



**The Most Informative,  
Interesting, Profitable, &  
Rewarding Experience  
of Your Life**





# Welcome to Reppert Auction School

Training that will equip you with the best tools in the world of Auctioneering so you can launch or enhance your own successful career.

Dear Potential Auctioneer,

Thank you for considering the possibility of becoming a professional auctioneer. You may or may not be aware...

**There's never been a better time in the history of the world to be an auctioneer.**

The United States is going through an unprecedented time of transition. In the next 20 years, more goods will exchange hands than at any time before.

- Thousands of auctions happen every day. Due to internet outlets like eBay, the auction method of marketing is accepted more than ever by the general public.
- Baby boomers are retiring, downsizing, and in many cases selling their homes and personal property.
- People are liquidating assets to avoid (or because of) foreclosure and bankruptcy.
- Real Estate auctions continue to increase and are becoming more prevalent.
- Average age of an auctioneer is 55, making room for more professionals in the auction business.

**Reppert Auction School is uniquely qualified to give you the most exceptional auctioneering education in the industry—bar none. Here's why:**

- 25+ instructors for every class. Learn from a variety of world class instructors, unlike other schools who may only have 2–10 instructors.
- The most advanced auctioneering textbook ever assembled. The Reppert Blue Book: over 750 pages of powerful, practical, hands-on and real world business information. Many auction schools may have up to 100–200 page books. Some have no textbook at all.

- 100 hours of comprehensive, auction education. All meat, no fluff. Most other schools have 60–85 hours. What are you missing?
- The only school with detailed coverage of marketing, business, and setup procedures to make sure you hit the ground running in a successful auctioneering career from the day you graduate.

**If you're feeling like ten days sounds like a long time. . . you're not alone.**

Reppert has introduced an industry leading hybrid schedule where you can complete half of your course hours online and only attend five days of in-person instruction. Most states have approved this schedule, which allows you to take many of our courses on your own time, and then attend the final five days in person.

As you can see, we have a more comprehensive curriculum designed to give you the tools and confidence that can actually vault you into a successful career as an auctioneer. You get what you pay for, and receive a return where you invest your time.

Many real estate and auction schools are focused on teaching you the minimum amount of information to pass a state test, but usually fall short of preparing you to be successful in the field.

Don't sell your career short—attend Reppert's intensive training program that will change your life.

I look forward to meeting you and "Educating You to Success."

Sincerely,

John Kruse  
President



# Reppert Hybrid Courses

You can now attend a portion of auction school online  
and still become licensed!

## Why choose a hybrid course?

Reppert offers the premier hybrid online/in-person auctioneer licensing course in the world.

### The quickest way to get your license

More than half of your hours are completed online, at your own pace.

### World-class bid calling instruction

For the in-person portion of your course, you will have group and one-on-one instruction from bid-calling champions.

### The auction business school

On top of bid-calling instruction, you will receive training for starting, running, and growing your auction business.

## What to expect

### Virtual Course Hours

- 48+ hours of online instruction
- Courses on marketing, law, the auction business, and more
- Completed at your pace with our online platform
- Access on your computer, tablet, or phone 24/7, wherever you have internet access
- View and use the Reppert Blue Book, the most comprehensive textbook for student auctioneers
- Live chat with our Reppert team to answer questions as you complete the courses
- Receive one-on-one virtual coaching in bid calling

### In-Person Course Hours

- 32+ hours of live instruction
- School held at a world class auction facility
- Bid calling instruction with award-winning auctioneers
- Hands-on training and instruction from industry leaders
- Learn how to organize, photograph, catalog, and conduct online, live, and in-person auctions
- Conduct an actual live auction with the public as bidders



# Topics of Instruction

## Introduction to Auctions

## History of Auctions

## Starting an Auction Business

- Creating a Corporate Image
- Setting Up Your Corporate Structure

## Promoting Yourself and Your Business

- How and Where to Get Auctions

## Auction Ethics & Professionalism

## Contracting an Auction

## Appraising

- Learn how to Develop Values
- Learn how to Identify Items
- Personal Property Appraisals

