

# LPC, Inc.

When it comes to converting assets, real estate agent/auctioneer/appraiser Uladia Taylor is the woman with the golden gavel!

By Lissa Poirot

**W**ith a winning smile and a twinkle in her eye Uladia Taylor commands your attention and causes a stir when she walks into a room. She has to in her specialized career, for it is Taylor who stands before an eager crowd, auctioning off homes and their contents and selling them faster than traditional listings, and for great prices.

Taylor, also an accredited appraiser, began her career almost 20 years ago on roller skates. Working for a local school system and faced with a warehouse full of surplus school equipment, she was told to "sell it all!" Navigating the cavernous warehouse on skates while taking bids, Taylor loved the high-spirited interaction with the crowd.

"My boss suggested I take an auctioneering class," says Taylor. Voila! A new career was born and Taylor hasn't looked back since. Now she is the owner of LPC Inc. of Stone Mountain, as well as working as a licensed real estate agent with Gold Key Brokers in Decatur.

"I love what I do! Besides providing my clients the fastest way to convert assets, I enjoy the human element of competition. To watch that dynamic scene unfold as people go back and forth increasing their bids is so exciting," she says.

"The campaign creates excitement and can include newspaper, magazine, radio and television ads; virtual tours and a web presence on numerous web sites, including LPC's, Gold Key's, Georgia Auctioneers, and the National Auctioneers' websites. Additionally, e-mail blasts and targeted mail-outs are used as well," says Taylor of the campaigns. "We also offer previews for the public to examine the property – be it residential homes, commercial buildings, land, business or personal property. Our marketing drives more buyers to the property by the sale date than a seller would get on a six-month listing!

"There is no downside to an auction," continues Taylor. "In a traditional real estate transaction, a property is put on the market, and the buyer will generally bargain down the price. But at auction, the price actually goes up with each bid. Auctions are not a sign of desperation. On the contrary, they should be viewed with excitement and anticipation."

Taylor's success and determination over the course of nearly 20 years is what has earned her the coveted CAI designation from the Certified Auction Institute. After three arduous years of training, Taylor became one of fewer than 1,000 auctioneers in the United States and Canada who

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But don't let images of fast-talking auctioneers speeding through bids make you turn up your nose at the auction process. Once looked upon only as a last resort, sellers have now discovered auctions are one of the fastest and most profitable ways to sell property. LPC is not the company to turn to for a fire sale. As a real estate auctioneer, Taylor works closely with sellers and brokers, discussing their needs and prices, setting a sale date based on how quickly they need to release property and assets, and creating an aggressive marketing campaign to generate buzz and excitement.

hold this prestigious ranking. She is also one of less than 100 Certified Estate Specialists, lending her services to estate administrators and executors, non-profit estate gift recipients, attorneys and trustees.

"My clients are often those who are administering or executing a will. When we take on estate liquidation, for example, I go out and carefully examine everything before we stage the sale. We don't ever give property away. We always get market value or greater. Owners know exactly what they have before it is priced and sold," explains Taylor, who knows how to navigate such tricky matters as

estate taxes, probate courts, and the Internal Revenue Service. No item is too big or too small for auction. Taylor has auctioned everything from puppies to Italian villas to artwork, many to help raise funds for local schools and charities, including the Salvation Army and Peachtree Presbyterian Church. She once raised \$106,000 in 25 minutes.

"One of the most unique things I have sold was one of Shaquille O'Neal's shoes – not even two, just one. This shoe was so big you could fit two feet into it. I sold it to a sports collector for \$700. Another fun auction was a literally a breath taker – selling a jet ride for eight. That raised \$14,000," says Taylor happily.

With such a varied and extensive background, it only makes sense that Taylor's firm LPC Inc. would be equipped to offer a unique source for those looking to convert assets quickly and with minimum problems. In what can sometimes be a stressful and emotional event for people, her firm can handle everything from the marketing and setting base prices for items to all financial transactions during the auction itself. Their menu of turnkey solutions is as extensive as providing the workers to help load the items into buyers' cars, or cleaning estates so if a seller lives in Utah but mom lived here, they don't have to worry about any details.



Alex James Photography

*"Auctions are my passion!" says Uladia about her chosen field. "My clients understand the time value of money and know that holding unproductive property can cost them too much over time. In addition, they enjoy a sense of control because they get to set the day and time of the sale."*



John Clemmer Photography

Uladia has been part of Gold Key Brokers since the company started in 2003. "It's a real privilege to work with Faith Reid," says Uladia of her broker. "She's a real leader in every way – personally, in the real estate industry, and in the community. I've learned a lot by working with her!"

And what really makes this multi-talented auctioneer stand out in a crowd is her designation as a licensed real estate professional. Of course, real estate came naturally to Taylor, as both of her parents were real estate investors. "It just made sense to get a real estate license," explains Taylor. "I naturally knew a lot of the things that they taught me in real estate school, having grown up with two parents who were in the business."

One person who is very glad that Taylor made the move into real estate is her broker Faith Reid of Gold Key Brokers. Reid is delighted with the distinctive skill set and valuable contributions Taylor makes to her firm. Of course, she also is thrilled with Taylor's charming personality and her incredible expertise and work ethic.

"She is one of the few in Georgia certified to sell real estate at auction. She is just a gem," says Reid. "Agents like Uladia make my job easier as she is one agent that you know will always do the right thing."

Taylor's clients are sold on her and her firm's services as well. Says metro Atlanta attorney Derrick Pope, "My clients enjoy knowing that a certified real estate specialist is assisting them, and Ms. Taylor ranks among the top in her profession."

But Taylor doesn't rest on her laurels; she also works hard to promote the advantages of selling real estate at auction to other real estate agents. Not all agents can see that bringing their clients to an auction to buy property can be a benefit to

them, she says. However Reid is thrilled Taylor can bring agents to auctions. "She's a unique asset to us in that way."

"Auctions are a great place for buyers' agents because those agents get to earn a commission," adds Taylor. "I'm not competing with agents. Auctions create an environment where the buyers compete. Sometimes, the sellers make more than they expected. If an agent brings a seller to me, I'm going to take care of that seller, as well as that agent."

And in this ever-changing world of real estate, Taylor notes, baby boomers will continue to sculpt the market and push agents to incorporate auctions. Inheriting assets from their parents and downsizing to begin retirement, there is a growing need within the baby boomer generation to liquefy assets. "Baby boomers need to finance their retirement

and travel, or even prepare for nursing homes," says Taylor. "We're able to assist this new market."

Assisting is an understatement. Just look at one recent client who was so thrilled when her asking price was met during an auction she let out a yell. Taylor had to quiet her so she could keep the bids going up and beyond the price the seller wanted. Indeed the gavel dropped on a higher-than-expected bid. Another successful closing in the multi-faceted day of Uladia Taylor.

*Lissa Poirot is a local freelance writer whose work has appeared in national magazines such as Travelgirl, Arthritis Today and Pregnancy, as well as Atlanta-area magazines such as Points North and Lifestyles Magazine. She is also the Editor of R.E. Magazine.*



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