

BUSINESS



Stephan J. Miranti (left) conducts an auction of items at Jo Be Auto Body in Marlboro. (STAFF PHOTO: DAVE MAY)

BUYERS DO HIS BIDDING

Stephan J. Miranti of Eatontown was recently named the state champion auctioneer by the New Jersey State Society of Auctioneers

By DENNIS P. CARMODY
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A few dozen people, mostly big men with callused hands, milled around the shop floor of Jo Be Auto Body in Marlboro, inspecting nearly 350 air tools, vises, wrenches, spray-paint cans and other assorted gadgetry that shop owner Joseph Beale had accumulated over 30 years of doing business.

With Beale's retirement looming, it was time to get rid of all this stuff. That's where auctioneer Stephan J. Miranti of Eatontown came in.

After a friendly yet serious expla-

nation of the rules — "As the hammer goes down, the stuff becomes yours," Miranti reminded the bidders — he paused briefly, and then launched into a rapid-fire, musical patter of clear numbers mixed with nearly indescribable words, setting prices and making sales with unsentimental efficiency.

"Wouldyoubid wouldyoubid wouldyoubid TEN DOLLARS?" he fired off, going up or down as interest dictated.

"You have to cancel out all the giberish and listen to the numbers,"

"All our salesmanship is just with numbers. We don't have the time to go into details. The reason why auctions have been around for hundreds of years is that the buyers win and the sellers win."

— Stephan J. Miranti,
Eatontown

Visit our Web site and click on the Web Extras button to find the link to a video of:

Stephan Miranti, state champion auctioneer.

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