



Work-Based Learning Through SUPERVISED AGRICULTURAL EXPERIENCE

A GUIDE TO THE AUCTION INDUSTRY

SAE for All
Student Edition

A Project by The National Council for Agricultural Education

WELCOME TO YOUR AUCTION INDUSTRY SAE GUIDE

In agricultural education, learning does not start and stop at the classroom door! Through FFA and Supervised Agricultural Experiences (SAEs) you will have many opportunities to [learn and develop real-world skills](#) outside of the classroom and beyond the school day.

If you like working with people, problem solving, and doing something different every day, auctioneering could be a great fit for you. Auctioneering is an important part of the agriculture industry as everything from livestock to land to equipment can be sold at auction. Auctioneers are there for some of the most important days in people's lives, such as buying a dream acreage, selling a farm, or working with a community to raise money for someone in need.

An auctioneering SAE gives you the opportunity to [explore what a career in the auction industry could look like](#). This guide will help guide you to the creation of an auction industry SAE. You can experience what it takes to be an auctioneer and learn from those already working in the field. You can gain skills that will prepare you for a career in the industry.

As you work through this guide, you will [learn more about the auction industry, explore career options, and complete projects](#) that will help you start an auction industry SAE. The guide is formatted into three levels: Beginner, Intermediate, and Advanced. The levels will guide you through exploring the basics of the auction industry, starting an auction industry SAE, and creating a plan for a future career in the auction industry. Each level will have activities to complete along with connections to your SAE. Activities A1 through A5 will complete the requirements for a Foundational SAE. Activity A6 will help you start an Immersion SAE.

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Activity Overview

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>

Activity A1 is your introduction to the auction industry. Completing this activity will give you insight into modern auctions and their impact on agriculture. This activity will begin your journey into a Foundational SAE and will help you develop your knowledge in **agricultural literacy**.

Activity A2 will connect you with an auctioneer. This person should be a great resource as you look to become more involved in the auction industry and will answer questions you may have about auctioneering as a career. As you work on your Foundational SAE, this experience will help you learn about **employability skills** that are required to be an auctioneer.

Activity A3 will allow you to explore the wide variety of careers within the auction industry. This activity will help you narrow which careers in the auction industry may be of interest to you. Additionally, you will complete a cover letter and resume for the career that looks most interesting. This is an important part of your Foundational SAE and will help you develop your knowledge in **career exploration**.

Activity A4 will help you learn what it takes to plan an auction. You will be creating a guide for putting on a benefit auction for your FFA chapter. While creating the guide, you will put together a safety plan for the auction. This will deepen your Foundational SAE and explore the area of **workplace safety**. Taking this activity to the next step and putting on a live auction for your FFA chapter would be a great way to start your Immersion SAE.

Activity A5 will guide you through the creation of a business plan for a mock auction business. As you are planning, you research to determine what some of your operating costs might be. This lesson in **personal finance** will complete your Foundational SAE.

Activity A6 will help you create a roadmap for your future. This will be the first step for your Immersion SAE. In this activity you will think through how you can become involved in the

auction industry while still in high school and what steps you need to take towards your career goal in the future.

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



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Auction Industry SAE Evaluation Grading Rubric

The rubric shown here, combined with the directions for independent activities throughout this guide, will give you insights for completing the assignments for your SAE in the auction industry.

	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. 2 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 2 hours of shadowing through a podcast style interview that was less than 5 minutes or more than 7 minutes. Student missed 1 required question and/or 1 step on the checklist.	Student documented what was learned in 2 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 is missing or the career ID sheet only includes partial information.	Career ID sheet, resume, and cover letter are 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 are missing.	Guidebook gives an overview of planning an auction, but there are some holes. At least 1 safety requirement is listed. Less than five auction items and their price were found.	Guidebook is thorough and could be followed to plan an auction. Safety requirements for the auction are listed. Five or more auction items and their selling price are 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 has answered the roadmap questions for their desired future career. Roadmap was not reviewed by an auctioneer.	Student has answered all questions and shared thoughtful reflections. Roadmap is well thought out and reviewed by an auctioneer.

