

FROM THE BOX

It's summer, it's raining, it's too hot, and everybody's on vacation. Crowds are thin and prices at your auctions are down. What to do? Take time off yourself? Get reacquainted with your family, go with them on a nice holiday? But you say you really can't afford the time or the money to go away. Then take a break at your homeplace: a change of pace, a different approach, different ways of arranging and selling the merchandise. Spruce up your selling area. When's the last time you gave it a really good cleaning, a coat of paint, washed the windows. Get some unique stuff to sell, not your usual auction merchandise. Hold a mini-charity auction during your regular sale, have some fun with it (but make sure the charity gets the proceeds!). Hire a local rock or bluegrass group to kick off the sale and play loud when an item sells for big money. Spice up your fine art or thoroughbred auction with a classy cello concert. Whatever you are selling, let your customers get some bargains; they will anyway and it might as well be your idea.

Your efforts won't go to waste. The people who come to your auctions will appreciate what you are doing, and they can help you hold it together until the crowds come back.

OUR GRADS AT WORK . . .

PENNIE CARR, Auction Louisianne Inc., Covington, LA, Jan. '00 grad, sends pink postcards regularly, latest one for a New Orleans estate auction.

STAN CROOKS, Auction America Inc., Lantana, FL, Sept. '94 grad, regularly sends yellow postcards for his auctions.

BILL ELROD, Elrod Auctions, Penny Farms, FL, April '97 grad, sends flyers, latest one for an inventory reduction auction of Super Pawn & Gun in Ocala.

CLIFF WALKER, Aug.'99 grad and FRITZ FEDELE, June'01 grad, partners in Action Auction, Clermont, made the news with a nice article in the South Lake Press, also e-mailed info on their progress. They have a 1:pm Tuesday dealers auction and a 7:pm Friday retail auction. They have recently added 20,000 square feet of space and started a surplus and salvage company to supply auction companies, flea marketers and gift shops with new merchandise. 352/243-3054 AU2571/AU2871/AB1882

NAA IN ORLANDO IN JULY

The 53rd annual International Auctioneers Conference and Show runs Monday July 15 through Saturday June 20 at the DisneyWorld Hilton. For information on registration, call NAA at 888-541-8084 ext 23. With free conference registration and a discount for new members, many auction school students have recently joined the association. It should be an interesting gathering.

THE NUMBERS

CLASS DATE: August 16 - 25 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 August 18 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 AUGUST 16 - 25

Auctioneers just have more fun. That feeling of power using a microphone can generate, being in control of their own destiny, making money doing something they love; what's not to like? Even if the auctioneer works for someone else, there aren't many jobs that can equal the enjoyment of inciting people to bid against each other, knowing he or she is totally in charge of the show. It's no wonder people dream of the day when they can get up on the block as a professional auctioneer.

For you, that day can be August 25, 2002, the day you graduate from the next class at Florida Auctioneer Academy. We specialize in producing auctioneers ready to go to work by graduation day. They have a chant that will stand up to any auctioneering challenge, fast, slow or otherwise. They know how to set up an auction business and how to set up an auction. They can pass a state exam and pass muster on an auction proposal. They can stay out of trouble with auction licensing boards and stay the course with sellers and buyers. They can work the ring and make it ring the cash register.

Send in your application now: it takes a \$50 deposit to register and get your bidcall practice material, then pay the balance of \$525 when classes begin.

We expect about 20 students in the August class. Join them and see for yourself what it's like to be a professional auctioneer.

CALENDAR 2002 / 2003 Schedule

Auctioneer Classes	RingMaster	Continuing Education
August 16-25	August 18	August 25
Oct 25-Nov 3	October 27	November 3
2003 schedule		
January 17-28	January 19	January 28
April 4-13	April 6	April 13
June 20-29	June 22	June 29
Sept. 12-21	Sept. 14	Sept. 21
Dec. 5-14	Dec. 7	Dec. 14

BUYER PREMIUM - OR NOT

Any time you want to hear a spirited discussion between a group of auctioneers, start talking about buyer premium. After all these years, this is still one of the most controversial subjects relating to the auction profession (although the Internet is gaining fast). Students in the Academy classes are usually divided about 50-50. Some have never even heard of a buyer premium being charged at an auction.

