

AUCTION NEWS

OUR GRADS AT WORK . . .

ANNE BRENNAN, Tampa, April '02 grad: "I don't know if it is too late to provide the information for the press release but I have jumped in with both feet! I am on the planning committee for JPMorgan Chase's Benefit Art Auction for Big Brothers/Big Sisters!

CLIFF WALKER, Aug.'99 and FRITZ FEDELE, June'01 grads, Action Auction, Clermont faxed a flyer for their every-Friday-night auction selling new furniture, tools, toys, general merchandise. 352/243-3054 AU2571/AU2871/AB1882

J.W. HILL, June'01 grad, J.W. Hill & Associates, Live Oak, faxed a flyer for his auction of real estate, general merchandise, tools, vehicles and azaleas plus items to benefit St Jude. It's on May 11, call 888/821-0894 for info and real estate packages. AB2083/Licensed Real Estate Broker

MANNY PESCO, Wildwood Antique Mall/Auction House, April'02 grad, held his first auction 2 weeks after graduation with setup and crew help from classmates KEN CATTAFI, JERRY KOWAL and instructors/auctioneers Franklin Welch, Jim Skeen and Gary Smith.

RAY TAYLOR, Park West, June'00 grad, recently sold fine art at Wyndham Palace on I-Drive, with help from April'02 grads JoELLEN TAYLOR and OSCAR PETIT.

MICHAEL LEDWITZ, Bay Harbor, Jan.'01 grad, will do a benefit auction with help from WILMA SMITH, St Pete Beach, and VERONICA SMITH, St. Petersburg, both Jan.'02 grads.

HOW MUCH DOES IT COST TO BE AN AUCTIONEER

We get this question several times a week, and the answer is . . . it depends: on where you plan to conduct your auctions, if you are opening your own business or working for someone else, what kind of auctions you do and many other things. For a general idea, let's look at some basic costs. Start with auction school: \$575 (for the Academy) and up, up, up. Transportation, lodging, meals: you'll have to estimate these yourself. After graduation, state license exam: \$300 in Florida, less in most other states; licenses: auctioneer \$50-\$100 up; business/firm/gallery: \$50-\$100 up. Bond or recovery fund: \$50-\$100 up but not by much. Some serious sound equipment: basic half mile hailer \$460 less discount if you can get it; wireless hailer \$660, add to that if you want extra microphones or more speakers; hailer kit with tripods, or a Long Ranger \$1200 up. Computers and auction software: depends on how much you need it to do. Your own auction site: depends on rental or mortgage payments and normal costs of running a business.

How much does it cost? Wait a minute! You've wanted to do this for as long as you can remember. Actually, finally, being an auctioneer? Priceless!

Published by

Jim Skeen AUCTIONS

050502

THE NUMBERS
CLASS DATE: June 7 - 16 10 days 90 hrs (2 weekends)
Hours: 8:am-6:pm
 (8:am-5:pm RingMaster Sunday)

AUCTIONEER PROGRAM cost:
 Registration fee \$ 50 due at least 3 days before class
 Tuition \$525 due at start of class
 Total \$575 (includes books and 1 lunch)
 We take VISA, MasterCard, American Express, cash, check
 RINGMASTER June 9 8am-5pm lunch included in class
Over a dozen HOTELS are 2-5 Miles from the Academy
Call us for details 800/422-9155

NEXT CLASS JUNE 7 - 16

The April class was diverse group of people from several states with a wide range of ages and interests. It must have been a good mix, judging from the comments and emails we received. Thing is, this was a pretty typical class and the reason we say you get much more from auction school than just prepping for a state exam (of course we do that very well also).

We're not just a bidcalling school, not just a pass-a-state-exam school, not just a business school. Great bidcalling comes from practice. We give you the basics and show you how to practice, then it's up to you. You need much more than a good chant even if you plan to work as a contract auctioneer; you must know the basic concepts of conducting an auction. To run even a small business you must have a working knowledge of advertising, escrow, clerk and cashier functions and seller settlements.

As a bonus, we give you RingMaster - nine hours of practice and pointers on auctioneer/ringman interaction, effective ways to use and read body language and surefire methods of getting the money.

