



Work-based Learning Through SUPERVISED AGRICULTURAL EXPERIENCE

A GUIDE TO THE AUCTION INDUSTRY

SAE for All
Teacher Edition

A Project by The National Council for Agricultural Education



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WELCOME TO YOUR AUCTION INDUSTRY SAE GUIDE

There are so many options for student Supervised Agricultural Experiences (SAEs), or work-based learning experiences in agriculture, which allow each student to explore careers that interest them. You can't possibly be an expert in all agriculture careers; that's okay! SAE guides allow students to choose career areas that are most interesting to them while ensuring they gain meaningful learning experiences in and out of the classroom.

The auction industry **SAE student guide** will help students explore auctioneering as a career and as an SAE. The auction industry **SAE teacher guide** will help you determine how auctioneering content can fit into your curriculum and will explain how to guide students who are interested in an auction industry SAE. The teacher guide will also provide resources to use in your classroom.

How Does This Fit Into My Classroom?

The resources provided are designed to fit in a variety of subject areas. After looking through the guide, you may already have some ideas of how to use these activities in your classroom. You determine what is the best fit.

The auction industry SAE guide is designed to introduce students to careers within the auction industry and help them start their own auction SAE. The guide takes students through the activities to complete a Foundational SAE and give them the tools to begin an Immersion SAE.

The student SAE guide is formatted in Beginner, Intermediate, and Advanced levels. Below is an overview of the projects included in the student guide and their SAE connection.

Activity A1 is an introduction to the auction industry and its connections to agriculture. This activity will begin their journey into a **Foundational SAE** and will help them develop knowledge in **agricultural literacy**.

Activity A2 will connect students with an auctioneer as they complete two hours of job shadowing. As students work on their **Foundational SAE**, this experience will help them learn about **employability skills** that are required to be an auctioneer.

Activity A3 will help students identify careers in the auction industry. Additionally, students will complete a cover letter and resume. This is an important part of their **Foundational SAE** and will help them develop their knowledge in **career exploration**.

Activity A4 helps students learn what it takes to plan an auction as they create an FFA benefit auction planning guide. The guide will also include a safety plan. This will deepen their **Foundational SAE** and explore the area of **workplace safety**. Taking this activity to the next step and putting on a live auction for the FFA chapter would be a great way to start their **Immersion SAE**.

Activity A5 will guide students through creation of a business plan. This lesson in **personal finance** will complete the **Foundational SAE** requirements.

Activity A6 will help students create a roadmap for their future as the first step of the **Immersion SAE**.



How to Use the Auction Industry SAE Guides



This set of resources highlighting the auction industry is intended to serve as a semester-long project.

