

Experience the New

Greetings, everyone!

I hope all is going well so far this year. I look forward to catching up with everyone at our upcoming summer gathering and plan to attend the national convention. What a treat having that here and so close to my home. I am truly excited to experience how they do it at the national level.

I guess *Experience the New* is the theme this year, which will more than likely become the normal in our world. Growing up in the auction business has been my whole world. I have learned so much and truly get excited come auction day. There is something about the crowds gathering together, listening to them fill each other in on what has happened in town, or the latest gossip over a wonderful cup of coffee. The sound of the auctioneer's chant, singing to every item they sell and the smell of gasoline as they fire up the tractors. These are the things that can never be replaced by an online auction. Frankly, I would never want to replace them. However, with the way the world has been lately, we have had the opportunity to dig deeper into the world of online auctions. What I have found is a whole new kind of excitement. It's not everyday you get to sell a car online and have it shipped to Belgium. Never, in all my years of being involved in auctions, would I have thought there would come a day that I could share that story with everyone.

Online auctions have opened the doors to us in so many ways. We are now able to help that seller, who maybe doesn't have enough items, to have an auction on their own. Online opens that door to accommodate a wider range of auctions from very small to very large. You will open your customer base up to the whole United states (and apparently Belgium on occasion). I get to talk to people from the East Coast to the West Coast and everywhere in-between. What I have found is that it's just like talking to someone who lives right down the street; they may just have a bit of an accent.

Now that I have really talked up online auctions, we need to be realistic. Nothing is easy. Online comes with its own headaches just like any auction. You still must do a little hand holding for the sellers, especially if they don't understand online auctions. You must worry about after the auction a lot more. Shipping, shipping, shipping, and repeat. It's a different kind of work, but still hard work. Pictures and cataloging become your routine which is a very important task to be completed accurately. I would have never imagined how important pickup and previews would become. You still have that contact with potential customers during those previews. Believe me, they will let you know if they like your pictures or how you should do it next time, which is the perfect opportunity for you to shine and win them over. With that being said, the hard work pays off when you get to say, "We sent a car to Belgium and windmills to North Carolina." Exciting, right!?

Remember to know what auctions should be live, online-only, and when to have them live and online. Know your customer and what will make them the most money. All these auctions are important to satisfy your customer base. We continue to learn all the time. If you ever want to reach out I would be happy to help in any way I can.

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