

The Ontario Auctioneer

Official Newsletter
of the
Auctioneers Association
of Ontario

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Auctioneers Association of Ontario

S P R I N G 2 0 1 7

President's Message

Greetings Fellow Auctioneers,

I hope this message finds you all and all geared up for another busy auction season. First of all I would like to thank our past President Frances Fripp. Frances has done a great job for the Association and has been a true asset to our Board of Directors. Frances organized and presented a great convention in Cobourg this year. It is always great to connect and reconnect with our fellow members at this time of year. Next year the convention will be in the Waterloo area. We invite your suggestions and ideas on seminar topics and speakers. The competition will be held at Bowman Auction Centre in Wallenstein. I am looking forward to hosting this event.

I believe that we have a great Board to work with this year and as your President, I am looking forward to representing the Association. I want to thank our directors for taking time from their busy schedules to represent their areas on the Board. I also want to extend a special thank you to Ken McGregor for all the work and behind the scenes activity to keep things running smoothly. We have a busy year ahead of us and a lot to do for our members. We want to increase our membership and keep improving our communication with

Continued on page 4



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Obituary of Sherwood Hume

The AAO is deeply saddened by the passing of one of its Past-Presidents. We are reprinting the attached obituary for those who may have missed it earlier. Sherwood will be remembered for his contribution to Ontario's auction business over the span of many years.

HUME, Sherwood Watson

Peacefully at home in his big comfortable chair on Tuesday March 21, 2017 at the age of 86. Born July 11, 1930 at the farm on Appleby Line, Nelson Township. Son of William and Eleanor (Watson) Hume. Attended Bell School and Milton High School. Survived by his wife of 63 years Gladys and sons, Frank and Gordon; grandchildren Sue Robinson (Jon Brimmicombe), Ken Hume, Ashley (Kyle) Holmes, Melissa Logue (Ben Mayes), Shelley Goodlass Hume and great-grandchildren, Carly, Tayha, Brayden, Danica, Elizabeth, Mason and William. Brother of W. Gordon (Helen) Hume, George (Anne) Hume, David (Jean) Hume and predeceased by brother Donald Hume and infant daughter. Sherwood was a lifelong member of St. Paul's United Church; 30 year volunteer Milton Fire Department; Charter 57 year member and Director Ontario Steam and Antiques Preservation Association, farmed, custom farmed 47 years, 20 year member Canadian Seed Growers Association; Hume Transportation for 25 years, Member of Ontario Trucking Association, Member and Director Transportation Safety Association, Director South Simcoe Heritage Railway; 25 years an auctioneer, Past President Auctioneers Association of Ontario, Director Auctioneer Association of Canada; member of the National Auctioneers Association; loved his classic farm tractors and steam engines. The family will receive visitors at J. SCOTT EARLY FUNERAL HOME, 21 James St., Milton, (905) 878-2669 on Sunday from 2 - 4 & 7 - 9 p.m. A funeral service will take place on Monday, March 27, 2017 at 11 a.m. from ST. PAUL'S UNITED CHURCH, 123 Main St., Milton.



our members. As a farmer myself, I am approaching a very busy time of year with the upcoming calving season, crops to plant and the spring auctions starting up.

I would like to wish everyone an excellent year and thank you for your continued support.

Gerald Bowman
AAO President



Gerald Bowman presents Frances Fripp with her Past-President's plaque

***Be sure to see pages 13, 14 and 15
of this newsletter for more photos
from AAO 2017 Convention.***

Notice to ALL 2016 year members:

If you have not renewed your membership by May 1st, you will be removed from the roll of members of AAO and will need to reapply if you desire continued membership. Please attend to this duty immediately.

All About the Auctioneer's Chant

Submitted by Darrell Johnston

The chant - that rapid-fire, quick-cadence combination of numbers, words and sounds that keeps an auction clipping along - is one of the most identifiable features of auctions and auctioneers.

Fascinating, sure. Remarkable, undoubtedly. Exciting, obviously. But what the chant is in its simplest form is communication. It's an auctioneer's way of telling bidders what they need to know regarding the sale of a particular item at its time of sale. And, because an auctioneer's job is to sell the most amount of property quickly, the chant is frequently fast.

Newcomers to auctions are sometimes confused by the auctioneer's rapid speech and mistakenly feel the auctioneer is saying words and sounds that aren't meant to be understood. Although the most widely recognized talent of the auctioneer is undoubtedly his or her ability to talk fast - the first thing people should know about auctioneers is that their main job is to communicate, and if the audience cannot understand him or her, the auctioneer is not doing a good job.