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?

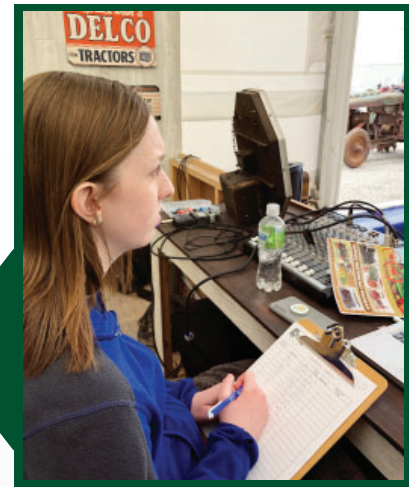
When I started my SAE, I learned many of the basics of an auction, like different terminology and all the different jobs that people have at the auction. As I've gained more experience I have been able to take a more active role in the auction by performing different jobs. I've learned things like how 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.



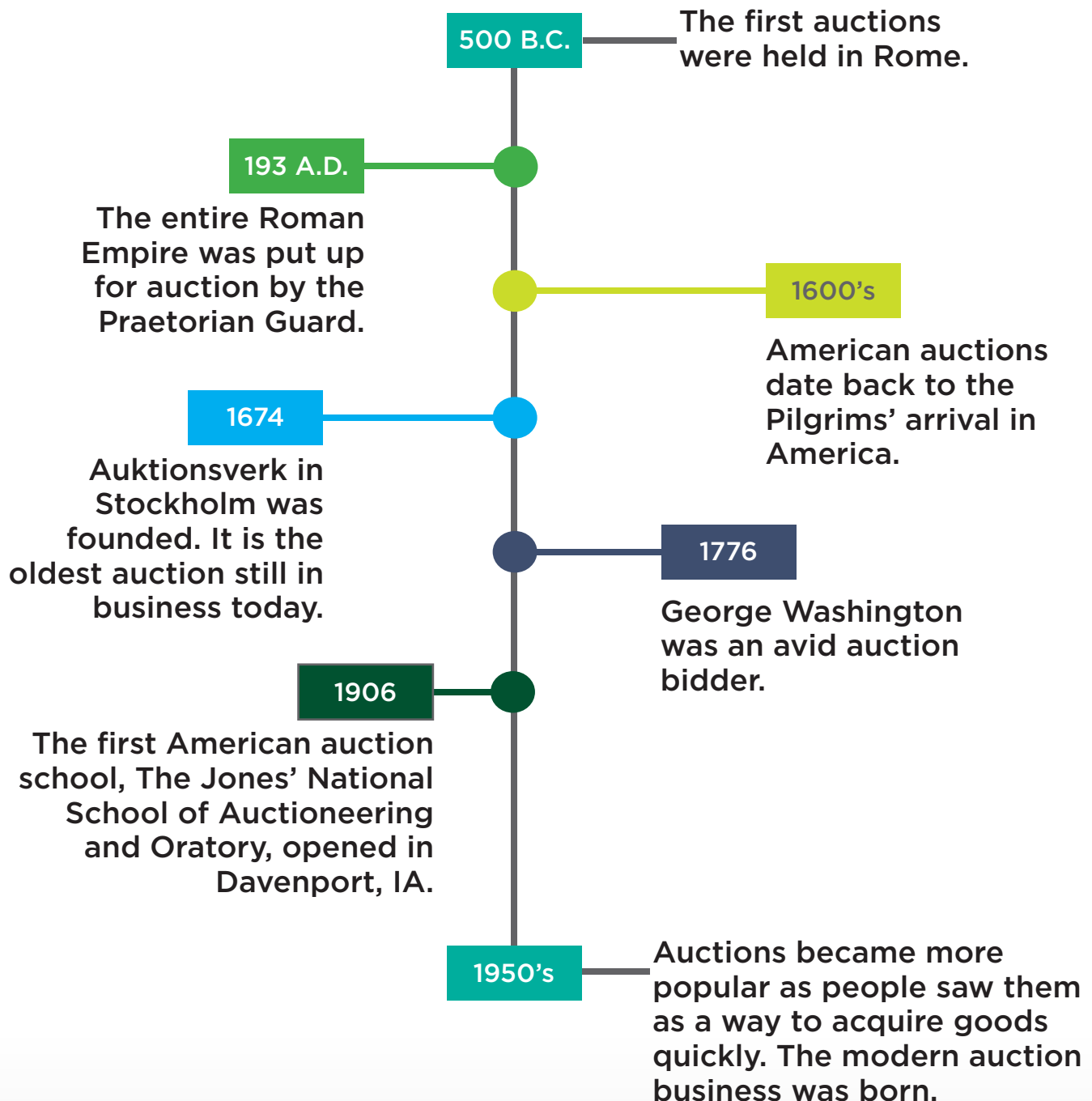
What advice do you have for other students looking to start an auction SAE?

