

ESTIMATED TIME

55

minutes

GRADE LEVELS

Middle School

(6–8)

CONTENT AREAS

Math, Economics

CAREER FOCUS AREA

AUCTIONEER

Lesson Title

Bid or Bust: The Auction Experience

Standards

- CCSS.MATH.CONTENT.6.NS.C.7. Understand ordering and absolute value of rational numbers.
- CCSS.ELA-LITERACY.SL.6-8.1. Pose and respond to specific questions with elaboration and detail by making comments that contribute to the topic, text, or issue under discussion.
- CCSS.ELA-LITERACY.SL.6-8.6. Adapt speech to a variety of contexts and tasks, demonstrating command of formal English when indicated or appropriate.

Objectives

1. Learners will understand the role and responsibilities of an auctioneer.
2. Learners will experience how an auction works.
3. Learners will learn about people involved in auctions: bidders, buyers, sellers, and attendees.

Materials

- A candy bar
- Auction Experience Cards (one per student)
- Auction Experience Planning handout (one per student)
- Auction Experience Recap handout (one per student)



- Access to a computer lab or laptops/tablets for students. One per student is ideal. Alternately, students could complete the activity in pairs.

Teacher Preparation

- Select the appropriate Auction Experience Cards for your class size. Print and cut out individual cards.
 - Visit the National Auctioneers Association (www.auctioneers.org) and preview the content.
 - Review the lesson plan and determine if any modifications are required.
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Introduction (Set Context for Activity)

STEP 1 >> Introduce Live Auctions

- Show students a candy bar. Ask students to raise their hand if they would like to buy the candy bar for 25 cents. Gradually increase the amount, acknowledging individual student “bids” until students are no longer willing to bid. Give the candy bar to the student who bids the highest.
- Discuss the following questions:
 - What method was used to sell the candy bar? (Live auction)
 - What different roles did you observe in the process? (Auctioneer, bidder, buyer, attendee)
 - What might motivate someone to attend a live auction? (interesting items for sale, potential for a bargain, socialize with others)
- Tell students in this example, the auctioneer was also the seller (the owner of the property). Typically, the seller is someone who employs the auctioneer to sell something.
- Explain that auctions have occurred in every area of the world, beginning with the ancient Greeks in 500 B.C. Live auctions are an extremely simple concept: hold up an item for sale in front of a crowd, and see who will pay the highest price for it.

Body (Main Content)

STEP 2 >> Introduce the Auction Experience

- Tell students that they will be randomly assigned a role in a classroom auction—some students will be auctioneers, while some will be bidders. Auction Experience Cards will be distributed to each student, with information about what they are selling or buying. The information on the cards must not be shared with others.

Share the following tips for buyers:

- Anyone can bid on an item, but buyers should bid aggressively on items they need.
- The buyer’s goal is to buy something within their budget to meet a given need.
- If the buyer is unable to complete payment for their winning bid, it is considered a breach of contract, and the offending buyer can be sued. In this game, students will be disqualified.



Share the following tips for auctioneers:

- It is not important for the auctioneer to “sound” like one. The goal is to sell the item on their card, but increasing the cost at regular intervals and identifying successful bidders.
- Auctioneers can include additional information about their item, but they cannot change the information on their card.
- The auctioneer’s goal is to sell an item as close to the estimated value as possible.
- Explain to students that before the Auction Experience begins, they will take a few moments to create a plan. Distribute Auction Experience Cards (see teaching notes) and Auction Experience Planning handout. After a few minutes to plan, begin the auction with card number one.
- After each item is sold, check the buyer’s card to confirm that they accomplished their task and are within budget. Award points or small prizes for successful purchases.

STEP 3 >> Career Exploration

Note: Students will need tablets or computers with access to the Internet for this activity. If enough computers are not available for each student to have one, break students into pairs or small groups.

- Instruct students to visit the National Auctioneers Association (www.auctioneers.org/schools) to learn more about training as an auctioneer. Their task is to discover three essential skills taught at auctioneering school.
- Discuss the importance of these skills, and explain that most auctioneers today attend auctioneering school. The required length of time for auctioneers to train at an approved school varies due to differing regulations in each state. Auction schools that are approved by most states are between nine and 10 days in length.

