



Special points of interest:

- ◆ Hall of Fame Inductee
- ◆ 2024-25 MPAA Board of Directors
- ◆ 2024 MPAA Winter Conference Highlights

2024—Issue 2

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QUARTERLY PUBLICATION OF THE MISSOURI PROFESSIONAL AUCTIONEERS ASSOCIATION FOR MPAA MEMBERS, ADVERTISERS, AND SUBSCRIBERS.

The MISSOURI AUCTIONEER

Congratulations Ed Warden 2024 MPAA Hall of Fame Inductee!



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Letter from the MPAA President....

Previewing the Missouri Professional Auctioneers Association Winter Conference 2025

As Summer approaches our attention is in tune on the Missouri Professional Auctioneers Association (MPAA) Winter Conference, scheduled to take place from February 13 to 15, 2025, at the Drury Inn East in Columbia, Missouri. This annual event promises to be an exciting and informative gathering for professionals in the auctioneering industry.

One of the highlights of this upcoming conference is the impressive lineup of speakers that the MPAA has in store for attendees. While specific details are still being finalized, early indications suggest that participants can expect an array of industry experts, leaders, and experienced auctioneers to share their insights and knowledge.

The significance of this conference extends beyond its educational opportunities. It serves as a pivotal moment for auctioneers across Missouri and beyond to come together, network, and exchange ideas. Whether attendees are seasoned professionals or newcomers to the field, the event offers a platform to learn, grow, and connect with peers.

The choice of venue, Drury Inn East in Columbia, Missouri, adds to the appeal of the conference. Located in the heart of the state, Columbia provides a central and accessible location for attendees from various parts of Missouri and neighboring states.

The MPAA Winter Conference typically features a blend of workshops, presentations, and networking opportunities tailored to enhance attendees' professional skills and business acumen. Topics covered may include trends in auctioneering, marketing strategies, legal considerations, and technological advancements impacting the industry.

For those interested in the world of auctions, this event is a must-attend. It not only offers valuable education but also fosters a sense of community among auctioneers who share a passion for their craft.

As the details continue to unfold, auctioneers and industry

continued

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continued

enthusiasts alike are eagerly looking forward to the MPAA Winter Conference. With its promising speaker lineup and engaging agenda, this gathering is poised to be a highlight on the calendar for auction professionals in the region.

Stay tuned for more updates on the Missouri Professional Auctioneers Association Winter Conference 2025, and mark your calendars for an enriching experience in Columbia, Missouri, this February.

Suzanna Wolfe President 2024-2025

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Advantages of Selling Real Estate At Auction

By Brent Voorheis, MPAA member

It was good to see so many of you at the February conference. Thank you for the nice comments on my “Smart Phone Apps for Auctioneers” presentation. That presentation was thrown together quickly and I hope it was of value.

Trying to keep up with technology is a full time job and I enjoy working with new applications. Just the other night I decided to query an artificial intelligence application called Chat GPT. My query was “Advantages of Selling Real Estate at Auction”. Here are Chat GPT results:

Selling real estate at auction can offer several advantages for both sellers and buyers:

Market Efficiency: Auctions create a competitive environment where multiple buyers compete to purchase the property. This can result in a fair market price that reflects the property's true value.

Speed of Sale: Auctions typically have a set timeframe, which can lead to a quicker sale compared to traditional methods. This is advantageous for sellers who want to sell their property promptly or need to liquidate assets.

Transparency: Auctions provide transparency in the sales process, as all buyers have equal access to information about the property and the bidding process. This transparency can instill confidence in buyers and sellers alike.

Certainty of Sale: Unlike traditional sales methods where deals can fall through due to financing issues or buyer hesitation, auction sales often result in a binding contract once the hammer falls. This provides certainty to the seller that the property will be sold.

Targeted Marketing: Auctions allow sellers to target specific types of buyers, such as investors or individuals looking for unique properties. Marketing efforts can be tailored to attract these potential buyers, maximizing the property's exposure to the right audience.