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!



Understanding the Auction Industry

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.

AUCTION

The auction **method of marketing** generally involves the **public sale**, face-to-face or online, of property to the highest bidder in a **competitive process**. Auctions are conducted by **auctioneers**.

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

Independent Activity Options: Beginner

Understanding the Auction Industry

A1 Explore the Auction Industry

You may know a little about auctions, but this is your opportunity to explore the auction industry. Visit www.auctioneers.org and explore the site. Be sure to look through issues of the Auctioneer Magazine and Auction eNews. If you need additional information talk to a local auction professional. Need help finding one? Go to “Find Your NAAPro” at www.auctioneers.org. Go the page directly by typing in <https://bit.ly/2xWIAMS>.

After conducting your research, create a report, poster, or video that answers the following questions.

1. What is the impact of auctions on the agriculture industry?
2. How have auctions shaped the agriculture industry?
3. How might auctions play a role in the future of agriculture?
4. Define at least four common terms used in the auction industry.

A2 Shadow an Auctioneer

What does a job in the auction industry really look like? Learn from a professional and spend a minimum of two hours shadowing an auctioneer. You can find an auctioneer near you online at www.auctioneers.org on the “Find Your #NAAPro” page. Navigate to the page directly by typing in <https://bit.ly/2xWIAMS>. While shadowing the auctioneer, try to get a feel for a day in the life of an auctioneer.

Toward the end of your shadow experience, record a podcast style interview that is 5 to 7 minutes in length with your auctioneer. The podcast should give an overview of what you learned in the job shadow and answer the questions below, though you might ask additional questions in the interview.

1. What items are sold through auction?
2. What are the possible roles to play in regard to jobs in the auction industry?
3. What skills are necessary to be an auctioneer?
4. What training is required?
5. What are other areas in which an auctioneer may specialize?
6. What is a common salary range?

Before conducting the interview, work through the checklist on page 11.

CHECKLIST TO SUCCESS

AUCTIONEERING PODCAST

Check off each step as it is complete!

- ☐ Review the assignment requirements on page 3 and the grading rubric on page 5.
- ☐ Connect with an auctioneer and set up a time to meet.
We are meeting on _____ (date) at _____ (time) at
_____ (location).
- ☐ Create a list of questions you will ask (use additional paper if needed).
- ☐ Practice using your audio recording equipment. A handheld recorder, phone, or computer all work well. Determine how close you need to be so that the microphone picks up your voice well.
- ☐ Practice introducing yourself and your guest that you will be interviewing. Think through the flow of the podcast.
- ☐ Record the podcast! If you make a mistake, correct it and move on. Mistakes are part of radio.
- ☐ Publish the audio file of your interview and turn it in to your teacher.
- ☐ Write a thank you note to the auctioneer you shadow.

