



Manitoba Auctioneers Association Summer 2016

2016 MAA Annual Convention

The 2016 MAA Annual Convention was held in Portage la Prairie this past February. Guest speakers Dennis Biliskie from North Dakota and Beth Connery from Portage la Prairie shared stories from their experiences with their business and families. Our day of education was followed by the AGM where our new MAA president Wayne Kauenhofen was elected. Our annual fundraising auction was a success and once again we were able to donate a portion of our proceeds from the evening to the Central Plains Cancer Care Program. Judy Sauder, Executive Director from CPCCP and volunteer caregivers were in attendance to accept our donation.

The Manitoba Auctioneers Association would like to thank the following businesses and partners for their contributions to our convention and fundraising auction.

The Western Producer - Lunch Sponsor

Global Auction Guide, The Auction Guy.com—Hospitality Sponsor

Bidspotter—Break Sponsor

Auction Contributors:

Bill Klassen Auction—Central plains Cancer Care—Gilbert Gauthier Auctions-Miller Auctions
Nesbitt Publishing—Gillbert Gauthier Auctions—Brent Reid Enterprises
Waynes Auctions—Morris & Mary Olafson—Selkirk Record & Stonewall Tribune
Fraser Auctions—Desjardins Insurance—Prairie Lane Auctions—Kaye's Auction
Manitoba Farm Life—CNIB—Meyers Auctions—Fletcher Auctions—CKLQ - Star 94.7
Hudson Auctions—Brent Reid Enterprises—Kaye's Auction—Nicole Boslovitch
Nickel Auctions—Bill Klassen Auctions—Ross Taylor Auction Service—Auctionsales.ca

Board of Directors

President:
Wayne Kauenhofen
204-324-8685
info@waynesauction.com

Secretary Treasurer
Nicole Smallwood
1-888-394-9824
nmssmall@gmail.com

srtaylor@mts.net
Winnipeg—Member at Large
Morris Olafson
204-822-3742
Olafson.m@hotmail.com

Vice President:
Morris Olafson
204-822-3742
Olafson.m@hotmail.com

District Directors:
Northwest
Dave Nickel
204 637-3393
nickelauctions@mymts.net

Northeast
Stuart Miller
204-649-2366
millerauctions2000@yahoo.com

Past President:
Scott Campbell
204-724-2131
Scott.campbell@fraserauction.com

Southwest
Ross Taylor
204-877-3834

Southeast
Wayne Kauenhofen
204-324-8685
info@waynesauction.com



Morris Olafson, MAA Past President and kaylee Gauthier in an intense staring contest at convention

Judy Sauder, Executive Director of Central Plains Cancer Care Program, accepting a donation of \$2500, presented by Wayne Kauenhofen MAA President



Message from Wayne Kauenhofen — MAA President

Hello my name is Wayne Kauenhofen, your new President of the Manitoba Auctioneers Association. I am here to tell you about myself. My wife Connie and I have been married for 20 years and we have 2 children; our son Kumera is 8 and our daughter Azeb is 6. I have been in the auction business for 17 years. I have conducted household, small farm sales, antiques, and have also helped out other companies. I have sold for Ducks Unlimited for about 5 years, and have also sold for the Canadian Aerial Applicators Association. I am currently employed with Associated Auto Auctions in Headingley, MB as a ringman. I am very honoured to be your President of this great association and will work very hard to represent you. So with auction season upon us be safe and have a good and successful auction season. GOING ONCE, GOING TWICE , SOLD!

Your president, Wayne Kauenhofen



ARE YOU CONNECTED?



Post Your Sale on,
Over 100 Websites
Easily and Automatically

Contact your online provider for more information,
go to www.auctionguy.com, or call 888-311-9563 for more information.

Exclusive Contracts—What Are They Good For

Exclusive Contracts

More and more online bidding service providers are aggressively pursuing multi-year exclusive contracts with auctioneers. If you sign that contract you've handicapped your business and this blog post explains why.

Lost Opportunity

ABC online bidding provider comes to you and offers you a great 3-year deal (lower setup costs, lower percentage) and you think, heck, why not? You only use ABC online bidding provider right now anyway. If you sign that contract you have now gambled your future that nothing significant changes in the next 3 years. What if a few months from now you have a golden opportunity to conduct an auction with different types of assets where ABC online bidding provider isn't a good match? Now you're regretting that exclusive agreement, you don't have the ability to utilize the best tool for the auction, and you're stuck with that decision for 33 more months.

The other variable here is change on the provider's side. What if you sign that 3-year agreement and you get your prices locked in but then they change something else? What if they stop collecting bidder payment information so you're left to hope for payment after the auction? What if they start an auctioneer ranking system that penalizes you for not meeting their arbitrary guidelines? What if they enact a new rule that prohibits you from posting links back to your home page? What if they start restricting your ability to make catalog changes after bidding has opened? The list goes on and on, but once you've signed that exclusive contract you're tied to that ship, wherever it decides to go.

Your competitor didn't sign that exclusive agreement and, by contrast, your competitor is able to use the best tool for each auction. They use a mix of ABC, OPQ, and XYZ bidding providers, whichever works best. Because they use the best tool for the job they achieve higher hammer prices, put more profit in their pockets, and in a matter of 3 years your competitor goes from being smaller than you, to being the big dog.

Just Say No

We have never believed in exclusive contracts and never will. Our job is to give you the tools you need to succeed, one of which is our private-label online bidding platform [Bidopia](#). Bidopia is a modern, low cost (no percentages), private-label, non-exclusive online bidding platform where you drive your own traffic and build your own brand. Bidopia offers Webcast, online-only, and internet absentee solutions. While it may work for many auctioneers and many types of auctions, we fully understand that Bidopia is just a tool in your tool box. We do not ask for exclusivity and Auction Flex has built in tools to allow you to quickly and easily export your catalog to any online bidding platform of your choosing.

