Bachman Reflects On Auctioneering

(Continued from Page 60)

If you get to bury one family member, you probably get to bury the remaining family members," Bachman said.

Personality also plays a significant role in auctioneering success.

Bachman said, "You got to know when to clown around and when not to. You got to ad lib in order to get the best price."

Bachman has seen many changes during his 39 years as an auctioneer.

"Some things that weren't selling for anything then bring fabulous prices today," he said.

Auctioneers learn what is valuable "by being around." And, Bachman said, "The public lets you know when they bid (high)."

Bachman considers himself a general auctioneer who easily switches between selling livestock and farms to charity events.

"I love them all — everyone is great. Everyone and every day is different. It's always something new and challenging to work at and I get to meet a lot of people," Bachman said.

When he first starting auctioneering, he wrote down the name of the bidder and the bidder paid on the spot. In the 1970s, it became common practice to assign numbers to registered bidders. It made the clerk's job easier, but Bachman recalled that some of the old-timers resented needing to use numbers instead of their names.

(Turn to Page 65)

Bargains By The Boxful

(Continued from Page 61)

years ago, and went into buying and reselling 12 years ago.

"When I was 16 years old, I was a nickel man at an auction," Taylor said. That meant that any item that did not get a bid, Taylor automatically got it for a nickel. He soon discovered it could be quite a profitable business.

Now, he often works as the \$5 man for high end catalog shows, where he garners some great finds.

"People at high end shows often don't bother bidding on middle or lower end merchandise, so I get it for \$5," he said.

The best \$5 buy he ever had was a box that contained a bottle he resold for \$1,100. That was four years ago. While it doesn't happen often, Taylor said it is common to buy a number of items for \$20 and resell for \$80-\$90.

AUCTIONEERING CERTIFICATION PROGRAM

Reading Area Community College is pleased to offer an exciting program in Auctioneering:

- Learn the skills necessary to become a Professional Auctioneer
- One of only two programs of study approved by the PA Auction Board
- Successful program completion qualifies the student to sit for the PA Auctioneer Examination
 - Approved for Veterans Benefits

New classes begin September 29, 2003 April 12, 2004

For more information and a brochure, call the RACC Continuing Education Office at 610.372.4721, ext. 5181 or 1.800.626.1665.

READING AREA COMMUNITY COLLEGE

610 372 4721, 1 xt 5181 • 1 800 626 1665

www.race.ce.pa.us

Sponsored by the County of Berks



- APPRAISER
- LIQUIDATIONS
- ESTATES
- FARMS
- REAL ESTATE
- BUSINESS

- ANTIQUES
- PERSONAL PROPERTY





BRADLEY K. SMITH

PA REAL ESTATE BROKER/APPRAISER/AUCTIONEER



1890 DELTA ROAD, BROGUE, PA 17309 BUSINESS 717-927-6949 FAX 717-927-6852 **AUCTIO**

AUCTION METHOD OF MARKETING

"1991 PA STATE CHAMPION"

LIC #860 L