

FROM THE BOX

Welcome to this edition of "From The Box." As auctioneers, our industry is always evolving, presenting exciting new opportunities and challenges. At Florida Auctioneer Academy, we believe in equipping both seasoned professionals and aspiring auctioneers with the knowledge and skills needed to thrive in today's dynamic auction environment.

In this issue, we focus on how modern auctioneers can embrace technology to enhance their craft. From mastering online auction platforms to leveraging social media for broader reach, we offer insights that can help you stay ahead of the curve. Whether you're considering a career in auctioneering or looking to update your skill set, our articles provide valuable information to guide your journey.

GRADS Speak up

To The Auction Alliance of Florida,

With gratitude I am addressing those who have founded the Auction Alliance of Florida. In aspiration that they continue the path they are forging, and that others might be encouraged to participate in this adventure as well.

The camaraderie, support, and power of the alliance is a breath of fresh air. I thought my experience, which has been amazing, was unique to me. Until I met another alliance member, at auction 4 hours away from me. She, yes "SHE" told how much the Alliance stepped in to help after getting licensed. As a father of five daughters, I was overwhelmed with joy to hear Heather tell me the support she received.

Some of the benefits I have received include; personal mentoring, coaching, job assistance, staffing, moral support, and so much more. All of this from the top auctioneers in the country, both in chant, practice, and business. The access to these resources is priceless! I feel the "ole timers" who normally wouldn't give away their secret treasures, are happy to share with those that honor the craft. This alliance is the perfect way to show your commitment, dedication, and honor to the best job in the world.

You don't need to join the Alliance, you can get by without it, for now. Across many industries, including the Auction Industry, Independent Small Businesses are either getting bought or pushed out. To maintain our independence, ability to operate individually, and retain some control. We need a united alliance in which we all support each other.

There are many wonderful reasons to join the Alliance, and these are a few of mine. I'm grateful for the benefits I have enjoyed, and service I have been able to provide as well. I hope you will be inspired to join the Alliance, for your benefit and ours. Sincerely, Graduate Colonel Justin Dukas Wendell

THE NUMBERS

CLASS DATE: Oct 18 - 27 (10 days incl 2 weekends)
Hours: 8:am-6:pm (90 hrs, includes RingMaster)

AUCTIONEER PROGRAM cost:

Registration fee \$ 250 due at least 3 days before class
 Tuition \$1245 due at start of class
 Total \$1495 (includes books and 1 lunch)

We take VISA, MasterCard, PP, cash, check

Bring your crew:

RINGMASTER Oct 20th 8am-5pm \$150 includes lunch

Over a dozen HOTELS are 2-10 Miles from the Academy
 Call us for details 800/422-9155 or www.f-a-a.com

NEXT CLASS October 18 - 27, 2024

Why do you want to be an auctioneer? Some valid reasons

- ▷ looking for a new career, a job change
- ▷ want to supplement your present income
- ▷ need insurance against the loss of your current job
- ▷ the prestige of holding an auctioneer license
- ▷ to do benefit auctions in the community
- ▷ for fun - because it is!

Most students who come to school are planning to get a license whether or not their home state requires one; with today's mobile society you may well have an opportunity to cross a state line or two. The Academy wants you to pass your state exam the first time; you'll study your state's laws and take a practice exam.

Here's an overview of our curriculum:

- Getting started (write a business plan here)
- Conducting auctions
- Bidcalling (fastchant, presentation, or both)
- Ringwork (you'll be a RingMaster)
- Preparation/Management (for any auction)
- Specialized auctions (about any subject you can imagine)
- Real estate auctions (expert instructors cover it all)
- Laws (federal, state, local, UCC, state license laws)
- Listing auctions (contracts, proposals, planning)
- Appraisals (standards, valuations, billing)
- Advertising auctions (Internet, direct mail, marketing)
- Bookkeeping (clerk/cashier, settlement, math, computers)

PLUS: your crew is welcome to sit in on several sessions
 (RingMaster for your crew is only \$150 each)

Live Friday auction with participation by the class
 Send \$250 to enroll now, get your practice USB and be ready to go on October 28th!