Wrap Up (Review, Assess, Challenge)

STEP 4 >> Review and Assess Learning

- Review each of the roles observed during the auction: bidder, buyer, seller, and attendee. Explain that the auctioneer works to provide a positive experience for everyone.
- Pass out the Auction Experience Recap handout and have students complete it. Assess for completeness and depth of thought.



STEP 5 >> Challenge

- Remind students that auctioneers have a special set of skills they learn by attending auctioneer school and through practical experience. The auctioneer has authority and influence with each party in the auction transaction: bidders, buyers, sellers, and attendees. A career in auctioneering can be exciting, interesting, and profitable.





Teaching Notes

There are 30 Auction Experience Cards included in this lesson. For a successful auction, it is important that each item being auctioned has at least one potential buyer. Consider selecting the appropriate cards for your class size prior to distributing them.



<p>Role: Bidder</p> <p>You are the director for a history museum. You need to add interest to your Ancient Mediterranean Cultures exhibit.</p> <p>Budget: \$2,500</p>	<p>Role: Bidder</p> <p>You are developing a private art collection for the estate of a wealthy executive.</p> <p>Budget: \$2,500</p>	<p>1: Role: Auctioneer</p>  <p>Details: Three vases from 15th century Greece.</p> <p>Estimated Value: \$2,000</p>
<p>Role: Bidder</p> <p>You are looking for an elegant gift for your grandmother's 90th birthday.</p> <p>Budget: \$8,000</p>	<p>Role: Bidder</p> <p>Your dad asked you to buy something extravagant to celebrate your mom's retirement.</p> <p>Budget: \$8,000</p>	<p>2: Role: Auctioneer</p>  <p>Details: 1.2 carat round diamond stud earrings.</p> <p>Estimated Value: \$9,000</p>
<p>Role: Bidder</p> <p>You want to buy property to build a home for your family. You are willing to move anywhere in the country.</p> <p>Budget: \$36,000</p>	<p>Role: Bidder</p> <p>You are an investor looking to make a profit by building and selling single family homes.</p> <p>Budget: \$8,000</p>	<p>3: Role: Auctioneer</p>  <p>Details: .21-acre lot in a new subdivision being developed in Colorado City, CO.</p> <p>Estimated Value: \$34,000</p>
<p>Role: Bidder</p> <p>Your spouse loves pop music, and you're looking for a unique and memorable experience.</p> <p>Budget: \$4,500</p>	<p>Role: Bidder</p> <p>Your star-obsessed BFF has been through a lot lately and needs something to lift her spirits.</p> <p>Budget: \$8,000</p>	<p>4: Role: Auctioneer</p>  <p><small>DENIS MAKARENKO / SHUTTERSTOCK.COM</small></p> <p>Details: Tickets and meet-and-greet with Ed Sheeran. Valid for 2 people.</p> <p>Estimated Value: \$5,000</p>
<p>Role: Bidder</p> <p>You just got your driver's license. Your parents gave you a small loan to purchase a car.</p> <p>Budget: \$6,250</p>	<p>Role: Bidder</p> <p>Your car just broke down. You don't have a lot of cash right now, but you need a way to get to work.</p> <p>Budget: \$8,000</p>	<p>4: Role: Auctioneer</p>  <p><small>CARS.COM</small></p> <p>Details: 2003 Honda Accord. 102,000 miles.</p> <p>Estimated Value: \$5,000</p>



