## Accredited Auctioneer Real Estate

Become one of the best Real Estate Auctioneers through six-days of intensive training…taught by masters in this auction specialty.

The AARE designation was created to provide Auctioneers with custom education and advanced training in the selling of real estate at auction. AARE is divided into three, two-day courses. What's learned:

- Become skilled in real Estate Auctions: Residential, commercial, industrial, agricultural
- Learn marketing and advertising techniques
- Delve into financial/investment calculations
- Evaluating cash flow
- Understand holding-period analysis
- Realize tax consequences of buying and selling properties

## Auction Technology Specialist

As more and more buyers and sellers turn to technology to meet their demands, Auctioneers must position themselves to be at the cutting edge. In today's marketplace, technology and the Internet are dramatically affecting the way consumers choose to buy and sell goods. Adapting to advances in technology and meeting the expectations of your clients via the use of the Internet is becoming an industry standard. The ATS program was developed to assist Auctioneers in their transition to utilizing today and tomorrow's technology in their auction business.

The ATS program consists of two sections. The first section takes place online using the Microsoft eLearning Center. The second section takes place in the classroom with three days dedicated to the following:

- Gain experience in conducting live and online static auctions
- Lead generation and prospecting
- Inventory management
- Learn digital photography and video & image hosting
- Explore Internet marketing
- Implement payment processing
- Developing websites

## Benefit Auction Specialist

One of the fastest growing Auctioneering professions is the Benefit Auctioneer. This exciting three-day class explores all the in's and out's of the benefit auction. Taught by masters in the art of the benefit auction, the BAS is designed to help the Auctioneer become a strong partner in fundraising for charitable events around the world.

The BAS course will teach you how to help charities build a successful auction and the value of hiring your auction company. How you will benefit:

- Understand fundraising components of benefit auctions
- Improve item acquisition
- Promote audience involvement
- Develop additional revenue generating activities and items
- Contract ins and outs
- Solicitation of benefit auction clients
- Marketing, public relations, and self-promotion

## Certified Estate Specialist

The traditional estate auction has gone through many transformations. As the U.S. ages, Auctioneers are called upon to do estate auctions in non-traditional formats.

The CES designation was created to provide Auctioneers with custom education and advanced training in conducting estate auctions. This three-day, intensive program provides auctioneers with the professional and legal training to assist their clients with all their estate needs. You will learn how to:

- Analyze legal and financial aspects of liquidating an estate
- Work with estate professionals (trustees, tax attorneys, financial planners, etc.)
- Market to estate planning professionals
- Identify roles and responsibilities of the auctioneer
- Understand the relationships of parties involved in the estate
- Market your auction firm to grow your estate auction business

## Graduate Professional Property Appraiser

With the economic crisis of the "mortgage meltdown," appraising standards and the appraisal profession have undergone intense scrutiny.

The GPPA program teaches students the responsibilities of being an appraiser and prepares them to take the Uniform Standards of Professional Appraisal Practice (USPAP) course and test. GPPA instructors educate students about evaluating and understanding factors that affect the value of appraised assets. GPPA students learn about appraising personal property, antiques, machinery, equipment, etc. The final day of GPPA training concludes with "The Appraiser as Expert Witness in the Courts." Learn about:

- Marketing your appraisal business
- Determine factors which impact the value of appraised assets
- Personal property identification and valuation
- Methodology of appraisals
- Researching comps
- Discover what to look for: Identifying marks, condition, etc.
- Drafting appraisal reports

### Additional information

After completion of classroom training, students must submit a detailed written auction summary report. Students must also submit proof of at least: 10 real estate auctions (for AARE); or six benefit auctions (for BAS). ATS students must complete both courses of the program and submit documentation of two online auctions: Live-Online Auction, Static Online Auction. For GPPA, students must complete the GPPA application form within 90 days. Within one year of completing course and submitting materials, students must submit two client appraisals and attend USPAP 15-hour certification course and pass the exam. Once submitted and approved, the Auctioneer may proudly display the appropriate designation on any business document. To maintain the GPPA designation and remain USPAP complaint, designees must re-certify each time USPAP regulations are revised (generally updated every two years). Re-certification can be acquired by completing USPAP seven-hour course.

To maintain each designation, Auctioneers must complete 24 hours of continuing education every three years and pay an annual designation fee. Throughout your career, the NAA is with you every step of the way, offering continuing education and web based Industry Insights for multiple Auctioneer applications.

# Registration

Name:_____ Member Number:_____

Company:_____

Address:_____

City:_____ State:_____ Zip:_____

Phone:_____ E-Mail:_____

*Kansas City Designation Academy deadline: August 13, 2010

*Las Vegas Designation Academy deadline: October 25, 2010

## Tuition

| I will attend the academy in: KC | LV | I am enrolling in the following course(s): | | Member *Early | Member Regular | Non-Member *Early | Non-Member Regular |
|---|---|---|---|---|---|---|---|
| ____ | ____ | _____ | AARE 100 | $325 | $375 | $550 | $600 |
| ____ | ____ | _____ | AARE 200 | $325 | $375 | $550 | $600 |
| ____ | ____ | _____ | AARE 300 | $375 | $425 | $600 | $650 |
| ____ | ____ | _____ | ATS | $495 | $545 | $720 | $770 |
| ____ | ____ | _____ | BAS | $545 | $595 | $770 | $820 |
| ____ | ____ | _____ | CES | $495 | $545 | $720 | $770 |
| ____ | ____ | _____ | GPPA | $850 | $900 | $1,075 | $1,125 |
| ____ | ____ | _____ | Appraiser as Expert Witness in the Courts | $150 | $200 | $200 | $250 |