CALENDAR 2024 / 2025 Schedule

Auctioneer Classes	RingMaster
Oct 18 - 27 2024	Oct 20
January 17 - 26, 2025	Jan 19
April 25 - May 4, 2025	Apr 27
July 11 - 20, 2025	Jul 13
October 17 - 26, 2025	Oct 19

The Modern Auctioneer: Embracing Technology for Success

The auction industry, steeped in tradition and history, is undergoing a significant transformation. The integration of technology into the auctioneer's toolkit is not just a trend; it's a revolution that's here to stay. At Florida Auctioneer Academy, we recognize the critical role that technology plays in modern auctioneering and are committed to equipping our students with the skills they need to thrive in this dynamic environment.

Bridging the Gap Between Tradition and Innovation

For centuries, auctions have been a lively and engaging way to buy and sell goods, from fine art and antiques to real estate and livestock. The image of the fast-talking auctioneer driving up the price with each bid is iconic. However, in today's digital age, auctioneers must be adept not only at traditional techniques but also at leveraging technology to reach a broader audience and streamline operations.

Online Auction Platforms

One of the most significant advancements in the auction industry is the rise of specialized online auction platforms. Websites like HiBid, Proxibid, Invaluable, and others, have made it possible for professional auctioneers to reach bidders from around the world. These platforms expand the bidder pool, potentially leading to higher prices and more successful auctions. At Florida Auctioneer Academy, we teach our students how to navigate these platforms, create compelling listings, and manage online auctions effectively. While general sites like eBay are often used for researching past sale prices, professional auctioneers rely on dedicated platforms to conduct their business with the highest standards of professionalism.

Social Media Marketing

Social media has become an invaluable tool for auctioneers. Platforms like Facebook, Instagram, and X(Twitter) provide auctioneers with the means to advertise their events, showcase featured items, and engage with potential bidders. By learning how to use social media strategically, auctioneers can build a following, increase attendance at their auctions, and boost overall sales. Our courses include training on social media marketing, content creation, and audience engagement to ensure our graduates can harness the power of these platforms.

Mobile Bidding Apps

Mobile technology has also revolutionized the auction industry. Mobile bidding apps allow bidders to participate in auctions from anywhere in the world, using their smartphones or tablets. This convenience can significantly increase participation and competition, leading to better outcomes for sellers. At Florida Auctioneer Academy, we introduce our students to the latest mobile bidding technologies and teach them how to integrate these tools into their auction strategies.

Data Analytics and CRM Systems

Understanding bidder behavior and preferences can give auctioneers a competitive edge. Data analytics and Customer Relationship Management (CRM) systems provide valuable insights that can help auctioneers tailor their marketing efforts, improve bidder experiences, and optimize auction outcomes. We offer training on how to use these systems to collect and analyze data, helping our students make informed decisions and enhance their auction practices.

Virtual Reality and Augmented Reality

Looking to the future, technologies like Virtual Reality (VR) and Augmented Reality (AR) are beginning to make their mark on the auction industry. These technologies can create immersive experiences for bidders, allowing them to explore auction items in a virtual environment. This can be particularly useful for high-value items like real estate or fine art, where seeing details up close can make a significant difference. While still emerging, VR and AR represent exciting opportunities for forward-thinking auctioneers.

Embracing the Future

At Florida Auctioneer Academy, we believe that the successful auctioneer of the future is one who embraces technology while maintaining the core principles of the profession. Our comprehensive training programs are designed to provide students with a solid foundation in traditional auctioneering skills, coupled with the technological expertise required in today's market.

By integrating technology into their practices, modern auctioneers can enhance their efficiency, reach a wider audience, and ultimately achieve greater success. If you're ready to take the next step in your auctioneering career, join us at Florida Auctioneer Academy, where tradition meets innovation.

Mentorship: A Pathway to Success

As we continue to embrace the future of auctioneering through technology, it's essential to remember the value of guidance from seasoned professionals. The Florida Auctioneer Academy (FAA) and the Auction Alliance of Florida (AAF) are proud to offer a comprehensive mentorship program. This program pairs new auctioneers with experienced mentors who provide valuable insights, support, and advice as they navigate the challenges of starting a career in auctioneering.

Whether you're a recent graduate or a seasoned professional looking to give back, our mentorship program offers a unique opportunity to connect, learn, and grow within the auction community. For more information on how to participate as a mentor or mentee, please reach out to us through the contact information provided on our website. Together, we can foster a thriving community of auctioneers who are well-equipped to succeed in the modern auction industry.



