



LOUISIANA ASSOCIATION OF
PROFESSIONAL AUCTIONEERS

COURSE CONTENT OUTLINE FOR THE FREDDIE LEE PHILLIPS SCHOOL OF AUCTIONEERING

1. [Intermittent Mixed Throughout Class]. Auction drills including filler word selection, tongue-twister exercises, number sequence drills (straight, reverse, fractions, etc.), blind-wall bid fielding, etc. 19.5 hours.
2. Public speaking, effective hand motions, welcoming of attendees, initial announcements, terms and conditions, fielding audience questions, etc. 5.5 hours.
3. Basics of contract law, written auction contracts and content therein (listing or consignment forms, auction contracts, purchase agreements, etc.). 16.0 hours.
4. Auction law, consumer complaints, LALB makeup, purpose, requirement of escrow accounts, agency relationships (including client v. customer and levels of fiduciary duties thereof). 6.5.
5. Real Estate specialization and specifics (lead-based paint, residential property disclosure, terms unique to Louisiana). 12.0 hours.
6. Clerking process, software availability, sound system selections and requirements, recordation of auctions on auction day and documentation thereof, registering bidders, bid cards (or paddles), etc. 4.0.
7. Cattle auction specialization. 2.0.
8. Auto auction specialization. 2.0.
9. Effective techniques for bid assistants (ring men) 3.0.
10. Conducting of mock auction from beginning (making introduction of firm / auctioneer), through announcing terms and conditions, and auctioning three items and critiquing other students on same. 4.0.
11. Simulated auctions at public schools (primarily EBRP elementary schools) using monopoly money and gift cards / donations from area merchants and restaurants. 5.5.