

****COMMISSION RULES ON ADVERTISING****

During a meeting on August 18, 2008, the Auctioneers' Commission discussed the new trend in auction advertising in which printed ads, flyers, and signs do not include the auctioneer name, auction firm or license number. The advertisements direct the public to a Web site for more details. The Commission voted such advertisement is a violation. SC Code of Regulations, Section 14-5, states all advertisements for an auction shall contain the name and license number of the auctioneer or firm conducting the auction. Every advertisement shall clearly indicate that it is the advertisement of an auctioneer or auction firm.

Violations may include the imposition of a civil penalty.