Class of 4-2024

Alex Barraco, Justin Wendell, Richard Revesz, Jay Sandhu, Gabe Ruiz, Efrain Silva, Ken Dayton, Ed Chang, Max Cohen, Elijah Desmond



Class of 1-2024

Nick Renda, Kyle Eldridge, Angelic Lemerond, Steven Tillquist, Pam Bies, Elliott McAllister

The Florida Auction Law Exam Review is on the Internet (f-a-a.com for a free sample test). Cost is \$100 for 200 multiple-choice questions, plus law, math and UCC tests. When you have been approved for the Florida state exam, sign up online for your password for the Review.

A Letter from the President of the Auction Alliance of Florida
Chris Bohr

Greetings Auctioneers, Apprentices, and Auction Industry Professionals,

I'm thrilled to connect with you all!

As we approach the holiday season, time seems to fly by faster than ever. But before the year ends, I'm excited to announce our first-ever Auction Alliance of Florida Annual Conference. This event, open to members, prospects, sponsors, and anyone interested in the auction industry, will take place at the Hampton Inn in Stuart, Florida, in May 2025.

Our group has already achieved remarkable success, generating over four million dollars in auction commerce through diverse auction types, including Real Estate, Personal Property, Benefit, Container, and Gun Auctions. What's most gratifying is the camaraderie we've built—knowing we have a network of supportive colleagues ready to assist with advice, labor, marketing, and more.

I invite you to get involved with our alliance and grow your business. Feel free to contact me directly at 813.765.6057 or via email at Chris@Thecompleteauction.com.

Thank you for being part of this incredible journey. Together, we're making a real impact in the auction industry.

Best regards,
Chris Bohr
President, Auction Alliance of Florida

Soar In 2025 - AAF Annual Conference May TBA, 2025

Location: Hampton Inn, 1150 NW Federal Highway, Stuart, Florida 34994 Phone: 772-692-6922

Sign Up by March 2025 Reserve your hotel room with code AAF and receive 2 free conference tickets. A credit card is required to secure your room.

Join Us for a Weekend of Networking and Fun!

- Reception: Sunday evening
- Meals: Monday lunch & dinner provided by AAF/Sponsors
- Auction: Monday evening, raising funds for AAF. Contributions welcome!

Speakers Include:

- Chris Bohr: AAF President, Auctioneer & Real Estate Broker
- Alex Rodriguez: VP of AAF, Redland Realty & Auction, LLC
- Gary Smith: Florida Auctioneer Academy
- Special Guest Speaker: Industry veteran with over 60 years of experience in auctioneering and real estate.

Conference Schedule:

Sunday :

- 4 PM: Check-In
- 5-7 PM: Reception/Networking

Monday:

- 8-9 AM: Breakfast Buffet/Networking
- 9 AM: Welcome by President Chris Bohr
- 10-11 AM: Guest Speaker - The Auction Business: Past, Present, Future
- 11:30-1 PM: Lunch Provided - Panera Bread
- 1-2 PM: Gary Smith - Recognition of Academy Instructors

- 2:30-3:30 PM: Real Estate Update by Alex Rodriguez
- 6:30 PM: Dinner and Auction - Catered by Uncle Giuseppe's

Tuesday:

- 8-9 AM: Breakfast Buffet/Networking
- 9-10 AM: Business Meeting
- 11 AM: Check Out

Questions? - Dan Platt: 941-416-1948 -
Chris Bohr: 813-765-6057

FLORIDA AUCTIONEER ACADEMY

Class Location:

8930 South U.S. Hwy 1
Port St Lucie FL 34952
(407) 886-4900 (800) 422-9155
gary@f-a-a.com
Entire catalog and enrollment form at www.f-a-a.com

Next Class
Oct 18 - 27
RingMaster
Oct 20

BIDCALLING YOUR WAY

NEED A FAST CHANT? Our basic chant will do the trick. Add fillerwords, use numbers only, however you want to do it, practice is the key.

DON'T NEED/WANT A FAST CHANT? Selling real estate, art, a Masaratti or a thoroughbred horse, or need to kill some time and want to impress your buyers and sellers, use our presentation approach of the basic chant.

ANY WAY YOU CALL IT, our basic chant takes only minutes to learn and produces instant confidence.

AAF SOAR into 2025 Conference
May TBA, 2025, Stuart, FL

CLASSIFIEDS

Choice Auction of Port St Lucie. Weekly Friday night Auctions of New merchandise - call 772-359-1400

Five Point Furniture & Auction 31125 New York Ave
Saint Cloud, Florida 34769 407-891-9882

Auction Alliance Florida (AAF) is dedicated to cultivating an inclusive community of auctioneers who prioritize integrity, innovation, and professionalism. AuctionAllianceFL.com



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