

WE HAD IT DOWN PAT!

After 40 years of doing live auctions, that came to a halt this spring due to COVID-19. We were offered an opportunity to continue serving our clients with online-only auctions by member Ray Caruso. The software, along with an appointment schedule for previewing and removal, changed our lives. Honestly, without Ray's help, we would have just waited until things changed and we would likely still be waiting. This year, our first (live) auction was a small farm and most of the buyers said they prefer live auctions. The proof is in the numbers. Most summers I attend several auctions; this year I have not. The concern is real and our kids do remind us (we are old) and must be cautious. Not only are we safer online, the managing partner is much happier without long lines at the clerking trailer.

Here is where the hay gets put down where the goats can get at it. The buyers also appreciate being able to bid from their home or office and they enjoy not being harassed by an auctioneer trying to talk them into "bid a little more" when they have reached their limit. The amazing thing so far this year is that the buyers are paying more than we can get at a live auction. That is a fact and I strongly recommend you call Ray Caruso and visit with him. He threw us a lifeline this spring and I will forever be grateful. Please know when it comes to learning, I'm on the outside curve of life (cover more ground that way) and I, along with Ray's help, was able to load these auctions. We literally started over.

40 years doing live auctions, six months of online auctions. Greg Christian and Kevin Hiller told me ten years ago this was the way to go. In the past, it was easier to keep going rather than change. When the pain gets too much, we all change. Give Ray a call before you can't handle the pain. I did and I'm glad he answered the phone and helped our family in 2020. Thank You Ray!

Col Frank and Peg Imholte

MSAA EVP