

## auc-tion-eer

*noun* \,òk-shə-'nir\

: a person who runs an auction

: an agent who sells goods at [auction](#)

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## auc-tion

*noun* (òk'shən)

: a public sale in which property or items of merchandise are sold to the highest bidder.

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So, You Want to  
Become An  
Auctioneer...

*Compiled by:*

*Auctioneers Association of Ontario and  
the Canadian Auction College*



## What is an Auctioneer?

Do you watch the popular auction shows on

TV and think, I could do that! That looks interesting!

There is much more to being an auctioneer than their quick speech. That's their main skill, but there is more to it than that. Many auctioneers say that 90% of the work is done before they get to the podium.

Auctioneers perform many duties, such as marketing, public relations, business management, accounting and basic administration.

## Breaking Into The Biz:

**Attend Auctions:** This is a natural first step to becoming an auctioneer. Start attending auctions. Watch the roles the auctioneer fills during an auction day.

Observe their actions, decisions and skill. Take notes; get ideas of what you'd like to do with your auctions.

**Work Part Time For An Auction Company:** If you're in high school or just looking to get experience, offer to work (or volunteer for the experience); start working for an auction company doing whatever odd jobs you can. Even if you're just organizing items to sell or sweeping the floor, it gets your foot in the door.

- Offer to help hold up items during the auction, or work as a bid watcher. The auctioneer may need help to identify bids during an especially busy auction.
- Help set up an auction. Auctioneers rely on their team to help unpack, set out and arrange auction items prior to preview. This is an excellent way to learn more about the business by working on a set up crew.

## Do I Need a License to be an Auctioneer?

Good question! The Auctioneers Association of Ontario is asked this question on a frequent basis. Our answer is that in the province of Ontario – you do not need a license to be an Auctioneer but you do need to check with your local business licensing department as you will most likely need an auctioneer business license. Fees and requirements will vary for each area and many cities and towns are different in their licensing. In some Ontario cities you need to have Liability Insurance plus be a Member in good standing with the Auctioneers Association of Ontario. If you are planning on holding an auction or performing your auction duties outside of Ontario you will need to check the local licensing departments.

## Attend Auction School:

Though this isn't always necessary, it's definitely valuable experience. Unless you've grown up with a gavel in your hand this may be the route for you. The Canadian Auction College is a member of the Auctioneers Association of Ontario and can give you information on what a week is like at auction school. With the Canadian Auction College they offer training for bid calling, marketing, basic business management, different types of auctions, etc. all taught by professional auctioneers who understand the business.



## Join A Professional Association:

There are many benefits to becoming a member of the Auctioneers Association of Ontario. We offer continuing education in the form of our Annual Convention. Held every February in a chosen city from across the province this is an opportunity to not only attend seminars and workshops geared towards the professional auctioneer and the auction industry in general but a fantastic method of meeting other like minded individuals.

Plus, we offer savings with reduced percentage rates when you use VISA and MasterCard for your auction business and an insurance broker who will tailor coverage's for your individual needs at very competitive rates.

### Plus other Member Benefits Include:

- Political and Legal issues are monitored to promote or combat legislation that impacts the professional auctioneer.
- When you attend a convention, there is an exciting Competition for the Ontario Champion Auctioneer; Title includes novice, women's and experienced categories.
- Web site with information about Auctioneers, Auctions, Articles of Interest and a 'members only' web site.
- Stand out as a professional auction service, when you use the words – a member of the Ontario Auctioneers Association and when you use the name and logo on all your advertising.
- The 'Ontario Auctioneer' a newsmagazine to keep you up-to-date on current issues.
- Dispute Resolution Committee that will support you, and act as an intermediary on your behalf.