## The Auction Chant—Bid Calling

- Bid Calling One-on-One Workshops
- Tongue Twisters
- Number Drills
- Filler Words
- Developing Your Own Chant
- Opening and Closing Statements
- Public Speaking
- Salesmanship

## Auction Law

- General Auction Law
- License Law
- Sales Tax
- Bankruptcy Law
- Uniform Commercial Code
- Bulk Sales
- Secured Transactions
- Environmental Law

- Contract Law

- Firearms Law

## Preparing for the Auction

- Location
- Time
- Advertising/Publicity
- Insurance
- Setup

## Conducting the Auction

- Sound Equipment
- Clerking
- Cashiering & Computers
- Bid Assistants

## Settling the Auction

- Closing Statement
- Sale Summary
- Clean-up

## Auction Types Covered

- Household & Estate Auctions
- Consignment Auctions
- Liquidations
- Auction Houses
- Antiques & Collectibles
- Vehicles, Machinery, and Equipment
- Livestock

## Online Auctions

- Digital Cataloging
- Online Bidding Platform Operation
- Databases
- Data Protection
- Cybersecurity
- Electronic Payments & Cryptocurrencies

# Your Instructors

With more instructors than any other auction school in the world, Reppert gives you the most comprehensive and diverse auction education available today.

25+ professionals who have succeeded in the auction business will train you to excel in life and auctioneering.



## Auction School Staff

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**John Kruse**  
President

**Dennis Kruse**  
President Emeritus

**Matthew Kruse**  
Dean of Students & Instruction

**Tim Kruse**

## Auction School Instructors

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<b>Steve Almburg</b>	<b>Michael Riggins</b>
<b>John Beechy</b>	<b>Beth Rose</b>
<b>Mike Berger</b>	<b>RD Schrader</b>
<b>Jack Christy</b>	<b>Justin Sheehan</b>
<b>Jack Christy Jr</b>	<b>Bill Sheridan</b>
<b>Jerry Ehle</b>	<b>Justin Vondenhuevel</b>
<b>Peter Gehres</b>	<b>Kevin Wendt</b>
<b>Sherman Hostetter</b>	<b>Cheryl Williams</b>

## Attorneys

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**Kurt Bachman**

**Shannon Kruse**

**George Mishak**

## Guest Instructors

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<b>Dan Baker</b>	<b>Pam Rose</b>
<b>Jared Chambers</b>	<b>Brian Souers</b>
<b>Jimmie Dean Coffey</b>	<b>Al Updike</b>
<b>Rod Egan</b>	<b>Andy White</b>
<b>TJ Freije</b>	<b>Sue Wickliff</b>
<b>David Helmer</b>	<b>Andrew Wilson</b>
<b>David Heltzel</b>	<b>ATF Reps</b>
<b>Dennis Jackson</b>	<b>Sales Tax Reps</b>
<b>Martin Nolan</b>	



# Auction School Preparation Checklist

## Transportation & Lodging

If you are flying in, the closest airport is the Fort Wayne International Airport (FWA). Each student is responsible for securing their own lodging during the class session.

There is no shuttle service to and from the school. Please make arrangements for transportation prior to arrival.

## Hotels

### Hampton Inn

1020 Smaltz Way  
Auburn, IN 46706

### Holiday Inn Express & Suites

300 Lenora Lane  
Auburn, IN 46706

### Tru by Hilton

303 Peckart Ct  
Auburn, IN 46706

### Red Roof Inn

503 Ley Dr  
Auburn, IN 46706

### Auburn Inn

225 Touring Dr  
Auburn, IN 46706

### Country Inn & Suites

404 Touring Dr  
Auburn, IN 46706

### Baymont by Wyndham Auburn

306 Touring Dr  
Auburn, IN 46706

### Days Inn by Wyndham Auburn

1115 W 7th St  
Auburn, IN 46706

### Comfort Suites

1137 W 15th St  
Auburn, IN 46706



## Classroom Location

Classes are held at **Kruse Plaza** in Auburn, Indiana.

