



Student Information Package

*Canadian Auction
College*

'A Revolution in Auction Education'

92 College Crescent
Barrie Ontario
L4M 5C8
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Email: barb.richards@rogers.com
Website: www.auctioneereducation.com



Dear Future Auctioneer,

We appreciate you contacting the Canadian Auction College. The information in this package should give you a basic idea of the program we offer to you. We believe this is the most modern and up-to-date information and experiences offered to students at any auction college in Canada.

What we can't describe is the experiences in the unforgettable journey which takes place during the time you spend at Auction College. For many of our graduates their week at the Canadian Auction College was a life changing event.

From the first welcome and get together, during all the bid calling, small business lessons, guest speakers and auctioneers from across Ontario sharing their stories, to the graduation auction and luncheon; new friendships and bonding occurs between you and the other students and your auction coaches. This is the beginning of your network of supportive friends in the auction family.

As a new auctioneer, you will have the opportunity to show everyone your new skills at a 'live' auction held on your graduation. Our next class will be held beginning Saturday August 13, 2011, with graduation on Friday, August 19, 2011. Students are responsible for their own meals and accommodation. Accommodation information is included in this package. The cost for the course is on the attached registration sheet. We hope you take the first step in the wonderful world of being an auctioneer.

If you have any questions, do not hesitate to contact either Frank or myself.

See you at the Canadian Auction College.

*Barbara Richards
Frank Stapleton*



Your Curriculum for Success

The Canadian Auction College is proud to offer you the most modern up-to-date auctioneer training available. This program is designed to provide you with all the valuable strategies for a successful auction career.

This program is held at the Days Inn at 60 Bryne Drive, Barrie. It is suggested that you register early at the hotel as they will hold the rooms only for a limited time. It is our intention that you will enjoy the intense activity filled days. You will learn the basic requirements of developing your auction career, while learning all aspects of bid calling and how to personalize your chant.

Several hours will be spent on interesting exercises that will develop the unique engaging verbal skills of an auctioneer. The care of your voice is discussed and practiced.

On the business side experienced auctioneers, college professors and guest speakers will share their personal Secrets to Success.

Expect to be active from 8:00 am until 10:00 pm every day. Field trips will provide an opportunity for you to observe some of Canada's finest auctioneers. 8:00 am every morning we warm up your voice. Some evenings will be spent on self study, bid calling practice and assignments.

An Experienced Auctioneer can expect to conduct auctions in a variety of fields including:

- Antiques/Art/Fine Furniture
- Farm Equipment/Farm property/Livestock
- Automobiles
- Estates/Antiques/Household
- Real Estate
- Charity/Fundraising
- Industrial
- Commercial

As an auctioneer you may choose to operate your own auction company or you may prefer to be a contract auctioneer who works for another auction service. Some auctioneers do both.

Your Auction Career Coaches

This course is presented by award winning auctioneers; your coaching staff includes five world champion auctioneers. Barbara Richards and Frank Stapleton are the founders and owners of the Canadian Auction College.

Your coaching staff could include:

- Frank Stapleton – All Round World Champion Auctioneer, Past President of Auctioneers Association of Ontario and Canada
- Barbara Richards – 2x World Champion auctioneer – Women’s Division, Past President of Auctioneers Association of Ontario and Canada
- Krista Richards – World Champion Auctioneer – Women’s Division, New York State Champion Auctioneer – Women’s Division, Past President of Auctioneers Association of Ontario
- Shawn Gannaw – World Champion Auctioneer Novice Division and Graduate of Canadian Auction College 2002
- Pat McDonough – Past President Auctioneers Association of Ontario, Manheim Automobile Auction - Ring person, partner in Sydenham Auctions. Presenter at many auctioneer association conventions including Boot Camp at Ontario Auctioneers Association Convention.
- Karen Woods – Professor Georgian College
- Jack Brown – Professor Georgian College
- Other guest speakers and auctioneers, who are leaders in their field, plus college small business specialists.

The Other Side of Your Auction Business

Your auction company is usually a small business when you first start out. Planning a practical business strategy for yourself and your auction business is an important aspect for success.