This method of rapid talking is called the auctioneer's chant. No one seems to know for certain when or where the rhythmic chant used by most North American auctioneers originated. It just seems to have evolved of necessity as auctioneers saw the need to sell items in a

more rapid manner. The chant is a tool the auctioneer uses to hold the audience's attention and to keep the auction moving at a steady pace.

Unlike other types of sales, an auction is a one-time event where all the customers are present at the same time. Thus, the auctioneer is responsible for selling all the items within a few hours, and his or her use of the chant helps keep the items moving, in simplest terms, the chant is merely a series of numbers connected by "filler" words to give the buyer time to think between bids.

"The chant is part of what makes an auction so unique," said John Roebuck, CAI, AARE, president of John Rocimek and Associates, Memphis, TN. "And though professional auctioneers are much, much more than fast talkers, the chant is one of the most intriguing parts of an auction to many people."

A basic auctioneer chant goes like this:
***"1 dollar bid, now 2, now 2, will ya give me 2?
2 dollar bid, now 3, now 3, will ya give me 3?
3 dollar bid, now 4, now 4, will ya give me 4?"***

The filler words are everything except the numbers. Filler words are used to remind buyers of the last number bid and to give buyers time to consider - whether they want to bid higher. Think of filler words as carriers; filler words "carry" the numbers, which are the most important part of the chant.

Story continues on next page

Using filler words that connect and roll, auctioneers create a steady rhythm in their chants. The rhythm enables the crowd to listen longer and faster by keeping the bids at regular intervals. This helps the bidders know what to expect next and to keep the bids coming at a constant pace.

Many people think auctioneers sound like they're singing because the chant's rhythm has a beat much like music does. The steady rhythm allows the auctioneer's chant to move more rapidly than normal speech. Since auctioneers have a limited amount of time to sell many items, they need to speak quickly. At an average household estate auction, the auctioneer's chant helps him or her sell an average of 60 items per hour. Certain types of auctions go even faster: wholesale automobile auctioneers frequently sell 725-775 cars per hour and tobacco auctioneers may sell 500-600 lots per hour.

Besides keeping the auction moving, the fast-paced chant creates excitement and makes the auction environment entertaining. Auctioneers will adjust their pace, depending on the bidding experience of their crowd. After all, the auctioneer can only chant as fast as the bidders will bid. Next time you attend an auction, concentrate on the numbers in the auctioneer's chant. The numbers are the most important part of the chant, and are pronounced the most clearly. The chant is only hard to understand if you are not concentrating on bidding for an item you want to take home!

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Tax Humour??

With April 30 rapidly approaching some advice: A man is convened by the CRA for a tax audit. His wife advises him to wear old, torn clothing and worn shoes - Make them think that you are poor!

He then calls his lawyer and asks him whether that is a good idea. - Don't let yourself be intimidated! Wear your best suit. You are the chief!

Our man is quite embarrassed with these opposite advice and still doesn't know how to dress. As a last measure, he decides to consult a well known Chinese wiseman. He exposes the case to him, the 2 contradictory opinions and asks him what he should do.

The wise one answers him: "A future bride asks advice from her mother what she should wear for her wedding night. She tells her to wear a long flannel nightdress fully buttoned up to her neck and long wool socks. The young woman asks the same question of her best friend, who advises her to wear her sexiest transparent night gown, which just covers the hips and with a low neckline to the navel..." The man stops him: "What does that have to do with my tax problem?"

The wise man shrugs his shoulders: "It doesn't matter what she wears; she is going to be HAD. It is the same thing for you!"

AAO Convention 2017 Wrap-Up

Social Media, there's no avoiding it!

Presenter, Kelly Bateson explored the endless world of Facebook and how to promote and market your auctions and auction business. She started off with clarifying there is a difference between your personal page and your business page and the importance of them being separate.

Marketing 101 on Facebook, like any other advertising avenue, you have to tell people about your "event" (your auction). Creating the "event" you provide all the same particulars and details, Date, time, location and of course lots of pictures. As like traditional advertising you invite all your Facebook friends and followers to come read about your new Event. This hopefully creates the snowball effect of your friends and followers liking and sharing it with their friends who may be interested in the auction.

