

# GAVEL & GLASS

OCTOBER 2019

THE OFFICIAL  
NEWSLETTER OF  
SOCIETY OF AUCTIONEERS  
& APPRAISERS (SA) INC





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The Society of Auctioneers and Appraisers (SA) Inc.

THE  
INDUSTRY  
CHOICE OF  
PROFESSIONALS



Look for the logo  
– its your guarantee

[auctioneers.com.au](http://auctioneers.com.au)

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## THE BOARD

**President**



Matt Smith

**Vice President**



Andrew Monks



Amelia Langhans



Richard Ward



Sarah Bower



John Morris

**Board Members**



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# PRESIDENT'S REPORT

## MATT SMITH M.S.A.A. President



The Board held a strategic planning meeting on Wednesday the 25th of September at the Arkaba Hotel to create goals for the various tasks groups within the Board for 2020 and beyond. The main focus was to take the Domain Golden Gavel to the next level and to identify and encourage all Real Estate, General and Livestock Auctioneers to participate especially this year when we have opened up the competition with live performances being uploaded any time after the 1st of September 2019 for the 2020 event. This will give Auctioneers city and country plenty of time to put in Real Estate, General and Livestock auctions, and showcase their skills in the prime selling time of Spring.

We will focus on creating an appeal to young people to join and create a new category of membership for the Under 27's, with a further focus on generating a path for more females to become Auctioneers. We will reinforce the benefits to Members of our market leading 'Upcoming Auctions App' for Real Estate, General and Livestock, where upcoming auctions can be viewed by Location, Date, Time, Agent or Auctioneer. Our Livestock and General task group will focus more on getting Country Auctioneers to participate in the Domain Golden Gavel Live, as distance is no longer a barrier, where all Auctioneers need to do is upload a Live Auction on Society's Facebook Page. Our Social Events, Networking and Technology Task Group have been tasked with reinvigorating the Domain Golden Gavel Live Awards and Dinner with elegance and sophistication, making it the number 1 social event in Adelaide for the year!

Rising Stars are the future of our industry, just look at the fantastic performance Vincent Doran did when winning the Rising Star this year, so not only will we encourage young performers and new people to the profession to enter and Amelia Langhans and John Morris will put on a Workshop "Prepare for entering the Domain Golden Gavel" highlighting bidding scenarios and what to expect when entering the competition.

This year we will also create a new category for Practicing Licensed Property Managers to follow on from our very successful Property Management Workshop presented by the dynamic and charismatic Rachel Coulter.

I look forward to a vibrant year as President with a new Board of industry professionals, frothing at the bit to get started. To gain the upmost from your Membership, please attend if you can every Society Workshop as the quality is outstanding and you will be a better practitioner once you have attended. If you have any further suggestions on what you perceive you would like to see the Society undertake into the future, please call me personally.

Matt Smith | M.S.A.A. President | [matt@klemich.com.au](mailto:matt@klemich.com.au) | 0407 770 725

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# 2020 **Domain** GOLDEN GAVEL AUCTIONEERS

UPLOAD YOUR AUCTIONS FROM THE 1ST  
OF SEPTEMBER 2019  
FOR THE 2020 DOMAIN GOLDEN GAVEL LIVE

Nomination Form:  
<https://bit.ly/2NQIoHD>

Conditions of Entry:  
<https://bit.ly/2kHxk3d>



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# UPCOMING EVENTS

# 2019 GOLF CLASSIC

Sponsored by Chris GIII.  
†The Form 1 Company™

**MAJOR SPONSOR:**  
**Domain**

**KEY SPONSORS:**

 **BOWDEN**  
Real Estate & Finance Solutions

 **LEXUS** of Adelaide

 **READ BROTHERS**

 **WMA WAVEMAKER**  
Media & Marketing Solutions

**ALSO SUPPORTED BY:**

†The Form 1 Company™

 **COWDEN (SA) PTY LTD**  
THE FUTURE OF REAL ESTATE

 **WALLMANS LAWYERS**

 **Lawsoft**

 **du Plessis**  
Business & Personal Services

**PARTNER**  
**BusinessSA**  
South Australia's Chamber of Commerce and Industry



**FRIDAY 11TH OCTOBER 2019**  
**MOUNT OSMOND GOLF CLUB**  
60 MOUNT OSMOND RD, MOUNT OSMOND

## WELCOME

### TO ADELAIDE'S MOST BEAUTIFUL TEST OF GOLF

Only 15 minutes from the centre of the CBD, Mount Osmond Golf Club is blessed with glorious views of the city of Adelaide, Mount Lofty Ranges and coastline. The wide undulating fairways, challenging greens and stimulating course layout will always make for a memorable round. Our beautiful heritage clubhouse and welcoming membership will give you a golfing experience that's been delighting our members since 1927.

Our Golf Professional Ian Pritchard was awarded the joint winner of the 2015 National Club Professional of the year. This follows his recognition as 2014 and 2015 PGA Professional of the Year at the SA Golf Industry Awards.

