

MSAA SUPPLEMENT



2012 Marketing Contest Winner
PHOTOGRAPHY: Auction Team



MSAA SUPPLEMENT

August 2012 | Issue 47



Welcome

Thanks for taking the time to read the official web publication of the Minnesota State Auctioneers Association. We take pride in our association and are excited to provide this supplement, to assist our members in gaining a greater understanding of their benefits, and the auctioneering profession as a whole.

Viewing Instructions

After the first issue it was brought to our attention that some sections may be too small to read easily. A quick way to remedy this is to go up into your VIEW menu at the top of your screen and scroll down to zoom, or even turn on the "View at Full Screen" option. These are just a few of the simpler options available. Plus, don't forget you can also print the document.

Upcoming Events

2013 MSAA Conference & Show

- Minnesota State Champion Auctioneer Contest

Thursday, January 17—Saturday, January 19, 2013
 Holiday Inn, St. Cloud, Minnesota

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Cover:

Photograph by: Frank Imholte, Black Diamond Auctions

Title: Auction Team in Action (MSAA Members Greg Kral and Andy Imholte)



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Announcements

Announcements?

Do you have an announcement or thank you to pass along to our membership? This space is reserved for items of note each month for our membership to know. If you have any announcement to post, please send them to Frank Imholte. frank@solditatauction.com

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MSAA Summer Picnic

Recap



For those members who made their way to the picnic in the morning, they were treated to some educational topics and open discussions. First, the Bureau of Alcohol, Tobacco, and Firearms provided two representatives to speak and clarify the sale of firearms according to current Federal law. Many members had questions and had the opportunity to have an honest discussion with ATF representatives regarding their own experiences and how to better serve their clients.

After a short break, President Rime introduced his personal business accountant who helped lead a roundtable discussion on sales tax policy in the state of Minnesota. As in the past, this topic seemed to confuse members making it difficult to find a clear answer. We will be including a flow chart of the MN tax law provided to us a few years ago.



As 12:00 p.m. rolled around, lunch was served for all in attendance and attendees had the opportunity to enjoy the fellowship of the MSAA. The MSAA Hall of Fame and the MSAA Auxiliary Hall of Fame also met over lunch to discuss nominations for inductees into each respective hall. The membership anxiously awaits their announcement in January at the upcoming Conference and Show in St. Cloud.

As the month of August began, the traditional gathering of MSAA members and friends moved to a new location this year - Wyoming...Minnesota. President Mark Rime and his family hosted the MSAA summer picnic at their lovely home. It was a beautiful day for members to gather together and reconnect during what is often a busy auction season.



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After lunch, President Rime spoke on behalf of his 2012 charity, the American Diabetes Association. MSAA Champion Auctioneer Austin Bachmann sold a number of MSAA sweatshirts to help raise money for this worthy organization. Next, immediate past president Andrew Imholte stood up and encouraged all in attendance to support our very

own director, Theresa Larson, who was displaced for a short time during the recent flooding in Northern Minnesota. A great outpouring of generosity was shown as the members in attendance raised \$3,100 to support the Larson family.

Just after 1:00 p.m. it was time to start the bi-annual business meeting. The meeting was brief and stayed on task, and by 2:00 p.m. many auctioneers were saying their goodbyes and heading home. Many memories were shared and attendees are already looking forward to 2013.





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Summer Time

Auction Time

Rod Johnson
Vice President, MSAA
Johnson Auctioneering
Contact 



I had the privilege of attending the 63rd Annual National Auctioneers Association Conference and Show last month in Spokane, Washington. To be honest with you, I had some concern about whether the investment would be worth it...however, I'm happy to say it was worth every penny! We had a wonderful turnout from Minnesota; close to 40 MSAA members were in attendance. If you have not attended the NAA conference, I would urge you to strongly consider it. Besides the outstanding educational opportunities, it's also a great time to network with other auctioneers from throughout the nation.

In addition, I always enjoy the business meeting and election, the IAC and other competition, and of course, the presidential banquet. I thought this year's conference was excellent and it was great to see so many MSAA members in attendance. Next year, make plans to head to Indianapolis, Indiana!