<p>Role: Bidder</p> <p>You are a novice rider, but you've been saving your money to purchase a horse.</p> <p>Budget: \$1,500</p>	<p>Role: Bidder</p> <p>Your daughter is obsessed with all things equine. She is ready for a new responsibility—animal care.</p> <p>Budget: \$1,500</p>	<p>6: Role: Auctioneer</p>  <p>Details: Quarter horse stallion. 1-year-old.</p> <p>Estimated Value: \$1,750</p>
<p>Role: Bidder</p> <p>You have a small business selling old and rare currency. You're looking for new inventory to add to your display cases.</p> <p>Budget: \$80</p>	<p>Role: Bidder</p> <p>Your dad is delighted by history, particularly anything about former U.S. presidents. His birthday is next month.</p> <p>Budget: \$80</p>	<p>7: Role: Auctioneer</p>  <p>Details: Complete set of Roosevelt coins. 1946-1964. Total of 48 coins.</p> <p>Estimated Value: \$75</p>
<p>Role: Bidder</p> <p>You received a promotion at work. You want something both practical and extravagant to celebrate your success.</p> <p>Budget: \$4,800</p>	<p>Role: Bidder</p> <p>Your daughter has taken a top position at a globally-recognized law firm. You need a gift for a celebratory dinner.</p> <p>Budget: \$4,800</p>	<p>8: Role: Auctioneer</p>  <p><small>KIM DIAZ / SHUTTERSTOCK.COM</small></p> <p>Details: Rolex diamond and sapphire watch.</p> <p>Estimated Value: \$5,000</p>
<p>Role: Bidder</p> <p>Your spouse is a major foodie. With their birthday quickly approaching, you want to do something outrageous.</p> <p>Budget: \$6,500</p>	<p>Role: Bidder</p> <p>You are a restaurant owner looking for a special (and memorable) wedding gift for your daughter and future son-in-law.</p> <p>Budget: \$6,500</p>	<p>9: Role: Auctioneer</p>  <p>Details: Tickets to participate as a diner in an episode of <i>Top Chef</i>. Valid for two people.</p> <p>Estimated Value: \$6,000</p>
<p>Role: Bidder</p> <p>You are recently retired and would like to purchase a muscle car to restore and exhibit at car shows.</p> <p>Budget: \$11,000</p>	<p>Role: Bidder</p> <p>You want a car to impress your friends. You'd like to purchase something totally unique.</p> <p>Budget: \$11,000</p>	<p>10: Role: Auctioneer</p>  <p>Details: Fully-operable 1970 Camaro Z28.</p> <p>Estimated Value: \$11,500</p>



Name: _____ Date: _____ Class: _____

Auction Experience Planning: Auctioneer

1. What additional information do you want bidders to know about the item(s)?
2. At what price will you open the bidding?
3. What monetary increments will you use to increase bidding?
4. Write the monetary increments on the back of this handout

Name: _____ Date: _____ Class: _____

Auction Experience Planning: Bidder

1. Who are you buying for?
2. Why are you buying?
3. What adjectives describe the item you wish to buy?
4. What specific item do you think you will buy?



Name: _____ Date: _____ Class: _____

Auction Experience Recap

1. What was your role at the auction?

2. What did you enjoy about the experience?

3. What was difficult about the experience?

4. If you were to attend a real live auction, what would you do the same?

5. If you were to attend a real live auction, what would you do differently?

6. Explain how an auctioneer interacts with:
 - a. Bidders:
 - b. Buyers:
 - c. Sellers:
 - d. Attendees:

5. Give one reason why each of these people would attend an auction:
 - f. Bidders:
 - g. Buyers:
 - h. Sellers:
 - i. Attendees:

10. Did you successfully accomplish the task on your Auction Experience Card?
Why or why not?



ESTIMATED TIME

55

minutes

GRADE LEVELS

Middle School
(6–8)

CONTENT AREAS

Math, Economics



CAREER FOCUS AREA

AUCTION CLERK

Lesson Title

All In, All Ears

Standards

- CCSS.ELA-LITERACY.SL.6.2. Interpret information presented in diverse media and formats and explain how it contributes to a topic, text, or issue under study.
- CCSS.MATH.CONTENT.6.NS.B.3. Fluently add, subtract, multiply, and divide multi-digit decimals using the standard algorithm for each operation.
- CCSS.MATH.CONTENT.6.RP.A.3.C. Find a percent of a quantity as a rate per 100 (e.g., 30% of a quantity means 30/100 times the quantity); solve problems involving finding the whole, given a part and the percent.
- CCSS.MATH.CONTENT.7.RP.A.3. Use proportional relationships to solve multistep ratio and percent problems. Examples: simple interest, tax, markups and markdowns, gratuities and commissions, fees, percent increase and decrease, percent error.

