

## WHY INVEST IN A PROFESSIONAL AUCTIONEER?

By Kathy Kingston, CAI, BAS Professional Auctioneer/Consultant  
Kingston Auction Company

Why invest in a Professional Auctioneer? Some may think that anyone with a strong voice and a sense of humor can lead an auction. Development professionals know that a professional auctioneer, especially one who specializes in fundraising makes a huge difference to the success and tempo of the evening.

Using a volunteer celebrity, parent, friend of the organization or media personality, as auctioneer may actually be the **most expensive** cost of the entire event! When you factor in the “opportunity lost cost”, non profits may actually loose significant revenue using a volunteer or celebrity auctioneer.

A professional auctioneer can help **take the risk out of fundraising** by generating more profit, awareness, and excitement for non-profit organizations.

Event organizers may not hesitate to pay for entertainment, food and beverages or decorator services. More so, hiring a professional auctioneer is an important investment and key factor for fundraising auction success.

The trained professional auctioneer can read your audience, initiate a healthy competitive spirit, and move the bids along for maximum value. By setting a fast pace and using a quick wit, a professional auctioneer creates an entertaining, successful evening that boosts your bottom line.

Professional auctioneers who specialize in fundraising auctions are distinctively skilled and committed to working with non-profits. They are dedicated to providing specialized benefit auction strategies that also advance the mission of the non-profit organization.

Additional auction services include: pre-auction planning, consulting, training, seminars, and auction check-in and checkout services. Some auctioneers also sell auction supplies and forms, fundraising auction software and innovative auction technology and on-line auctions.

What should non profit organizations look for in an auctioneer? Choose a professional auctioneer who fits with your organization's mission and guests. Interview potential auctioneers and ask about background and experience with fundraising auctions, types of services, and fees. View their website, talk with references and if possible attend a benefit auction that he or she is conducting. Make sure to receive a written proposal that details the professional auctioneer's fees and services.

Mostly importantly, hire and involve your professional auctioneer right away! Many auctioneers are booked a year or more in advance. Good auctioneers are always in demand.

Many professional auctioneers have non-profit rates. Auctioneer fees vary and can be structured as a flat fee, percentage or a combination of both or a buyer's premium. Fees can also be based on the size of the auction as well as any further services provided by the professional auctioneer.

To find a professional auctioneer, contact the National Auctioneers Association at [www.auctioneers.org](http://www.auctioneers.org) and click on 'Find an Auctioneer' and select 'Benefit and Charity Auctioneers'. You can search by state, name and company. Also ask your colleagues locally and nationally for recommendations of great professional auctioneers.

Remember, your auctioneer is **your ambassador** for the evening. Volunteer auction committees have worked diligently for many months. The Auction Committee will now turn over your entire event to your auctioneer that evening. Hiring a professional auctioneer is an investment to maximize your fundraising efforts!

Professional auctioneers increase non-profit income and net the highest yields on your auction items and provide a fun and entertaining event. Most of all, your professional auctioneer will entice your guests to feel good about "paying more than the value" for a great cause and look forward to returning each year.

**Please visit [www.kingstonauction.com](http://www.kingstonauction.com) for more information.**



**Kathy Kingston, CAI, BAS**

## **Kingston Auction Company's mission is to Ignite Generosity at Auctions!**

Professional auctioneer and consultant, Kathy Kingston has raised millions of dollars for non-profit organizations across the country for over 20 years. Specializing in fundraising auctions, she consistently empowers non profit clients to exceed their fundraising goals and offers a wealth of practical strategies for revenue enhancement.

Ms. Kingston has been featured in a one-hour television documentary about Benefit Auctions on the Auction Network. A popular speaker and consultant, she conducts innovative fundraising auction seminars and workshops throughout the country for both non profit organizations and auctioneers. Ms. Kingston is the author of "Record-Breaking Fundraising Auctions Tips Booklet Series."

Kathy was the 2006 recipient of the prestigious "Rose Award" from the National Auctioneers Association. Ms. Kingston holds the Certified Auctioneer Institute (CAI) designation, only three percent of auctioneers nationwide have achieved this status. CAI is an executive development program which is the most highly respected educational designation in the auction industry. In 2007, she was a member of the Charter Class of the Benefit Auctioneer Specialist (BAS) professional designation program. Kathy graduated from Missouri Auction School in 1986.

Ms. Kingston teaches the Benefit Auction Class to professional auctioneers at the Certified Auctioneer Institute held at Indiana University. Ms. Kingston was also finalist in the 2003 International Auctioneer Championship. Kathy served as the chairperson of the Certified Auctioneers Institute 30th Anniversary Gala Auction Committee.

Kathy holds a Master's Degree in Education from St. Louis University where she was named "Woman of the Year". Her unique professional background also includes an award-winning career in non-profit fundraising, higher education, university coaching, public service administration, and the entertainment industry. Ms. Kingston stands apart as a creative professional who brings both a long-range perspective and out-of-the-box thinking to maximize her clients' fundraising efforts and break revenue records.

**State-of-the-Art Auctioneering to Maximize Your Fundraising Efforts™**

**[www.KingstonAuction.com](http://www.KingstonAuction.com)**

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