

NAA Member news

MAKING IT Benefit Auctioneer featured in *Washington Post*

NAA member Sherry Truhlar, BAS, of Alexandria, VA, was featured in *The Washington Post Magazine* in July. The "Making It" section of the magazine profiles a different entrepreneur each week, showcasing "True stories of people who



Sherry Truhlar was recently featured in the *Washington Post*.

turned their passions into profit and found their true callings," as the magazine describes it.

Truhlar, a benefit Auctioneer, said "The editor wanted to

have something a bit ridiculous in the photograph in order to grab the attention of readers. He requested an Elvis bust, but David Peterson (the photographer) said the best he could find on short notice was a mounted deer's head. So – lucky me! – that was my sale prop for the photo."

The story explained that six years ago Truhlar took a week off work to learn how to sell "cattle, cars and real estate using an auctioneer's singsong chant." She attended Missouri Auction and returned to her day job as an event planner at GSX. In 2005, when she was laid off from her job at GSX, and decided to turn her love of auctioneering into a business. She started Red Apple Auctions, focusing on benefit events that raise money for schools and other nonprofit entities. "Volunteers often run

benefit and charity auctions, but a professional Auctioneer can bring elegance and credibility to an event or organization and can raise significantly more money than a volunteer emcee," Truhlar said in the story.

The story said that with \$10,000 in startup costs, mainly for Auctioneer training, licensing and marketing, Red Apple grossed \$159,000 last year and netted about \$89,000. Her clients include Northern Virginia Family Services, the Strathmore Hall Foundation and Food & Friends. She has about 18 contract employees, paid per job, who serve as auctioneers and floor workers. Truhlar explained that she pays herself about \$1,000 a month and supplements her income with modeling jobs and by renting out space in her four-bedroom house. Truhlar also publishes a free online marketing magazine for entrepreneurs called "Seven-Figure Auctioneer" available at <http://bit.ly/7FigureAuctioneer>.



Jennifer Sexton, left, sells the Whizzinator.

Selling that odd item of national news interest

"Each Auctioneer's career is marked with selling that one thing. They may be horses, cars, real estate or fine art. I got the distinction of selling the Whizzinator," said Auctioneer Jennifer Sexton, BAS, of