Total:_____

Charge my ____ Visa ____ MasterCard ____ AmEx ____ Discover

Name on Card:_____

Card Number:_____ Exp.:_____

Signature:_____

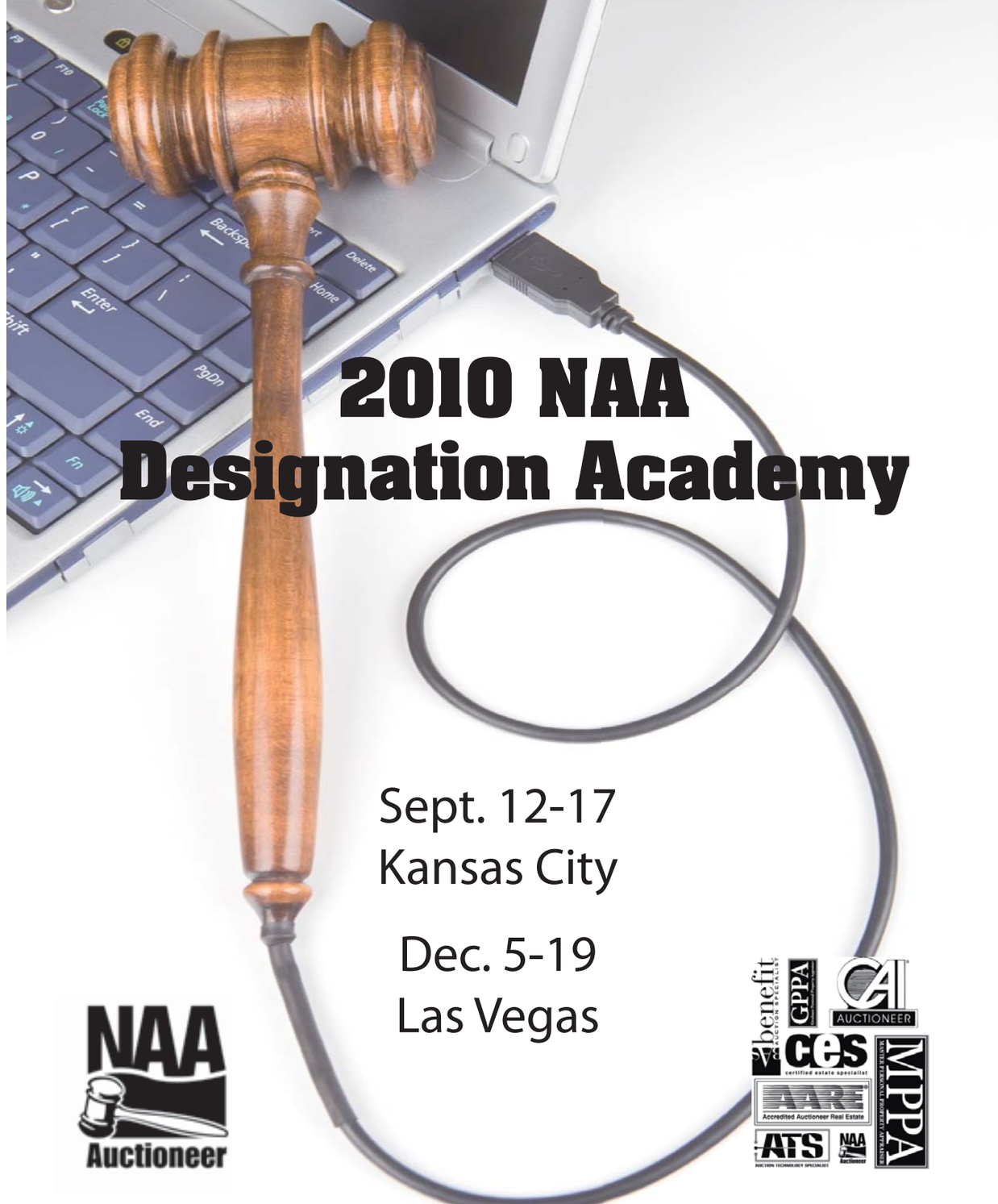
Cancellations must be made at least 30 days prior to the course to receive a refund, minus a $25 service fee. Fax registration to (913) 894-5281 or mail to Lois Zielinski, 8880 Ballentine, Overland Park, KS 66214. For more information, call Lois at (913) 563-5428, or e-mail at education@auctioneers.org.

## Hotel Information

Kansas City: Embassy Suites, 7640 NW Tiffany Springs Parkway, Kansas City, Mo. 64153 Phone (816) 801-2220

Las Vegas: Embassy Suites, 4315 Swenson St., Las Vegas, Nev. 89119 Phone (702) 795-2800

When making reservations, please indicate you are with the NAA Designation Academy to receive the group rate.



# 2010 NAA Designation Academy

Sept. 12-17
Kansas City

Dec. 5-19
Las Vegas

NAA Auctioneer