To register, call or email for a catalog, then mail or fax the enrollment agreement in the back, or sign up at www.f-a-a.com. The total cost is still only \$575, a \$50.00 registration fee with the balance of \$525 due on the first day of class. When we receive your \$50 deposit you get a bidcall practice tape and number drills to get a head start on bidcalling. There are usually about 18-20 students in class, and as you can see from the letters and emails, many of our graduates work together. Send in your application now and be ready to join them.

CALENDAR 2002 Schedule		
Auctioneer Classes	RingMaster	Continuing Education
June 7-16	June 9	June 16
August 16-25	August 18	August 25
Oct 25-Nov 3	October 27	November 3

DOES YOUR CREW KNOW WHAT TO DO?

Some fortunate auctioneers have knowledgeable assistants working for them on a regular basis. Less fortunate auctioneers must make do with workers that may not have as much experience with auctions. But you have to start somewhere, and many of those superstar ringmen, master merchandise movers and clerical whizzes learned their jobs on the job; maybe some of them attended seminars or sat in on auction school classes.

Neophyte crew or old hands, training is essential if you expect to produce a well-run auction. Experience is the next-best teacher but not always helpful without some basic training. Even an experienced crew can fumble the job if unusual problems come up. At an auction house or gallery, the setup and flow and checkout probably is about the same for every sale. At on-site auctions, no two are alike.

Pick your crew carefully. Consider each job that needs to be done before, during and after the auction; select workers for each job based on knowledge and experience. You can double up some: cashiers can register bidders; clerks can help until the bidding starts and at the end of the sale. Ringmen, next-up guys,

markers and checkout personnel can be extra security during the preview and after the sale.

Do a walkthrough with the crew to test the setup flow; while you are doing this, make a backup plan. You may have to make major changes to accommodate a larger or smaller crowd, or because of adverse weather or one of the many other problems that come up at auctions.

Every crew member should know the auction company rules on making guarantees, bringing up requested items out of order, setting in absentee bids, handling "tie" bids and other policies. Make sure every crew member knows the answers to these most-asked questions and any others that apply: What time does the auction start; Where will the auctioneer begin selling; What is the buyer premium; When can I pick up my purchases; Where is the restroom; IS THIS AN ABSOLUTE AUCTION; Does this lawnmower work??? Bidders begin to form their impressions of your auction when they arrive, and prompt, courteous replies to their questions will help get it off to a good start.

Take the time to train your crew. Be receptive to their suggestions, it's good for morale and they have some good ideas. After the auction, whatever the results, take them out to dinner and celebrate.

RMI UPDATE: Please check your listing and make corrections. The list is on the Internet at f-a-a.com and is published 5 times a year in **AUCTIONEWS**.

RINGMASTERS INTERNATIONAL DIRECTORY

Most people on this list are auctioneers, some are Academy graduates, all are RingMaster trained, expert in all kinds of auctions: coins to aircraft, residential and commercial real estate, liquidations, antiques.

Use the list below for a professional RingMaster at your next auction or call RMI at 800/422-9155.

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Ft Myers, FL (813)481-5003
WOOD, Jerry
Apopka, FL (407)886-1189



APRIL 5 - 14 AUCTIONEER CLASS

Twenty-three auctioneers graduated in this class: Tim Ashley, NW Palm Bay; Rick Bonner, Quitman, MS; Anne Brennan, Tampa; Ken Cattafi, Fern Park; Stan Chancellor, Macon, GA; J.D. Devins, Stuart; Ellen G. Gatti, Las Vegas, NV; Paul Germann, Lynn Haven; Jerry Kowal, St. Cloud; Diana Landry, West Bridgewater, MA; Jacqueline Layne, Stuart; Ken Lee, Fort Myers; Tyler Martin, Palm Bay; Frank Joel Murphy, Fort Pierce; Manny N. Pesco, Wildwood; Oscar Petit, San Pedro, CA; Fred Polo, Fort Lauderdale; David Ralston, Georgia Ralston, Cocoa; Robert Sanchez, Miami; Edward Sarog, Melbourne; JoEllen Taylor, San Pedro, CA; Glenn Thorpe, Wilton Manors.

