

THE BID CALLER

AUGUST 2021

SOUTH CAROLINA AUCTIONEERS ASSOCIATION



A Message From The President

SCAA President Gwen Bryant

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If there's one thing I've learned from this past year, it is how to adapt to changing situations. This year has taught me how to have the abilities to be diversified in the auction industry by using our education, networking opportunities, friendships that we have made and how to get creative with our services.

We are problem solvers that help those who have needs without a speedy solution, who look to us for that solution and trust that we can get them the revenue they seek.

Once they know that you offer a turnkey job, they see the value of your service. This process will build friendships and long time relationships with your clients. This will provide many referrals and repeat business, which we all like and appreciate.

As an association, we are providing value through our resources, educational opportunities and networks. We want all auctioneers and the next generation of auctioneers to be a part of our association, so we can participate in these opportunities and we as fellow members can help them and their business to grow.

I'm looking forward to our next ZOOM call, and let me know if I can be of any help to any of you.

Take care and be safe.

Gwen C. Bryant, SCAA President

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.

Save the Dates!

2022 SCAA Convention

January 7-8, 2022

**Embassy Suites
200 Stoneridge Drive
Columbia, SC 29210**

Room Rate: \$129/Night

Hotel booking deadline is December 20, 2021

Phone: 803-252-8700

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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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.

Make Your Hotel Reservation Today!

Go ahead and lock in your room for the 2022 SCAA Convention, which will take place Friday-Saturday, Jan. 7-8, 2022 at the Embassy Suites in Columbia, S.C.

Rates begin at \$129/night. Call today at 803-252-8700 and tell the hotel you are with the South Carolina Auctioneers Association. You may also book online. Just click [here](#).

See you in January!

Online or In-Person ...
Pick out the Session that Works Best for you!
Visit: SSAuctioneering.com

Southeastern School of Auctioneering

Step into the World of Auctioneering!

SSAuctioneering.com
864.903.3160 864.444.1321

NOT YET A MEMBER?

Come join us!
Contact the SCAA office at 919-876-0687 for an application and to find out how a SCAA membership will strengthen your future!

Send in Your Application Today! J. L. Pinckney Scholarship Eligibility

Any student may apply for an award from the Scholarship Fund providing they are currently attending or have been accepted to an accredited college, university, or trade school.

Each student will submit an application for Scholarship Funds using the standard SCAA, J. L. Pinckney Memorial Scholarship Fund Application along with transcripts from the previous school year and a 300 word or less summary of why the student feels qualified for the award. The student should include any special financial or hardship needs in the summary. The application must be postmarked by the deadline which will be no later than **December 1, 2021**.

For an application please visit www.southcarolinaauctioneers.org or call the SCAA office at 919-876-0687.

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, 2022**.

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

Be Active!

**Contact SCAA board members to find out how you can play
an important role in your industry's future.**

SSA Graduates

Congratulations to the March 2021 Graduates!

The Southeastern School of Auctioneering graduated 14 new auctioneers at the March 2021 Distance Learning Online Session. This year marks the 37th year for SSA.

More information about the school can be found at SSAuctioneering.com or by calling 864-903-3160.



Southeastern School of Auctioneering
Online Distance Learning Session
March 2021

Graduates		 ALLEN SHREWSBERRY GA	 CHERYLANN WILKINSON GA	 CHRISTINE RATH FL	 DAVID WADE FL
 Larry Meares President/Founder	 DENNY LUCIA FL	 EMILY MAXWELL SC	 SHARON ROSEMAN NC	 JEFFERY BENOIT FL	
 RICK LEONARD SC	 JOSHUA WINCH GA	 RENEE BAREFOOT NC	 RODNEY SHEPPARD NC	 STEVEN LIBRAMENTO NC	 William Swatt GA

Auctioneers Reading the Room

By Mike Brandly

I have to admit ... I left auction school and returned home thinking “*I’m ready to be an auctioneer*” but I wasn’t. I didn’t know how to find business, manage seller and buyer expectations, hire staff, identify product, advertise, or really anything else other than bid call. I was fairly good at bid calling given I had only been bid calling a few weeks, but in fact, there was so much more to learn about that too.

As we’ve titled this story, auctioneers with sufficient experience bid calling learn a critical skill — how to “*read the room*.” It is a skill that cannot be taught and rather learned from experience. Once this is learned, auctioneers with this talent earn more for their sellers than auctioneers without this skill.