Understanding the Auction Process

In this section, you will take a deeper dive into the auction industry. You'll learn about what needs to be done to put on an auction and explore the variety of careers in the auction industry.

An auctioneer acts as an agent between the buyer and seller of an item. The auctioneer calls bids for the item and accepts the highest offer. In addition to conducting an auction, an auctioneer has many roles that include: asset disposition expert (selling owned items), marketing specialist, professional problem solver, entrepreneur and business manager, acquiring the highest dollar value for an asset, turning client assets into cash in a short time, working with individuals and businesses daily, and serving as educated and well-trained sales professionals.

Careers in the auction industry are not restricted to auctioneers. All auctions need a marketing specialist, bid caller, audio/video technician, clerks, and a bookkeeper. Other auctions may require an internet auctioneer, accountant, human resources manager, public relations coordinator, or graphic designer. There are many different career path opportunities within the auction industry. Salaries for auctioneers can vary greatly. Auctioneers that are the most successful (in terms of money) tend to have many qualities in common.

A lot of steps go in to planning an auction, and what you need to do looks a bit different if you are the buyer, seller, or auctioneer. Each person has a different role in completing the sale. Take a look at what each person needs to do when participating in an auction.

AUCTIONEER'S CHANT

Consists of 1) the **current bid**,
2) the **suggested raised bid**,
and 3) the **offer to outbid**.

To hear examples, check
out the International Junior
Auctioneer Competition on
the NAA Auctioneer Channel
on YouTube.

ROLES OF THE AUCTIONEER, BUYER, AND SELLER

AUCTIONEER

- Book the sale
- Draft & sign contracts with seller where legal to do so
- Understand value of assets
- Select a venue
- Publicize the sale
- Plan for 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

Top 10 Qualities of a Successful Auctioneer

1. They are tenacious and determined.
2. They are personable and enjoy working with people.
3. They are problem solvers and have a passion for helping people find answers.
4. They are self-starters and believe in themselves.
5. They are physically durable. When the going gets tough, they get going.
6. They think on their feet and make good decisions.
7. They are of high character and trustworthy.
8. They like the challenge of doing something new each day.
9. They are not afraid to travel.
10. They do research to understand the value of the goods they are selling.

**Having a good auctioneering chant is important, but this alone will not make you a successful auctioneer.*

Independent Activity Options: Intermediate

Understanding the Auction Process

A3 Explore Auction Careers

This activity is an exploration of auction careers. Visit www.onetonline.org and www.payscale.com to search for a few of the careers mentioned on previous pages. Create a chart that looks like the one below on a blank sheet of paper; fill in each column as you are searching. Once you have identified 5 careers in the auction industry, choose the one that interests you most and write a cover letter and resume as if you were applying for that job. An outline for each is on the next page. If you are having trouble finding specific information for one of the categories, talk to a local auction professional. Need help finding one? Go to “Find Your NAAPro” at www.auctioneers.org. Go the page directly by typing in <https://bit.ly/2xWIAMS>.

	Job Title	Tasks	Salary	Education and Skills
Career 1				
Career 2				
Career 3				
Career 4				
Career 5				

A4 Planning an Auction

For this activity, you will complete the steps of planning an entire auction. Create a guide that could be passed on to anyone to plan an auction for your FFA chapter. The guidebook needs to include the following information with an emphasis on safety:

- What needs to be done prior to, during, and after an auction?
 - o Where and when will you hold the auction? What items will you sell?
 - o How will you organize buyers? How will funds be collected?
- What safety precautions do you need to take?
 - o Read the United States Department of Labor Fact Sheet #40. <https://www.dol.gov/whd/regs/compliance/whdfs40.pdf>
 - o What youth employment in agriculture rule(s) relate to high school students?
- Research current prices of common items that may be sold at a benefit auction, including the following (at a minimum):
 - o Painting by a local artist
 - o Year-long subscription to a local newspaper
 - o 50 pounds of beef, pork, or chicken
 - o 2 tickets to a professional sporting event
 - o A four-wheeler

Creating a plan for an immersion SAE and your future in the auction industry

If you've made it to this point, you have already learned a lot about the auction industry! Now it's time to plan for your future. You don't have to wait until you're done with high school to be involved in the auction industry; there are ways you can get started today!