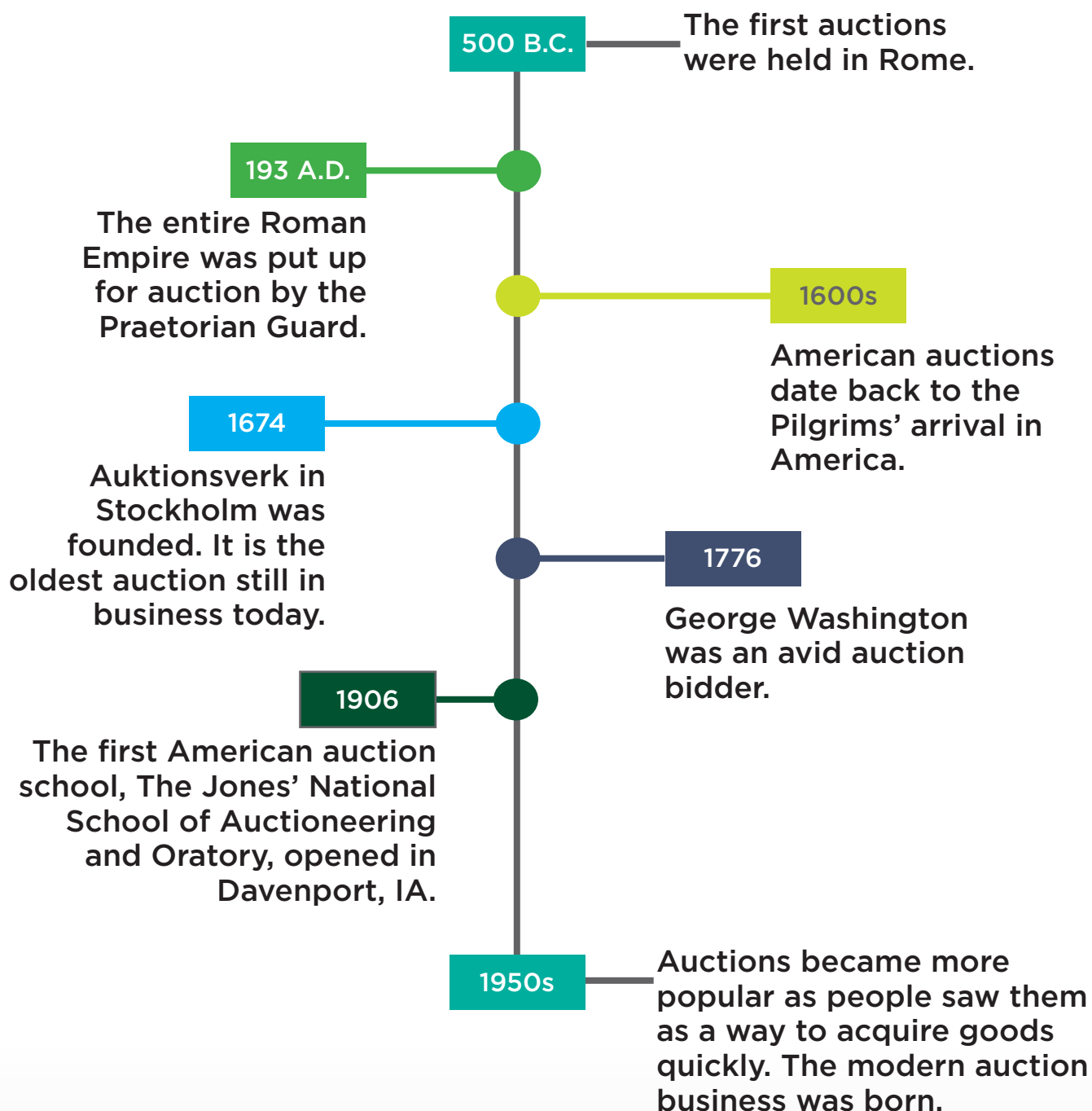
Activities in the student and teacher learning guides will likely require effort both during and outside of class. Sample task evaluation rubrics and point values are included for ease of implementation. However, feel free to adjust the activities and grading system to fit your program and school requirements. Bell ringer and enrichment activities are also included to help you maintain student interest and SAE momentum.

What do I Need to Know to Teach About Auctioneering?

While you certainly do not need to be an expert auctioneer, it will help to have a base knowledge on the auction industry. You can also look to your local auctioneers to bring experience and expertise to the classroom.

A Quick History of Auctions

Auctions are not new. In fact, auctions have existed for more than 2,000 years and continue to grow in popularity each year. Auctions have been closely linked to agriculture throughout history and are still an important part of agriculture today. Livestock, equipment, and agricultural land are all commonly sold at auction.



Today, auctions are popular both in-person and online through video auctions. Auctions are even the focus of many popular TV shows like *Storage Wars*, *Texas Flip & Move*, and *Auction Kings*. Professional auctioneers sell an average of a quarter-trillion dollars in goods and assets every year in the United States.

Modern Auction Industry Overview

Who participates? An **auctioneer** or **auction company** holds the auction on behalf of a **seller** and facilitates the sale of goods to a **buyer**.

What is sold? Personal or real property.

When are auctions held?

Whenever needed. Sellers set the time and place.

Where are auctions held? In person at **auction facilities**, a **sale barn**, **on-site** (like at a farm), or **outdoors**. Auctions can also be held **online**.

Why auctions? Auctions are the most transparent and efficient means of selling your asset (property owned by a person or company), and there is no better way to determine the true market value of an item



Benefits of Selling at Auction

- Price is negotiated up through bidding
- Pre-determined sale date
- Quick transaction period
- FUN, engaging, and hands-on
- Pre-qualified bidders
- No contingencies for seller
- All buyers are on equal playing field under the same set of rules
- Specified marketing period

ROLES OF THE AUCTIONEER, BUYER, AND SELLER

AUCTIONEER

- Book the sale
- Draft & sign contracts with seller where legal to do so
- Understand the value of assets
- Select a venue
- Publicize the sale
- Plan for the safety of employees and activities
- Conduct the sale
- Collect payments & arrange for product transportation
- Follow up with client

BUYER

- Find an auction (they are often advertised online or in newspapers)
- Register and get a buyer number
- Read the terms and conditions of sale
- Plan your bidding strategy and limits
- Check out and pay for any purchased items
- Transport purchased items

SELLER

- Find an auctioneer
- Discuss marketing strategies with auctioneer
- Provide information about items to auctioneer
- Prepare and display items
- Answer questions from prospective buyers
- Clean items
- Prepare property (mow, paint, etc.)
- Provide titles, if applicable
- Approve contracts and terms



How do I Help Students Become Involved in the Auction Industry?