#### TIMELINE

11.30am	Lunch
12.30pm	Tee Off
5.00pm	Prizes & Awards

#### PRICING

\$88 for golf, on-course drinks and snacks, barbecue lunch and snacks after the game

Sponsored by The Form 1 Company –  
**ONLY \$88 PER PERSON**

#### FORMAT

Teams of 4 players – Ambrose with shotgun start

*Please return completed booking form to Garry Topp with names of those attending before Friday 27th September*

## WIN \$20,000 CASH!

JUST GET A HOLE IN ONE ON THE 4TH

### BOOKING FORM: 2019 GOLF CLASSIC

Note: Payment must be received with this booking form. Please post this slip with payment to:  
Garry Topp, Society of Auctioneers & Appraisers (SA) Inc., 22 Greenhill Road, Wayville SA 5034 or fax to 8372 7833

Team: \_\_\_\_\_

Player 1: \_\_\_\_\_ Handicap: \_\_\_\_\_ Player 2: \_\_\_\_\_ Handicap: \_\_\_\_\_

Player 3: \_\_\_\_\_ Handicap: \_\_\_\_\_ Player 4: \_\_\_\_\_ Handicap: \_\_\_\_\_

Note: Players without official handicap – maximum 24 will apply.

Credit Card Authority for Expenses. TAX INVOICE ABN 82 885 149 245

Credit Card Type (please tick): ☐ Visa ☐ American Express ☐ Mastercard ☐ Diners Club (add 3% surcharge)

Card No. \_\_\_\_\_ CW \_\_\_\_\_ Expiry Date \_\_\_\_/\_\_\_\_ \$ \_\_\_\_\_

Cardholder's Name \_\_\_\_\_ Signature \_\_\_\_\_

OR ☐ Pay by cheque (enclosed) OR ☐ Direct Debit: BSB 106 011 Account 106 198 240 (BankSA, Unley)

Non-members please advise: Address: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_ Email: \_\_\_\_\_

Please RSVP with booking form  
admin@auctioneers.com.au

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# UPCOMING EVENTS

## LAND AGENT'S THREATS

PRESENTED BY WAYNE JOHNSON

### HOW TO RUN A VIABLE BUSINESS WITH A LONG-TERM FUTURE

For Principals & Sales Consultants  
running a business within a business



**TESTIMONIAL**  
Absolute Gold! Best eye  
opening training & most  
valuable I have attended in my  
career!  
- From Last Workshop!

#### Is your business structured to remain profitable and sustainable?

This workshop, presented in an easy to digest manner, examines multiple scenarios demonstrating the effect on the net profit levels of various gross commission returns (average \$ return per transaction), sales commission structures and the growing level of referral fees paid to intermediaries

#### The workshop covers the following topics:

- The notion of adequate compensation for business owners and sales people
- The critical implication of the margin of gross profit
- Average gross commission returns
- Sales staff remuneration structures including the impact of the new Award introduced on 30th April 2018

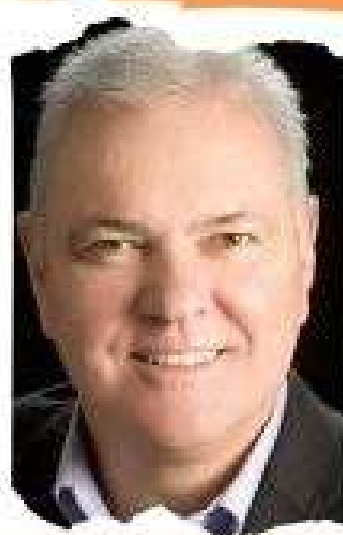
#### THURSDAY 17TH OCTOBER 2019

9.00am for 9.30am start to 12.30pm

Arkaba Hotel | 150 Glen Osmond Road,  
Fullarton SA 5063

Members and Employees \$129 each OR \$99.00  
each for two or more from the same office

RSVP BY FRIDAY OCTOBER 4TH



### WAYNE JOHNSON

Society of Auctioneers & Appraisers (SA) Inc President  
in 2008, Wayne has 30 years of experience in Real Estate including Sales and Property Management, multiple office agency ownership, National franchise CEO, and risk management consultancy.

Wayne has an MBA - Bachelor qualification in property and is a qualified workplace trainer.

## LEARN HOW TO

- Calculate the thresholds for costs and commissions to breakeven
- Calculate activity necessary to maintain breakeven point - client contacts, listing opportunities, listings, sales
- Set targets & forecasts based on your average commission
- Shows what you need to do to make a profit & to be successful
- Look at a typical scenario analysis
- Desk cost per sales person
- Break-even point for sales
- Look at strategies to improve the bottom line
- Determine what commission rate you should walk away from
- Change your existing model to your advantage
- Discover the break-even point for each transaction
- How many appraisals, listings, and sales do you need to produce an average commission

**With multiple disruptors all looking for their share of a decreasing commission pie, the industry is facing intense competition with enormous pressure on professional fees.**

<b>MAJOR SPONSOR</b>	
<b>Domain</b>	
<b>KEY SPONSORS</b>	
<b>ALSO SUPPORTED BY</b>	
<b>PARTNERS</b>	

<b>Credit Card Authority for Expenses</b>		<b>TAX INVOICE</b>		<b>ABN: 82 855 149 245</b>	
Please post with cheque or fax to Society of Auctioneers & Appraisers(SA) Inc					
Facsimile: (08) 8372 7833 Telephone (08) 8372 7830 22 Greenhill Road, Wayville SA 5034					
Direct Debit: BankSA BSB 105 011 Acc 106 198 240 Name Society of Auctioneers & Appraisers					
Credit Card Type (Please tick)		<input type="radio"/> Visa	<input type="radio"/> Mastercard	<input type="radio"/> Amex	
Card No.	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
Amount \$	<input type="text"/>	Expiry	<input type="text"/>	/	<input type="text"/>
Name on Card	<input type="text"/>				
Names Attending	<input type="text"/>				
NON-MEMBERS Please advise Address <input type="text"/>					
Ph	<input type="text"/>	Email	<input type="text"/>		

