coast:** I-4 to S.R.417 North, (just past Rt 27 - follow the exit signs!) approximately 20 miles to S.R.50 E. (East Colonial Dr), then east about 2 miles.

**From Daytona:** I-4 to U.S.17-92 at Sanford to Greenway (S.R.417), to East Colonial Drive, then east about 2 miles.

**From I-4:** exit 36 to S.R.408 east (E-W Expressway), go about 6 miles, take Dean Road exit, go north (left) about 1.5 miles to E. Colonial Drive (S.R.50), then east about 1/2 mile.

**From I-95:** take SR 50 west.  
From I-75: Turnpike to S.R. 408 (S.R.408 East/West Expressway, S.R.417 Greenway, S.R.528 Beeline and Florida Turnpike are toll roads.)



# TRAINING FACILITIES AND EQUIPMENT

All subjects included in the auctioneer program are taught by lectures presented by experienced instructors, specialists in their respective fields. Videos are used to help you learn product values and various ways of conducting auctions. We tape both individual and group sessions several times during the program to help you monitor your progress in bidcalling and other activities.

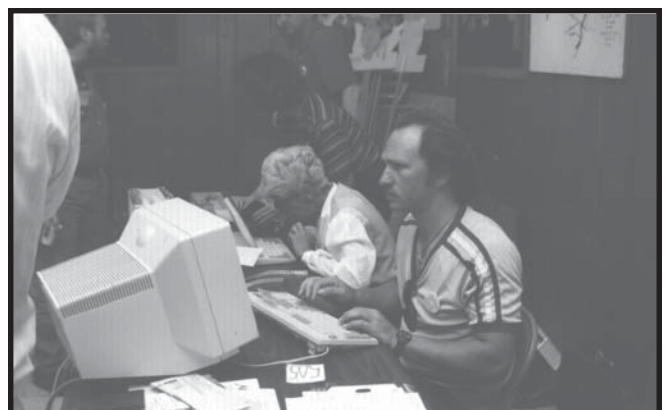
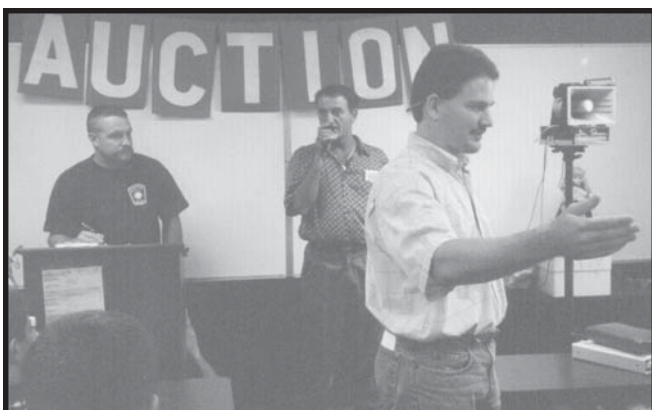
The sound systems students train with in class are the types generally used at auctions. We use several different microphones including hand-held, wireless and lavalier (lapel) mics. Other equipment used in the program includes two-way FM radio communicators, tape recorders, camcorder, television monitor and VCR, computers and printers, clerk's desk, slot files, receipt sorters, calculators and auction forms.

The computers used in training classes are IBM compatible personal computers and laptops. The software includes mail lists, bidder registration, consignment control, inventory, labeling, clerking, sales receipts, reconciliation of sale, final settlement, auction analysis and reports. The word processor is used for production of sale bills, brochures, catalogs, signs and bidder cards.

Books and materials used in class are included in the cost of tuition. The workbook contains bid calling exercises, the auction chant, sample forms of contracts, settlement statements and other forms used at auctions. A separate studybook contains review questions to help you prepare for the school's final test and state license examinations.

The school facility contains 900 square feet and includes an administrative office, classroom with conference style tables, library, break areas and restrooms. All facilities are accessible to persons with disabilities. Plentiful parking, public telephones, coffee, soft drinks and snacks are available. A separate telephone line, fax and computer with Internet access are available for use by students.