Careers in the auction industry are not limited to the auctioneer selling items. There are a variety of jobs that make auctions run smoothly.

Help your students identify what careers they may be interested in by asking them about what they enjoy. Does your student like math? They may be interested in auction bookkeeping or accounting. Is your student interested in technology? They could enjoy running an auction website, working with auction software companies, or running the auction sound system. Is your student an artist? A career as a graphic designer, creating auction ads, may be in their future. Identifying what they already enjoy can help point them in the direction of future careers.

As students explore their future career options, encourage them to learn more about the average wage of the job they are looking at. Students should also be aware of the educational and licensing requirements. Requirements for licensure vary from state to state, but, in general, it is required that applicants must be 18 years old, have a high school diploma (or equivalent), and 80 to 120 hours of education.

**CHECK OUT AUCTION EDUCATION OPTIONS AT
[HTTP://WWW.AUCTIONEERS.ORG/SCHOOLS/](http://www.auctioneers.org/schools/)**

Someone who is already working in the auction industry might make a great mentor for a student considering a career in auctioneering. It can often be daunting for a student to find a professional mentor. If you know an auctioneer or someone who works in the industry, help make an initial connection for the student. A mentor could guide the student for years to come!

SAE IN ACTION

GRACIE CORSO



How did you start your SAE?

My dad is an auctioneer, so I have been going to auctions since I was little. When I started FFA I knew that I wanted to have an SAE that connected with auctioneering, so I worked with my advisor to figure out how I could incorporate auctions into a strong SAE. My dad has an auction business, so I started going to auctions with him and helping out. At the auctions I write down the lot number, bid number, and how much each item sells for. As I have gained more experience, I have been able to do more jobs at the auction. Ultimately, my goal through this SAE project is to learn how to run my own auction business.

What do you enjoy about your SAE?

I really enjoy getting to travel to different places and meet people! It is fun to get to know a new area, and I really enjoy making personal connections. I also love going to auctions because I get to spend time with

my dad. Every auction I've been to has been with him. My dad was very excited to help me start my SAE and takes me to as many auctions as possible. He has also been a great mentor through the entire process.

In what ways has your SAE changed over time?

When I started my SAE, I learned many of the basics of an auction like different terminology and all the different jobs that people have at the auction. As I've gained more experience, I have been able to take a more active role in the auction by performing different jobs. I've learned things like how to run an online auction, and how to understand the type of crowd you're dealing with. Now, I actually get paid when I attend each auction and it has turned into my job. I've also had the opportunity to sit in on professional meetings and attend the National Auctioneers Association conference. I even helped design an auction game!

SAE IN ACTION

GRACIE CORSO

What are your future plans?

When I started this SAE, I had no idea that one day I would want to be an auctioneer! Through working at auctions, I've found a love for antiques and interior design. I plan to go to college to major in an agricultural field and interior design. After graduation I would like to have my own auction business where I help people find and buy items that would look great in their house. I have also thought about purchasing old houses to fix up, decorating them with antique finds from auctions, and then selling them again to a new family.



What advice do you have for other students looking to start an auction SAE?

Start by knowing the basics of the auction industry. Learn about the different types of auctions, what an auctioneer does, and the other jobs at an auction. Find an auction company that is close to you and start at the bottom and work with them to learn the basics. Even if you aren't sure about working at an auction, just jump in and try it — it's a lot of fun!



How do I Make Auctioneering Engaging and Interesting for all Students?