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# UPCOMING EVENTS

## LEARN THE FULL FUNCTIONALITY OF ELECTRONIC FORMS AND ESIGNING



Presented by Michael Madsen and Mark Kurtze from Lawsoft

- Property Management Forms and how to send Tenancy and Management Agreements to be completed online
- Update on integration with property management systems
- The new Offer System for Agents and how Agents now receive SMS notification to smart phones of best offers
- Esigning tips and traps - when and when NOT to use Esigning
- No witness required with built-in SMS verification
- How to integrate data from Agency to Contracts
- Automatic insertion of drop in professionally drafted conditions
- How to integrate data from Property Management Agreements to Tenancy Agreements
- How to create and use the new Property Folder for sales management
- Edit and Re Edit Forms after created
- New integrations with property management software

Thursday 31st October 2019

4.00pm - 6.00pm

\$25.00 each (or two or more from the same office \$20.00 each)

Osmond Room | Arkaba Hotel

150 Glen Osmond Road, FULLARTON

PLUS MARK KURTZE FROM  
LAWSOFT WILL ANSWER ANY  
QUESTIONS ABOUT LEGAL  
ASPECTS OF ESIGNING AND  
THE NEW OFFER SYSTEM!

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**BOWDEN** | **READ BROTHERS**

**WM**

**WAVEMAKER**

**ALSO SUPPORTED BY**

**The Form 1 Company**

**CORBEN (SA) PTY LTD**

**WILKINSON** | **Lawsoft**

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Amount \$  Expiry  /  CVV/CVC

Name on Card

Names Attending

NON-MEMBERS Please advise Address

Ph  Email

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# UPCOMING EVENTS

## FORM 1 SEMINAR

Presented by Society Trainer & Form 1 Specialist Chris Gill



### ALL EXPLAINED!

This Seminar will show you how to accurately complete and understand a Form 1 and outline areas where common and reoccurring mistakes & omissions are made

### FORM 1 ISSUES & PITFALLS

### HOW TO UNDERSTAND THE FORM 1

- How to complete a Form 1
- Easements
- Tenancies
- Form 1 to re-serve or not
- Asbestos
- Building indemnity insurance
- Pitfalls & common mistakes
- EPA
- Planning Approvals
- Learn where everyone gets it wrong!

Even if you don't prepare Form 1's, you still need to understand them

THURSDAY 7th November 2019  
8:45am for 9.00am start  
to 12.00noon

Arkaba Hotel  
150 Glen Osmond Road,  
FULLARTON

Members and employees \$66  
(groups of 3 or more from the  
same office \$55)

BOOK BY Friday 25th October 2019

**YOUR CONTRACT  
STANDS OR FALLS  
ON THE ACCURACY  
OF YOUR FORM 1**

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**Domain**

KEY SPONSORS

LEXUS ADELAIDE

BOWDEN II

WM WAVE MAKER

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# UPCOMING EVENTS

## PROPERTY MANAGEMENT WORKSHOP

### LISTING SUCCESS AND GROWING THE RENT ROLL

- CONVERT THAT FEE ENQUIRY INTO AN APPRAISAL
- ARMED AND DANGEROUS AGAINST COMPETITOR!
- DON'T BUY A RENT ROLL, GROW IT!
- IDEAL WEEK'S
- SCRIPTS AND DIALOGUE'S
- LANDLORD LISTING PRESENTATION - *WHAT YOU'VE ALWAYS KNOWN BUT NEVER DONE*



Presented by Rachel Coulter

8.30am for 9.00am start until 12.00pm  
Thursday 14th November 2019  
Arkaba Hotel | 150 Glen Osmond Road,  
FULLARTON  
Members \$88.00 each (groups of 2 or more  
from the same office \$77.00 each)  
Bookings by: Friday 1st November

Rachel has worked in the Real Estate Industry for over 26 years and 15 years in Business Development within the industry she is passionate about helping Business Owners & Property Managers

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# UPCOMING EVENTS



## JOIN US FOR SOCIETY'S CHRISTMAS DRINKS 2019

**Time:** 5.00pm for 5.30pm start

**When:** Thursday 28th November 2019

**Where:** STONE'S THROW |  
127 The Parade, Norwood SA 5067

**Cost:** \$38.50 *includes Canapes &  
Antipasto Station* | **BAR AT COST**

**Bookings by:** Friday 22nd November

## MEET THE NEW BOARD 2020



PRESIDENT



VICE PRESIDENT



BOARD MEMBERS



MAJOR SPONSOR

**Domain**

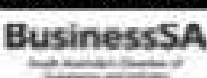
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**Direct Debit:** BankSA **BSB** 105 011 **Acc** 106 198 240 **Name** Society of Auctioneers & Appraisers

**Credit Card Type** (Please tick) ☐ Visa ☐ Mastercard ☐ Amex

**Card No.**

**Amount \$**  **Expiry**  /  **CVV/CVC**

**Name on Card**

**Names Attending**

**NON-MEMBERS Please advise Address**

**Ph**  **Email**

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# DOMAIN GOLDEN GAVEL LIVE LAUNCH 2020 EAST END CELLARS 11.9.19



The Society leads Australasia in Auction innovation by yet again releasing the 2020 Domain Golden Gavel Live on Wednesday the 11th of September 2019 at the East End Cellars, winner of the Best Retail Outlet and Best General Bistro Casual Dinning, Inner Metropolitan Area – AHA Awards 2019.