In some areas, charging a buyer premium could kill a sale. In other places, where customers are used to it, buyer fees have risen to 15%, 17%, even 20%. In metropolitan areas where advertising costs are astronomical and sellers are known to balk at paying 50% commissions, a fee that splits the cost between sellers and buyers may be the only way to promote the sale.

When relatively inexpensive methods of advertising are available, such as mailouts of postcards, handing out flyers in the area, posting sale bills, placing ads on the Internet, or when local newspaper rates are reasonable, the auctioneer may get by with a lower buyer fee or not charge anything to the buyer. But any time bidders think

the auctioneer is collecting a buyer premium merely to pad his pocket, they may revolt.

Before you get too critical about a buyer fee, consider that it may be the auctioneer's only commission, and at a benefit auction, a buyer premium donated to the charity can bump up the proceeds considerably.

If you decide to charge the buyer premium, be aware of state laws governing such surcharges. Various license law states require that you disclose the fact and the amount of any buyer premium in all advertising, display signs at the auction and make announcements before the auction begins. Noncompliance with these rules can, and frequently does, result in actions by state boards against auctioneers and auction companies. When writing the contract with a seller or consignor, you must disclose that you intend to charge a buyer premium and reach an agreement as to who will receive the amount collected.

It comes down to this: look at what auctioneers in your area are doing. Charge the premium if it works for you and doesn't appear to affect selling prices which would hurt both you and the seller. And don't worry too much about what other auctioneers have to say about it.

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.

REAL ESTATE & Merchandise

BAKER, Rick
Vero Beach, FL (561)562-6017
BERTINI, Joseph
N. Lauderdale, FL (305)722-8757
BURBAGE, Will
Lake Worth, FL (561)965-7767
BURTON, Stephen F.
Quitman, GA (912)263-9202
CAMPBELL, Phil
Largo, FL (813)581-7740
CILLIERS, Martin
Tampa, FL (813)969-2755
CRABTREE, J Stephen
Naples, FL (941)403-0406
DICKINSON, T.R.
Vero Beach, FL (561)569-0597
EDMONDSON, Frank
Plantation, FL (954)587-4133
FLANNERY, F.D.
Pompano Beach, FL (305)781-8314
FRENCH, Steven O.
Denver, CO (303)740-6665
GILMORE Dave
Kenner, LA (504)468-6800
GILMORE, W. Frank
Orlando, FL (407)870-5484
HELTON, Delmas
Fort Pierce, FL (407)466-2596
HERNANDEZ, Calixto
Greenville, SC (800)535-1670
KAZOR, Chris
Sarasota, FL (941)362-3459
KINCAID, Randy
Lakeland, FL (800)970-1977
KLEINBERG, Jerry
Longwood, FL (407)774-2777
LAWS, Thomas A.
Satellite Bch, FL (407)636-1834
LOVE, Stewart J
Pensacola, FL (850)435-7737
MacINTYRE, John R.
Dedham, MA (617)329-3882
McNEECE, Jack
Titusville, FL (407)383-8766
MITCHAM, James A.
Wheeling, WV (304)547-5721

NORRIS, W.P.
Orange Park, FL (904)269-3347
PEDOWITZ, Arthur
Boynton Bch, FL (954)879-8080
RICHMOND, Howard
Longwood, FL (407)831-7111
ROGERS, D. Steve, Sr.
Duncan, SC (803)439-0615
RONNE, M. Ray
Orlando, FL (407)294-5494
SARGENT, Wayne A
Orange City, FL (407)688-0548
SCHÜTZER, Neill J.
Ft. Lauderdale, FL (954)475-2639
SKÉEN, Jim
Orlando, FL (800)422-9155
SMITH, Gary M.
Orlando, FL (800)422-9155
STORMENT, Robert Anthony
Huntington Bch, CA (714)535-7000
WALTERS, Mark C.
Ft. Pierce, FL (407)468-8306
WILLIAMS, Kirk S.
Millville, PA (570)458-6682

