

The Keystone Auctioneer

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In the Spotlight

Spotlight Auctioneer

ROGER CROLL

Submitted by Dawn Smith



A new 2019 PAA member, **Roger Croll** has established his own auction business, Croll's Mills Auction Service located at 101 Old State Road, Slippery Rock, PA 16057. His business is in the heart of rural western Pennsylvania and caters to the agricultural/suburban communities. Bringing his past experiences in the farming industry as a farrier as well as a long relationship with Altmeyer's Western Wear; Roger found a comfortable apprenticeship under Duke Whiting in New Wilmington, PA.



with its history; Roger named his auction company after the family mill. As expected, his wife, Beth as well as sons Wyatt and Cody were instrumental in his auction success - lending helping hands and support like only a close-knit family can do.

Often seen in his signature plaid shirt and hat, Roger has a loyal following of buyers and supporters who attend his auctions. While at a recent sale, I noticed his use of a walking stick. As an auctioneer's tool, it was handy for pointing out the object being sold. When the audience got a bit too rowdy, a few strong taps on the floor brought back everyone's attention - and it was a comfortable prop when needed. It surprised me to see such an effective substitute for the traditional gavel.

At this same auction, I took to asking the attendees for some quotes and was quickly told that Roger is a fair, ethical, and honest auctioneer. Great qualities to have in a new PAA member! Another person piped up with the testimony that, 'Roger has the best office help in the industry!' Good help is a key foundational building block of a successful auction company and I was proud to

His company name is based on his family's connection to local history. As recently as three generations ago, the Croll family owned a large farm and grist mill on the Slippery Rock Creek. While the farm has been sold and the area has grown up over the years, the foundation of the grist mill and spillway can still be seen from the roadway - a view that is still charming and beautiful. Having spent his entire lifetime in the community and having a close connection

see how well the auction was run that day.

During the sale, I noticed that Roger put a real effort into reconnecting with the disappointed Buyer - the one who didn't win an especially exciting bidding contest. When possible, he offered the back-up bidder second choice, or would start the bidding on the next item with that person. It clearly acknowledged the value and respect he had for the participants in his audience.



His wife admitted that auctioneering was Roger's life and there was very little free time; but when free time does come around, they enjoy relaxing at campfires or simple, deep-couch sitting.

I am looking forward to seeing how his business grows over the upcoming years!

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