



Benefit auctioneer expanding to Nebraska

After his success at a recent Omaha fund-raiser, benefit auctioneer Jonathan Larsen is looking forward to expanding his business into the Omaha-Lincoln metro areas and throughout the state of Nebraska.

Larsen is President and CEO of Larsen & Larsen Auction Company, which specializes in fund-raising auctions as well as premier consulting services to non-profit clients. Based in Sioux Falls, SD, Larsen has traveled throughout the country to help organizations achieve and exceed their fund-raising goals.

"From Sioux Falls, it just seems natural to expand into Omaha and Nebraska," Larsen said. "The generosity of the Omaha and Lincoln communities is well-known, and I'd like to tap that generosity and help more organizations succeed."

In April 2015, Larsen served as auctioneer at the Open Door Mission's annual auction and dinner. His combination of event management and planning, auctioneering and entertainment helped the mission raise \$150,000 in one night -- a 63 percent improvement over 2014, when the same event raised \$92,000.

"We could not do it without the expertise of Jonathan," said Candace Gregory, President and CEO of Open Door Mission. "He was passionate about our cause, and he got the crowd engaged. We raised a lot of money to break the cycle of homelessness and poverty tonight. We are very grateful."

It wasn't just Larsen's auctioneering skills that made the event a success. "The exciting part was that he was with us from the very beginning of our event, to the end. So lots of preparation, lots of discussion, lots of ideas before even tonight," said Gregory. "We are so excited that he brought some of his creativity to this event."

Larsen is a certified Benefit Auctioneer Specialist, which is a designation that only 1% of all auctioneers have earned.

"There is a big difference between having a local auctioneer come in and call the night of the auction, and hiring a benefit auctioneer," Larsen explains. "The benefit auctioneer will work with you through the process and get to know what the cause is all about. He will stress the importance of raising the funds while he is auctioneering. This, in turn, will keep people connected with the cause and where the money raised will be going."

It's also important for benefit auctioneers to be entertaining.

"People go to benefit and fund-raising auctions to have a good time. We like to make sure we get the crowd pumped up and excited about bidding. If the crowd is excited and happy about being there, they are more willing to bid higher," Larsen said.

This can translate to better results in future years, he added, because once people find out how much fun they can have at an auction, they'll tell their friends and bring them the next year.

Larsen's work starts long before the night of the fund-raiser. He has extensive experience in event planning and management, and can serve as a consultant to plan the details of the benefit. He will assist both staff and volunteers to make sure best practices are followed and implemented during the event.

"After my experience with the Open Door Mission, I am looking forward to spending time in Omaha and Lincoln and getting to know those who could use the services of a benefit auctioneer," Larsen said.

Jonathan holds a BA in Business Management from the University of Sioux Falls. He was awarded the honorary title of Colonel from the Missouri Auction School and has received his Benefit Auctioneers Specialist designation from the National Auctioneers Association. He is also a member of the Nebraska Auctioneers Association and the South Dakota Auctioneers Association.

Those interested in learning more can visit Larsen's website at larsenauctioneering.com. Or call him at 402-322-2460.



Meet Jonathan R. Larsen, BAS

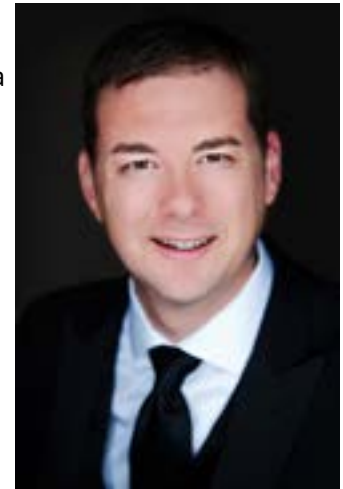
Jonathan Larsen is President and CEO of Larsen & Larsen Auction Company, which specializes in fund-raising auctions as well as premier consulting services for non-profit clients. Jonathan helps exceed fund-raising goals, while offering a wide variety of practical strategies for revenue enhancement.

