



# Cliff Shuler Auctioneers & Liquidators, Inc.

Cliff Shuler, founder of Cliff Shuler Auctioneers & Liquidators, Inc. completed his Real Estate and Auctioneers schooling and was licensed for both in 1977. Auction Business License #9, Auctioneer License #14. He is a licensed Real Estate Agent with Shuler & Shuler Real Estate Auctioneers, Inc. They also hold Motor Vehicle Dealer License and Federal Firearms License and acts as an expert witness for attorneys, banks and bankruptcy trustees in both county and federal courts

Cliff has continued in the Real Estate and Auctioneering fields for over 25 years conducting commercial and residential real estate and personal property Auctions business liquidations, and appraisals. Cliff Shuler Auctioneers & Liquidators, Inc. is the largest and oldest Auction firm in Brevard County, Florida.

Cliff Shuler Auctioneers & Liquidators, Inc. have an experienced Auction staff to include Auctioneers, Real Estate Agents, Clerks, Cashiers, Assistants, award winning advertising personnel and statewide affiliates. They come equipped with a 32 foot air conditioned office trailer and with registration and check out windows, computers, PA systems, tents, tables, chairs and portable equipment and supplies. A Cliff Shuler Auction will turn your assets into cash. Net proceeds are paid to you the same day.

Since 1980 Cliff has attended the National Auctioneers Association and Florida Auctioneers Association continuing education workshops and seminars. On an average he attends 14 seminars, 3 times per year.

## References

U. S. Gov'n't Small Business Administration  
100 South Biscayne Blvd.  
Suite 700  
Miami, FL 33131  
Tom Gallman  
305-536-5521

Titusville Area  
Chamber of Commerce  
2000 S. Washington Avenue  
Titusville, FL 32780  
321-267-3036

Brevard Community College  
1519 Clearlake Road  
Cocoa, FL 32922  
Julie Bickford  
321-632-3502

National Auctioneers  
Association  
8880 Ballentine  
Overlook Park, KS 66214  
913-541-8084

U.S. Gov'n't Bankruptcy Trustee  
Marie Henkel  
3560 S. Magnolia Avenue  
Orlando, FL 32806  
407-438-6738

U.S. Gov'n't Bankruptcy Trustee  
George Mills, Jr.  
1814 Windermere Downs Pl  
Windermere, FL 34786  
(407)292-5780

AmSouth Bank  
2525 Garden Street  
Titusville, FL 32796  
321-383-1971

City of Cocoa Beach  
P.O. Box 322430  
Cocoa Beach, FL 32932 - 2430  
321-868-3286

Tarrell Moving & Storage  
1111 Norwood Ave.  
Titusville, FL 32780  
321-267-0228

Florida Auctioneers Association  
8880 Ballentine  
Overland Pk., KS 62214  
888-541-8084, ext 39

LIFE  
MEMBER



422 Julia Street • Titusville, Florida 32796  
Office (321) 267-8563 • Fax (321) 383-3147 • Mobile (321) 543-7314  
E-mail: [soldfor@aol.com](mailto:soldfor@aol.com)      <http://www.soldfor.com>  
AB #9 / AU #14



## Professional Accomplishments

Ex-Officio - Florida Auctioneers Association (2004)  
President - Florida Auctioneers Association (2003)  
Vice President - Florida Auctioneers Association (2002)  
Director - Florida Auctioneers Association (1999 & 2000)  
Louis C. Dell Award - Florida Auctioneers Association (1998)  
Man of the Year Award - Titusville Area Chamber of Commerce  
Outstanding Community Service Awards  
Appreciation Award - Titusville Kiwanis Club  
Appreciation Award - Titusville Area Chamber of Commerce  
Director - Titusville Area Chamber of Commerce (2 years)  
Executive Board Member - Titusville Area Chamber of Commerce (2 years)  
Chairman - Indian River Festival (5 years)  
Good Guy of the Year Award - American Business Women's Association  
Featured Titusville Chamber of Commerce Business of the Month  
Founding Auctioneer for North Brevard Duck's Unlimited (1985 to present)  
Past Board Member - HOW House (Drug/Alcohol Rehabilitation)  
Guest Speaker - Florida Auctioneers Association (FAA)  
Instructor - Florida Auctioneers Association (FAA)  
Guest Speaker - National Auctioneers Association (NAA)  
Instructor - National Auctioneers Association (NAA)  
Business of the Month - Better Business Council  
Titusville Police Department - Citizen Appreciation Award