**Society President Attilio Cavuoto welcomed the guests and introduced Vice President Matt Smith who thanked Domain the dominant digital portal for Real Estate in Australia as naming rights sponsor of the Society and the 2020 Domain Golden Gavel Live.** Represented on the night by Kirsty McDowall, Matt Lipari, Alysha Westbury, Nick Katsaros and Rhett Picken.

**Other Sponsors on the night were Darren Read and Oliver Tual from Read Brother Signs, Chris Gill from the Form 1 Company and Mark du Plessis from the Du Plessis Auction Gallery Pty Ltd.**

We are pleased to announce that the Domain Golden Gavel Live Trustee for 2020 is once again, Oren Klemich. Oren highlighted how we are opening up the competition by allowing Auctions to be uploaded from the 1st of September 2019 up until the 30th of April 2020, which will give our auctioneers the opportunity to showcase their skills in the prime selling time of Spring this year for the 2020 event. Oren suggest that you get in early and upload an auction to enter, then if you perceive you have a better one, simply live stream another auction and upload it again. The last Auction that is uploaded will be judged.

Once again rising stars will perform at Adelaide Oval on Wednesday May 13th 2020. All nominations for categories need to be in prior to your auction or no later than February 28th 2020.

At the Launch our elite performers were presented with Gold Badges to signify their winning status. Hamish Mill who had entered every year since inception and had been a finalist on numerous occasions joined only 14 others to receive the perpetual trophy.

Richard Ward was recognised with back to back wins in 2018 and 2019 in the Domain Golden Gavel Live General Competition. Both were presented with Gold Badges by Kirsty McDowall from Domain, to commemorate their fantastic achievements.

There was a business card draw at the end of the evening with two bottles of Moët Champagne courtesy of Domain. The winners were Vincent Wang and Victor Velgush.



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# DOMAIN GOLDEN GAVEL LIVE LAUNCH 2020

EAST END CELLARS 11.9.19





# 37TH ANNUAL GENERAL MEETING HELD ON MONDAY 16TH SEPTEMBER 2019

## MEET THE NEW BOARD 2020

**President**



Matt Smith

**Vice  
President**



Andrew Monks



Amelia Langhans



Richard Ward



Sarah Bower



John Morris

**Board Members**

The AGM chaired by Society President Attilio Cavuoto was held on Monday 16th of September 2019 at 5.30pm.

At the meeting the following members of the board retired Attilio Cavuoto, Matt Smith and Jarrah Holmes; nominations were called to fill the three positions on the Board and nominations were received from Matt Smith, Sarah Bower and John Morris, who were declared elected.

### Events held throughout the Year:

- We commence the financial year with a Two-Day Female Only Workshop in September with guest presenters Ros Neale and Sharon Gray.
- We commenced a series of workshops with Consumer and Business Services where hundreds of members and their staff have participated with workshops in Adelaide, Port Lincoln, Berri and the South East.
- For the Society Golf Classic we had another successful day with 25 teams, heavily sponsored by Chris Gill – the Form 1 Company, where members paid \$88 each and had a chance to win a hole in one prize of \$20.000 cash sponsored by Gordon Tonkin – Cowden Insurance.
- In November we held the Past Presidents Lunch in Adelaide Club, hosted by Oren Klemich.
- During the Year, we held several networking events at Cucina North Adelaide, where younger members could network with seasoned performers and experience some of the rich history and loyal membership that the Society has on offer.
- To finish off the year in December, we held our annual Christmas Drinks at The Oyster Bar, Holdfast Shores.
- In February, Domain came on board as major naming rights sponsor of the Society and The Domain Golden Gavel Live.
- In February we launched the inaugural Land Agents Threats Workshops, chaired by Past President Wayne Johnson, which was extremely well received.
- The Domain Golden Gavel Launch was held at 2KW.

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# 37TH ANNUAL GENERAL MEETING HELD ON MONDAY 16TH SEPTEMBER 2019

- In March we held a Breakfast of Champions at Lexus with guest speakers, Brenton Ilicic and Sam Alexander.
- In March we held another 2 Day Auction Academy and another Form 1 Contract Workshop chaired by Chris Gill and CBS.
- April saw the inaugural Property Workshop with Rachel Coulter who is an absolute live wire and the content was sensational.
- In May we had record numbers enter the Domain Golden Gavel Live, culminating in a sumptuous dinner at the Carrington Centre. Congratulation to Hamish Mill, finally winning a Domain Golden Gavel after entering every event since inception in 1993. Congratulations also to Richard Ward, his second general win and Vincent Doran with a sensational performance winning the rising star and under 27 award, plus Gordon Wood taking out the Livestock Award. It is refreshing to see the young ones joining the Society to be part of the Domain Golden Gavel and showing us what they can do.

I would like to acknowledge Oren Klemich and Matt Smith for their mentoring and encouraging the next generation to get out of their comfort zones, join the Society and participate.