Jonathan is a certified Benefit Auctioneer Specialist, which is a designation only 1% of all auctioneers have earned. He is currently one of an estimated 80 full-time benefit auctioneers in the country. He is a member of the National Auctioneers Association, South Dakota Auctioneers Association, and Nebraska Auctioneers Association.

Jonathan has worked with organizations all over the country helping them achieve their financial goals. He also holds educational seminars to help organizations plan their events. Jonathan recently attended the BAS Summit in Nashville, TN where he was able to network with 70 of his peers, and had the opportunity to be coached by four International Auctioneer Champions.

Jonathan has a BA in Business Management from the University of Sioux Falls. He was awarded the honorary title of Colonel from the Missouri Auction School, and has received his Benefit Auctioneers Specialist designation from the National Auctioneers Association.

He hosts an event with great professionalism, wit and charm, and he has an amazing talent for drawing a crowd into a program while keeping a continual flow of excitement.



Contact Larsen & Larsen Auction Co.

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Connect with Larsen & Larsen

Instagram: @jonathanrlarsen

Twitter: @larsenandlarsen

Facebook: www.facebook.com/pages/Larsen-Larsen-Auction-Company



Services

Increase the fun and auction revenue at your next event by hiring a certified Benefit Auctioneer Specialist (BAS)

Larsen & Larsen Auction Company will keep your guests of all ages entertained throughout the evening while they are giving money to a cause that is dear to them.

Consultation: This is the foundation to every successful event. Larsen & Larsen Auction Company will review your present event with you to determine what you like, and what you think might need to be changed from previous years.

We will discuss your goals and help you create a road map to follow. The consultation can begin as far in advance as times allow. We will set up a schedule of calls and meetings to make sure we are on track with our timeline.

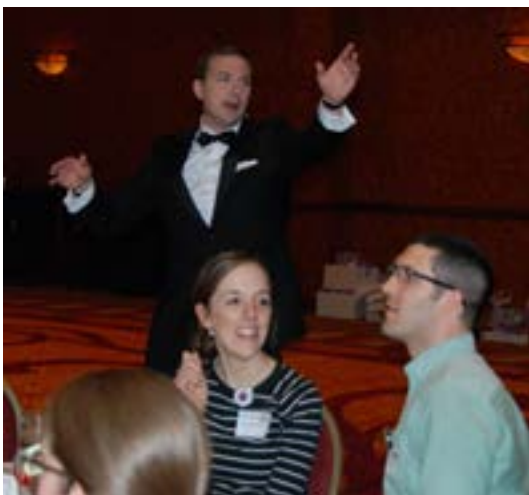
Larsen & Larsen will be with you every step of the way, helping you plan out your event. With our experience and knowledge, we can save you precious planning time and help you with all the aspects of conducting a fund-raiser. Whether you have done this 30 times, or this is your first event, we can help you create a record-breaking event.

Live Auctioneer/Entertainer: I always say that I am an entertainer first and an auctioneer second. I truly believe that most benefit auctioneers feel this way. We know that not everyone in the audience

will be bidding on the live auction items, but we do know that they still would like to be entertained, be a part of the fun, and have a good time. If they have fun and enjoy themselves they will tell their friends.

We like having audience participation to help support the people who are bidding. As the auctioneer, we are ambassadors for your organization. We take this very seriously and work hard to get to know and understand your organization.

Emcee: Along with being the auctioneer, we can also be the emcee for the event. We also can work with your emcee to help make announcements, close down silent auctions, help sell revenue generators, or welcome your guests.



