

The Advantages of an Auction

NATIONAL AUCTIONEERS ASSOCIATION



General Myths and Misconceptions about Auctioneers and Auctions

- Only used as a last resort
- Auctions are Fire Sales and everything is sold at a discount
- Only distressed property and junk is sold at auction
- You only see Auctioneers when there is...
 - Debt
 - Death
 - Divorce
 - Distress

Auction Facts

- Auctions have existed for over 2,000 years and is the truest method of price discovery.
- The competitive bidding of an auction determines the market value of an asset.
- Auctions generate excitement and allow interested buyers the opportunity to gather and tell the Auctioneer how much they are willing to pay for an asset.

Who says auctions are for
distressed property only?

“Priceless” works of art are ONLY sold at auction!

Why?

The competitive bidding of an auction determines
the market value and establishes the highest
price a consumer is willing to pay.

No More. No Less.



Alberto Giacometti, *L'Homme Qui Marche* (Walking Man)
Sold at auction in 2010 for \$104.3 million

Fun Auction Facts

- “Auction” derives from Latin word “auctus” which means “increasing”.
- Records of the first auction date back as far as 500 B.C.
- Rome was the first country to license Auctioneers and the entire empire was once sold at auction.
- American auctions date back to the 1600s.
- America’s first president, George Washington, was an avid auction bidder.
- The common Auctioneer nickname of “Colonel” derives from the Civil War where colonels were the only military official allowed to auction off war plunder.



What's Sold at Auction?

- Art
- Antiques
- Collectibles
- Automobiles
- Heavy equipment
- Carbon credits
- Treasury bonds
- Intellectual property
- Charities and benefits
- Pollution permits
- Livestock
- Broadcast spectrums
- Commercial and residential real estate
- Domain names
- Estate sales
- Liquidations
- Industrial plants
- Collector cars
- Luxury homes
- Movie rights
- Storage units
- Seized assets
- License plates
- Farmland
- Sports memorabilia
- Historic documents
- Celebrity memorabilia
- Designer clothing
- Commodities
- Stocks and bonds
- Municipal and government property
- Book rights
- Copyrights and patents
- Government loans

...just to name a few!

The Auctioneer

- Highly educated and well trained professional
- Asset disposition expert
- Proficient in product knowledge
- Entrepreneur
- Professional problem solver
- Marketing and advertising expert
- Community leader

Auction Services

- Aide clients in the disposal of assets and assist in turning assets into cash efficiently and effectively
- Coordinate and promote auction of assets
- Market and advertise assets engaging prospective buyers
- Appraise value of assets
- Restore and repair assets charged with selling
- Track and maintain records of items sold

Only at Auction

- The auction team coordinates the auction, prepares the assets for sale and appraises their value
- Auctions are professionally marketed locally, nationally and internationally.
- Auctioneers utilize technology to increase bidder participation.
- Auctioneers create a competitive atmosphere among bidders achieving the market value for the assets they are charged with selling.
- Buyers come to auctions to find unique items and compete against other interested buyers.





It's Your Investment. Get the Most Money You Deserve.
Other Ways of Selling Assets but at a Discount

Garage & Yard
Sales

Flea Markets

Estate Sales

Craigslist

Swap Meets

Booth at Local
Fair or
Community Event

First
Choice

Only at
Auction!

Only
Choice

Best
Choice

National Auctioneers Association

- Professional association built by Auctioneers, for Auctioneers over 60 years ago
- Members abide by strict Code of Ethics
- Members come from communities large and small across the country and world
- The NAA and its members are dedicated to professionalism in the auction profession and the promotion of the auction method of marketing



SOLD!

NATIONAL AUCTIONEERS ASSOCIATION