Objectives

1. Learners will understand the role and responsibilities of a clerk.
2. Learners will listen with comprehension.
3. Learners will practice math skills in real-life auction scenarios.

Materials

- Access to a computer lab or laptops/tablets with access to My American Farm (www.myamericanfarm.org) for students. One per student is ideal. Alternately, students could complete the activity in pairs.



- Copies of Clerk sheet handout (one per student)
- Copies of Clerk Calculations handout (one per student)

Teacher Preparation

- Visit the Western College of Auctioneering website (www.auctionschools.com) and preview the content.
 - Review the lesson plan and determine if any modifications are required.
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Introduction (Set Context for Activity)

STEP 1 >> Introduction to Auction Clerking

- Write the following true/false statements on the board:
 - Statement 1:** The auctioneer is the most important person in conducting a successful auction.
 - Statement 2:** Participating in an auction and keeping track of the current bid price is easy.
 - Statement 3:** An inattentive auction clerk is a big liability.
- Before revealing the answers, read each statement and ask students to share their response by using thumbs-up for a true statement and thumbs-down for a false statement.
 - Statement 1:** False. Explain to students that clerking is arguably one of the most important components of conducting a successful auction.
 - Statement 2:** False. It may sound easy enough, but becomes more complicated when you consider the fast-talking style that auctioneers use called the chant.
 - Statement 3:** True. A buyer once paid only \$1,000 for a 1970's muscle car because the clerk recorded the wrong amount during the auction. The car had really been sold for \$11,000.
- Explain that an auction clerk works with the auctioneer and keeps track of each item sold. The clerk records the item number, the description of the merchandise, the bid number of the winner, and the final sale price for every piece up for auction.

Body (Main Content)

STEP 2 >> Completing A Clerk Sheet

- Tell students that they will practice being an auction clerk while listening to a recording of an auctioneer.
- Distribute the Clerk Sheet handout. Students will complete the graphic organizer to keep track of important auction details. Tell students they will only hear each auction item sold once (just like a real auction!) so listening attentively is essential. The first item up for auction will be for practice.



- Play the first auction scene of All In, All Ears video found at www.myamericanfarm.org/videos. Circulate around the room to help students complete their clerk sheet.
- Review the answers for the graphic organizer with the class.

STEP 3 >> Clerk Calculations

- Tell students that at most auctions full payment is due by the end of the auction. Clerks process payments, double-check receipts, and hand over goods. If the object is big, like a horse or a car, they might arrange for the delivery. Students will use their math skills to practice calculating the final bill in some real-life auction scenarios.
- Distribute the Clerk Calculations handout.

STEP 7 >> Career Exploration

Note: Students will need tablets or computers with access to the Internet for this activity. If enough computers are not available for each student to have one, break students into pairs or small groups.

- Instruct students to visit the Western College of Auctioneering website (www.auctionschools.com/auction-clerk-cashier-training/) to learn more about training as an auction clerk.
- Instruct students to identify the skills taught at the college. Lead a discussion about the personal qualities that would make an auction clerk successful.

Wrap Up (Review, Assess, Challenge)

STEP 5 >> Review and Assess Learning

- Discuss the following questions:
 - What does an auction clerk do?
 - What skills are required?
 - What responsibilities do they have?
 - What might be challenging about an auction clerk's job?
 - What might be enjoyable about an auction clerk's job?
- Collect the handouts and assess for completeness and accuracy.

STEP 6 >> Challenge

- Remind students that auction clerks have a special set of skills. Many people start as a clerk or cashier and go to auction school later. Clerking is a great way to get your foot in the door. Clerking could be an interesting and flexible career for students with excellent interpersonal, organizational, and mathematical skills.

Name: _____ Date: _____ Class: _____

Clerk Sheet

Item Number	Description	Selling Price	Winner's Bid Number
PRACTICE			

Name: _____ Date: _____ Class: _____

Clerk Calculations

Buyer's Premium

A buyer's premium is a fee the buyer must pay, on top of the final sale price of the item, to help cover operating expenses of the auction. The buyer's premium is normally a small percentage of the selling price.