During the program you will attend local auctions, set up and conduct auctions and sell at live auctions, for hands on experience with the auction methods and equipment you will probably use after you graduate.



*Students practice daily with actual auction equipment*



## AUCTIONEER PROGRAM

GETTING STARTED	4 HOURS
History of Auction	
Personal Conduct	
Ethics	
Business Plan	
Insurance	
Legal Requirements	
CONDUCTING AUCTIONS	
BIDCALLING	20 HOURS
“Quickstart” Auction Chant	
Learning Numbers	
Voice and Breath Control	
Advanced Selling Techniques	
RINGWORK	3 HOURS
Special Techniques	
Developing Bids	
Teamwork	
AUCTION PREPARATION/SALE MANAGEMENT	5 HOURS
Public Speaking	
Body Language	
Order of Sale/Setup	
Auction Equipment	
SPECIALIZED AUCTIONS	12 HOURS
AUTOS/TITLED VEHICLES	
AUCTION GALLERY/AUCTION HOUSE	
ANTIQUES	
ART/RUGS/JEWELRY	
ESTATES	
FURNITURE	
FUNDRAISERS	
FARM AUCTIONS	
HEAVY EQUIPMENT	
LIVESTOCK	
TOBACCO	
REAL ESTATE AUCTIONS	4 HOURS
Listing and Selling Methods	
Gov’t Agencies/Financial Institutions	
Land Sales	
Real Estate Valuations	

## AUCTIONEER PROGRAM

<b>LAWS</b>	<b>15 HOURS</b>
Federal/State/Local Laws	
Auction License Laws	
Uniform Commercial Code	
Agency	
Terms of Auction	
Escrow/Trust Accounts	
Real Estate Regulations	
Advanced Funds	
Environmental Concerns	
Firearms	
<b>LISTING AUCTIONS</b>	<b>7 HOURS</b>
Contracts	
Consignments	
Sales Proposals	
Budgets and Planning	
Liquidations	
Bankruptcy/Foreclosure	
<b>APPRAISALS</b>	<b>3 HOURS</b>
Appraisal Standards	
Property Valuation	
Product Knowledge	
<b>ADVERTISING AUCTIONS</b>	<b>5 HOURS</b>
Media/Institutional Advertising	
Marketing Guidelines	
Preparation Techniques	
Direct Mail/Sale Bills	
Internet	
<b>AUCTION BOOKKEEPING</b>	<b>12 HOURS</b>
Registration/Clerk/Cashier	
Math for Auctioneers	
Computers/Auction Software	
Settlement Statements	
Sales Tax Requirements	
<b>TOTAL CLOCK HOURS</b>	<b>90 HOURS</b>

**TUITION**

Registration Fee	\$ 50.00
Tuition	\$575.00
<b>TOTAL PROGRAM COST</b>	<b>\$625.00</b>

Cost of the Auctioneer program is \$625.00 and may be paid in two payments, a \$50.00 registration fee and the balance of \$575.00 tuition payable before the start of the first class. Tuition covers the cost of student workbooks and other materials used in the program. No other charges will be made by the School. There are no carrying charges, interest charges or service charges connected or charged with this program.

**ADMISSION PROCEDURES**

All prospective students must complete an enrollment agreement. The enrollment agreement may be sent by mail but must be received by the School at least 3 days prior to the scheduled School term. A registration fee of \$50.00 must accompany the enrollment agreement.

**ENROLLMENT REQUIREMENTS**

Graduation from high school is a requirement for auction licensure in some states. In other states a diploma, GED or equivalent business experience is recommended. A prospective student must be able to demonstrate basic skills in mathematics and the English language as determined by an interview with a School administrator. As in any career choice, the student should have a sincere desire to become a professional Auctioneer. No credit or advanced standing will be granted for previous education or training.

A prospective student must be at least 18 years old. With special permission from the School and written approval of parent or guardian, a person under the age of 18 may be admitted with the understanding that training received is for avocational purposes only.

**POLICY STATEMENT**

Florida Auctioneer Academy, Inc. does not discriminate regarding race, color, sex, national or ethnic origin, creed or religion.