5634 Opportunity Blvd  
Auburn, IN 46706

## Class Schedule

Each class is 50 minutes in length, with 50 minutes of instruction and a 10 minute break. Coffee, water, and a refrigerator will be provided. During the sessions there will be over thirty instructors.

The normal class day will begin at 8 AM and end at 9 PM. The in-person portion of our hybrid courses will start on Wednesday at 1 PM. Registration will be one hour before the class begins. All classes will conclude on Sunday by 4 PM.

### 8 AM - 12 PM

Morning Sessions

### 12 - 1 PM

Lunch

### 1 - 5 PM

Afternoon Sessions

### 5 - 6 PM

Dinner

### 6 - 9 PM

Evening Sessions

# Auction School Preparation Checklist

## Dress Code

Casual, professional dress will be fine during class sessions and appropriate, nice clothing is recommended for the auctions in which you will participate. Proper clothing, such as a coat and tie for men, is suggested for the class picture. Indiana weather can change quickly, especially in the Fall and Spring. During these times, be prepared with layers for potentially cold days.



## Testing

### In-Class Testing

During the course you will be given three, one hundred question, multiple choice exams. To pass the class, there must be an accumulative score of 75% on all three exams. Retakes are available.

### State Exam

Many states have a licensing exam. Information regarding state licensing can be found online at [nalloa.org](http://nalloa.org) or by directly contacting our school. Please be aware that previous criminal convictions or discipline by a licensing agency could prohibit your eligibility for licensure.

## What to Bring

- Pencil and Pen
- Notebook
- Highlighter
- Calculator
- Laptop (optional)

## Upcoming Classes & Tuition

### Hybrid Class Dates

March 6–10, 2024

June 5–9, 2024

September 11–15, 2024

## Two Ways to Enroll

To enroll, visit our website at [reppertschool.com](http://reppertschool.com), select your payment option, and fill out the online application.

ONE-TIME PAYMENT

**\$2499**

OR

4 PAYMENTS OF

**\$625**

# Admission Requirements

## Tuition

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The price of Tuition is \$2,499 (one-time) or four payments of \$625 (payment plan). All students pay their own room and board at the facility of their choice. Our refund policy is that after attending our school for three days, if we feel you are not capable of becoming an auctioneer or if you are not satisfied, your tuition will be refunded. Once you have successfully completed the course you are entitled to Life Membership in the school and may attend any future pre-licensing course for free. (Does not include Continuing Education Courses)

## Course Completion

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To successfully complete the course each student must receive a passing grade average of seventy-five percent on the three, one-hundred question exams given by the school. Unless a student is excused by the school administration due to illness, death in the family, or acts of God, a student must attend seventy-five percent (seventy-five hours) of the class sessions to successfully complete the course.

## Length of Term

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School terms last either ten days, or in our hybrid option, five days after the hybrid portion of a class is completed. For hybrid students this means completing all online classes and taking one exam. This is intense training. You will receive more training in the field of Auctioneering during our 100 hours course than is available anywhere else in the world. Classes run Friday to Sunday for the ten day course and Wednesday through Sunday for our hybrid course. No class terms will be held during the holidays of Easter, Thanksgiving, Christmas or New Years.

## Student Conduct

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No alcoholic beverages or illegal drugs are allowed on school premises or at any school function. Indiana does not allow smoking indoors. The use of chewing tobacco is not allowed during class sessions. Good conduct is expected and students need to treat instructors and other students with respect. Inappropriate conduct may result in removal from the school.





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[reppertschool.com](http://reppertschool.com)