The way the summer is flying by, it won't be long and we'll be gathering in St. Cloud for our annual Conference and Show. I hope you are all planning on attending this annual get-together, taking place January 17-19, 2013. Please remember the marketing contest and start making plans now to enter...there are many different categories to choose from. Good luck! Also, as I mentioned in an earlier article, please consider becoming more involved with the MSAA, whether it's running for office or volunteering for a committee. It's a great experience and it gives you an opportunity to become more involved in the Minnesota State Auctioneers Association.

I had the opportunity to emcee the Wisconsin Auctioneers Championship at the State Fair in Milwaukee earlier this month. They hold their contest annually at the

fairgrounds and it is open to the public. They had a good crowd of fairgoers in attendance and did a nice job of showcasing the auction industry during the contest. Nineteen contestants took part and MSAA member Ray Henry did make it to the final six. Congratulations to Carol Wagenson, the 2012 WAA state champion.

During the summer months we like to get up to the Nevis, Minnesota area where we have a family cabin. Last month I noticed that Jokela Auctions was having a consignment auction in Park Rapids, so my wife Bernie and I decided to spend a Saturday at the auction. We had a great time and it was fun to visit with Jolene and David. The Jokela auction crew does a great job. We bought enough items to have a full carload on the way home and we came very close to purchasing a golf cart! If you get a chance to attend another member's auction, I'd highly recommend it.

Finally, it was good to see so many of you at our MSAA Summer picnic. Mark and Conny Rime did a great job in putting it all together and you can't beat their fine hospitality! It is always fun to learn and socialize at these events; thanks to all of you who attended.



5 Advertising Lessons From the Interstate

Life in the Fast Lane

Ryan George

BiPlane Productions

Contact 



Last Saturday, I put over 500 miles on the odometer on the way to, and then from, an out-of-state wedding. I passed scores of billboards, but I only remember a few. Not surprisingly, two of them were advertising auctions.

Even though I passed both of the auction billboards twice, I never did finish reading their respective messages. Some might be tempted to blame part of that on high interstate speed limits and even higher traffic speeds. Some could even make the case that I'm not the fastest reader. Hopefully, the majority of travelers would agree with me, though, that there was simply way too much text to be absorbed during the short time of interaction.

The billboards I saw looked like the 25-word line ads I regularly place in statewide classified networks. There was no hierarchy of fonts or colors, sizing or bolding. Everything was emphasized, which means nothing was. They looked like Jenga stacks of text blocks. With no images or unused ("white") space, those text blocks abutted the edges of the signs—cramped in the boundaries like alphabet sardines.

I've designed busy billboards that I've later been ashamed to pass on the highway; so, this post isn't meant to denigrate these different auction companies' work. That said, there are some lessons from my interaction with these signs.

Context is Crucial

What works on a billboard doesn't work on Facebook. What works on YouTube doesn't work in direct mail. And what works on AuctionZip doesn't work on radio. Advertisers face an ever-growing array of advertising media. One of the biggest challenges of this reality is adapting the message delivery to the nuances of each medium. Rather than simply copying and pasting from one medium to another, we need to ask ourselves about who the audience is in each medium and how they interact with that medium.

Time Flies

In my recent Certified Auctioneers Institute class, I hid a gift card in a stack of mail from home and asked for a volunteer to flip through the stack like they would at home until they found it. My volunteer averaged less than two seconds of viewing time per direct mail piece—about half the time that I had to read the passing billboards. We need to simplify our initial advertising impressions to the answer of the question, "If I could communicate just one thing—one thought—what would it be?"



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Simplicity Sells

Less is almost always more. In advertising, sentences trump paragraphs, and phrases trump sentences. If the headline doesn't sell our asset or service, adding more words will not make the sale. One of the easiest ways to subtract words is to replace them with images of the assets being described.

Images Expedite Absorption

We live in a show-then-tell culture. Pictures are shortcuts, and we all read images before text. Since we have limited time for interaction, it's baffling to me why more marketers don't use shortcuts like photos.

Margin Matters

Space around words makes them easier to read. The space around text can also signify importance and hierarchy. If we don't have color or images with which to work, the next best thing for getting our message absorbed is empty space around what is important.

Good advertising is more often a result of subtraction than addition. Consider an advertisement as a collection of shares of impression. The fewer the shares, the more each share is worth—and the more likely they'll be remembered.



Expectations Part 1

Auctioneers Managing Sellers

Mike Brandy, CAI, AARE

Brandy and Associates, Inc.

Contact 



How successful was the auction?

How did the seller (client) feel about the results?