**CLASS HOURS**

Classes begin on Friday and run for 10 days, ending on Sunday. Total length of the program is 90 hours. Class hours are Friday and Saturday 8:00a.m.-12:00 noon and 1:00p.m.-6:00p.m.; Sunday 8:00a.m.-5:00p.m. (lunch provided); then Monday through Sunday 8:00a.m.-12:00 noon and 1:00p.m.-6:00p.m. Optional bidcalling practice sessions after class hours are available. No credit hours will be given for practice sessions.

A 90-hour evening program is available and may take 6 weeks to 2 months to complete. Evening classes may be held anytime between 6:00p.m. to 10:00p.m.

No holidays or vacation days will affect Auctioneer classes.

**GRADUATION REQUIREMENTS**

A diploma will be awarded to a student who satisfactorily completes the Auctioneer program. A student who does not complete the program will be issued a certificate of attendance but not a diploma. A student who completes the program will also receive a RingMaster certificate.

**TESTS AND GRADING**

Students are graded daily on all aspects of the program, including classwork, attitude, effort and performance. A written test and oral examination is required for completion of the program. Minimum passing grade for each portion of the examination is 75. A student who does not successfully complete one or both portions may re-take the examination as determined by the instructor.

## **RULES AND REGULATIONS**

### **ATTENDANCE/LEAVE OF ABSENCE**

Attendance is required at all classes. Any absence or leave of absence must be approved by the Director of the School. A student who must leave class because of an emergency will be permitted to make up the work for graduation provided the time lost does not exceed one day. A student who takes a leave of absence may return at a later date and complete the program at no additional charge.

### **TARDINESS**

A student not in the classroom at the scheduled start of class will be considered tardy. Habitual tardiness will be considered unsatisfactory conduct.

### **CONDUCT**

Students are expected to be courteous to instructors and other students and to conduct themselves in a professional manner. A student may be asked to withdraw if his or her conduct or progress is not acceptable. Unacceptable conduct includes disruption of classes, unexcused absences, inappropriate behavior or dress, foul language, possession of nonprescription drugs or alcoholic beverages or nonpayment of costs. Theft of property from the School or other students is grounds for immediate dismissal. The use of tobacco is prohibited anywhere in the building. Audible cellular telephones, pagers or other electronic devices are not permitted in the classroom.

A student who has been asked to withdraw because of unsatisfactory progress or conduct may re-enter only by permission of the Director of the School. A student terminated will be subject to refunds according to the terms of the refund policy.

## **STUDENT SERVICES**

### **HOUSING**

Discounted room rates are available at several hotels near the school. Students must make their own reservations.

## **STUDENT RECORDS**

Student records are permanently retained by the School and are available to students upon individual request.

## **STUDENT PLACEMENT**

The School will assist the student with employment to the best of its ability and will refer graduates to inquiries of prospective employers, but cannot guarantee employment to the student upon graduation.

## **REFUND POLICY**

Should a student be terminated or cancel for any reason, all refunds will be made according to the following refund schedule:

1. Cancellation must be made in person or by certified mail.

2. All monies will be refunded if the applicant is not accepted by the School or if the student cancels within three (3) business days after signing the Enrollment Agreement and making initial payment.

3. Cancellation after the third (3rd) business day, but before the first class, will result in a refund of all monies paid, with the exception of the Registration Fee.

4. Cancellation after attendance has begun, but prior to 50% completion of the program, will result in a pro rata refund computed on the number of hours completed to the total program hours, minus the Registration Fee.

5. Cancellation after completing 50% of the program will result in no refund.

6. Termination Date: The termination date for refund computation purposes is the last date of actual attendance by the student, unless earlier written notice is received.