Organic Promotion – free of charge. Use the keyword search to find relevant groups related to specific items that are up for auction. Collector groups, buy/sell groups, gender groups, service provider groups. Leveraging groups is key to maximizing your organic reach. Choose groups that make sense for the type of items up for auction.

Share, share, share, post, post, post! The more reasons you can give people to look at your event the better. Reach out and create discussions with in your auction event, providing more information about your auction items may persuade a few more people to come out on auction day.

Paid advertising – Cost Per Click (CPC). Paid advertising can be narrowed down to a very specific targeted audience by age, gender, location, income level, single or family status or even by hobbies. Paid ads also provide you with a lot of data on how many people you are reaching and how the ad is doing. A great advantage is you can set a budget or cancel the ad at any time if you aren't happy with the results. You pay every time someone click on your link that goes directly to you auction web page.

To learn more about the popular forms of social media, how to avoid some pitfalls and how to use it to enhance your business, join Kelly in her facebook group

**"Facebook Support for Business" or
online at www.kellybateson.com**



Jon Wilson thanking Kelly Bateson

AAO Convention 2017 Wrap-Up

Live life by design, not default

Presenter, Gail Scott, was inspired to help others following a deeply spiritual, emotional and physical life-changing breakdown. On a path of self discovery, her quest is to evaluate how humans engage in relationships with each other. Gail dove into the complicated nature of the human dynamics and how to create relationships that work every time. Trust is the foundation of success, whether it's with a potential client, co-worker or boss or even a partner, family member or friend. By improving how you communicate and trusting yourself and others, you can create a successful collaboration and connection with others.

As a Certified Professional Performance Coach, Gail helps associations and organization reframe ineffective attitudes and behaviours. She applies her personal stories, life experiences, extensive knowledge and a strong spiritual connection to help individuals connect with themselves

and others, enhancing a deeper life and work experience and ultimately life success.

Gail Scott – Trust and Relationship Expert, if you would like to know more about her workshops, online programs, coaching or intuitive sessions, you can reach her at www.gailscottinc.com



Steve Parr thanks Gail Scott

Trade Show – 2017

What a great year to show their continued support towards the AAO with attendance to our convention in Cobourg. It was great to see some familiar faces again, Sarah Willsey from Global Auction Guide and Thom McLaughlin of The Auction Advertiser. As well as some new and renewed attendees, Tammy Kimmell from Jones Browns Insurance who offers an AAO sponsored insurance police tailored for auctioneers and their businesses. Kris Kennedy from AuctionFlex joined us this year to share the growth and changes that are taking place with the online platforms.



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AAO Convention 2017 Wrap-Up

Articles submitted by Jason McIntosh

OMVIC

On Thursday night we had Farah Mohammed and her colleague, from Ontario Motor Vehicle Sales Regulator as guest speakers. They talked about the responsibilities that wholesale car sales people have. Farah also went into details on what responsibilities auctioneers have to follow and that we need to ensure that we follow the rules and regulations.

Farah touched on the regulations of public auto auctions and wholesale auto auctions. She also told us how declarations are to be stated when selling a car by auction.

Fun Auction Report

It was another great fun auction on the Friday night of the 2017 AAO convention when everybody who wanted to sell had a chance to showcase their skills. We had some fun items to sell from brass gavels, gift baskets, tools, bbq items, gift certificates to boxes of disposable gloves.

Vernon Bailey gave us his description of some of the possible uses of disposable gloves, based on his previous experiences. If you know Vern, you may have guessed that it may not have been "pg" but what happens at the auction stays at the auction!!

Thanks for all the bidders and the help from all!

I believe in process. I believe in four seasons. I believe that winter's tough, but spring's coming. I believe that there's a growing season. And I think that you realize that in life, you grow. You get better.

- Steve Southerland

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AAO Convention 2017 Wrap-Up

Good Ideas Breakfast Meeting

(Ed. note: This has been left intentionally in point form to attract your interest)

- Chad Simmons – new member may be interested in sitting on the board and will drive from Ottawa to come to the monthly meetings. Full of ideas, was instrumental in working the plowing match a few years ago, has knowledge on conferences etc.
- Compliment – excellent conference
- Wonderful job – competition well done
- Need representation at the Plowing Match. The auctioneer's competition is one of the big highlights to the match
- Have the sale right after the competition if possible – was nice to get done early to get back to room and freshen up.
- Convention needs to be fun!
- Annual meeting – needs to be lightened up
- Increase membership – need to send out brochure/flyers to all auctioneers that are known which are not members currently. Maybe offer them a discount to join.
- Make sure speakers presenting their products are not being paid.