Price Discovery: Auctions enable sellers to discover the true market value of their property by allowing buyers to bid up to their maximum willingness to pay. This can result in achieving a higher price than expected, especially if there is strong competition among bidders.

Flexibility: Auctions offer flexibility in terms of the sale conditions, including the reserve price (minimum acceptable bid), auction date, and terms of sale. Sellers can tailor these parameters to suit their needs and objectives.

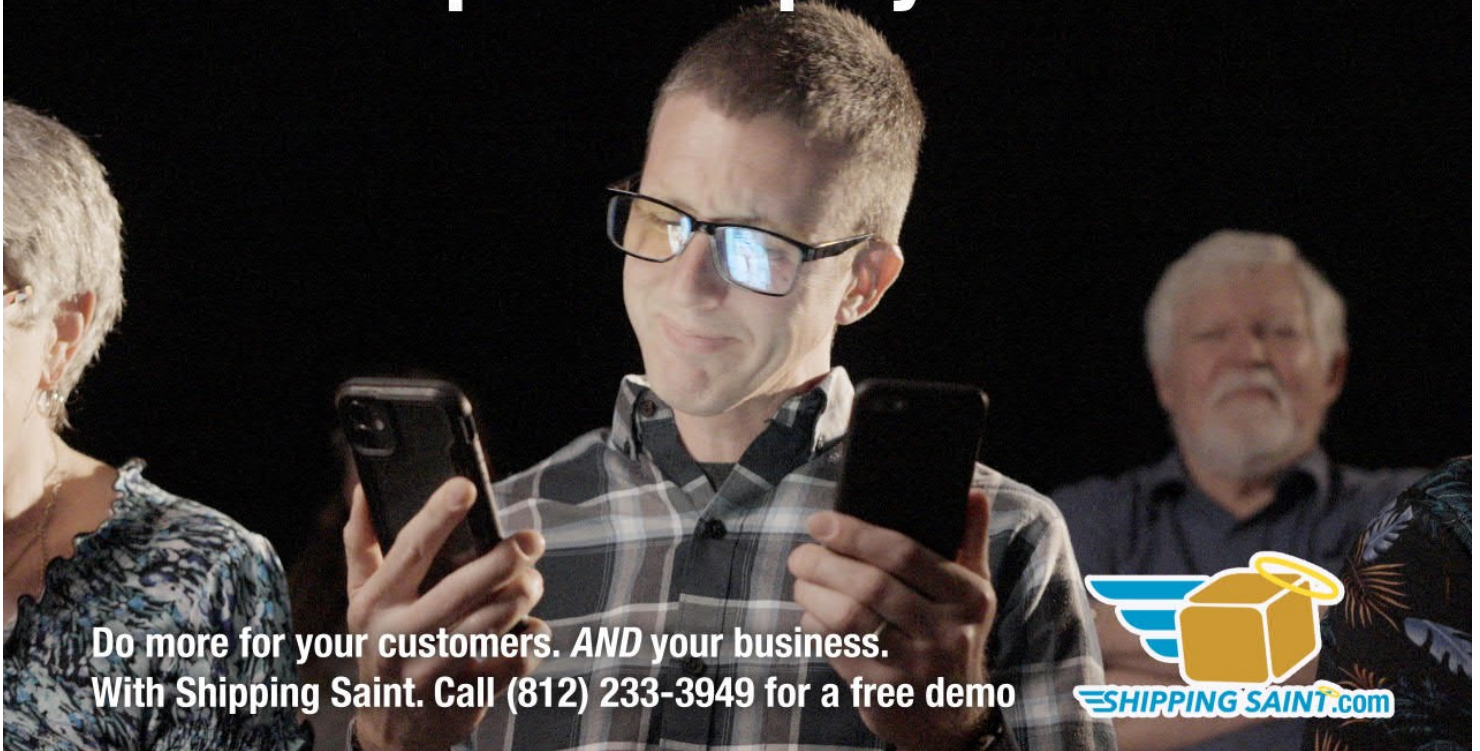
No Contingencies: Auction sales typically involve fewer contingencies compared to traditional sales, which can streamline the process and reduce the risk of deals falling through.