Some of the topics included are:

- License Requirements
- Customers and Consignors
- Marketing and Promotion
- Advertising
- Your Professional Appearance and Presentation
- Ethics
- Building your Auction and Business Network
- Modern Auction Techniques
- Computers/Internet/Websites
- Your Auction Staff including clerking and cashiering
- Record keeping – includes accounting & financial transactions



The Auction Profession and You

Always keep your reputation in the forefront of your mind. Integrity in the auction profession is essential if you want to be a successful auctioneer who values your public image and reputation.

As we go about conducting our auction business, using our salesmanship qualities and marketing skills, it's imperative that auctioneers have good auction-ears. The mark of a good salesman is a good listener. Listen and understand the needs of your clients at both ends of selling and buying. Auctioneers are unique because we have two sets of customers, the consignor and the buyers. It is very important that both be treated with the utmost respect. Our profession lends itself to exercise empathy at all times. Many of your consignors will be going through a life changing situation and will require you to understand, listen and provide a professional service to meet their needs. These and many other topics are discussed and explored with you during the classroom sessions.

A very high percentage of our graduates are working in the auction profession as owners and operators of their own auction company, contract auctioneers, auto auctioneers and for specialty auctions.

We invite you to join the list of successful auction graduates. Auction Education is a life long process. We encourage you to continue your auction education, upgrading your professional knowledge and networking through Auction Associations is vital to auctioneer success. You will also be introduced to many Auctioneer Associations across Canada and the United States.



Your Auction Chant

The main tool of any auctioneer is his/her auction chant.

This takes PRACTICE, PRACTICE AND MORE PRACTICE. We will provide you with a variety of physical and vocal warm ups, tongue twisters, drills, chants and filler words. Every auctioneer develops their own personal 'chant' using a combination of numbers, filler words, rhythm and their own personality to make their auction chant unique and distinct. Much time is spent helping you develop your individual chant. Your voice is your most valued possession and should never be neglected. When chanting correctly you are saving your voice, as the sound comes from the diaphragm, thus easing the strain on the vocal cords. Good posture is very important to good vocal production. The care of your voice is an important aspect of this course. Knowledge of the product you are selling, establishing rapport with bidders, communicating with them and respecting them is another area of discussion.

Student information

- All classes are held at the Days Inn. We chose the best hotel for the money and one that has a reasonable rate for the rooms and accommodation. Breakfast is included with your room rental. Most class schedules run from 8:00 am until 10:00 pm each day except for graduation day. Many days end earlier so that you can practice your new "chant" and for completing assignments. A complete schedule is provided in the student manual you receive the first morning.
- It is a good idea to bring plenty of mints, cough candies etc.
- You will be supplied with a resource binder.
- Some students bring a tape recorder to tape the chants and drills.
- You may dress in casual comfortable clothing for all classes.
- Trips to Auctions and Graduation Day Auction require business or business casual attire.
- Your family and friends are welcome to attend the live graduate auction where you will be the auctioneer for several items. You will be presented with your certificate from The Canadian Auction College at this time.
- Students usually have a graduation luncheon prior to the live auction or the day following the graduation auction. The cost of this luncheon is included in the cost of registration. Guests may purchase tickets.
- Breaks during the day are held on an 'as needed basis'. Students are treated as adults. Some breaks will include nutrition breaks where we offer fruit juice, water, fruit and nutritious snacks.
- The first morning registration and morning classes are held at the hotel and all the rest of your classes will be held in the Training Room chosen at the hotel. The first morning starts at 10:00 am, other classes at 8:00 am.
- You are encouraged to register early so that we can make plans for student binders, nutrition breaks, coaches etc.

A Sample Day at the Canadian Auction College

Morning: Every morning we do voice warm ups and exercise, singing and chanting, tongue twisters, bid calling, drills and filler words as we help you develop your auction chant and bid calling.. Information session or visits to an auction could be included. Practice, discussion and personal coaching take place. You will practice your auction chant by selling a variety of items to each other.

Afternoon and Evening: Energizers, reviews and warm ups, guest speakers could include topics such as voice care, auction history, consignment auctions, administration of an auction, your auction business as a small business, how to start your business, opening of an auction, presenting yourself to the public, advertising and marketing, auction history, types of auctions and much more. Self study is often used for evening practice and review. Graduates are always welcome to come to the classes, and are often invited to share their auction story with the class.

