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# Auctioneer finds her calling

BUSINESS

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## Calling the bids

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After 14 years in the industry, 12 of those as an auctioneer, Ms Joel knows how to work the crowd.

"You've got to be firm and professional to keep the ball rolling," she said.

And adding some humor and theatrics to keep regular buyers entertained also helps.

"We try to add a bit of spark," Ms Joel said. "We have a little bit of fun on auction day."

She works in "the cabinet room" of Leonard Joel auctioneers, among what she describes as "pretties to put into cabinets".

The company, founded by her grandfather 80 years ago, also auctions paintings, furniture and jewellery.

Although Ms Joel trained as a nurse, a holiday backpacking through Europe and visits to



Adding spark: auctioneer Treena Joel in action. Picture: NICOLE GARMSTON

its many museums and galleries stirred a passion for antiques.

On her return her father, Graham, welcomed her into the business and she began by sweeping floors and unpacking boxes.

Even now, much of her time is spent sorting through boxes as well as pricing and dating items and noting their details for catalogues.

Growing up around antiques gave Ms Joel a head start on understanding the value of items and an eye for what is authentic.

"I think people are often surprised if they're brought up around (antiques) how much they actually know," she said.

Ms Joel admits to harboring "a bit of trepidation" when she first started auctioneering, but

she soon found "the auctioneers rattle came very easily".

Ms Joel's father has officially retired, although he still ventures into work every day, and her brother Warren is managing director.

She agrees the auction business is in her blood and says she hopes her children, aged 7, 5 and 3, might follow in her footsteps.