1. Auctions are about more than the auctioneer. Some students may find the idea of being an auctioneer exciting and interesting, while other students may not be able to get their head wrapped around the idea of talking in front of groups of people for a living. Share with students the variety of potential career paths and interest areas including:
 - Auctioneer
 - Sales
 - Agricultural Marketing
 - Agricultural Communications
 - Graphic Design
 - Accounting
 - Audio/Video Technology
 - Website Design
 - Internet Auctioneer
 - Bid Assistant (Ringman)
 - Seller or Buyer Ambassador
2. Most students will have gone to an auction at some time in their life or even helped conduct one. Have a conversation with students about the auction they attended and why they were there. Ask them to think ahead about why they might go to an auction in the future. Hold a mock auction in the classroom.
3. Grab student interest by watching clips from popular auctioneering TV shows.
 - Storage Wars — <https://www.aetv.com/shows/storage-wars/>
 - Texas Flip & Move — <https://www.diynetwork.com/shows/texas-flip-and-move/videos>
 - Auction Kings — <https://www.discovery.com/tv-shows/auction-kings/> (sign in through TV provider)
4. Connect students with auctioneers. Host auction staff in the classroom or connect with auction professionals via technology. To find an auctioneer in your area, visit www.auctioneers.org, go to the “Buyers/Sellers” tab and click “Find your NAA Pro.” Navigate to this page directly by typing in <https://bit.ly/2xWIAMS>
5. Go to an agricultural auction or watch one online. Talk about bidding strategy and creating a budget.
 - Check out www.dvauction.com or www.superiorlivestock.com to watch a livestock auction via video in real time.
 - Visit www.proxibid.com, www.purplewave.com, www.bigiron.com, www.jewelbidder.com, or www.rbauktion.com to view live internet auctions.

What Resources are Available?

Classroom Kickoff (15-20 minutes)

1. Ask students the following questions and discuss in class:
 - Who knows what an auction is?
 - Who has a friend or family member that has been to an auction?
 - Who has been to an auction personally?
 - Who has bid at an auction?
 - Who has sold something at auction?
2. Explain that no matter their level of familiarity with auctions, they can expand their knowledge through an auction industry SAE, and that they can be involved while they are still in high school.
3. Show the Junior Actioneer Championships <https://www.youtube.com/watch?v=WpKwdqIKZi8>. Instruct students to write down two things they noticed and two questions they have.
4. Have students share this with the class.
5. After sharing, introduce students to the SAE student auction guide. Have them place the questions in the front of the book to refer to them as they are work through the guide.

Bell Ringers and Classroom Enrichment

Career Exploration — Divide the class into groups of four. Assign each group an auction career. Options: Auctioneer, Sales, Marketing, Communications, Graphic Design, Accounting, Audio/Video Technology, or Website Design. Give students 15 minutes to research what they can find out about the career using www.onetonline.org or www.payscale.com. Have each group present to the class information about salary, necessary skills, required education, and work activities.

Auction Employability Skills — Invite an auctioneer to the classroom or to visit virtually via video conference. Find an auctioneer at www.auctioneers.org, go to the “Buyer/Sellers” tab and click “Find your NAA Pro” or navigate there directly by visiting <https://bit.ly/2xWIAMS>. Ask the auctioneer to talk about skills they need to be successful and skills they would look for if they were hiring someone in their company.

Personal Finance — Hold an auction in the classroom. Have students draw a picture of an agricultural item they would sell at auction. Give students \$50 of fake money to bid on items or have them create their own money using paper and markers. Collect the auction items. The teacher will act as the auctioneer. Hold a mock auction and sell the student items. Ask students to think about what how they allotted their money and what they would have changed. Tokens could also be given to students throughout the semester as a reward and then used to purchase small auction items.

Workplace Safety — Give students 2 minutes to write down items sold at auction for which safety precautions would need to be taken. After the time is up, ask students to share one item from their list and then what steps they would take to ensure safety.

Ag Literacy — Play Auction Scattegories. Pick one letter of the alphabet and give students one minute to list agriculture items starting with the chosen letter that are sold at auction. When you are done, have each student say one thing on their list. If others have that item, cross it off. Each word left at the end of the round equals one point. The person with the most points wins!

Bonus Activities

Auction Price is Right — Pull up an online auction site. A few options could be www.proxibid.com, www.purplewave.com, www.bigiron.com, www.jewelbidder.com, or www.rbauction.com. See what has recently sold. Ask students to write their guess for the price of each item shown. The student that is the closest to guessing the price the item sold for without going over is the winner!

Auction Chant Contest — Have students watch the Junior Auctioneer championships on Youtube <https://www.youtube.com/watch?v=WpKwdqIKZi8>. Challenge students to pair up and practice their auctioneer's chant. Ask for a few volunteers to give 30 seconds of an auction chant to the class. At the end, students can vote for the winner.