RingMaster Sunday added Michael Krajnovich, Stuart. At the Friday live and silent auctions, students sold furniture, art, collectibles, the Academy's Xerox copier and lots of other stuff. Donations for St Jude Children's Research Hospital totaled \$93.

LICENSING

Most license-law states require both an auctioneer license and business, firm, gallery or company license. Several states require an exam for an auctioneer license, plus a bond or a recovery fund fee. Check with your state licensing agency for specific requirements.

FLORIDA AUCTIONEER LICENSE rules

All license applications must be approved by the Board of Auctioneers. Applications to be considered at the next meeting (July 24) must be RECEIVED 30 DAYS PRIOR TO THAT DATE. You can get the application online and pay with a credit card, no picture required.

When your application is approved by the Board, you will be notified by the exam service to set a date and location to take your exam. There are 17 exam sites in Florida. After you pass the exam, the Board will notify you of the amount to send for your license fee.

For more information, call the Academy at 800/422-9155 or DBPR at 850/488-5189.

FEEDBACK FROM RECENT GRADS . . .

BOB MANCOSO, Orange City, emails: Took the test this morning and passed. Completed the test in 24 minutes plus 2 minutes for the tutorial. I expected it to be a much more difficult test. If a student pays attention in class, does the readings, studies the new material each night, and asks questions when they don't understand, no one should have a problem passing the test. I feel the preparation I had during class made this test easy. Mailed in the money and form, now need to wait about 2 weeks for the license to arrive. Thanks for everything.

DIANA LANDRY, Mass: I just wanted to thank you again for the abundance of knowledge you gave me. I feel I have obtained enough know-how at the Academy to put me in the right direction and I will contact you when I hit a bump. I am looking forward to beginning a new career, and a successful one.

TYLER MARTIN, Palm Bay: I wanted to thank you for everything that your class has done for me in the last ten days. There are few things I've done in my life so far that I feel I really accomplished something, but when I got that diploma today, I was extremely proud of myself, and I really enjoyed myself. I thought you should know that this class has changed the course of my life for the better. If you ever need some help or know anyone who could use a ringman or anything, please contact me because I'd be glad to help, and I will work as hard as I can.

and here's one from the past: My nephew went to Jim's school and has become a success. I want to thank you. Col **WAYNE E. IRVING**, CAI

The Florida Auctioneer Academy Exam Review is on the Internet (f-a-a.com for a free sample test). Cost is \$35 for 200 multiple-choice questions, plus law, math and UCC tests. When you have been approved for the Florida state exam, call us for your password for the Review.

FLORIDA AUCTIONEER ACADEMY INC.

10376 East Colonial Drive #110

Orlando, FL 32817

(407) 382-6699 (800) 422-9155

Nextel (407) 466-2269 Fax (407)382-6326

emails:

gary@f-a-a.com rose@f-a-a.com jim@f-a-a.com

Entire catalog and enrollment form at www.f-a-a.com



**Next Class
June 7 - 16**

Next 8 hr CE June 9
see front page for 2002 dates

AUCTION MAY 13 10:AM

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Maitland, FL

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JIM SKEEN AUCTIONS

AU6/AU11/AB1813 407 382 6699

Photos @ www.f-a-a.com

CONTINUING EDUCATION

The 2002 CE program includes 8 hours of state law, UCC, contracts, escrow, auction presentation and 4 hours of Internet, fundraisers, firearms. The cost is \$50 to certify all your CE state license renewals and includes paperwork and reporting. Seminars are held at the Academy Orlando location, or call for info on a seminar for your group, 800/422-9155.

JIM SKEEN conducted CE seminars at Michael Fox International, Baltimore, MD in March and Park West Gallery, Southfield, MI in April.

This newsletter reaches approximately 1500 active or prospective auctioneers by postal mail, who knows how many see it on our website. For absolutely free publicity, send us info on your auctions. The price is right!

CLASSIFIEDS

Need answers to Internet questions? We can help you get your business "on the net". Let us help you design a web site. We have server space waiting to be used. Some of our clients can be viewed at f-a-a.com; outsidestuff.com; firstusarealty.com; FrontLineAuctions.com; Boat-Safe.com; flauctionplace.com more added each month. Call Gary (407)282-4254... oh you can e-mail me also.

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