What is the likelihood the client will hire this auctioneer again, and/or recommend the auctioneer to a friend?

Auctioneers are generally looking for this answer to all three of these questions: Very Good.

What is critical for auctioneers (and anyone in business) is being able to manage expectations so that clients view the auction as successful, are happy with the results, and are eager to recommend the auctioneer to a friend.

- If a client is expecting a \$50,000 auction and the auction results in \$35,000 — he's disappointed.
- If a client is expecting a \$20,000 auction and the auction results in \$35,000 — he's happy.

Same auction total, but two different outcomes based upon the client's view of a future state. If the client is expecting \$50,000, \$35,000 is below what was expected. However, if the client is expecting \$20,000, that same \$35,000 is more than was expected.

It is important to note, too, that typically clients have more than one single expectation. For instance, a client may be expecting settlement by the end of the month, the house to be completely cleaned out, the number of bidders to be over 200, the weather to be nice and sunny ... So, managing expectations also includes identifying those

expectations so they can be addressed. If a client is expecting the house to be completely cleaned out, and that's unrealistic, then that issue needs to be addressed (managed). If the client is expecting nice weather, that, too, needs to be addressed.

Some expectations are in the control of the auctioneer, such as if the house is completely cleaned out. However, some expectations are not in the control of the auctioneer — such as the weather. Auctioneers will find themselves held accountable more so for expectations regarding issues in their control ... but can also be held accountable for issues out of their control ... unless those issues are properly managed.

Basically, expectations can either be realistic or unrealistic:

- For realistic expectations, the auctioneer must endeavor to perform at or in excess of those expectations.
- For unrealistic expectations, the auctioneer must endeavor to adjust (lower) those expectations.





“Auctioneers need to have sellers. Happy sellers rave about those auctioneers, hire those auctioneers again, and recommend those auctioneers to others.”

Therefore, the process for the auctioneer is:

1. Identify the expectation(s) — what is the client really expecting?
2. Clients will usually drop hints, so Auctioneers must listen for their expectations. Auctioneers can suggest future actions or goals, and see the client’s reaction to them.
3. Measure or gauge the expectation(s) — are they realistic or unrealistic?
4. Auctioneers must have a good sense regarding reality. Auctioneers must study and analyze market trends and values, in addition to knowing their own company’s capabilities.
5. Counsel the client — especially regarding the unrealistic expectations.

6. Auctioneers must show empathy towards their clients, while giving them good counsel. This is a delicate balance between understanding and appreciating the client’s expectations, but tempering those which are unrealistic.

Auctioneers need to have sellers. Happy sellers rave about those auctioneers, hire those auctioneers again, and recommend those auctioneers to others. How do auctioneers secure happy sellers? See to it that their expectations are exceeded.

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



Power of Effort

Negotiation Tip



John Hamilton, DREI
www.GoodNegotiator.com
 Contact 

Don't underestimate the influence that guilt plays on us. Very few people are so cold hearted that they are immune to those heart tugs of guilt, obligation, or pity. It is those tugs that enable the power of effort to be available and effective.

The Power of Effort typically stems from situations whereby one proceeds, with prior approval, to do something positive and significant for an upcoming negotiating opponent in hopes that their efforts will be rewarded.

An example would be a house painter who was asked to prepare a bid on a local homeowner's house. While at the property, the painter notices an old dilapidated shed in the back yard. Without notice or even permission from the homeowner, the painter has his crew scrap and paint that old shed. It was a small job but a big improvement. But why would he do such a thing?

Well, the painter knows two things in this situation.

First, that the homeowner wants his house painted. Second, that stepping out and painting the shed without permission could give him the edge on getting the whole house painting job. The painter's risk is that the homeowner would be upset by his actions (doubtful, especially on the old shed) and the risk that he wouldn't get the whole house painting job (his efforts were costly with no return).

But consider where such a gutsy action would place our house painter when compared to his competition. You guessed it. He would be at the very top even if their whole house price was higher than other bids submitted.

The power gained by this effort comes from showing eye-opening initiative, from demonstrating one's capabilities, and even from laying a minor "guilt trip" on the recipient to somehow reward that effort.

If you think this power of effort isn't effective, consider how you'd feel if you came home to find that a neighbor teen had mowed and trimmed your front lawn in hopes that you'd hire them to do that regularly. Only the most cold hearted wouldn't be positively influenced by it.