The good will and generosity is alive and well with enthusiasm and excitement being enjoyed at the numerous Society events. We held fundraising for our charity of choice, the Cody Gray Foundation where to date we have raised in excess of \$49,200.00

We would like to acknowledge and thank our Board Advisors:

- Chris Gill - Compliance and Finance
- Ray Brincat - Structure and Training
- Mark du Plessis – Livestock and General
- Geoff Watts - Country
- Victor Velgush - Sponsorship
- Garry Topp – Secretary and CEO
- Ayesha Ridgway - Office Administrator & Event Management
- And Michelle Lee for the sensational commitment to the Society and the members over the past 2 years.



I stand down as President, leaving the Society firing on all cylinders and Training & Events becoming far more relevant and far more members attending the workshops. Sponsorship is in place, Domain brings a new level a professionalism to the Society & the future looks bright.

Attilio Cavouto M.S.S.A. - President

## CEO Report 2019

The Society of Auctioneers & Appraisers (SA) Inc. represents the specialist interests of Auctioneers, Appraisers and Agents of Real Estate, General & Livestock.

The Society is unique in that it is the only professional body in the world that represents all categories of Auctioneers & Appraisers under the same umbrella with the common goal of striving for excellence.

In 2019 we are in our 38th year!

Our vision statement is to develop and enhance the professional standards of members through training, technology, innovation and representation.

The Society is relevant and provides a high standard of service to members with Nationally Accredited Training, World Class Documentation, Social Events, Competitions, Legal Updates, and Advice on Contract issues, Complaint resolution and representation.

Members can call the CEO at any time and if I don't have the answer, I'll get it from our lawyer Mark Kurtze or Form 1 expert Chris Gill or the Board Members.

This network of experts must continue as it's the backbone of what makes the Society unique. We are one of the few remaining organisations where a tape recorder doesn't answer the phone, and I hope it stays that way forever! Nothing beats personal contact.



# 37TH ANNUAL GENERAL MEETING HELD ON MONDAY 16TH SEPTEMBER 2019

## The Year 2018/2019:

Training boomed with the successful Sales Agency & Pricing Compliance, plus Form 1 Contract Workshops held in Adelaide, Coonawarra, Berri and Port Lincoln, with Society Trainer Chris Gill & David Sedgwick from Consumer & Business Services. Training participation was up a staggering 60% over 2017/2018.

We introduced two new workshops – Land Agents Threats, run by Past President Wayne Johnson on ‘How to Run a Viable Business’. Wayne showed us how to calculate activity to breakeven – it was mind blowing and awakening for those who attended. Our first Property Management Workshop ‘Listing Success and Growing the Rent Roll’ presented by Rachel Coulter. I’d like to acknowledge Chris Gill as Society document Trainer who has worked in the industry for 25 years, co-wrote the Society’s Real Estate Computerised Documentation in 1995, plus has an intricate knowledge of the Legislation, Agency Practice and Form 1 presentation.

Chris’s further commitment to the Society is evident where he sponsors the Society Golf Classic to the tune of \$5,000 every year, plus The Form 1 Company is an official Sponsor of the Society.

As a result of the CBS Workshops and a subsequent member survey we have put a submission to the Government on issues such as

- Prescribed Pricing
  - Duration of Sales Agency Agreements
  - Agents to be able to caveat
- Plus other issues such as:
- No Stamp Duty for 1st Home Buyers
  - Stamp Duty relief for seniors downsizing
  - Further reduction in land tax



## Auction License Training:

Our Auction Training is on hold as the Government has changed the criteria yet again so our workbooks need to be rewritten to conform to the new module. Our contract with ACG Global has expired, so we are currently looking for another RTO provider to work with.

## To the Sponsors:

We acknowledge Major Sponsor Domain, Key Sponsors Lexus of Adelaide, Bowden Group, Wave Maker, Read Brothers Signs and also supporters The Form 1 Company, Lawsoft, Wallmans Lawyers, Skyvue, du Plessis Auction Gallery, Gavl and Cowden Insurance Brokers for their continued support.

## Office Administration:

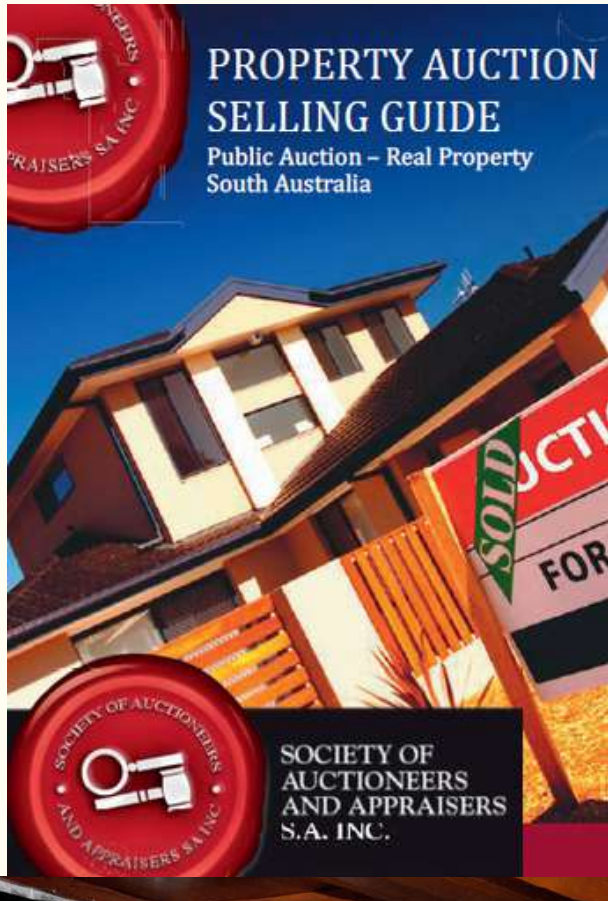
Michelle Lee has left the administrative management role in the office to pursue a career in Event Management, Ayesha Ridgway has recently taken over since July this year. Ayesha, coming from a background in hospitality as Functions & Event’s Manager has fitted in well and adapting to the administrative role. She is eager to learn the Real Estate, General and Livestock auctioneering business and excited for what lies ahead for the rest of the year and 2020.