The Insanity

We've heard more than one auctioneer say, 'ABC provider brought me 50 bidders'. Yet, after a brief discussion we learn that the auctioneer is sending all their bidders from their website and marketing to the ABC provider's site.
.....Continued on page 7

Continued from page 5

To clarify, the auctioneer is driving their bidders to ABC provider's site and then giving them credit for it! The auctioneer is then paying ABC provider a percentage of the successful bid for the bidder they delivered. That's like bringing bread to the bakery and then buying it back! To add insult, ABC provider doesn't even provide the auctioneer with bidder info on all of the registered bidders; they restrict access to only the winning bidders. As if all that wasn't enough, ABC provider will then giddily send the auctioneer a report claiming credit for all of the internet bidders regardless of how many were truly driven from the auctioneer's own marketing. And the auctioneer says, wow, ABC provider brought me 50 bidders! The insanity knows no bounds!!!

Webcast Profit Center

Remember that without exclusivity you can utilize multiple webcast providers. You can use Bidopia **and** ABC online bidding provider **and** XYZ online bidding provider. Since you don't pay a percentage with [Bidopia](#) you send your bidders from your website and your marketing to your private-label Bidopia page. Just because you're not paying a percentage doesn't mean you stop charging the higher internet buyer's premium. The difference is that instead of paying out the extra buyer's premium to ABC provider that extra BP becomes a profit center for your company. By not sending your bidders to ABC provider's site you've made that provider earn the percentage they charge on winning bids. In 2014, the first year Bidopia Webcast was available, the Bidopia Webcast platform saved auctioneers ~\$500,000 in fees. That's an extra \$500,000 straight to our customers' bottom lines.

Internet-Only Auctions

With internet-only auctions it's important to point out that, unlike webcast, you can only use a single provider. With the low [cost of Bidopia](#) (no setup cost & no percentage) there's a HUGE difference in what can be a profitable online-only auction when you're only paying the Bidopia \$75 maximum bidding fee per auction vs. what ABC provider charges (\$500 setup + 5% or even \$300 + 3%). In 2014 the Bidopia Internet-Only platform saved our customers millions in fees!

What Are They Good For?

When an online bidding provider tries to entice you into signing an exclusive contract they are looking out for their best interest, not yours. Let's be honest; if they were truly the "best" marketplace then they wouldn't need that exclusive agreement now would they? The fact is they make the bulk of their money by taking a percentage of successful online bids. If there is less competition from other platforms' bidders, they stand to make more money, even as your hammer price and commission fall.

Exclusive contracts. What are they good for? [Edwin Starr](#) said it best, "Absolutely nothing."

Submitted by

Brandon Harker

brandon@auctionflex.com

[Auction Flex Auction Software](#)

[HiBid Internet Auction Platform](#)

352-414-1947

Top Bid®

Auction Management Software

Canada's Most Popular Auction Program
In use by more than 200 Canadian Auctioneers

For More Information contact
Bruce County Software
Toll Free 1-888-454-5299 or
visit our website
www.topbid.ca



- Antiques • Trucks & RV
- Construction Equipment
- Farm and Equipment
- Estate • Land/Realty • Livestock

BIDOPIA

Internet Auctions

NO PERCENTAGES



Webcast →



→ Live Catalog



Catalog →

Screenshots above are customized with your logo, colors, etc.



Auction Software

NEW FEATURES

CATALOG, CLERK, AND MORE ON YOUR TABLET & SMARTPHONE

Webcast Live Bidding

Includes pre-bidding prior to lot going live
Simplified bidding interface increases participation
Audio/Video broadcasting included
\$25 setup + \$125 max bidding fee per auction*

Internet-Only Auctions

Live Catalog provides real-time info; no refreshing
Soft Close extends bidding per lot; prevents selling
Linked Soft Close - link multiple lots together
No setup + \$75 max bidding fee per auction*

Internet Absentee Bidding

Accept internet bids before your live auction
higher starting bid amounts speed up live auction
No setup + \$25 max bidding fee per auction*

* Price is \$25 per unique lot used to extend the max bidding fee per auction. Fees for the optional credit card authorization registration service are separate.

WHERE AUCTIONEERS COME FIRST: NO CONTRACTS, NO STIPULATIONS, AND NO PERCENTAGES. WE PROVIDE THE TOOLS YOU NEED TO BUILD YOUR OWN BRAND.

Visit www.auctionflex.com/bidopia.htm for more information.

LIVE OR ONLINE, BIG OR SMALL, SIMPLE OR COMPLEX. WE HAVE SOLUTIONS TO HELP YOU GROW YOUR AUCTION BUSINESS.

Visit www.auctionflex.com for more information.



February 24 & 25, 2017
CanadInn Portage la Prairie

Hospitality Room Sponsored by Global Auction Guide—Auction Guy.com

Speakers

AGM & Elections

Supplier Exhibits

Banquet & Auction Fundraiser

Member Registration \$100
Guests \$50
Dinner Only \$50
Children may attend free of charge

Each attendee should also provide one or more items to auction as part of their registration.

If you are interested in sponsoring any of the following please contact
Nicole Smallwood 1-888-394-9824 nmssmall@gmail.com
Coffee Breaks * Lunch * Banquet * Fundraising Auction

Rooms are available for \$118 at the CanadInn Portage la Prairie
Quote Block number 216549
1-888-332-2623