

Why An Auction

Auctions are fun, easy and for the most part self explanatory. Because some people have never been to an auction they may be skeptical. Here are a few reasons an auction should be used as opposed to a private sale.

The contract is final.

It sells at the time desired.

It is the quickest way to market property.

It eliminates carrying costs such as:

Mortgage payments

Utilities

Vandalism

Upkeep and maintenance

It determines market price. An appraisal is only an opinion.

Causes people to react now!

Buyers like to buy at an auction because they determine the value.

People get prepared to buy on a certain date.

Judgment of public controls price. People use other people's judgment.

It creates an atmosphere of urgency, favorable to action.

It brings buyers to the moment of decision.

The price is raised with each bid.

It gives all interested buyers an equal chance.

Auctions are no longer just for liquidation.

Auctions are gaining a good reputation and popularity.

Auctions are quickly becoming the most effective method of marketing.

Auctions bring new people to the market place where they become buyers.

So why not have an auction?



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**Selling America at
Auction since 1973**

CLATER & ASSOCIATES AUCTIONEERS, INC. is a full service auction company devoted to selling America at auction since 1973. We have the staff and ability to develop a marketing plan for any situation that will maximize the return on your assets and allow you the seller to focus on more important matters.

WE PROVIDE THE FOLLOWING:

- 1. A COMPLETE STAFF OF PROFESSIONAL AUCTIONEERS**
- 2. PROFESSIONAL AND WELL TRAINED RINGMEN**
- 3. COMPETENT AND COURTEOUS OFFICE PERSONNEL**
- 4. KNOWLEDGEABLE SETUP PERSONNEL**
- 5. FULLY COMPUTERIZED ACCOUNTING AND CLERKING SYSTEM**
- 6. THE ABILITY TO CONDUCT YOUR AUCTION LIVE ON THE INTERNET**
- 7. LOCAL, REGIONAL AND NATIONAL ADVERTISING**
- 8. COMPREHENSIVE MAILING LISTS KEYED TO SPECIFIC INTERESTS**
- 9. WEB SITE WITH LINKS TO SEVERAL OTHERS**
- 10. A PROFESSIONAL ENVIRONMENT FOR EVERYONE THE DAY OF THE AUCTION**

Jim Clater, President has been an active licensed auctioneer since 1973 conducting successful auctions in many states. These have included Real Estate, Tobacco, Heavy Equipment, Farm Equipment, Business Liquidations, Automobiles, Estates and charity events.

Jim is a graduate of Western Ky University with a degree in agriculture economics and the Western College of Auctioneering, Billings, Montana. For many years Jim was an instructor at the Ky Auction School and was the 2008 Texas SENIOR CHAMPION AUCTIONEER.

Dusty Clater, Vice President Marketing, attended Texas A&M Commerce and graduated from Missouri Auction School. Dusty has worked for some of the premier auction companies in America and presently works for Manheim Auto Auctions as well as several Independents.

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