In other words, the Power of Effort works on almost everyone. So here is your challenge. What's your product or service and how can you set yourself above the competition by providing that unexpected effort?





The real estate agent constructs a single property website on a seller's house before they get the listing and demos that site during their presentation.

The bank provides a complimentary one year \$1,000 life insurance policy on a depositor along with information about how to purchase additional coverage.

The coffee service delivers a coffee maker and supplies to a business office for a one month no-cost trial.

Be careful. If someone uses the power of effort on you, acknowledge their contribution, but also recognize that their price and terms are almost always negotiable. Don't fail to seek the best deal possible because they may have made you feel guilty or obligated.

Isn't negotiating fun? It is amazing to note all the influence strategies that are available to us.

Expand your success as you KEEP Negotiating.



MSAA Membership Application

Our Association is an organization of licensed auctioneers. With the support of its membership, the association works to promote the auction profession. We are governed by an annually-elected president, vice-president, secretary/treasurer, and nine board members. These board members serve in revolving three year terms. All past officers and directors comprise an advisory committee.

Membership Benefits

- Multiple educational seminars on topics pertinent to auctioneering, marketing, appraising, government regulations, small business growth & management, and cultural enrichment
- Complimentary subscription to The Minnesota Auctioneer, the official membership publication with news and informative articles from around the state
- Combined legislative influence as membership grows
- Policing body to maintain ethical practice and thus reputation for the industry as a whole in our state
- Mentoring and problem solving with other auctioneers
- Voting privileges in annual business meeting
- Permission to use the MSAA logo in advertising and compete in marketing competitions
- Updated directory of all MSAA members

Any auctioneer with a current license is welcome to join. New applicants become members by submitting a completed membership application (right) with proper payment.

Members must pledge to be faithful to all buyers and sellers. Members are also expected to show loyalty to the organization by actively participating in state activities and events.

Annual Dues Only \$100

(Include dues check for \$100 in envelope with this application.)

- New Membership
- Membership Renewal
- Membership Reinstatement

Name: _____

Company Name: _____

Address: _____

City: _____ State: ____ Zip Code: _____

County: _____ MN License Number: _____

Email: _____

Work Phone: _____

Home Phone: _____

Cell Phone: _____

Signature of Applicant: _____

Auxiliary Dues - \$5.00

Spouse Name: _____

Membership is from January 1 to December 31. Members who join after October 1 will receive membership for the remainder of the current year and the entire following year. All members are expected to act in a professional manner and conduct an ethical business.

Questions? Call Toll Free! 800-440-9398

To submit this form, fill out then print a copy and attach any extra requirements.

Return with payment to:

Minnesota State Auctioneers Association

c/o Frank Imholte, Executive Vice President
8160 County Road 138, St. Cloud, MN 56301



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MSAA Hall of Fame Nomination

Nominations must be postmarked no later than July 1 of the year preceding the presentation of the Hall of Fame Award. Mail nomination to:

Lowell Gilbertson, Hall of Fame Committee.

Name of Nominee: _____

Residence Address: _____

Phone: _____

Business Information:

Name of Firm: _____

Position: _____

Number of Associates or Partners in Business: _____

Business Address: _____

Phone: _____

Personal and Family Information:

Name of Spouse: _____

Does spouse participate in the Auction profession? Yes No

If yes, explain: _____

Is spouse a member of the MSAA Auxiliary? Yes No

Give names and ages of children: _____

General Professional Information:

How long has the Nominee been involved in the auction business?

What percentage of the Nominee's time is actively spent in the auction business?

How long has the Nominee been a member of the MSAA?

Has the Nominee specialized in any particular field of Auctioneering?

List educational background of the Nominee. (Include offices held, current and past):

1) _____

2) _____

3) _____

List regular auctions conducted, if any, and/or special individual auctions conducted which have brought attention and credit to the profession of auctioneering.

1) _____

2) _____

List at least three individuals who have worked with the Nominee or who have knowledge of the Nominee's worthiness of being considered for this award, whom the Hall of Fame Committee may contact:

1) _____

2) _____

3) _____

Previous recipients of the MSAA Hall of Fame Award have established some general qualifications which they feel each Nominee should possess or have shown. Please reflect your personal assessment of the Nominee with respect to: HONESTY, HIGH ETHICAL STANDARDS, WILLINGNESS TO SHARE WITH OTHERS, STANDING IN HIS OR HER COMMUNITY, AND MASS CONTRIBUTIONS TO THE AUCTION PROFESSION.

