

FOR IMMEDIATE RELEASE

On the Cutting Edge: Ocala Auction Professional Earns Auction Marketing Management Designation

Ocala, FL, January 16, 2019 — More and more consumers are turning to auctions to buy and sell items. Many consumers are searching for auctions online. To assist consumers in their search to buy and sell at auction, auction professionals are expanding their services.

Ocala auction professional, Kevin Weinsheimer, recently received the **Auction Marketing Management (AMM) designation** from the National Auctioneers Association's Education Institute. The AMM program provided Kevin with three days of expert training from the industry's leading marketing technology specialists. The program's focus is to help auction professionals understand today's marketing utilizing technology, from branding to measuring efficiency. The AMM program provides auctioneers with the tools and training to implement marketing techniques using technology into their daily business activities.

Kevin is Director of Operations with Tranzon Driggers and resides in Ocala, FL. Learn more about Tranzon Driggers at www.tranzon.com.

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.

Contact: David Bradshaw, President, Tranzon Driggers, 877-374-4437, dbradshaw@tranzon.com

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