MERCHANDISE ONLY

ALLEGRO, Denise
Lake Wales, FL (813)676-1567
AUD, Jim
Port Charlotte, FL (813)743-5356
BAMBRICK, Bruce
Sarasota, FL (941)355-0030
BAYS, Gary
Stuart, FL (861)349-4909
BECKER, Dale, Charlie
Eldorado, WI (920)872-2752
BELCHER, Sam
Panama City, FL (850)785-7657
BLAKE-BOLTON, Donna
Lake Ridge, VA (703)494-5062
BOKHART, Mark
Orlando, FL (407)648-4582
BOOZER, Lemuel F.
Elmore, AL (334)262-4717
BRENNER, Gordon
Staten Island, NY (718)761-6291
BROOKS, Ed
Palatka, FL (904)329-0361

CAPUTO, Gene
Palatka, FL (386)329-9669
COHAN, Lisa
Sunrise, FL (954)849-2667
DAHLKEMPER, Mark E.
Punta Gorda, FL (941)639-8882
DeSARAVO, ODALYS SANCHEZ
Caracas Venezuela
Miami, FL (582)979-5942
DOBOSH, Edward
Ovideo, FL (407)366-8406
DORELLI, John
DeBary, FL (407)332-0098
DORRIS, George W.
Miami, FL (305)233-4464
EATON, Frank
Epson, NH (603)798-3464
ESTELL, Rich
Tampa, FL (813)933-6384
FOSTER, Robert G.
Baton Rouge, LA (504)752-5412
GINSBURG, Harold
Aventura, FL (305)933-6370
GOKEY, John E.
Schröon Lake, NY (518)532-9156
GOLDSMITH, James R.
Vero Beach, FL (561)770-2093
GOLDSTEIN, Mark E.
Boca Raton, FL (561)271-4790
GOOD, Paul W.
Seminole, AL (334)946-2210
HAMILTON, Alexander M.
Fairfax, VA (202)453-2981
HAYES, Rip
Bloomfield, MI (248)646-3791
HENNESSEE, Rob
Tampa, FL (813)626-2341
HIATT, Gary D.
Tuscaloosa, AL (205)652-6527
HINMAN, Harry
Bel Air, MD (410)879-7578
HODGE, Donald
Ruskin, FL (813)645-7385
JACOBS, Col John W.
Tallahassee, FL (904)942-5406
KATZ, "Tiny" Col.
NY, FL (800)331-0492

KING, Edward G. (Ed)
Fowlerville, MI (517)223-7184
LAMON, Paul
Kissimmee, FL (407)390-1986
LEWIS, Paul
Cocoa, FL 32926 (800)550-6292
McCOLM, Aaron
Girard, KS (620)724-8510/(620) 249-3640
McGEHEE, Rex
Hughes, AR (501)735-8871
MAYNARD, Randolph
Columbus, OH (614)475-2210
MLLIC, Robert
Tampa, FL (813)960-4900
MORROW, Don E
New Port Richey, FL (727)856-1534
PALMER, Col. Gordon L.
Dunbar, WV (304)766-8632
PATTERSON Doreen
Plant City, FL (813)757-9633
PEPPER, Gerald E.
Lake City, FL (904)961-9852
PICA, Kathleen M.
Naples, FL (941)262-7333
RIISSANEN, Ilkka
Lake Worth, FL (407)586-2031
RIZZO, Clara
Largo, FL (813)586-4996
RUDOLPH, Raymond
Winter Park, FL (407)677-1435
SCAVUZZO, William R.
Clermont, FL (352)243-0212
SCHLOTTERBACK, Tom L.
Sarasota, FL (941)379-0707
SMOOT, Sam
Winter Springs, FL (407)695-0772
TWEED, Joel C.
Orlando, FL (407)855-2590
WALKER Robert E
Belvidere, TN (931)962-4343
WILLIAMS, George
Daytona Bch, FL (904)255-8077
WILLIAMS, Phyllis
Ft Myers, FL (813)463-6173
WILLIAMS, Robert J, MPA, GG
Ft Myers, FL (813)481-5003
WOOD, Jerry
Apopka, FL (407)886-1189



JUNE AUCTIONEER CLASS

Only thirteen auctioneer graduates this time; we're going for quality here, and they're all tops: Russ Andersen, Clearwater Beach; Bethany A. Belanger, Port Huron, MI; Ron Bryant, Zolfo Springs; Sheryl R. Clark, Christmas; John G. Funk, Maroa, IL; Paul V. Howard, Stuart; Michael Karon, Canoga Park, CA; Rick Kogelschatz, Sebring; Butch (Dan) Nelson, Fort Walton Beach; Lester Papadakis, El Paso, TX; Ines Pino (Betsy); Puerto Rico; Bronson M. Redditt; Theodore, AL; Karl Schaefer, Chalmette, LA.

