

Reaching out to Realtors

NAA promotes its members at National Association of Realtors' convention

NAA members and staff were visible at the National Association of Realtors' annual convention in Orlando, FL in November. Members of NAA were panel members at an Auction Forum presentation, and past International Auctioneer Champions were the Auctioneers for the Land Institute Cowboy Auction on Saturday evening.

NAA members also staffed a booth on the exhibit floor to promote NAA members and the Accredited Auctioneer Real Estate (AARE) designation. Participating were IAC champions Bill Sheridan, CAI, AARE, GPPA; John Nicholls, Barbara

Bill Sheridan calls the Cowboy Auction.



Bonnette, CAI, AARE, GPPA; Pam Rose, CAI, AARE; and Jodi Sweeney, who all called bids at the Cowboy Auction. Past NAA President Bill Sheridan will serve as chair of the Auction Forum Committee next year. Also participating were Tommy Rowell, CAI, AARE, and Tom McInnis, CAI, AARE, who helped with the Cowboy Auction and Mark Shear, CAI, AARE, CES, MPPA, who helped with the booth.



Pamela Rose, Mark Shear and Scott Oglesby.

NAA has encouraged its members to increasingly work with Realtors and real estate agents to auction properties not selling in traditional listings. Many NAA members speak to real estate company staffs to educate them on the auction process and how both the Auctioneer and real estate agent can make money on a cooperative deal. Conversely, the NAR promotes auctions to its members. NAR has the following on its website:

"NAR and the National Auctioneers Association, in response to the growing consumer interest in and demand for real estate auctions across the country, have developed a new online course for Realtors, called 'Introduction to Real Estate Auction.'"

"Realtors add value to the real estate transaction with their expertise in managing complex real estate transactions, and auctions are no exception," said NAR President Dick Gaylord, a broker with RE/MAX Real Estate Specialists in Long Beach, CA. "More real estate is sold by auction every year, and Realtors are there to help both buyers and sellers navigate the auction process successfully."

The "Introduction to Real Estate Auction" course, written by NAA members, helps Realtors provide valuable auction services to their clients, including identifying potential properties for auction, marketing properties for auction, and partnering with auction firms.