7. Refunds will be made within 30 days of termination or receipt of Cancellation Notice.

A few weeks after graduation, I bid on a bank liquidation from RTC. The scope of work was to move approximately eight stories of FF&E from TrustBank along with 6 branches and the operations center into a central location, verify inventory, tag, catalog, arrange, conduct the auction sale and provide for removal. Your advice of "every task can be accomplished if approached with care and thoroughness" prevailed. The contract was awarded to me as a joint venture. The gross sale was \$444,000. The liquidation value was approximately \$320,000. We also auctioned FF&E in seven bank locations in Florida for FDIC and surplus and confiscated goods from the City Police and City of Williamsburg. My sale on a small condominium project that had been constructed almost two years with no closed units resulted in 7 accepted contracts, netting the seller an average equal to his asking price prior to auction. The auction method increased awareness of the value, increased interest and with competitive bidding, brought prices back up to comparable market levels. I have also done a charity auction, a restaurant equipment sale, another confiscated goods sale and a 5-property auction. The auction business is fast-paced, exciting and rewarding - I cannot imagine now doing anything else as an occupation and having this much fun and satisfaction. Thank you again.

*Linda Newman, Newport News, VA  
Express Auctions*

Many of our students are women - most of them have defined their plans for getting into the auction business. And they follow their plans!

Very thorough and professional! I hope to always live up to the standards and expectations we were taught at Florida Auctioneer Academy, Inc. I am very proud to be one of your graduates and to be finding success in the auction industry.

*Cynthia Logan, Port Charlotte, FL  
Daye Realtors and Auctioneers Inc.*

## Letters

Sylvia (Holladay Hicks) has completed her first large sale of \$18,000. She sold a sports store along with another one of your students, Fred Dowdy. She did a great job; with the knowledge she gained from the school and also working in our business, she came out with flying colors. So thanks again for your help and teachings. If you wonder why I did not do it I was very sick and didn't know if I was coming or going. She is getting ready to sign a contract with the state of Florida for over \$90,000 estimated, this will be sold all the way to the ground, windows, wiring, A/C units, building for demo, office furnishings and lots more. It will be a total of 8 floors. We will have this posted on our website at <http://premierauctions.net>

Thanks again.  
Thomas E. Hicks, Sr.  
Premier Auctions, Inc.

We kicked off our first estate (absolute auction) on July 20 - great! We have been moving estates to the Hollywood Jaycees Ballroom in Hollywood and liquidating to the bare walls (we try to take no reserves). Someday soon we will open an auction house where people can bring all sorts of stuff they want us to sell at auction, as well as our estates that require closure. (We settle in less than 1 week - consignors have commented on our speed.) Since passing the exam, we have also done charity auctions for Muscular Distrophy, Jerry's Kids, a local Catholic Church in which we raised over \$15,000, and the Miami Lakes Boy Scout Troop in which we raised over \$7,000 in 1 hour. Everyone was very happy and our credibility rate in our area is strong. Thanks again. I LOVE THIS JOB!

Patti G. Russell, Patti G. Russell Auctioneers, Inc.,  
Miami, FL

Your Academy went far beyond what I had hoped for, and I am grateful. I now have the advantage of a quality education!

Cheri Naylor, Weston, FL

*I'm happy to say I am now licensed. The exam wasn't as difficult as I thought, thanks to all the notes and information I studied from school. I'll be auctioning for the Channel 24 Furniture Auction in September. Thanks again so much for all the help.*

*Carol Barnes, Orlando, FL*



*Your school made the exam easy!*  
*Many Thanks!*

Col. David Strong  
Wardensville, VA

Since completing the auction program at your school last year, I have been very busy establishing my own company.

When I finished school August '94, I decided to pursue getting my Pennsylvania license since I am on the border of three states, New Jersey, New York and Pennsylvania. As you know, Pennsylvania requires a 300 hour course through their approved school. I completed it last November and shortly thereafter incorporated and started my own company, Tri-State Auction Company.

It's been great! We have already completed 10 auctions this year and expect to do another 7-8 by year end. In fact we have four more planned within the next 8 weeks.

Most of our auctions have been estate, commercial and municipal type sales involving farm equipment, personal household contents, antiques, collectibles, machinery, etc. Now that we have some momentum built, things are beginning to happen regularly. We are just about ready to start doing business in Pennsylvania so I am updating my company brochure and materials to reflect this.