What is *reading the room* all about? In this regard, a common definition is “*To use one’s intuition to analyze the general mood and that of individuals in a particular setting and act accordingly.*” In other words, auctioneers with this talent seem to know when a certain subject property is up for sale ... what an appropriate instant appraisal (suggestion) is when a bidder is likely to bid again, when to keep asking for more (or not,) what increments are appropriate, and what to say to any particular bidder to secure that one additional bid.

Specifically, reading the room involves analyzing eye contact and overall body language. Is the bidder looking at you the auctioneer, the subject property, or somewhere else? Does the bidder appear relaxed or excited? Are their arms open, or at their sides, or crossed? In what fashion are they bidding — by raising their bidder card, yelling, waving, winking, or other?

Bidding at a live auction is communication between the auctioneer and those bidders. How do any of the bidders indicate a “yes” and how do any of them communicate “no?” When does “no” mean “yes?” When does “no” mean “no?” When can a “no” be converted to a “yes” with a smaller incremental suggestion? When is that same smaller incremental suggestion not necessary or prudent?

I worked for several auctioneers early in my career and well over 100 auctions before I started to notice I had learned to *read the room* and only then knew that I wasn’t reading the room to any great extent prior. Armed with this skill, I started to not only procure additional bids but likely sold quicker knowing when that next bid was not forthcoming. In other words, our sellers benefited from additional proceeds with lesser costs of sale.

The real danger for any seller is not hiring an auctioneer with *less* experience and rather hiring an auctioneer with *no* experience, or the “celebrity” auctioneer for their benefit (or any) auction. There’s virtually no chance of a brand new auctioneer or auctioneer-impersonator knowing how to *read the room*, and thus we would submit this will cost the seller in proceeds and additionally increase costs of sale.

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.

Make Your Plans Now to Attend the SCAA Convention!!

We Look Forward to Seeing You in January!!

SOUTH CAROLINA AUCTIONEERS ASSOCIATION

2022 ANNUAL CONVENTION

EMBASSY SUITES, COLUMBIA, 200 STONERIDGE DRIVE – 1-803-252-8700

AGENDA

FRIDAY, JANUARY 7, 2022

12:30 p.m.	Convention Registration Opens
1:00-3:00 p.m.	“A Walk Through the Law” (4 RE and Auction CEUs) – Frankie Griffin
3:15-5:15 p.m.	“A Walk Through the Law” (continued)
5:15-7:00 p.m.	Dinner on Your Own

SATURDAY, JANUARY 8, 2022

7:30 a.m.	Convention Registration Opens
8:30-9:30 a.m.	Becoming a Great Communicator, (2 CEUs) – Terri Walker
9:30-9:45 a.m.	Break
9:45-10:45 a.m.	Becoming a Great Communicator (continued)
10:45 a.m.-Noon	Annual Membership Business Meeting
Noon-1:15 p.m.	Lunch (Ticket Required)
1:15-2:15 p.m.	Prints and Paintings, (2 CEUs) – Daniel Lyles
2:15-2:30 p.m.	Break
2:30-3:30 p.m.	Prints and Paintings (continued)
6:00-10:00 p.m.	SCAA Banquet (Ticket Required) Advertising & Scholarship Awards NAA Presentation Auctioneer Championship Competition, Fun Auction Hall Of Fame Presentation Officers & Directors Awards, Ceremony <i>(Semiformal/Business Attire Recommended)</i>

CE classes are funded by the South Carolina Auctioneers Commission and the Recovery Fund.

The SCAA is accepting nominations for Officers and Directors for the 2022 year:

To be considered by the Nominating Committee, a nominee must be (1) A regular member of the SCAA in good standing, (2) A licensed S.C. auctioneer and (3) a resident of S.C.

If you are interested in serving please contact someone on the nominating committee:
Rafe Dixon at 803-774-6967, Bob Robeson at 843-623-6187, Paul Yoder at 864-280-7192 or
Marshall McAbee at 864-230-7520

Elections will take place during the membership business meeting at the 2022 annual convention,
Jan. 7-8, in Columbia.