## National & Florida Auctioneers Associations Advertising Awards

### NAA:

One color Commercial & Industrial (1987); Newspaper & Magazine Institutional (1988, 1998, 1993); One color Real Estate (1989); Auction Business Stationary (1990, 1996); One color General Household & Estate (1991); Newspaper & Magazine Commercial & Industrial (1992); Auction Business Stationary (1996); Promotional and Television Advertising (1998); One color Auction Printed Materials, Household & Estate Liquidations (1999 & 2001) Business Promotion, Company Promotional Items - PT Cruiser (2001); Auction Presentation-Auction Summaries (2002); Advertising (2003); Marketing competition (2004) – Broadcast & Audio Visual Television Commercial

### FAA:

One color Brochure (1996, 1998, 2002); Two color Brochure (1997, 2001, 2002); Business Stationary (1997, 1999 & 2001); Promotional (1998); Press Release (1999); Newspaper Advertising (1999); Stationary & Business Card (2001); Photography (2002); Television Advertising (2003)

## Professional Memberships

- \*National Auctioneers Association - Life Member
- \*Florida Auctioneers Association - Life Member
- \*Titusville Area Chamber of Commerce
- \*Cocoa Beach Chamber of Commerce
- \*National Association of Bankruptcy Trustees
- \*Titusville Main Street Association

- \*Central Florida Bankruptcy Law Association
- \*Better Business Council
- \*National Bankruptcy Institute
- \*American Bankruptcy Institute
- \*North Brevard Duck's Unlimited
- \*Past Member - Titusville Kiwanis

## Continuing Education

### National Auctioneers Association:

- \*Asset Management/Recovery Service
- \*Assessing the Value of Used Heavy Equipment
- \*Legal Pitfalls-What to Watch For
- \*The Auctioneer as Appraiser
- \*Auctioneer as Advertising Agency
- \*Legally Selling Firearms under the Brady Bill
- \*Municipal/Government Auctions
- \*Real Estate Brokers: Competitor or Partner?
- \*An Auction Center: A Place to Sell it All
- \*Prospecting & Soliciting Financial Institutions
- \*Personal Property at Auction
- \*Promoting Your Auction
- \*Auction Industry
- \*New Furniture Store Auctions
- \*Auction Business
- \*Auctioneers-Appraisers by Accident
- \*Avoiding Capital Gains Tax on the Sale-Sessions I & 2
- \*Realtor Partner in R.E. Auctions
- \*Answering the Hard Questions & Overcoming Objections
- \*Working With Federal Institutions
- \*The Auctioneer, Technology 2000
- \*Preparing for the Multi-Property Auction
- \*Don't Give Up the Ship!
- \*Making Online Auctions Work for You  
Internet Auction Reality Check
- \*A Primer on Bankruptcy
- \*Auctioneers, Secured Transactions/Uniform Code
- \*What the Auctioneer Needs to Know about Bankruptcy
- \*The Impact of the Internet on Real Estate Auctions
- \*The Auctioneer & Technology in 2000 & Beyond
- \*Hazardous Waste/Potential Liability

- \*Interstate Transportation of Stolen Property
- \*Commercial Equipment Auctions
- \*Litigation and Auctions
- \*Auctioneer/Real Estate Agent Co Brokering
- \*Real Estate at Auction
- \*Benefit Auctions
- \*How to Target Sellers & Win Their Business
- \*The Internet/World Wide Web & the
- \*Industrial Auctions: A Closer Look
- \*Developing Your Niche
- \*Auctions in Australia
- \*The Auctioneer's Relationship with Heirs, etc.
- \*Increasing Your Volume of Real Estate Auctions
- \*The Great Debate-Absolute vs. Reserve
- \*Expanding Your Services Through SBA & Lender Opportunities
- \*Saving Money With Digital Camera
- \*Auctioneers, Guns/Brady Bill-Sessions I & 2
- \*Schrader's Maximum Marketing Method
- \*Litigation Concerning Auctions
- \*The Success Model-You Are The Star
- \*Auctioning in the Residential Real Estate World
- \*Adding To The Bottom Line in Your Auction Business