HOW TO CONTACT US

Barb Richards

A Touch of Class
Auction & Appraisal Service
Barrie Ontario
705-726-2120 phone
705-726-9043 fax
barb.richards@rogers.com

Frank Stapleton

Grist Mill Auction Centre
Auctions and Appraisals
Newtonville, Ontario
905-786-2255 phone
905-786-3591

ACCOMODATION & LOCATION OF CANADIAN AUCTION COLLEGE CLASSES



DAYS INN – 60 BRYNE DRIVE BARRIE ONT

CALL EARLY TO RESERVE YOUR ROOM AT THE SPECIAL RATE OF \$105.00
(INCLUDES BREAKFAST)

Make sure you mention you are with the Canadian Auction College
705-733-8989 (1-866-335-8989) Fax 705-725-0982

- Bring your bathing suit; facilities include indoor pool, whirlpool and exercise room.
- High speed internet access from every guest room.
- Complimentary newspaper, parking, minutes from downtown Barrie and local restaurants.

DIRECTIONS:

From Airport: Take 401 East, to 400 North, exit 94, Essa Road South to Bryne Drive, turn left on Bryne Drive to hotel.

Driving From North: highway 400 south. Exit Essa Road South. Turn left at Bryne Drive. Hotel is located on right hand side.

Driving from South (Greater Toronto Area): Highway 400 North, exit Essa Road South, turn left at Bryne Drive, hotel on right hand side.

Driving From the East: highway 401 West to 400 North to Essa Road S., turn left at Bryne Drive to hotel.

Driving From the West: Take highway 401 East to 400 North to Essa Road S., turn left at Bryne Drive to hotel.



REGISTRATION 2011

Name: _____
Address: _____
City: _____ Province _____ P/C _____
Home Phone (include area code): _____ Cell: _____
Business Phone: _____ Fax: _____
Email: _____

Tuition: \$1,495.00 plus HST. (HST 13% \$194.35) = \$1,689.35

- Includes Handouts you will use for years, Nutrition Breaks, Student Manual and Graduation Luncheon
- \$100.00 off second registration from same family or company attending the same class. Graduates may sit in on classes at anytime.
- Service charge of \$300.00, if cancelled less than 2 weeks prior to class start.
- No refund if a 'no show' at class.

Method of Payment: Visa ___ MasterCard ___ Cash/Cheque: ___
Credit Card #: _____
Expiry Date: _____
Signature: _____
Date: _____ Name on Card _____

REGISTRATION IS EASY:

1. **BY FAX:** Fax registrations are welcome 24 hours a day, 7 days a week when payment is made using credit card or company billing. 705-726-9043
 2. **BY PHONE:** Phone registrations are welcome when using credit card, please call 705-726-2120. The phone will be answered with A Touch of Class.
 3. **BY MAIL:** Complete and mail the registration form with a cheque payable to Barbara Richards or credit card information provided on form.
 4. **TO MAKE IT EVEN MORE CONVENIENT FOR YOU TO REGISTER:** Provide us with a letter or fax of authorization and we can invoice your company. In your letter, please provide the employee's name, address, telephone number and date of birth or SIN for our records information system.
- Address any correspondence to: Barbara Richards, 92 College Crescent, Barrie, Ontario L4M 5C8

We look forward to meeting you - see you in class!

LETTERS FROM OUR STUDENTS TO YOU

Dear Future Auctioneer:

I am extremely pleased that I had the fortune to choose the Canadian Auction College to commence my career as an auctioneer. I chose this program because it was headed by Barb Richards and Frank Stapleton, linked to a college, very intensive and thorough curriculum and was reasonably priced.

Barb Richards and Frank Stapleton have decades of experience as auctioneers and are leaders in the profession. Both emphasized and illustrated, ethical practices and professionalism in auctioneering. Both were very supportive, caring and personal to all of us. They were flexible, making adjustments for the strengths and weaknesses of the class I attended as well as for each individual. Barb and Frank worked us hard, building our confidence, and built on each student's strengths.

The class was provided with a wealth of practical information both verbally and in handouts. The instructors shared generously their own experiences, mistakes, professional practices and their experience with "what works". We were encouraged to become active members of relevant professional and business associations and to become actively involved in our respective communities, including volunteer work.