Generate Interest: Auctions can generate excitement and interest in a property, especially if it's unique or has desirable features. This heightened interest can lead to a larger pool of potential buyers and ultimately a higher sale price.

Professional Guidance: Sellers benefit from the expertise of auctioneers and real estate professionals who specialize in conducting auctions. These professionals can advise sellers on pricing strategies, marketing tactics, and other aspects of the auction process to optimize results.

I believe that Chat GPT did an excellent job of describing the advantages of marketing real estate by the auction method of marketing! If you have some additional advantages, share them with me by email brent@voorheisauction.com or call me at 573-808-3989.

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For Prayer requests or more information, contact:
Joseph Joyner @ 757-478-9630 or auctionsbyjoe@cox.net
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2024 MPAA MARKETING COMPETITION GUIDELINES

As an Auctioneer, advertising and marketing expertise are the keys to the success of your auctions and your overall business. The quality of your advertising and marketing, whether it be in print or digital (online/ internet) including newspaper or magazine ads, television or radio ads, social media or digital display ads, press releases brochures/flyers, signage, promotional materials, etc. are often the general public's first exposure to your auction or your company.

Advertising and marketing create awareness and promote the auction method of marketing as well as the professionalism of your organization. This marketing contest is your opportunity to showcase your skills, see how they compare with other auction companies and to learn more about the latest marketing techniques being utilized in your industry. ***Entries for the marketing contest will be due February 7, 2025, and are to be submitted electronically to be judged prior to the conference.*** This should give those not able to attend the conference the opportunity to compete in the competition as well and showcase their marketing expertise.

Print Advertising: Sale bills, business cards, signs and banners

Is the marketing clear and easy to read?

Is the company name/logo and contact information visible?

Is the marketing creative?

Tie Breaker: MPAA logo or mention of MPAA on the ad?

For sale bills: Does it describe what type of auction it is? (real estate, personal property, etc)

Are terms and conditions, time and location visible?

Apparel & Auction Vehicles:

Is the marketing clear and easy to read?

Is the company name/logo and contact information visible:

Does the marketing stand out?

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Photography/Video:

Nice, clean and clear pictures of the individual or logo?

Can you read, see and hear the person in the picture/video?

Does the picture or video clearly state what type of marketing it is?

Tie Breaker: MPAA logo or mention of the MPAA on the ad?

Social Media/Website:

Is the marketing tool easy to access?

Is the company name/logo and contact information visible?

Does it tell you who, what, where and about the auction company?

Is it creative?

Tie Breaker: MPAA logo or mention of the MPAA on the ad?

If you have questions pertaining to the marketing competition, please contact Suzanna Wolfe at 573-220-7511 or Suzanna@LoveMidMO.com

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2024 MPAA Winter Conference

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Thank you to Eddie and Karen Pickett for establishing
the MPAA Scholarship fund

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Please review the revised MPAA Scholarship Application Process

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Rules for Applying for Scholarship

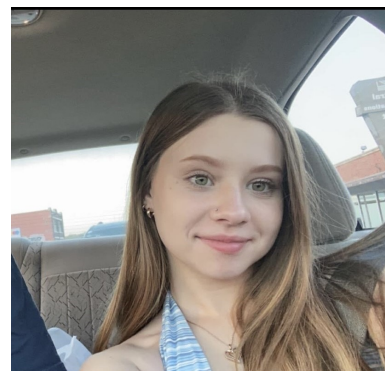
- ◇ MPAA member must sponsor and send letter of recommendation for applicant to MPAA Executive Director.
- ◇ Applicant must be child or grandchild of MPAA member and pursuing some sort of post high school education; college, trade school, auction school, etc.
- ◇ MPAA sponsor shall abstain from voting in selection process.
- ◇ A recipient can only be awarded this scholarship once.
- ◇ The selection committee will consist of MPAA Hall of Fame Members. They will evaluate each applicant and determine if one or two or no scholarships are awarded each year based on qualifications of applicants and available funds.
- ◇ Contributions to the MPAA Scholarship Fund will be accepted from anyone with the desire to assist in furthering the education of our youth.
- ◇ Scholarships are presented at the MPAA winter conference. If possible, recipient and family are requested to attend presentation.
- ◇ **Applications are due February 01** of each year to the MPAA Executive Director. For an application email