1. Calculate the buyer's premium (10%) for the following items:

- a. Item #1001B: Miniature Golf Set
- b. Item #103B: Mini Projector
- c. Item #717B: Kate Spade Bag

2. Calculate the buyer's premium (5%) for the following items:

- c. Item #1002B: Heart Necklace
- d. Item #103B: Mini Projector
- e. Practice Item: American Flag

Sales Tax

Often there is a collection of applicable sales taxes. In some areas, sales tax rates can range from 6 to 12 percent. Sales tax is computed based on the selling price of the item.

3. Calculate the sales tax (9.25%) for the following items:

- d. Item #717B: Kate Spade Bag
- e. Item #1001B: Miniature Golf Set

4. The total cost of Item #103B after the addition of sales tax is \$152.25. What sales tax rate was applied?

Final Bill

The final bill may include the selling price, a buyer's premium, sales tax, and a shipping fee.

5. Create a final bill for Item #1001B: Miniature Golf Set.

<p>Item #1001B</p> <p>Winner's Bid Number _____</p> <p>Selling Price: _____</p> <p>Buyer's Premium (5%) _____</p> <p>Sales Tax (7.25%) _____</p> <p>Shipping Fee (\$17 flat rate) _____</p>
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Clerk Sheet Key

Item Number	Description	Selling Price	Winner's Bid Number
PRACTICE	American Flag	\$2,500	665
1001B	Miniature Golf Set	\$80	573
1002B	WiFi Camera	\$75	96
103B	Mini Projector	\$145	111
717B	Kate Spade Bag	\$500	250

Clerk Calculations Key

- Calculate the buyer's premium (10%) for the following items:
 - Item #1001B: Miniature Golf Set $\$80 \times .10 = \8
 - Item #103B: Mini Projector $\$145 \times .10 = \14.50
 - Item #717B: Kate Spade Bag $\$500 \times .10 = \50
- Calculate the buyer's premium (5%) for the following items:
 - Item #1002B: Heart Necklace $\$75 \times .05 = \3.75
 - Item #103B: Mini Projector $\$145 \times .05 = \7.25
 - Practice Item: American Flag $\$2,500 \times .05 = \125
- Calculate the sales tax (9.25%) for the following items:
 - Item #717B: Kate Spade Bag $\$500 \times .0925 = \46.25
 - Item #1001B: Miniature Golf Set $\$80 \times .0925 = \7.40
- The total cost of Item #XXXX after the addition of sales tax is \$XXXX. What sales tax rate was applied? $\$152.25 - 150 = \2.25 $\$2.25 / \$150 = .015$ or 1.5% sales tax

- Item #1001B

Winner's Bid Number 573

Selling Price: \$80

Buyer's Premium (5%) \$4

Sales Tax (7.25%) \$6.09

Shipping Fee (\$17 flat rate) \$17

Final Bill: \$107.09



ESTIMATED TIME

55

minutes

GRADE LEVELS

Middle School
(6–8)

CONTENT AREAS

Math, Economics

CAREER FOCUS AREA

ONLINE AUCTIONS

Lesson Title

Online Auctions: The Future of Auctioneering

Standards

- CCSS.MATH.CONTENT.6.NS.C.7. Understand ordering and absolute value of rational numbers.
- CCSS.ELA-LITERACY.SL.6-8.1. Pose and respond to specific questions with elaboration and detail by making comments that contribute to the topic, text, or issue under discussion.

Objectives

1. Learners will understand how online auctions work.
2. Learners will know different careers that support online auctions.

Materials

- Future of Auctioneering Web Quest handout (one per student)
- Access to a computer lab or laptops/tablets for students. One per student is ideal. Alternately, students could complete the activity in pairs.
- Sticky notes (one per student)

Teacher Preparation

- Visit the online auction site, www.proxibid.com, and preview the content. If you are using school computers or tablets, confirm that the school's security software will allow students to visit the website.



