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For Immediate Release

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**On the Cutting Edge:
Ocala and Jacksonville Auction Professionals Earn
Auction Marketing Management Designation**

Ocala, FL, June 7, 2016 – **Auction Professionals David Bradshaw, CAI, AARE, Justin McQuary, and Rick Eberhart** recently received their **Auction Marketing Management (AMM) designations** from the National Auctioneers Association's Education Institute.

Consumers continue to expand their real estate searches online and are turning to auctions to buy and sell properties. As a result, the auction industry continues to expand its services online. **The AMM program provides expert training from the industry's leading marketing technology specialists and helps auctioneers understand today's online marketing strategies.** From branding to content to measuring effectiveness, the program provides auctioneers with the tools and training to implement advanced marketing techniques into their daily business activities.

David, Justin, and Rick are auction professionals with Tranzon Driggers and reside in Ocala (Bradshaw and McQuary) and Jacksonville (Eberhart), Florida.

About Tranzon Driggers

Tranzon Driggers is a member company of Tranzon, LLC. Tranzon is one of the largest real estate auction companies in the country, with 30 offices coast-to-coast. Tranzon's accomplished auction professionals are widely recognized as leaders in the auction industry. All Tranzon companies are independently owned and operated.

About the National Auctioneers Association

The National Auctioneers Association represents thousands of Auctioneers from the U.S. and across the world. The mission of the NAA is to provide critical resources to auction professionals that will enhance their skills and successes. The NAA's headquarters are in Overland Park, Kan., and it was founded in 1949. To learn more about the auction method of marketing or to access the Auctioneers database to find an NAA auction professional in your area, please visit www.auctioneers.org.