2024 MPAA Scholarship Recipients



Victoria Shepard

Daughter of Chad Shepard
MPAA Member-Auctioneer



Reagan McChristy

Daughter of Dan McChristy
MPAA Member-Auctioneer

Finding The Good

by Trent Mumm, MPAA Board of Directors

After a recent auction that was probably the most challenging of my career so far, I felt tired, grumpy, and pretty negative. I think it's easier than ever to fall into negativity, with the constant barrage from the media telling us how terrible everything is all the time. On the long drive home, I had ample time to reflect on this situation. Not wanting to greet my wife and toddler with the same grumpy attitude, I decided I needed to change my outlook. As I recalled all the circumstances of the day, many good things came to mind.

We had a great crowd of active bidders. Some were new faces, and some attend almost every auction. Everyone followed the parking signage (which is sometimes like herding cats).

Two different people stopped to see if I needed help, when they spotted my truck with flashers on (I was just putting up signs). In times past, this has sprung a conversation and led to new buyers at the auction as well.

We sold an older farm tractor that ran fine, including starting it to show it off before selling. When the buyer got ready to load the tractor, it would not start. I witnessed six different people step in to help this man with friendly advice and words of wisdom. The buyer was never angry, never asked for a refund, and never seemed dejected. He just worked on the problem until it was solved (for those of you farm guys/gals out there, it was simply a choke butterfly stuck shut).

I got to work at the best job I've ever had, with the best mentor I could ask for, and was able to help our seller the best I could.

I'm not writing this to say everything will always be good (I lost my rose colored glasses somewhere around age 8). Some bidders will not pay, some checks will bounce, some people will inevitably be angry. However, I think when we take a minute to look for the good in people, we find it many more times than not. Looking for the good gives me a better chance to do my best to meet the needs of our clients, and I hope they are looking for the good in me too.

The logo for Tractor Zoom features the word "TRACTOR" in a bold, grey, sans-serif font on the top line. The letter "A" is replaced by a blue triangle pointing upwards. Below "TRACTOR" is the word "ZOOM" in the same bold, grey, sans-serif font.

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c/o Janell Roth, Executive Director

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The *Missouri Auctioneer* is the official publication of the Missouri Professional Auctioneer's Association, Inc. Readers are invited to submit manuscripts which preferably would be limited to 1,000 words in length. The MPAA disclaims responsibility for statements made or opinions expressed in articles appearing herein unless otherwise stated.

The *Missouri Auctioneer* advertising policy attempts to conform it's advertising to business endeavors. The statements and material appearing in the advertisement are solely the responsibility of the advertiser.

The *Missouri Auctioneer* publication may refuse to accept any and all advertising it believes to be false, fictitious, or misleading. Advertising copy may be submitted to the editor. Deadline is the 10th day of the month prior to publication. For more information please contact the editor. Any and all MPAA and MPAA auxiliary members are encouraged to send information on related news items that may be of interest.



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An advertisement for ShoMeMore Auctions.com. The background is dark blue with a white horizon line. In the foreground, there are several items: a wooden box containing gold coins, a silver bull figurine, a red tractor, a handgun, and a red sign that says "LAND FOR SALE". The text "Over 40 Auction Companies Trust" is written in white. Below that, the website name "SHO MEMORE AUCTIONS.COM" is displayed in large, bold, blue letters. At the bottom, there is a white cursive script that says "Get your next auction online with us:" followed by the contact information "info@ShoMeMore.com | 660.663.2154" in white.

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