

Frequently Asked Questions

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1) Why does your website feature only live auctions?

We are fully aware of the significant growth and popularity of the online auction method over the last several years and that many live auctioneers also conduct online web-only auction sales. Since our founders are veteran auctioneers, we recognize that there are many seller/sale circumstances and certain assets that may, in fact, be best served by the online auction format. There are multitudes of online auction sites flooding the Internet. However, many situations require a live on-site sale. Historically the most rare and sought after assets in the world have been sold via the live auction method, a trend that we are convinced will continue. Buyers at live auctions see what they are buying, enjoy the challenge of reading the expressions of their fellow bidders and experience first hand the excitement, energy and artistry of the auctioneer at work. Accordingly, we feel that live auction events deserve their own separate and stand-alone arena apart from the online method.

2) Are online auctioneers and live auctioneers governed by the same regulations?

No. Many states require live auctioneers to be licensed prior to conducting auction sales in their state. This state licensing process typically includes criminal and financial background investigative checks on the applicant. Additionally, there may be requirements for the applicant to undergo training and testing in civil codes pertaining to auction law regulations, procedures and ethics. On a local level, the city in which the auctioneer operates will require the auctioneer to obtain a business license. Currently the World Wide Web online auction industry is largely unregulated by state and local agencies.

3) As an auctioneer conducting a local live auction event, why would I be interested in financially contributing to a national advertising campaign to promote attendance at my local sale event?

Experienced auctioneers won't need our help answering this question. They know that if they have something of interest and value to sell, a serious buyer with the need or desire to acquire that asset will not hesitate to travel long distances to obtain his or her prize.

Perhaps more importantly, attendance is not really a requirement for a distant buyer to participate in your live auction sale event. The buyer may place a proxy bid with the auctioneer, a phone bid during the sale or take advantage of participating in online bidding that may be offered in support of the live auction event.

Serious buyers are utilizing powerful sophisticated search engines daily to locate collectibles, equipment, vehicles, real estate and much more. The more exposure your sale gets, the greater success for you and your seller. And remember, a national campaign will likely include your marketplace. Our national advertising will also be seen by your local buyers, pointing them to an uncluttered, easy to navigate website where your live auction event can be easily found without having to wade through thousands of confusing search engine results.

4) Will a national advertising campaign eliminate my need for local advertising to promote my sales?

No. Our program is not intended to be a stand alone approach to advertising your auction sales. Local advertising will always be an important component to a successful live auction event. However, what we believe our creative national television and print ads media campaign will do is create significantly greater public awareness and interest in the live auction method of sales. Remember, if the campaign is national by definition, that will likely include your local market. By "branding" the LiveAuctionEvents.com concept, local buyers missed by your limited best efforts direct marketing local campaign may become aware of your sale opportunity and attend your sale event.

5) Since we, the live auctioneers, will be self-funding our own multi-media ad campaign to insure success in creating awareness and branding of LiveAuctionEvents.com, will we be able to see reports of the ad campaigns that are running?

Yes! We will provide reports on our ad campaigns.

6) Why would I want to share an advertising platform with other auctioneers?

Here is the best one-word answer for this question: EBAY! What is EBay? It's one common platform where all the great majority of successful online auction power sellers come together to post their sales. Why can't live auctioneers do the same thing?

The reality is, no matter where you're currently advertising, you are likely sharing a common platform with other auctioneers. So why not band together and create "brand" our own best source go-to platform for

buyers to know where to find live auctions in their area?

7) How will this website help my business?

LiveAuctionEvents.com is aimed at becoming your #1 on-line source for attracting new interested local and national buyers at all your live auction sales in the future. As an auctioneer, you know that the dynamics can change with the addition of just one or two compelled buyers at a sale. Through the power of the LiveAuctionEvents.com media syndicate, each sale posted on the site receives the benefit of never before available print, television and radio media to drive the new and interested buyers that were never before aware of such events. You can't afford not to be a member.

8) I already have a website where I post my sales. Why do I need to post my auctions on LiveAuctionEvents.com?

Yes, you already have a website, but who is really seeing it? How do new buyers find out about your sale and then find their way to your company's website? The answer, in all too many cases, is, "They don't." Traditionally, in the past, the buyer would have to know when and where to look to find information about auction sales. With LiveAuctionEvents.com, we are actively informing the public (aka potential new buyers) of where to look to find our members' sales, potentially bringing new clients to each and every sale!

9) I'm a small auctioneer on a limited budget. We only do 3-to-5 auctions a year. Is LiveAuctionEvents.com the right place for me to be spending my advertising dollars?

Not only is it the right place but it's the BEST place! Where else can you receive local and national recognition for every sale you conduct all year long for less than the advertising budget for one small sale. Nowhere but LiveAuctionEvents.com! Our members receive all the same benefits whether you conduct 3 or 300 auctions a year.