On RingMaster Sunday they were joined by Jack Young, CA; Isis Papadakis, TX, with dad Lester; grad Michael Ledwitz, Surfside, with Julisse Oquist; grad J.D. Devins, Stuart, with Ron Klotts.

The Friday class auction was an example of how to put together a good auction on short notice. These future auctioneers buckled down and just did it, starting with a great advertising flyer and whiteboard sign to match (who knew Sheryl was such a fine artist?), expert live and silent auction setup, fine bidcalling and of course reconciling to the penny. Even though consignors may keep the proceeds for selling their items, St.Jude Children's Research Hospital benefited with \$175.25 from student donations including the tasty tomatoes from Ron Bryant's former business - he's an auctioneer now.

FLORIDA EXAM REVIEW

The Florida Auctioneer Academy Exam Review is on the Internet (www.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.

OUR GRADS GETTING READY FOR WORK . . .

e-mail 5/23/02: "I passed my state exam today. I want to thank you for all the knowledge you gave me in becoming a Colonel. There will always be fond memories of our 90 hours of bliss." Colonel FRED POLO, Fort Lauderdale, April '02 grad

e-mail 5/13/02: "Took my exam and walked away with a pass. Will be receiving my license in about a week I hope. The business is set up and we are planning our first auction for June 15th. Will let you know how it turns out. Thank you for all the instruction and assistance that you gave me during class at the Academy. I am very proud to say that the time I spent was priceless. The value of the course is unimagineable." J.D. DEVINS, Stuart, FL, April '02 grad

GOING FOR A FLORIDA AUCTIONEER LICENSE?

All license applications - examination, apprentice or reciprocal - must be approved by the Board of Auctioneers. Applications to be considered at the July 24 meeting should have been received 30 days prior. At this time you're officially too late but you could give it a try. The Board meets about every 2 months so the next one should be late September; they usually set that date when they meet. 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; they test daily. 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 Robyn at DBPR at 850/488-5189.

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
August 16 - 25
RingMaster August 18
Next 8 hr CE August 25
see front page for 2002/2003 dates



FYI

St. Jude Children's Research Hospital is the official charity of the National Auctioneers Association. As of April, 2002, NAA members have raised more than \$2.2 million for the hospital. Students at the Academy have done their part with their generous donations at the Friday class auctions.

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; gwlewis.com; outsidestuff.com; FrontLineAuctions.com; Boat-Safe.com; more added each month.

Call Gary (407)282-4254... oh you can e-mail me also.

CONTINUING EDUCATION

Most adult education vocational classes, including auctioneering, are continuing education for the majority of people who attend. Many have owned their own business, had a career in management, taught school or worked in some other vocation where they gained experience in dealing with people. A vocational class may reinforce their existing knowledge and add a new specific skill to their existing education.

Many state licensing agencies require a certain number of CE hours to be completed for license renewal. Licensees who were approved under a grandfather clause, or attended school years before license laws were enacted, or the school they attended recently didn't spend much time on legalities, may have had little exposure to current laws affecting their vocation. This being the case, most state boards require a number of "core" subjects to be included in offerings by CE providers.

The Academy's 2-day, 12-hour auction CE seminar features 6 hours of core courses: license law updates, escrow accounts and contracts. The remaining 6 hours include setup, internet techniques, fundraisers and firearms. The courses are designed to help licensees learn something useful to them in their auction business and keep them up to date on changes in state and federal law.

A maximum 8 hours instruction is offered in any one day. Total cost of the course is \$50 which includes certifications and reporting. Seminars are held at the Academy Orlando location, or call for info on a seminar for your group, 800/422-9155.

Sound Systems

MIPRO

Handheld wireless mic on rechargeable 20 watt amplifier. Our regular price \$550 - special \$450

(headset mic available for additional \$50)

WIRELESS HALFMILE HAILER

50 watts with headset mic.

Regular price \$660, special \$550 3 year warranty

Call Jim (800) 422-9155 or Nextel (407) 466-2269



AUCTIONEERS Software. Fast complete auction accounting, one computer or networked. Low Price \$500, Call Gary (407)282-4254
For an on-line internet demo go to www.f-a-a.com