10 reasons to hire a Professional Benefit Auctioneer

1. **Time.** A Professional Benefit Auctioneer will be able to save you valuable time by having the experience and knowing what works, and what doesn't. They will have a template for you to work from and be able to tell you what and when things should be done. They can help guide your committees and keep everyone on track.
2. **Excitement.** A Professional Benefit Auctioneer will be able to get your crowd excited about spending money, and emphasize that it isn't what you get, but how much you can give. It will also carry over into your guests having a great time and feeling like they were entertained while they were giving to their favorite charity.
3. **Event Knowledge.** A Professional Benefit Auctioneer will know what works and what doesn't work. They will be able to help you match your theme to your cause, and how to create an event that runs smoothly. They will be your consultant and advisor.
4. **Procurement.** A Professional Benefit Auctioneer will be able to help in your auction item selection and let you know what some of the best products and ideas have been, or what they have seen that sells really well in the area.
5. **Education.** Most Professional Benefit Auctioneers attend an average of 2 educational conferences per year and attain more than 35 continuing education hours, networking and learning more about their industry. They may belong to both the local organizations and the national organizations and are in good standing with them.
6. **Network.** Most Professional Benefit Auctioneers are friends with others in the business. They share ideas and help troubleshoot problems, and could reach out to 50+ PBAs at any given time.
7. **Ambassadors.** Professional Benefit Auctioneers get to know about your cause and organization so that when they are on stage, they can be good ambassadors for you. They are going to be selling the mission as well as the auction items.
8. **Taking Bids.** A Professional Benefit Auctioneer will do more than take bids and sell something to the last person with their hand in the air. They will work the crowd and get people to spend above and beyond what the value of the item is worth. All this will happen while focusing the attention on your cause, and giving the bidder the sense that their bidding is beneficial to your cause.
9. **Setup.** A Professional Benefit Auctioneer will be able to help you with your event from beginning to end. They are event planners as well as auctioneers, and since they do this day in and day out, they will have some great ideas about themes and advertising as well.
10. **Professional.** A Professional Benefit Auctioneer will take their role seriously and come to the event prepared to help the organization raise the extra money they need. They will have done their homework on the items on the live auction and have talking points and facts to share with the audience to help educate them while they are conducting the live auction.





Testimonials from clients

"I had no idea how the various auctions would work, but they did. The auctioneer was outstanding. He was personable, funny, and energetic. I have been at live auctions before. They were formal and stuffy. This one was NOT."

Volunteer, Hearts United for Animals, Sioux Falls

"I had never been to a live auction before, and was unsure as to what it would be like. When I sat down at Compassion Childcare's charity auction, I didn't realize I would laugh, be entertained, and thoroughly enjoy the process so much. If only spending money could always be that fun! Jonathan moved the auction along at a great pace, had incredibly infectious energy, and not only led a great auction, he let us all enjoy the experience as well. They were organized, effective and thorough. I would highly recommend Larsen and Larsen services!"

Kristin Kroesche

"It was so much fun! Everyone was laughing and having a great time. It was my first live auction and he made me feel like I was winning by bidding! He had the whole audience into it. We exceeded our goal by \$10,000."

Dr. Jill Termaat

"Jonathan was with us from the beginning and helped us plan out our event from beginning to end. He had people engaged and interacting with him during the live auction. I would definitely recommend using Jonathan for your fund-raising event."

Dawson Muska

"If you are looking to raise money for your charity, the best thing you could do is sign a contract with Larsen & Larsen Auction Company. We went from \$40,000 to \$100,000 net in one year!"

Tracy Pardy

I have attended the Girl Scout "Purses With A Purpose" for the last three years and the last was hosted by Jonathan from Larsen & Larsen. WOW, what a difference! He made the whole auction process much more exciting! What was really great to watch was how he could get the ladies bidding, so excited, drawing them in ... and actually make them LOVE spending money on their auction items! Highly recommend his enthusiastic approach to fund raising!

Emily Raymond, Alpha Graphics

"We were so very pleased. He's a natural and has awesome troubleshooting skills. We were very short staffed and he stepped in where needed above and beyond our need for the live auction. I highly recommend him. I must admit, he saved the day for us."

Jackie Knowlton

"We are making more money using Jonathan as our consultant and auctioneer, than any other auctioneer we have used in the past. He brings a lot of enthusiasm and excitement to the event."

Korena Keys

"Jonathan was able to take our live auction from crickets chirping in previous years, to breaking records for our organization. We will definitely use him again and again."

Megan Colwell

"Jonathan kept the show running even after the sound system failed! Jonathan worked to understand our needs, our audience and goals. I recommend you use Jonathan for your next event as he will help you accomplish your event goals while he entertains your audience."

Kara Semmler