

July | 2021

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*John 3:16 "For God so loved the world, that he gave his only begotten son, that whosoever believeth in him should not perish, but have eternal life."*

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## The 2021 NAA Conference & Show is in 5 Days - we can't wait to meet you!

We are excited to be participating in the 72st annual National Auctioneers Association Conference & Show – taking place July 13th-17th, 2021 in Minneapolis, MN! This year's Show will be a hybrid event, with both in-person and virtual, online events! We are excited to be able to attend the show in-person again this year and learn about the future of the auction industry – both live and online! We will be hanging out at booths 201 and 300, so stop by and say hello! Or, [schedule an appointment with us!](#)

[More Information!](#)

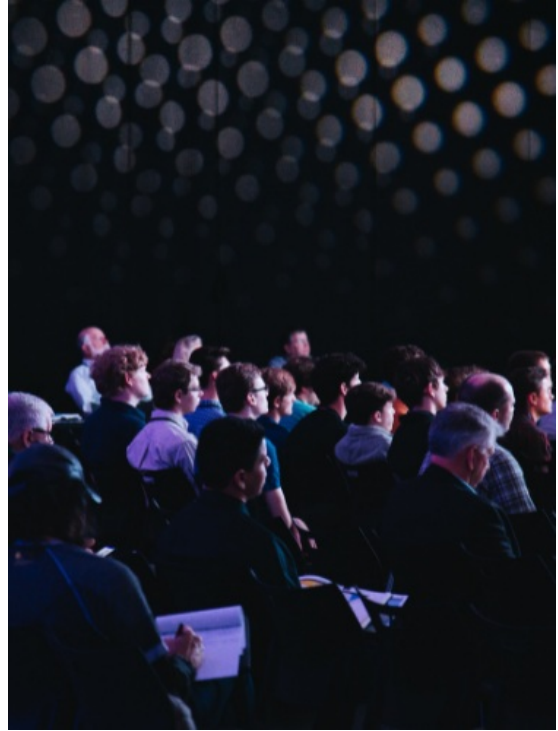
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### Sessions

There are many great speakers and sessions that will take place alongside the Trade Show! Session topics range from auctioneer tips, business advice, marketing, tech, and MORE!

These are just a few of the session topics, click on them to learn more:

[SEO Masterclass](#)  
[Engaging Attorneys and Trustees](#)  
[Harness the Power of Social Media:  
Enhancing Your Professional Brand](#)  
[Legality of Paperwork](#)  
[How to Diversify](#)  
[Selling Firearms](#)  
[Seven New Habits to Team Collaboration](#)  
[The Multi Parcel Process and Thinking  
Outside the Box](#)



## Now Scheduling Appointments and FREE Demos!



**Kurt Kaptein**  
President



**Brandon Kaptein**  
Sales Manager



**Shannan DuShane**  
Marketing Manager

For this year's National Auctioneer Association Conference in Minneapolis, we are excited to meet with everyone and explore how we can help your auctions!

We are setting up appointments for Wednesday, Thursday and Friday for one on one time with you to explore options!

Email us at [info@auctioneersoftware.com](mailto:info@auctioneersoftware.com) or click here to set up a time to chat about software or just pick our brains about tailored features you are interested in!

We look forward to seeing everyone at the show!



**Schedule an Appointment!**



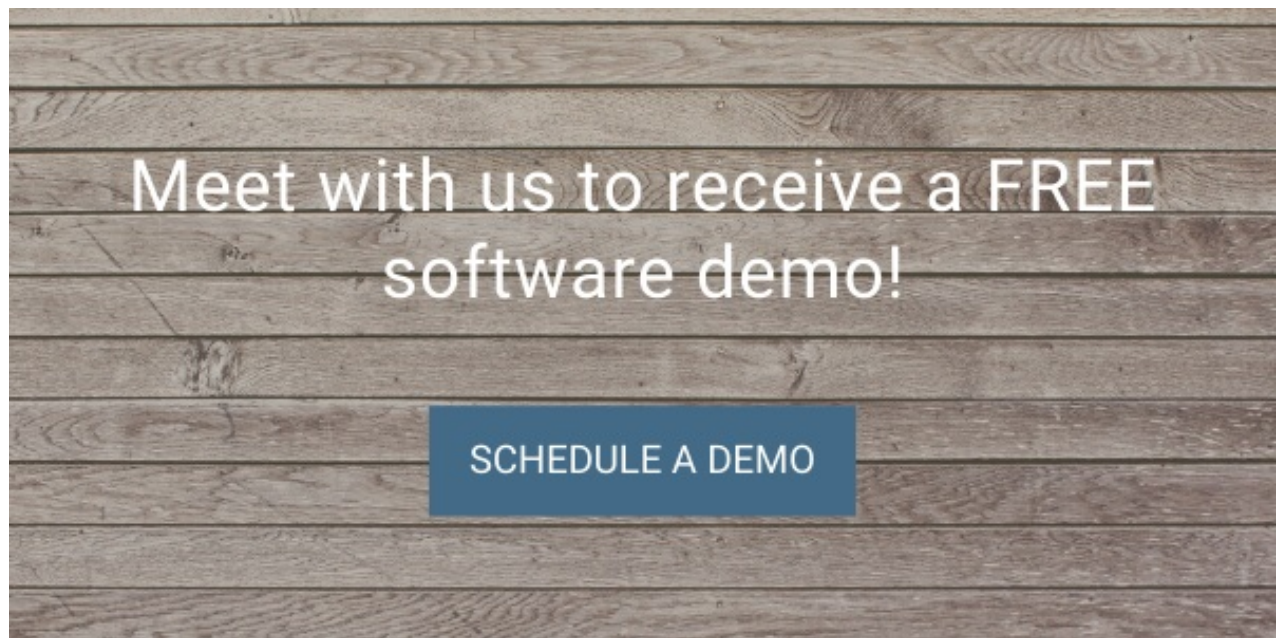
FREE insulated grocery bag



FREE Facebook Pixel Setup at show when you sign up for marketing services in July. Show email to Shannan at the show to redeem!



FREE website SEO audit and basic reports



**JUST IN CASE YOU MISSED IT!**



## Better Options for Better Auction Results

With Auctioneer Software, you are getting so much more than just tailored auction software. Our team is dedicated to providing you with a platform that specifically meets your needs, and with the addition of our other services you will have everything that's necessary for a better auction company and auction results. Your company has its own brand, style, and story to tell your bidders. Make sure that your website reflects that too! We will design a website on a domain that YOU own, giving you full control over what happens on your site. We don't want you to have to share your bidders or your domain with other companies

[Read More...](#)

## 3 Reasons Your Auctions Should Move Online

If you have been in the auction industry for a while, it's likely that you are no stranger to online auctions, but if you are not running your auctions online, what is holding you back? Is it the fear of not getting as good results? Or maybe it's the simple avoidance of change. Whatever it is, we are here to help. Utilizing online auctions creates endless opportunity for you to maximize your auction results and reach a much larger audience. Still not convinced? That's okay read on to learn three major reasons why you should be utilizing online auctions.

[Read more...](#)



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