**Membership:** Last year we had 330 Members at the end of June. This year the number was 330, whilst membership isn’t growing, it isn’t falling. There is an increasing amount of young Members joining which is refreshing and they are attending events.

## Enhancements

We introduced Accreditation for Practicing Auctioneers and there will be some recognition in the AGM.

We have also released a 20 page booklet guide for Agents on ‘How To’ list and run a successful Real Estate Auction Campaign. It is a guide for Private Treaty Agents who do the odd Auction - do it the Private Treaty way and it doesn’t work! So this is a comprehensive guide from listing, to open inspections, to auction with scripts, dialogues, check lists, marketing tips, it covers every aspect of Auction from beginning to end. It has been very well received and has been used in Agents Sales Meetings and for Training.





# 37TH ANNUAL GENERAL MEETING HELD ON MONDAY 16TH SEPTEMBER 2019

For General Auctioneers, they can now upload pictures in the Upcoming Auctions on the web – our upcoming Auctions App is a first in Australia and is a dynamic means of marketing and promoting auctions – we need to promote it more and ensure all members use it!

I'd like to thank Attilio Cavuoto for his huge contribution to the Society and acknowledge the accomplishments made during his term as President. His initiatives with networking events & social events, in particular the Society Golf Classic.

*The Society is enjoying a rejuvenation with a wave of young practitioners joining with the attraction of the Domain Golden Gavel Rising Star. And most of these young practitioners are attending the Breakfasts & Training.*

I have a passion for the Society and its Members and Ideals and can see the Society growing and capitalizing on its hands on passionate and personal approach.

The goodwill, generosity and spirit is active & well!!

I look forward to a new Board for 2019/20 and getting back to basics of representing Auctioneers & Appraisers of Real Estate, General & Livestock and focusing on what we are really here for and not other peripheral issues.

Garry Topp F.S.A.A Life - CEO



## Presentation of Agents and Auctioneers Accreditation for Real Estate and Auction Marketers - Master Auctioneer Accreditation – Toni Tagni

Note: Practicing Auctioneer Accreditation and Auction Marketer Accreditation had been made to Hamish Mill, however a formal presentation was not made due to his absence.

## Presentation of Master Auctioneer – was made to, Mark Du Plessis and John Morris who accepted their certificates.

Presentation of Master Auctioneer had been made to Richard Ward, however a formal presentation was not made due to his absence.

## Presentation of Ruby, Platinum, Gold and Silver Membership Certificates to recognise length of Membership of the Society.

**Silver 10 Years** - Marc du Plessis & John Sexton

**Gold 15 Years** - David Philpott

**Platinum 25 Years** - Rod Adcock



# Gavel & Glass

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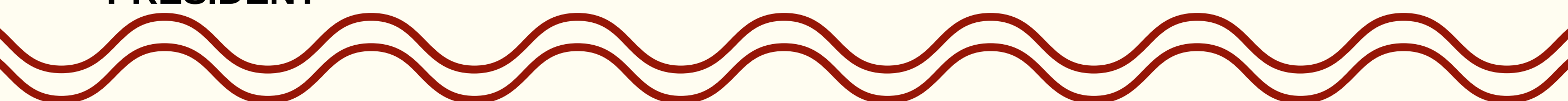


# MEET THE BOARD MEMBERS 2019/2020



**MATT SMITH**  
**PRESIDENT**

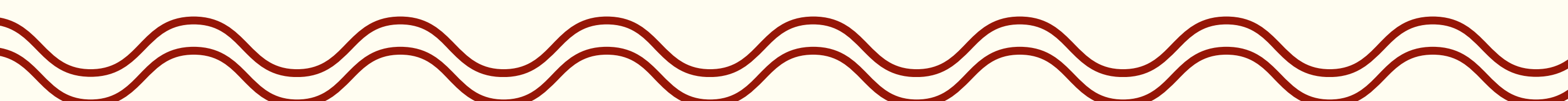
Matt is a director and joint owner of Klemich Real Estate. He is an experienced and awarded Real Estate Agent & Auctioneer and a proud member of the Society of Auctioneers and Appraisers (SA) Inc for approximately 15 years. Through Matt's drive, enthusiasm and leadership of the Society he's wanting to see an increase in the number of practising female and young auctioneers, he will be focused on increasing the membership base & sponsorship and he's committed to the ongoing training of all Society members. Along the way, Matt hopes the social activities hosted by the Society continues to strengthen the interaction, bond and friendships formed by its 300 (plus) members and sponsors. - Matt