SMART Auction Goal — Give students 3 minutes to write a SMART goal for their future in the auction industry. Ensure that the goal is Specific, Measurable, Attainable, Relevant, and Timely.

Create a Marketing Plan — Give students an agricultural item that they need to sell at auction. Ask students to design a marketing plan for how they will sell the item. How will they ensure interested buyers attend the auction? Where do they need to advertise?

Design an Auction Brochure — Ask students to design a brochure for an upcoming FFA benefit auction. Be sure to ask them to include the who, what, why, where, and the terms and conditions.



STUDENT INDEPENDENT ACTIVITY OVERVIEW

Activities A1 through A5 will complete the requirements for a Foundational SAE. Activity A6 will help students begin an Immersion SAE. These activities are designed to be completed through the semester. More details for each activity can be found in the student guide. Check in with your students every week or every other week to check on their progress.

Understanding the Auction industry	A1	Explore the Auction Industry <i>Task: Research the impact of the auction industry on agriculture.</i>
	A2	Shadow an Auctioneer <i>Task: Shadow an auctioneer and record a 5-7 minute podcast-style interview.</i>
Understanding the Auction Process	A3	Explore Auction Careers <i>Task: Research careers related to auctioneering and create a resume and cover letter for a job in the auction industry.</i>
	A4	Plan an Auction <i>Task: Plan a live auction for your FFA chapter and document the steps by putting together a guidebook.</i>
A Future in the Auction industry	A5	Create a Business Plan <i>Task: Create a business plan for starting your own auction business.</i>
	A6	Roadmap Your Future <i>Task: Define the steps you can take to become involved in the auction industry.</i>

Auction Industry SAE Grading Plan

A1 Explore the Auction Industry - Agricultural Literacy	20 points
A2 Shadow an Auctioneer - Employability Skills	20 points
A3 Explore Auction Careers - Career Exploration	20 points
A4 Plan an Auction - Workplace Safety	50 points
A5 Create a Business Plan - Personal Finance	40 points
A6 Roadmap Your Future	50 points

Total

200 points

NOTE: Refer to "A Guide to the Auction Industry: Student Edition" for the activities required to complete this section.

Auction Industry SAE Evaluation Grading Rubric

	Below Standard (69% or less points)	At Standard (70-89% of points)	Above Standard (90-100% of points)
A1	Student answered less than four questions. Less than four auction terms were defined. Student did not make connections to the agriculture industry.	Student answered all questions with basic explanation. Four auction terms were defined. Student made loose connection to agriculture industry.	All questions were answered with full explanations. Four or more auction terms were defined. The presentation had a strong connection to agriculture.
A2	Student gave a limited overview of what was learned during shadowing. Two hours of shadowing was not completed. Podcast was less than 5 minutes. Multiple required questions were missed along with steps on the checklist.	Student documented what was learned during two hours of shadowing through a podcast style interview that was less than 5 minutes or more than 7 minutes. Student missed one required question and/or one step on the checklist.	Student documented what was learned in two hours of shadowing through a podcast style interview lasting 5-7 minutes. All required questions were answered. Checklist is completed and turned in with audio file.
A3	The career ID sheet, resume, or cover letter was missing or the career ID sheet only includes partial information.	Career ID sheet, resume, and cover letter was turned in but are missing specific requirements.	Student identified and researched five careers within the auction industry. Student submitted a complete resume and cover letter with all required sections.
A4	Auction guide, safety requirements, or prices for common items was missing.	Guidebook gives an overview of planning an auction, but there are some holes. At least one safety requirement was listed. Less than five auction items and their price were found.	Guidebook was thorough and could be followed to plan an auction. Safety requirements for the auction were listed. Five or more auction items and their selling price were listed.
A5	Major sections of the "My Auction Industry Business Plan" sheet were not completed.	Student included items in each section of the business plan but did not accurately estimate costs.	Student completed a thorough business plan that included SMART goals, materials and services needed, services that will be offered, a basic marketing strategy, and an estimated cost for startup.
A6	Roadmap was incomplete and not reviewed by an auctioneer.	Student answered the roadmap questions for their desired future career. Roadmap was not reviewed by an auctioneer.	Student answered all questions and shared thoughtful reflections. Roadmap was well thought out and reviewed by an auctioneer.



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