- Review the lesson plan and determine if any modifications are required.
 - Note: There is a “Firearms and Military Artifacts” category of auctions on proxibid. All firearms sold through auction are registered and sold within legal parameters of the local and federal government. Please address with students any concerns they would have and if you would like them to avoid selecting this category.
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Introduction (Set Context for Activity)

STEP 1 >> Introduce Online Auctions

- Tell students you are going to describe a company. You will give six hints, and each hint should make the name of the company more apparent. Each student is allowed one guess, and if they guess wrong they may not guess again. Read these facts, and allow time for students to guess after each fact.
 - This company was started in 1995, based out of San Jose, California.
 - This company had a revenue of more than \$9 billion in the past year.
 - This company sold a \$168 million yacht through their website.
 - This company has approximately one billion products for sale on their website.
 - This company was originally called Echo Bay, later AuctionWeb, and finally the name most people recognize today.
- When a student guesses eBay correctly, recognize them with a round of applause and a small prize.
- Explain that eBay is arguably the most well-known online auction in the world, among hundreds of websites that host online auctions. Auctioneers today use the Internet to both market their auctions, as well as host live, streaming video of auctions where bidders can bid from their computers.

Body (Main Content)

STEP 2 >> Future of Auctioneering Web Quest

Note: Students will need tablets or computers with access to the Internet for this activity. If enough computers are not available for each student to have one, break students into pairs or small groups.

- Tell students that today they will be exploring an online auction site. Given a set of instructions, students will navigate an online auction, identify important information, and summarize their experience.
- Distribute the Future of Auctioneering Web Quest handout. As students are working, circulate around the room to assist students.
- After completing the web quest, invite students to share reflections about their online experience. Use the questions from the web quest to guide your discussion.



STEP 3 >> Career Exploration

- Tell students that the largest online auction company, eBay, employs approximately 14,000 individuals. There are many different types of jobs, just like at any large-scale tech company.
- Instruct students to visit the eBay Careers site (careers.ebayinc.com) to learn more about jobs available in the online auction world. They can search jobs by category or location.
- After a few minutes, have each student state one job that sounded fascinating. Together, identify the education requirements one might need to pursue a profession at an online auction company.

Wrap Up (Review, Assess, Challenge)

STEP 4 >> Review and Assess Learning

- Create a Venn diagram at on the board. Label one side “online auctions,” and the other side “live auctions.”
- Distribute a sticky note to each student. Ask students: How are online and live auctions similar or different? What are some of the unique advantages and disadvantages of each? Have students write one idea on their sticky note and place it in the appropriate area on the Venn diagram. Review as a class.
- Assess for the Future of Auctioneering Web Quest handout for completeness and depth of thought.

STEP 5 >> Challenge

- Remind students that the greatest benefit of online auctions is that bidders can participate in an auction from anywhere and at any time. They are convenient, can save time, and provide the same extraordinary deals of live auctions. While online auctions will never completely replace live auctions, they are another great option!



Name: _____ Date: _____ Class: _____

Future of Auctioneering Web Quest

1. Go to www.proxibid.com.
2. Select "Live Auctions" near the bottom of the page.
3. Review the live auctions, and select "Enter Live Auction" for an auction that sounds interesting to you.
 - a. Spend a few minutes observing how the online auction operates. Watch the "once, twice, sold" buttons light up to indicate the progress of the sale. Some auctions also have the option to turn on sound "View Audio/Video," so you may listen to the auctioneers at the actual auction site.
 - b. Using no more than three words, summarize the types of items being auctioned. You may need to scroll through the catalog on the right-hand side to see additional items.
 - c. Record the name of five items being auctioned, and the high bid for each.

Item	High Bid
1.	
2.	
3.	
4.	
5.	

- d. In your opinion, what items sold for more than their value? Explain.

- e. In your opinion, what items sold for less than their value? Explain.

- f. Typically, bids increase at regular increments, depending on the value of an item. Choose one item and carefully observe the bid button. Observe and record the increasing bids for a total of three items. At what increment is the bid increasing?

Item			
Bids			
Increment			



4. Reflect on the following questions.

a. Why would someone choose to buy an item at an auction, rather than a normal retail store?

b. Who might participate in the online auction you visited today?

c. What other careers would be essential for creating, managing, and maintaining an online auction?

5. Reflect on the following questions.

a. What types of items would you consider purchasing in an online auction?

b. What skills would the online auctioneer need to be successful at this job?

c. What responsibilities does an online auctioneer have?