

Do You Know Your Auction Bidders?

by Rose Backs, Auctioneer

This happens quite often: An organizer from an event attends another event and sees an item bring a large amount of money in the auction. This organizer decides to mimic the item and when it is offered at his/her own auction it sells for substantially less money. Undoubtedly you ask yourself, *why?*

There are a number of reasons this can happen. Ultimately, the answer is simple - It is important to know the types of items your guests really want and their ability to buy them.

Understanding the mindset of your guests is one key. If your event is host to very pragmatic, conservative guests then you probably need to sell practical, functional items. You may have bidders that think, "I'm going to spend the money anyway, let's spend it to support XYZ." If that's the case, remodel packages and landscaping packages may be your best items. Think tangible items that can be traded for value. If your guests are flamboyant, excitable people you will need items to stimulate their senses. A progressive dinner hosted by the chair of your event may be a great option. If your guests are charismatic and spend freely, an amazing dinner with a local celebrity or an all access pass to a concert may be more interesting to them than a new snow blower.

It is also important to recognize the ability of your guests to spend. Some events do not match their items to their bidders. It is not uncommon to have a \$2,000 item in an auction with the most well intentioned bidders, but they just cannot spend that much. Maybe their wallets only allow for \$1,000. Knowing the ability of your bidders to spend will help you plan your live auction items. Understanding this element allows you to recognize it may be best to have two \$800 items instead of one \$1,600 item. It can make for a more enjoyable night for everyone.

Finally, marketing comes into play. If you have a rare or unique item it would make sense to get information out to potential bidders prior to the night of your event. It is so simple and free to do with Facebook and email. With that being said, if you have items that are really rare or only appeal to a limited number of people it may be advantageous to run an ad in a newspaper and accept absentee bids.

Rose Backs began working in the auction industry in 1997. Rose is consistently recognized as one of the top women auctioneers in the nation. She enjoys the opportunity to do something that benefits others.



Grocery Girl

Grocery Shopping & Delivery Service

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Grocery Girl - Grocery Shopping and Delivery Service recently started providing shopping services to area residents and guests of lodging accommodations and vacations rentals in the Coeur d'Alene area. Owner Candace Adams "shops like I would for my own family" seeking out fresh, high quality products. 208-755-7339 or grocerygirlcda@gmail.com

The Coeur d'Alene office of Catholic Charities of Idaho offers a **Strengthening Families Program** which addresses core issues that cause people to be less than kind or that keep them from reaching their full potential. Their goal is to prevent problems, not just treat the symptoms. The Program features: Individual faith based or secular counseling; Marriage/couples counseling; Family sessions to bring all together so the family can sustain in challenging times. 208-676-1974 or www.ccidaho.org.

Family Assistance Center Specialists (FACS) offer information and referral services to Service Members and their families. Professional consideration and confidentiality are fundamental elements. FACS may be called upon 24 hours a day. Services offered: Crisis Intervention, Legal Resource, Financial Resource, TRICARE Resources, ID Cards and Defense Enrollment, Eligibility Reporting System (DEERS), Community Outreach and Information, 208.272.7532 or cassandra.k.rzepa.ctr@mail.mil

Bob Weis has joined the **Human Rights Education Institute** as Executive Director. He has over 34 years in the high tech industry having worked for Corsair, Microsoft and Hewlett-Packard. He and his wife have relocated to Coeur d'Alene from the Bay Area.

St. Vincent de Paul is seeking donations to help fund the purchase of the **H.E.L.P. Center**. Currently there are 19 different nonprofit and governmental agencies providing 24 different services at the Center. In 2013 the H.E.L.P. Center helped 8,044 people and gave out 21,373 services to our community. Help support making this facility permanent by donating at www.gofundme.com/Support-the-HELP-Center

The **Coeur d'Alene Transgender Support Group** meets monthly. The group is open to anyone who is transgender, transsexual, gender non-conforming, gender variant, gender questioning, etc. The purpose of the group is to provide support and share information about local resources friendly to the transgender community. For meeting info: cdatransgender@gmail.com

The **Pregnancy Support Center for Northern Idaho and Eastern Washington** opened its doors in January at the St. George Mission of Charity Office, 2004 Lucas, Post Falls. They provide compassionate and confidential support to women whose pregnancy is placing them in need in a variety of areas. Trained and certified Pregnancy Mentors are available to help during and after the pregnancy. Open Tuesdays 10am - noon. Hotline hours daily 9am - 9pm. 208-449-8512

Do you want to be notified by email of immediate needs and receive general information from nonprofits and agencies in the Kootenai County area? Add your name to the **InterAgency Communications list** by contacting Bob Driscoll at community@nifamily.com