Meet Our Speakers

Frankie Griffin

Frankie is a Real Estate Broker that specializes in representing clients in the purchase and sale of single-family residences and income property within the cities of Columbia, Lexington, Chapin, Irmo, Lake Murray, Blythewood, Cayce, West Columbia, Forest Acres, and St. Andrews. He keeps abreast of all transactions in these areas, and is also very knowledgeable about all the local schools.

Active in real estate since 1998, Frankie specializes in the sale of single-family homes in and around the Columbia, Lexington, Irmo and Blythewood areas of South Carolina. He is currently a resident of Cayce SC. Frankie is a seasoned broker and is the host of Success in Real Estate which airs on The Point Radio, 100.7FM or 1470AM every Friday morning from 9am to 10am. Frankie has actively sought to continue his real estate education and has attained the prestigious Certified Residential Specialist designation as well as that of Accredited Buyers' Representative. Both of these designations take years to acquire, involving many hours of classroom instruction and many successful residential closings. Frankie is an Army veteran of 22 years. Upon retiring from the military in 2003, Frankie started his own Real Estate Brokerage Company in an effort to take his level of service even higher. Frankie's operation is completely computerized to ensure that not a single detail is overlooked, whether you are buying or selling. Frankie is one of the only agents in the area that makes his compensation plan an addendum to the listing agreement. This practice ensures that you know exactly how every penny in commission paid will be used in selling your home.

Frankie holds the following designations and honors:

- Success in Real Estate is helping educate the buyer and seller of real estate
- (CRS)Certified Residential Specialist
- (ABR)Accredited Buyers Representative
- (E-PRO)E-Pro Internet Professional
- MRP - Military Relocation Professional
- Member of the South Carolina Association of Realtors
- Co-owner and instructor of the Real Estate School for Success
- Instructor for the Sumter and Florence (Pee Dee) Board of Realtors

Education

Frankie graduated from high school in 1983. He received a BS Degree from Liberty, majoring in Business Administration. Throughout his real estate career he's continued his education, taking many special focus classes on marketing and selling. He also taught a career development course in the Columbia area.

Professional Affiliations

Frankie is currently a member of the National Association of REALTORS, State and the local REALTORS associations. Frankie also belongs to the Consolidated Multiple Listing Service.

Terri Walker

Terri Walker, CAI, BAS, CES, owner/auctioneer with Walker Auctions and Walker Benefit Auctions, has worked in the auction industry for over 25 years. She is a second-generation auctioneer who partners with her husband, Lance Walker, CAI, CES, BAS.

Terri was the 2020-21 President of the National Auctioneer Association and the 2009-10 International Auctioneer Champion, Women's Division. Other honors include winning the 2002 Tennessee Grand Champion Auctioneer and being appointed by the governor to serve as the Chairman of the Tennessee Auctioneer Commission.

With a strong knowledge of raising money for nonprofits, Terri is instrumental in helping charities across the country raise over 12 million dollars annually. Her strengths to her clients include providing valuable pre-auction consulting and superior benefit auctioneering skills used in conducting the event. She has developed several seminars, written articles,

Meet Our Speakers, Cont.

and worked with benefit auction software companies in providing the latest information for nonprofits. She enjoys giving clients more insight in the area of benefit auctions.

As owner and Realtor with Walker Auctions, Terri sells real estate at auctions in the Memphis, Tennessee area. She has been instrumental in promoting online estate auctions utilizing the MarkNet Alliance bidding platform thus providing an additional avenue for buyers and seller to participate in the auction process.

Terri and Lance live in Memphis and have three children and one granddaughter.

Her favorite past time is teaching and playing the harp.

Daniel Lyles

Daniel Lyles is a professional fundraising auctioneer licensed in NC, SC, and FL, helping non-profits maximize their fundraising potential. His professional experience includes 12 years of art auction sales, 5 years marketing, and brand management working for advertising agencies, and currently serving as booking agent/sales & marketing director for a nationally-known performance artist. He is a graduate of The Southeastern School of Auctioneering, and is an instructor in the school on art and marketing/branding and teaches auctioneers on the state level with continued education courses. Dan is an active member of the South Carolina Auctioneers Association (SCAA) and the National Auctioneers Association (NAA) and previously served as Director for the South Carolina Auctioneers Association.

New Members of the SCAA

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Welcome!

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THANK YOU, BID CALLER BOOSTERS!

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