

THE BID CALLER

DECEMBER 2020

SOUTH CAROLINA AUCTIONEERS ASSOCIATION



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**Save the Dates!
2021 SCAA
Convention**

May 21-22, 2021

**Embassy Suites
Columbia, SC**

The Bid Caller is the official newsletter of the South Carolina Auctioneers Association. This newsletter is published by the SCAA as a service to its members and supporters in the auction industry. Suggestions are welcome for articles in future editions.

A Message From The President

SCAA President Gwen Bryant

Greetings, I trust you are all well and had a wonderful time of Thanksgiving. I have decided to write a reminder of all we have to be thankful for.

With so much uncertainty surrounding the virus itself and when things will get back to normal, it's easy to be overwhelmed and get caught up in a constant state of anxiety. With all these adjustments of going out anywhere means wearing a mask and social distancing, it's important to be reminded that we must protect the ones we love.

The safety of our members is a top priority for the SCAA Board members. I know it seems crazy for our own association to change our convention date, however with the liability concerns of the Commission along with the SCAA Board, it was decided that we postpone the convention until May.

First I remind myself everyday to focus on things that I do have control over-to think about the positive side of everything as much as I can. There are so many things we can be thankful for and it's a transaction between at least two parties-a recipient and a giver. I thank God for His protection and provisions for the auction talent He has blessed all of us with and the ability to help others in time of need. With Christmas being only about a week away, try to think about the positive side of everything.

I'm excited about being the president of your association and being available to assist any of you at anytime. We are blessed to have our time, talents and treasures the Lord has given us to enjoy as we share. Lets work together to stay involved and connected to each other the best way we can

Luke 2:10

And the Angel of the Lord said unto them, Fear not: for, behold, I bring you good tidings of great joy, which shall be to all people.

May your Christmas be merry and bright!

Your President, Gwen Bryant

Due to the current situation with COVID-19, the SCAA Board has decided to reschedule the January 2021 convention.

The health and safety of our members is a top priority.

STATEMENT OF PUBLISHER

THE BID CALLER is the official publication of the South Carolina Auctioneers Association. Readers are invited to submit manuscripts, which preferably would be limited to 2,000 words or fewer in length. THE BID CALLER'S advertising policy attempts to conform its advertising to business endeavors. Products or services advertised in THE BID CALLER are not directly or impliedly endorsed by the SCAA. The views and opinions implied or expressed herein by authors and advertisers are not necessarily those of SCAA, the editor or the publisher, and no responsibility for such views will be assumed. This newsletter is provided with the understanding that opinions, instructions and advice provided by contributing authors and editors are those of such authors and editors and not of this publication. Neither the publisher nor the editor is engaged in providing professional opinions of any nature. If technical or professional advice is required in any aspect of your business, we encourage our readers to seek professional services. THE BID CALLER publication may refuse to accept any and all advertising or articles it believes to be false, fictitious or misleading.

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Hall of Fame Eligibility and Nominations

Any Member of the SCAA, resident or non-resident, is eligible for nomination to induction to the SCAA Hall of Fame.

Nominations may come from any member of the Association, the family of any member of the Association, or any community leader on behalf of any member of the Association.

Nominations must be submitted on the Candidate Nomination and Evaluation Form or facsimile of the form to: SCAA, PO Box 41368, Raleigh, NC 27629. Nominations must be received not later than **January 1st . 2021.**

For a nomination form please visit www.southcarolinaauctioneers.org or call the SCAA office at 919-876-0687.

RATES OF ADVERTISEMENT

- Annual Booster
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- Annual Sponsor
\$100 per year (four issues)
- Business Card Ad
\$25 per issue/\$100 per year
- Quarter-page Ad
\$50 per issue/\$200 per year
- Half-page Ad
\$100 per issue/\$375 per year
- Full-page Ad
\$150 per issue/\$550 per year

PUBLICATION DATES

Article and ad deadlines:

FEBRUARY 1 AUGUST 1
MAY 1 NOVEMBER 1

Any and all SCAA members are encouraged to send information on past or coming events they have conducted or news articles that would be of interest to other members. Please send profiles of members who you feel deserve to be highlighted in our publication.

Reminder

The SCAA membership invoices will be mailed soon. Please remember that your membership dues are now on a calendar year. (January-December)

If you have any questions please call 919-876-0687 or email elaine@execman.net.

JOIN US for one of our 2021 Auction School Sessions!

Visit: SSAuctioneering.com

Opening an Auction House

By Mike Brandly

When I was attending auction school, we would go out at night to various local auction houses to practice our bid calling and stage presence. I think that was when I decided ... some day I wanted to open an auction house myself.

We're based in Columbus, Ohio with over 2,000,000 people in the greater Columbus-metro area. That was one consideration but not the only one. More importantly, we had established ourselves as auctioneers in the central-Ohio area before we opened an auction house — a critical detail for almost anyone opening an auction house themselves.

While there are exceptions to this rule, it is generally thought that an auctioneer with established relationships with attorneys, real estate brokers, accountants, retirement facility administrators, bankers, trust officers and the like is in much better condition to open an auction house, than one without those contacts.

Maybe no different than learning to drive before buying a car ... auction houses cost money to own/rent and operate. These expenses include cash/financing to purchase or rent, taxes, insurance, utilities, maintenance, staff and marketing in addition to profit out to the owner. Without knowing *how to drive* or having those sources of personal property in place, these costs can begin to accumulate well before any income (benefit) begins.

Auction houses operate based upon basically one of two models — either taking in consignments and/or buying property which is then sold at the auction. Either model (maybe *somewhat* less if buying to resell) takes a solid “book of business” to sustain any longevity — that is past clients who are loyal and are likely to continue to be clients of the auction house and refer others to the auction house.

Another lesson auction house owners often learn is that good bidders (and buyers) often make good sellers. If a bidder/buyer senses you're getting good money for firearms, coins, jewelry and the like, where do they think to sell those types of items? At your auction house.

Auction houses over time can become as much of an event as an auction, where people tend to know each other, socialize and plan to attend the next one. Auction houses that work on a regular schedule (every Wednesday, for example) tend to have the most dedicated (repeat) audience.

Most auction houses are either owned or rented and both have advantages and disadvantages. Owning gives a titleholder equity and stability, but constant maintenance, repairs and the like. Renting is less commitment where an auctioneer could move with sufficient notice and avoid some maintenance costs, but with a landlord's say in how long you can remain in possession.

Mike Brandly, Auctioneer, CAI, CAS, AARE has been an auctioneer and certified appraiser for over 30 years. His company's auctions are located at: Mike Brandly, Auctioneer, RES Auction Services, and Goodwill Columbus Car Auction. He serves as Distinguished Faculty at Hondros College, Executive Director of The Ohio Auction School, and an Instructor at the National Auctioneers Association's Designation Academy and Western College of Auctioneering. He is faculty at the Certified Auctioneers Institute held at Indiana University and is approved by The Supreme Court of Ohio for attorney education.

Mark Your Calendars Now!

Mark your calendars now for May 21-22, 2021 and join us in Columbia at the Embassy Suites for the SCAA convention. You don't want to miss it. The following speakers will be participating.

Friday, May 21 - Broker in Charge (4 RE and Auction CEUs) - Frankie Griffin, BIC
Saturday, May 22 - Becoming a Great Communicator (2 CEUs) - NAA President, Terri Walker
Saturday, May 22 - Prints and Paintings (2 CEUs) - Daniel Lyles

And don't' forget about the auctioneer championship competition and fun auction!

We look forward to seeing everyone there!

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