I am amazed at how much they were able to pack into a single week of classes. I truly feel I now have the basics and the foundation to go out and become a respected and successful auctioneer.

My sincere thanks to both Barb and Frank and to Canadian Auction College for offering this excellent program.

Sincerely,

Phil Ogden

Dear Prospective Student,

If you are ready for a life changing event – one that will not only send you on your way to a new exciting career, but will be the most informative, enlightening, helpful and just down right fun week of your life, then read on.

BARB RICHARDS and FRANK STAPLETON are two of the most professional instructors I have ever had the pleasure to meet – and I have met many. From the sing song each morning, to the drills and seminars in the afternoon and evening, the learning curve continues to climb each hour as does our business and auction knowledge.

It's like a home away from home. Barb keeps telling as the week progresses that she is not our mother and won't mother us. Well, she can't help it. She watches us with care and kindness in her heart like a proud parent as we practice our chants. It was for a good reason that Barb was awarded the "Member of the Year" award this year, from the Auctioneer's Association of Ontario. She is truly a wonderful and caring individual.

I could continue for pages but you really need to experience this for yourself. No amount of words can describe the benefits you will derive from this week. You will make many new friends with fellow students who are as informative in their own field as are the instructors in theirs.

Being a skeptical person myself, I did a great deal of searching to find out everyone's credentials before I decided on the CANADIAN AUCTION COLLEGE. You can take it from me, I made the correct decision.

Thank you again Barb and Frank for a wonderful and profitable week.

Sincerely,

Rob Hewitt Port Elgin

To All Prospective Students;

The Canadian Auction College delivers on a unique opportunity that unveils the mystique of auctioneering.

Barb Richards, Frank Stapleton & their colleagues are top-notch professionals with a profound respect for the integrity of their profession & associated business practices. The curriculum is detailed, focused & complete. They freely share their personal experiences, industry knowledge & methods of learning the acquired skills of auctioneering. In the process, one greatly improves communication skills & builds self-confidence.

Upon successful completion, the student arrives on the threshold of a truly exciting, rapidly growing profession, as a potential employee or independent business owner. The rest of the journey & degree of success remains entirely in the hands of the individual, requiring determination and a commitment to a regime of continuous practice, study and learning.

This course is truly exceptional value!

George Melnychuk

Dear Prospective Student,

I was amazed at the transformation I went through during this week. Frank, Barb and all of the instructors gave me more knowledge than I expected, to make excellent business decisions within the auction industry.

The nervous feeling I had on the first day quickly reduced by the time it was auction time for us. I was also amazed that my confidence grew to be able to sell at a live public auction, and although still a little nervous, I was actually looking forward to it, sweaty palms and all. I couldn't wait to get there and sell. Wow! I didn't expect that, what an added benefit for me.

Listen, Listen, Listen, Practice, Practice, Practice is the best advice I can give other than Ask, Ask, Ask.

I can't explain how the excitement grew throughout the week, it just did. I know you will experience it as well and I also look forward to growing my own knowledge and excitement through my future auctioneer career.

Ken Morin - Aug/09

WE GET LETTERS FROM OUR GRADUATES

These are comments taken from the students attending the Canadian Auction College to prospective students. We have also included comments from student evaluations of the program.

- ❖ ...I highly recommend this professional and positive program. This is truly a program created to improve auctioneers by providing emphasis on ethics, values and professionalism... Todd
- ❖ ... I loved every minute that I spent at the Canadian Auction College. The course was both extensive and inclusive and I believe it represented excellent value for the money spent whilst instilling and reinforcing professionalism and ethical behavior at all times. I am so happy that I chose to attend the Canadian Auction College. It was vital to me that my training should be reinforced by an academic institution and I was not disappointed..... the auctioneer instructors have conveyed a true passion for their craft and I am excited to be joining this select group of individuals..... Clair
- ❖ So you want to learn the world's oldest profession*. The Canadian Auction College is the place to start.... In all honesty the course is very intense. It is like drinking water from a fire hose.... You will only get out what you put into it..... but if you have the drive and determination the Canadian Auction College will give you the tools you need to succeed... Dwayne

** We believe auctioneering is the world's second oldest profession, but we wanted to use Dwayne's wording!*