I also just completed the core courses offered by the International Society of Appraisers and will be attending NYU for their Fine Arts and Furniture classes in the evening this fall. I am very committed to this business and expect my business to continue to grow so I want to be prepared for it. As you know, knowledge helps a great deal in this business.

I wanted to drop you a line since I just received your newsletter and let you know how I am doing in the auction business.

Vic Brown  
Augusta, NJ

Since attending auction school, I have sold over 13,000 cars at auction. I have also been appointed sales supervisor of a multi-million dollar car auction. In the last 10 months I have been put in charge of the auctioneer staff which contains 11 auctioneers and 10 ringmen. Being an auctioneer is the most exciting profession there is!

*Kurt Renkert, West Palm Beach, FL  
Anglo-American Auto Auctions*

*The class is highly motivating and allows everyone to use their creative talents. You have a subtle knack of getting the most and best out of each one of your students.*

*Roy W. Smith, Jr., Plant City, FL*

## Letters

In December I conducted a fundraiser for the local group of Court Appointed Special Advocates (CASA) who help battered and abused children. We assisted them throughout the year in planning the auction and offered suggestions regarding item solicitation reminding them to go after "big ticket" items and remember that in terms of quantity more is not always better. Results far exceeded any expectations. We sold 45 items in the live auction and they brought \$21,400, about triple what they raised last year. Already we have started planning next year's event and are trying to determine how we can do even better. I continue to focus on fundraisers and on site estate sales and work at other local auction houses every Friday night so my training at FAA has not gone to waste.

Robert Foster, Baton Rouge, LA

Having worked for some time as an auctioneer in New York, I was less than thrilled to find that obtaining a Florida license would mean ten days of auction school. What possible good could come from that?

The answer: more than I can list here. Florida Auctioneer Academy, Inc. has provided me with a wealth of information and resources, business contacts, a new chant and a great attitude. The instructors made the program both informative and enjoyable. There is no substitute for experience in an instructor; listening to those who have been there makes all the difference.

Thank you for an excellent learning experience. It is gratifying to know I chose the right school.

Scott Johnston  
Great Neck, NY/Deerfield Beach, FL

*The business training in the intricacies of auctioneering, the opportunities and bid-calling were fabulous...it would be hard to put a value on the class.*

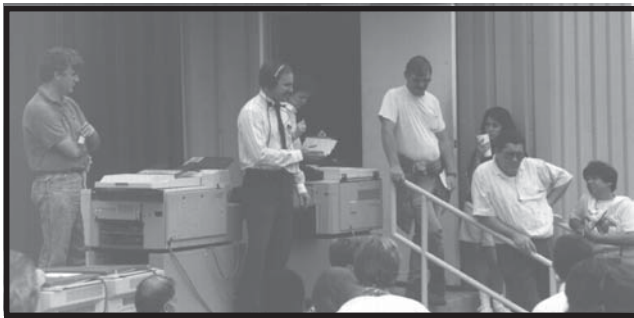
*Mark Glen, Honolulu, HI*



I attended the Florida Auctioneer Academy in 1994. Before that time I didn't have the foggiest idea how to run an auction company. I had only attended about five auctions prior to that. The only thing I knew how to do was sell. Thanks to Jim and Rose Skeen, we have a successful auction business. We specialize in complete business and estate liquidations. We also appraise businesses and autos. Thanks to Gary Smith, our business runs smooth. We started our auction business the right way. We were the first in our area to use the computers. Your program has all you need to run a smooth auction company. We usually rent a hall or hotel to host our auctions. Our average crowd is about 225 per auction. My wife sells cars to tractor lawn mowers outside while I'm indoors selling the contents of a home or homes. We normally have about 12 to 14 working with headsets that Rose wouldn't let me leave the school without. My clerk with her laptop can hear the outdoor and indoor auction at the same time. The clerk's laptop networks to our main unit that you consistently set up for us as we have upgraded from computer to computer through the years. You certainly service your product with upgrades. Thank you for helping to make our business successful. MJ Welch, Boca Raton, FL

I am writing to inform you of my new address so that I may continue to receive Auctionews and to let you know how one of your graduates is doing in his career.