First, get involved where you can. Many people start by clerking, working as a ringman, setting up auctions, or helping in the auction office. At some point, you will need additional training to be an auctioneer. That requires a license in many states.

Requirements for licensure vary from state to state but in general applicants must be 18 years old, have a high school diploma (or equivalent), and 80 to 120 hours of education. Applicants must also pay a licensing fee. When you are 18, you can attend one of dozens of auction schools and programs in the United States. These schools will teach you how to learn the auctioneer chant, marketing principles, and how to start and run an auction business. You can also be accredited for a certain area of auctioneering.

Check out auctioneer education options at
<http://www.auctioneers.org/schoos/>

As you are considering a career in the auction industry, think back to the job you wrote a resume and cover letter for. What steps do you need to take to make that job a reality?

Benefits of Working in the Auction Industry

Auctioneers in the industry say that they enjoy their work and point out a few benefits of the auction lifestyle. First, as an auctioneer you can be your own boss and your income will be dependent on the time and effort you put in. Each day you will have the opportunity to help people and businesses as they sell their assets. In the auction business you will get to know your region well through travel. As you work, new opportunities and challenges will present themselves every day and give you the opportunity to learn and grow. Through auctioneering you will meet all types of people as you work in an exciting, fun, fast-paced career. Does this sound like the type of job you'd love? Get started today by creating a plan for an Immersion SAE and mapping out a career path for your desired role in the auction industry.

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Independent Activity Options: Advanced

A5 Create a Business Plan

You will work to create a simple business plan to consider how you might enter the auction industry as a business owner. Use the form on the next page to capture your research and ideas.

- 1) First, think about the career you would like to have in the auction industry. If you need to, go back to the career information sheet you completed in the Intermediate section of this guide.
- 2) Think about what services you want to provide and how much you might charge for them.
- 3) Next, think about your career goals in the auction industry. Set SMART goals; goals that are SPECIFIC, MEASURABLE, ATTAINABLE, RELEVANT, and TIMELY.
- 4) Last, think about how you will market your products. Will you use TV, social media, radio, mailings, or another avenue? Research the cost of these services in your area.
- 5) Last, total up your estimates to see what the possible cost of simply starting your business might be. How can you save to start your business? Are there things that aren't necessary right away?

NOTE: If you choose an Ownership/Entrepreneurship SAE, this plan will be useful as you start your new business.

My Auction Industry Business Plan	Name:
Goals for my auction-related career: <ul style="list-style-type: none"> • • • • 	Milestones to achieve my goals: <ul style="list-style-type: none"> • • • •
Materials & services needed to start and sustain my business: <ul style="list-style-type: none"> • • • • • 	Estimated Costs for Materials & Services: <ul style="list-style-type: none"> • • • • •
Services I will provide my clients: <ul style="list-style-type: none"> • • • 	Estimated Costs to Clients: <ul style="list-style-type: none"> • • •
How I will market my businesses: <ul style="list-style-type: none"> • • • 	Estimated Marketing Costs: <ul style="list-style-type: none"> • • •
Budget items to operate my business: <ul style="list-style-type: none"> • • • • 	Estimated cost to start my business: <ul style="list-style-type: none"> • • • •

A6 Roadmap Your Future

Create a roadmap for your future that will help you define the steps you need to take to be involved in the auction industry. After completing the roadmap, share it with an auctioneer and get their feedback. Is there anything you were missing? What didn't you consider initially?

- How can you get involved in the auction industry today?
- What classes can you take in high school that could help you in your career as an auctioneer or a professional in the auction industry? Why did you choose those courses?
- What training or education do you need to complete? How long will it take? How much will it cost?
- What career will you be working in? What are the benefits of working in that career?

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