TOPIC IDEAS

- Gord – “what’s working for you?” Share ideas of things

that are going well in your auction business – discussion format

- 80 sec video (gtaguns) on his website
- Opening day – introduction by each member by standing up and giving a short blurb about speciality of your auction business
- Running Mean – cost efficiency/operations - Teresa
- Needs coming from and are you nurturing them
- Financial advisory
- Back to the basic – education, i e mason jars (4 sold \$1,200) not just the beaver ones
- Learn about valuable, glass, wood, this i.e. makes better selling – ie pine, oak

IDEAS

- Auctioneer Hall of Fame: Must be nominated, not necessarily an AAO member
- Competition: Ladies class – should be ok to go in with the men
- Auction college (They need to promote AAO more) They can make better membership and attendance increased

Story continues on next page

- Membership – discount the college for AAO
- If an auctioneer is required to have a licence and there is an online auction in that city, it should be the responsibility of the AAO auctioneer to report it to the bylaw officer
- Dispute: Resolution board: Any complaints should be submitted to Consumer corporate affairs
- Encourage more legendary auctioneers to sell at competition – i.e Hoss, Vern Bailey, McCartney etc and advertise old home auctioneers
- Hometown auctioneers to be part of the selling as well

BANQUET

- Need to think of something that will grab people so they want to come and take part of the banquet – i.e. who will be the entertainment and advertise/promote it etc
- Competitors - conference dinner – need to pay for dinner and if they show they will be refunded
- Acceptance speeches from all award winners
- Not only just say thanks and pictures – but how they started out, etc.
- Lights need to be turned on when awards are given
- Winners videos should be put on the AAO website

2017 Auctioneers' Competition

The 2017 Competition was held at Stapletons' in Newtonville, ON. A large crowd was in attendance for one of the first mild days of Spring in Southern Ontario.

2017 Experienced Champion - Chad Simmons , Finch, ON

Reserve Champion - Frances Fripp, Mississauga, ON

Runner-up - Jon Wilson, Dorchester, ON

2017 Novice Champion- Landon Smith, Milverton, ON

Reserve Novice - Jared Ruth, Hepworth, ON

Runner-up - Dan Leslie, Guelph, ON

There were 14 competitors in this year's competition. The calibre of the contestants is rising every year and the result is one of the more entertaining events of Convention weekend. AAO looks forward to having Bowman Auctions, Wallenstein, ON as our hosts next year for another great event.



*Chad Simmons
(Champion
Experienced class)
with Frances Fripp*

More photos appear on next page

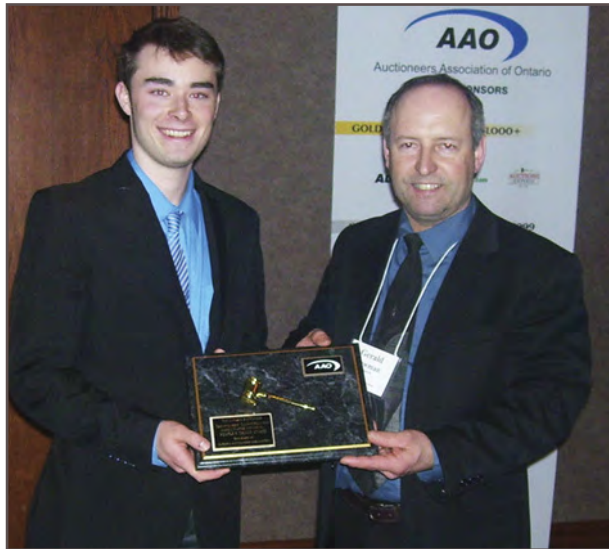
AAO Convention 2017 Wrap-Up



Jim McCartney selling at Stapletons



Don Reinhart selling at Stapletons



Novice trophy for Landon Smith presented by Gerald Bowman



Frances Fripp congratulating Novice runner-up, Jared Ruth



More hardware for Chad Simmons



Ontario Farmer trophy for Chad Simmons, experienced Champion

AAO Convention 2017 Wrap-Up



Jon Wilson thanking Manson Slik



Frances Fripp thanks Kris Kennedy



Landon Smith collects hardware as Novice Champion



Gary Hill selling at Stapletons

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