I've been with Sheldon Good & Company for almost three years. The firm has been kind enough to promote me to vice president. As you know getting started in any segment of the auction industry takes perseverance. This is especially true if one wants to sell million dollar properties. Fortunately, I stuck to what I learned at the Academy about basic auction principals and practices, I continued to watch and learn from other auction companies, I worked hard to do what I wanted to do, and it paid off. Encourage your students to gain as much knowledge about the product they wish to sell, then apply the auction principals in the marketing of that product. I can assure them, that armed with knowledge and hard work, the auction industry can be very lucrative. Steven O. French, Sheldon Good & Company, Denver, CO



**Instructor Col. Gary Smith selling surplus equipment**

I had my first auction July 18. It was a great success. We had over 150 people at the auction. There was so much good response, everybody was saying how good it was and when is the next auction. As soon as I got my license I went right to work. I would like to thank you and your staff for the knowledge and wisdom at the Academy. I would recommend you to anyone.

Michael A. Damron,  
Martin County Auction,  
Palm City, FL

**The Mandel team in St Croix**



At our surplus machining tools auction we ran 2 rings for all but about 45 minutes. We had a total of 6 auctioneers and sold 1400 lots in 5 1/2 hours. Everyone included was very pleased.

This was my first big auction. I could not have taken it on without the help of the school. Thanks again.

Jim Klaber  
Hoopeston, IL

Another great charity auction. Hot item Friday night was a Harley Sportster, value \$7800. It brought \$13,000!

Friday and Saturday combined was over \$200,000.

Col. Rip Hayes, Bloomfield Hills, MI

*The DBAF fundraiser auction was held last night. It was a great learning experience. I want to thank you and everyone at the Academy for my new career.*

*Col. Paul Lewis, Cocoa, FL*



## ACTUAL AUCTION PRACTICE

Students set up and sell at a public live and silent auction in the classroom, from consignment to settlement. Outside the classroom, students may sell at benefits and other auctions. The class conducts a practice auction from booking to settlement as part of the final examination.



## Auctioneers on the Net



Instructor Gary Smith designs web pages as part of his consulting profession - During his classes he gives pointers to students on the technicalities of setting up a web site.

**Florida Auctioneer Academy**

CONTINUING EDUCATION

[FAA Catalog](#) [Enroll On-line](#) [Florida Law Review Test](#) [See and Hear Students](#)

**Do You Want To Be An AUCTIONEER?**  
DO YOU NEED TO PASS A STATE LICENSE LAW EXAM TO DO IT?

Read what the National Auctioneers Association says about [Careers!](#)

You can do BOTH - Florida Auctioneer Academy shows you how  
Florida Auctioneer Academy produces auctioneers

**Good Auctioneers!**

- They cheat so people can understand the numbers
- They know the basics of setting up and running an auction business
- They know how to sell to people one-on-one in the auction ring to produce higher bids
- They know how to make money honestly, no need to take bids *off the wall!* or use shills

All states have laws covering auctions. Many have auction [license laws](#), and many more are preparing similar legislation. Florida Auctioneer Academy teaches law, along with the Uniform Commercial Code, which auctioneers in every state need to know. We have taught basic Auctioneering since 1984 and we still do. Most state examinations include general Auctioneering practices as well as law questions, so taking a *just the law* course doesn't cut it. Come to the auction school that gives you what you need, and as a bonus, gives you what you want.

[More info on Florida Auctioneer Academy, Inc.](#)

Class dates for 2003 . . . . . JANUARY 17 -26

**RMI** September Newsletter

November Auctioneer Referral Service [Get Auction Leads](#) [Go Smart About OnLine Auctions](#) **July Newsletter**

Telephones:  
(407)382-8699  
(800)422-9155

Email:  
[gary@a-a.com](mailto:gary@a-a.com)  
[rose@a-a.com](mailto:rose@a-a.com)

[Jim Skene Auctioneer](#)

## HISTORY OF FLORIDA AUCTIONEER ACADEMY, INC.

Our first class in 1984 consisted of three students, and 100% of them immediately went into the auction business. Our placement rate is not quite as high now but it still far exceeds the 10% quoted by some sources for auction school graduates. Our classes are small enough for students to learn each others' names (in fact that's one of our requirements) but large enough for a good networking base after graduation.

