



PRESS RELEASE
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ROBERT AND MELISSA STORMENT OF REAL ESTATE
AUCTION ASSOCIATES HONORED AT 40TH ANNUAL
CALIFORNIA STATE AUCTIONEERS CONVENTION

Berkeley, CA (November 19, 2008) – Reflecting the stature that auctions are steadily gaining worldwide, many leading experts recently gathered for the 40th Annual California State Auctioneers Association Convention. Representing billions of dollars at live auctions just last year, many of the most respected and longstanding auctioneers in the country assembled to focus on the nation’s real estate.

Comprising this world-class panel of real estate auction experts were: Sheldon Good of Chicago, IL; Martin Higgenbotham of Lakeland, FL; Senator Dennis Kruse of Indianapolis, IN and Scott Mullin of Scottsdale, AZ. Sheldon Good, founder of Sheldon Good and Company, has sold billions of dollars in real estate utilizing the auction method

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of marketing for more than 50 years. Good states, “Real estate auctions are successful, because they work. Properly administered, the auction method provides buyers for sellers on a definitive time basis at a fair price that indicates true market value.”

Also, rapidly emerging among the nation’s elite auctioneers are Robert and Melissa Storment, appointed as Vice President and a member of the Board of Directors, respectively, for the [California State Auctioneers Association](#). Both were also awarded 2 1st Place and 4 2nd Place awards for their firm’s marketing/advertising efforts. The Storments were additionally honored by the International Level of the National Auctioneers Association with 7 1st Place awards at this year’s annual Conference & Show in Memphis, TN, which was judged by USA Today.

Melissa Storment, CEO of [Real Estate Auction Associates](#) and Vice President of [Super Auctions](#), offers, “What an honor this was for us both. We owe a large portion of our success to our state and national associations, as well as to their associate members. At the regional and national levels, each association strives to help its members achieve what they thought may never be possible.”

Chris Longly, Director of Public Affairs and Communications of the [National Auctioneers Association](#), states, “In 2007, more than \$270 billion in goods and services were sold through the “live” auction industry, which shows no signs of slowing.” Propelling much of this growth is an increasing number of young consumers, whose response to the speed and efficiency that live auctions offer, has lead to countless

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numbers who prefer live Internet bidding.

Robert Storment, CEO of [Super Auctions](#) and Vice President of [Real Estate Auction Associates](#), concludes, “There’s been no better time to be an auctioneer.

According to the national best seller, The Millionaire Next Door, one of every three auctioneers is a millionaire.”

To learn more about this lucrative profession, please visit www.auctioneers.org, www.caauctioneers.org or www.socalauctions.org.

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