

# How do I start an Auction Division from A-Z

by

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**By Midyear 2008  
Every progressive real estate  
office in the US will have an  
auction house**

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# Education/Training

- Attend auctions

[www.auctioneers.org](http://www.auctioneers.org)

Meet auctioneers

Attend onsite and ballroom style auctions

Attend auction House seminars

- Professional designation

AARE - Accredited Auctioneer Real Estate

CAS - Certified Auction Specialist

CAI - Certified Auction Institute

- Recommended Reading

“Sold!: The Professional's Guide to Real Estate Auctions”

by Stephen J. Martin, Thomas E. Battle III

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# Preparation

- Analyze local market
- Interview Auctioneers
- Regulation
- Contract, terms & documents
- Due diligence package
- Develop marketing strategy
- Develop communication system
- Registration Fee
- Buyer seminar



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# Execution

- **Get inventory/generate leads**
- **Conduct seller seminar**
- **Set registration deadline**
- **Start Auction process 45-60 days to auction**
- **Conduct auction preview**
- **Host auction**



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# Reanalyze

- Review results
- Get feedback
- Marketing results
- Auction setting
- Get testimonials



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**Location, Location, Location**

**has Changed to**

**Location, Location, Marketing**

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