Students from all over the world have attended our program. They range in age from 18 to 85. Some of them know exactly what they want to do, others are looking for a direction, but they all want to become auctioneers.

Our auctioneer program grew from 50 hours in 1984 to 90 hours in 1994 to include additional courses several states required for auction licensure. We've added hands-on training in computerized auction bookkeeping and different kinds of communications equipment. We added RingMaster because it's important, and real estate auction courses since auctions are not covered in real estate regulations in many states. A silent auction, popular at benefits and often poorly prepared, is setup along with the live auction conducted by the students. Our computer related courses have been increased to meet the demand for instruction in Internet technology.

Florida Auctioneer Academy, Inc. is one of the 10 oldest auction schools in the United States and enjoys an excellent reputation nationwide.

Our goal in 1984 was to give students a clear and complete understanding of the auction business, with heavy emphasis on honest and ethical dealings with the public and other auctioneers. *It still is.*





## GRADUATION TIME

You will begin learning self-confidence from the first hour of the first class. By the end of the 90 hour program you should be ready to promote yourself as a professional auctioneer, with the ability to conduct a well organized auction that will impress your sellers and buyers.

**You will BE an auctioneer!**

### **AFTER YOU GRADUATE . . .**

Learning doesn't stop at graduation. Although the comprehensive training at Florida Auctioneer Academy, Inc. thoroughly covers the basics of auction, ten days is not enough for a student to learn everything about such a wide variety of subjects. It may take ten months, ten years or more to become proficient in a particular area. There is no substitute for experience in a specialized field. Even experienced auctioneers must occasionally supplement their education with research, study and observation to keep up with the competition.



Your association with the school is not over when you graduate. Advice, suggestions and direction continue to be available whenever you need it. You may return any time for refresher classes at no charge.

When you attended auction school, you began networking with other students in your class. Now take time to meet graduates from other classes, join the state and national auctioneer associations and attend seminars and workshops, learn what's new in the auction business and make social as well as business contacts.

**AUCTIONEWS** is published several times a year to help graduates keep in touch with each other as well as provide information on changes in laws and new developments in the auction profession.

Our continued growth depends on what our students do after they graduate. Our commitment to you is to help you succeed.

This is a school for WINNERS!  
Jack McNeece, Milford, PA

## **ENROLLING IN THE AUCTIONEER PROGRAM**

Read the contract before you sign it.

Complete the Student Enrollment Agreement in the *STUDENT INFORMATION* box.

Fill in the start and end date for the program you wish to attend and check the method of payment. If you decide to attend at a later date, your registration fee will be applied to that date.

Complete the requested information to pay with a charge card.

When we receive your enrollment agreement, we will send you by return mail a practice bidcalling cassette and number drills, information on scheduled activities in the upcoming class and a copy of your enrollment agreement. If we receive your application too late to send you the package you can pick it up when you come to class.

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## **APPLYING FOR YOUR AUCTIONEER LICENSE**

Get a copy of your state law and license application forms. Some states require applicants to attend an approved auction school for a minimum number of hours and/or days, and/or serve an apprenticeship, ranging from 6 months to 2 years.

Check your state agency's policy on sending in your application prior to completing auction school.

In some states an examination is required for issuance of an apprentice license. Applicants may wish to attend school before taking that examination. In most states, when the apprenticeship is completed they are ready to take the auctioneer examination.

Many states with similar standards have reciprocal agreements with other license law states. The rules for reciprocity are not uniform; you are not automatically granted reciprocity when you get your license.

The program at Florida Auctioneer Academy Inc. is approved by all states that require auction education, except Pennsylvania. We review license laws for each students' state, and each student takes a practice exam based on his or her state law.