Narration: (Attach separate sheet.)

Submitted by: _____

Address: _____

Phone: _____

To submit this form, fill out then print a copy and attach any extra requirements.

Return to:

Lowell Gilbertson, MSAA Hall of Fame Committee
2661 Oak Hills Dr. SW, Rochester, MN 55902



MSAA Auxiliary Hall of Fame Nomination

Qualifications for Nominees:

- Spouse must be a member in good standing in the MSAA (or past member if widowed).
- A member of the MSAA Auxiliary with recent or previous active participation.
- Participation in a related business to the auctioneering profession.
- Active in community, church, charitable or volunteer organizations.

Name: _____

Address: _____

City: _____ State: _____ Zip Code: _____

Phone: _____

Name of Spouse: _____

Business Name: _____

Business Address: _____

City: _____ State: _____ Zip Code: _____

Business Phone: _____

(Attach separate sheets if necessary.)

Auxiliary Participation:

- 1) _____
- 2) _____
- 3) _____
- 4) _____
- 5) _____

Community Activities:

- 1) _____
- 2) _____
- 3) _____
- 4) _____
- 5) _____

Personal Comments: (Attach separate sheet.)

Please include as much detail as possible on all areas. Nominations must be postmarked no later than August 1 of the year preceding the presentation of the Hall of Fame Award.

To submit this form, fill out then print a copy and attach any extra requirements.

Return to:

Deb Ediger, Committee Chairperson
218 W. Main, Belle Plaine, MN 56011
952.873.2292 or 952.873.6972



Annual Scholarship Application

**Two Scholarships of \$1,200.00 each (subject to change)
from the MSAA & MSAA Auxiliary**
**One Scholarship of \$1,200.00 (subject to change)
"Vi and Orlin Cordes Memorial Scholarship"**
Deadline: November 1, 2012

Date: _____

Name _____ Age: _____

Address: _____

City: _____ State: _____ Zip Code: _____

Telephone: _____ Date of Birth: _____

Relationship to ACTIVE MSAA or Auxiliary Member:

 Child Grandchild Niece Nephew Auctioneer Spouse

An Active Member means he/she should attend MSAA Conventions on a regular basis and be interested/involved in promoting the MSAA/Auxiliary auction profession. Must be a member of the MSAA or Auxiliary for three consecutive years.

Name of Relative: _____

Address: _____

City: _____ State: _____ Zip Code: _____

NOTE: Only one scholarship per candidate. If unsuccessful in your application one year, please reapply.

High School Graduated from: _____ Year: _____

Address: _____

City: _____ State: _____ Zip Code: _____

Name of College or University of enrollment: _____

Address: _____

City: _____ State: _____ Zip Code: _____

CHECKLIST

1. Scholastic Information – GPA: _____

(If senior in high school or current college full-time student. Need not be official.)

2. Honors or Community Involvement:

(List any or all school, community, club, sports and academic activities)

a) _____

b) _____

c) _____

d) _____

e) _____

3. ESSAY: Be unique and creative! Please state what you've learned from your experience in the auction profession and/or what you would do with the scholarship funds. The essay needs to be completed **without** including any names or business names that would identify the applicant or their active MSAA member. **(This is important because the Scholarship Committee is presented the essay with this information removed so the identity of the applicant is not revealed to them. The Committee is judging the content of the essay while avoiding any prejudice by the inclusion of names.)** Please complete on a separate page, sign and ATTACH ESSAY TO THIS APPLICATION FORM.

4. Please attach a copy of the letter of acceptance or proof of enrollment in your school of higher education (required if applying for the MSAA or Vi and Orlin Cordes scholarship).

5. Current letter of recommendation is required for ALL scholarship applicants.

Absolute Deadline – Must be postmarked by November 1, 2012

Relative of winner will be notified before the annual convention. Winner and MSAA Auxiliary member relative are encouraged to attend the Saturday evening President's Banquet at the annual Minnesota State Auctioneers Convention.

To submit this form, fill out then print a copy and attach any extra requirements.

Return to:

Conny Rime
4838 South Tri Oak Circle NE Wyoming, MN 55092
Scholarship Committee: Peg Imholte (chair), Holly Hotovec, and LuAnn Finnilla



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