"As a Board member and Vice President of The Society of Auctioneers and Appraisers looking towards 2020, and in my capacity as the member representing the bodies interests in Member Communications, Social Events and Technology, I look forward to working with the Board and Members of the Society to provide a platform for engagement with all members, as well as build on the strong tradition of excellent events conducted by the Society representing all Real Estate, General & Livestock and Country Members of South Australia. A key focus will be the Domain Golden Gavel Gala Awards Dinner to be held in May 2020. The planning and vision for the 2020 event will see a renewed establishment of the event as the premiere night of nights that it is, and always has been, in the Adelaide social calendar that will be a night not to be missed. Throughout the year I welcome any input or feedback from Society Members and look forward to another successful year for the Society and its members." - Andrew



**ANDREW MONKS**  
**VICE PRESIDENT**



**AMELIA LANGHANS**  
**BOARD MEMBER**

"Having formed many great friendships working in Real Estate, I am excited to be able to give back to our industry whilst serving on the board. This is a fantastic organisation and we are committed to continue providing support to events with a strong focus on The Domain Golden Gavel whilst keeping relevant with our community. I look forward to an exceptional year and receiving positive feedback from our members." - Amelia

## Gavel & Glass

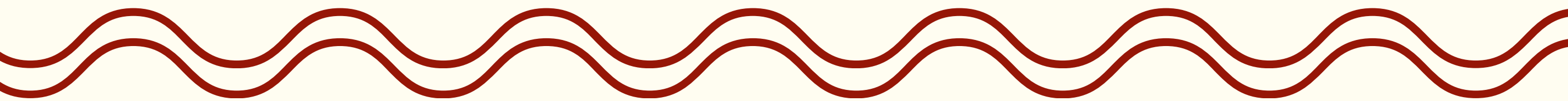
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# MEET THE BOARD MEMBERS 2019/2020



"Having worked as a licensed Property Valuer for many years I have certainly seen the many benefits of auctioning in the Real Estate, General & Livestock market and hence am extremely excited about having the opportunity to help promote and bring furthered awareness about the all of the wonderful training, support and initiatives provided by the Society of Auctioneers and Appraisers." - Sarah

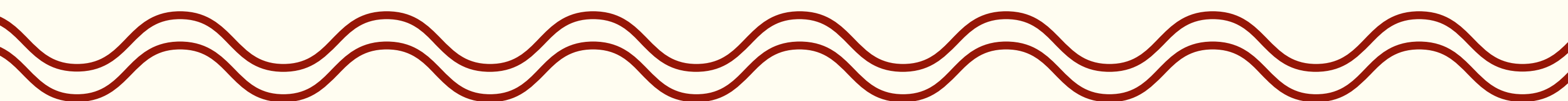
**SARAH BOWER**  
**BOARD MEMBER**



"I'm very happy to have been elected to join the Society and look forward to assisting with the training and development of our current Auctioneers, while also ensuring that the future of auctioneering in our state continues to grow. The younger generation of Auctioneers continues to inspire me and, with my background in training and my current role as the Chief Auctioneer for Ray White, I wish to nurture this further. Membership growth is another area I wish to see grow and again I think the younger generation are key to this growth. I look forward to being a part of the growth of the Society not only now and into 2020, but well into the future." - John



**JOHN MORRIS**  
**BOARD MEMBER**



Goals for the year include; encouraging as many General and Livestock Auctioneers both city and country to utilise the Society Upcoming Auctions App where Members can now upload Photo's and the Society's App & Webpage can be an index for Livestock General Auctioneers in South Australia. Other goals include encouraging more Country Members into the Domain Golden Gavel Live, where we now permit uploading of live performances from the 1st of September 2019, to encourage Auctioneers to capitalise on the Auction activity in Spring. - Richard

**RICHARD WARD**  
**BOARD MEMBER**

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# Gavl

Gavl is the world's leading real estate platform for auction livestreaming and bidding technology.

Since its launch in November 2016, it has streamed more than 15,000 auctions and achieved 4.5 million views from 52 countries, allowing buyers from all over the world to watch, bid and buy at auction, digitally.

**Gavl is offering Society Members a highlight package that you can now upload onto your social media channels & Promoted on the Society's Facebook Page**

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Members

**Gavl will pick one  
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week!**

### Includes:

- 45 seconds - 1 minute highlight of your SOLD AUCTION - Perfect for your Instagram and social media!

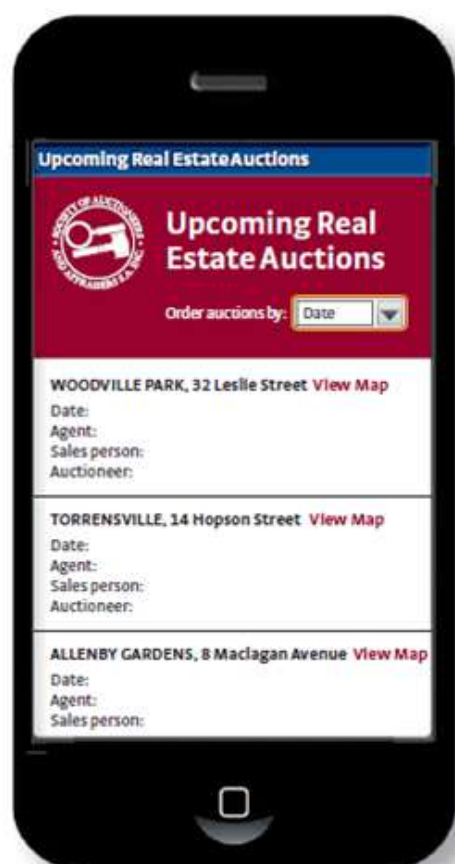
### Conditions:

- Post your upcoming auctions onto our **Upcoming Auction App/web page - Auctioneers.com.au**
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#### INSTANT UPDATE

The moment you add or update an  
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# 21 ADVANTAGES OF AUCTION

SOCIETY OF AUCTIONEERS & APPRAISERS S.A. INC.

## The 21 Advantages of using Auction as Your Preferred Marketing Process



## POWERFUL MARKETING TOOL

### *Auction puts the Focus on Your Property*

#### What are the Advantages to me as a Vendor?

1. **Control**, as Vendor you set the terms and conditions.
2. **You get a cash unconditional contract.**
3. **10% deposit** on the fall of the hammer.
4. **No cooling off period** applies.
5. **Allows 3 opportunities to sell** – before, at Auction or immediately after – and reduces the overall selling time in the market.
6. **Creates a sense of urgency**, which motivates purchasers to action.
7. **Allows all potential buyers to compete** amongst themselves to offer you the best price.
8. Can be used as part of a **total marketing package** where auction is the component that gets the buyers to act.
9. **Price is usually not disclosed** so you remove the objection factor.
10. **Forces buyers to make decisions** to a deadline of the auction date and brings negotiations to a head.
11. **The Auctioneer's skills**, enthusiasm and techniques can maximise the price.
12. **Vendors control their reserve price** and settlement date and accept or reject varied terms and get cash contracts, which usually settle in 30 days.
13. In every other form of marketing the buyer is in control. The buyer will dictate the offer, terms, subject to finance, subject to sale, subject to building inspection etc. and get a cooling off period. The buyer will negotiate from a position of strength. **With Auction the Vendor dictates the terms.**
14. **Auction opens the door** to more motivated buyers.
15. The Auction marketing campaign that you choose will be tailored to deliver **maximum exposure within the first few weeks on the market** – the time frame during which it is most likely to sell.
16. Your home is only open at times that suit you with a predetermined schedule of opens.
17. **The level of market interest** will help you gauge your reserve price.

#### What is an Auction?

**Auction is a process which allows interested parties to make competitive bids which establishes the current market value of the property in an open, transparent and public form utilising the skills of an experienced auctioneer.**

#### Why Auction Real Estate?

Real Estate Auctions have become one of the most popular methods of buying and selling property in Australia with substantial benefits for both Vendors and Purchasers. Auction is used as the preferred method of sale by Beneficiaries, Governments, Banks, Administrators, Executors & Trustee Companies, Corporations and Private Vendors and has been proven to be the best method of establishing true market value.

*Committed Vendors sell their property by Auction!*

18. **The competitive Auction environment** offers the greatest chance for a premium price.
19. **Auction negates the need for commissioner's approval** when dealing with associates under legislation saving valuable time.
20. Unlike other marketing methods where buyers generally negotiate down from the asking price, **at Auction buyers increase their offers commensurate with the skills of the Auctioneer.**
21. **On the fall of the hammer** the Vendor becomes a cash buyer subject to settlement only.

**If you're not auctioning your property you are missing out on the highest bid – it costs no more to have Auction as part of your marketing strategy**

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# Domain delivers buyers

DOMAIN'S AUDIENCE IS...

## EXTENSIVE

1.8m

Australians who intend to buy property in the next 12 months<sup>1</sup>

## AFFLUENT



**WEALTHY**  
56% are social grade AB<sup>1</sup>



**HIGH INCOME**  
61% more likely to have a household income of over \$250,000<sup>1</sup>

## READY TO BUY

78%

Intend to buy a home to live in<sup>1</sup>

41%

Intend to buy an investment property<sup>1</sup>

## EXCLUSIVE



Domain app users who do not use the nearest competitor<sup>2</sup>

## GROWING



Domain Digital Audience<sup>3</sup>  
June – October 2018

## ENGAGED



Domain enquiries sent via mobile<sup>4</sup>

For more information, contact your  
Domain Account Manager today.

Domain

Source 1. Ipsos® conducted by Ipsos Australia, People 14+ for the 12 months ending Oct 2018, 14+ Nielsen Digital Panel data calibrated to Digital Consent Ratings Oct 2018. Includes audience across total Domain print and digital, Domain Review, Allhomes, Allhomes.com.au in The Canberra Times and the Dream Homes partnership network (including the Nine digital metro newspapers, canberradigital.com.au and nine.com.au). Data based on people intending to buy a new or existing home to live in or as an investment within the next 12 months. \*Percentage from Study compared to the average Australian aged 14+. 2. Domain app audience who do not use the realestate.com.au property app, iOS and Android average App Annie, Sept 2018. 3. Nielsen Digital Consent Ratings (Monthly Total), Unique Audience, Oct 2018, P3+, PC, Smartphone and Tablet, Total. 4. Domain Group internal data, Oct 2018. Includes app and m-site.

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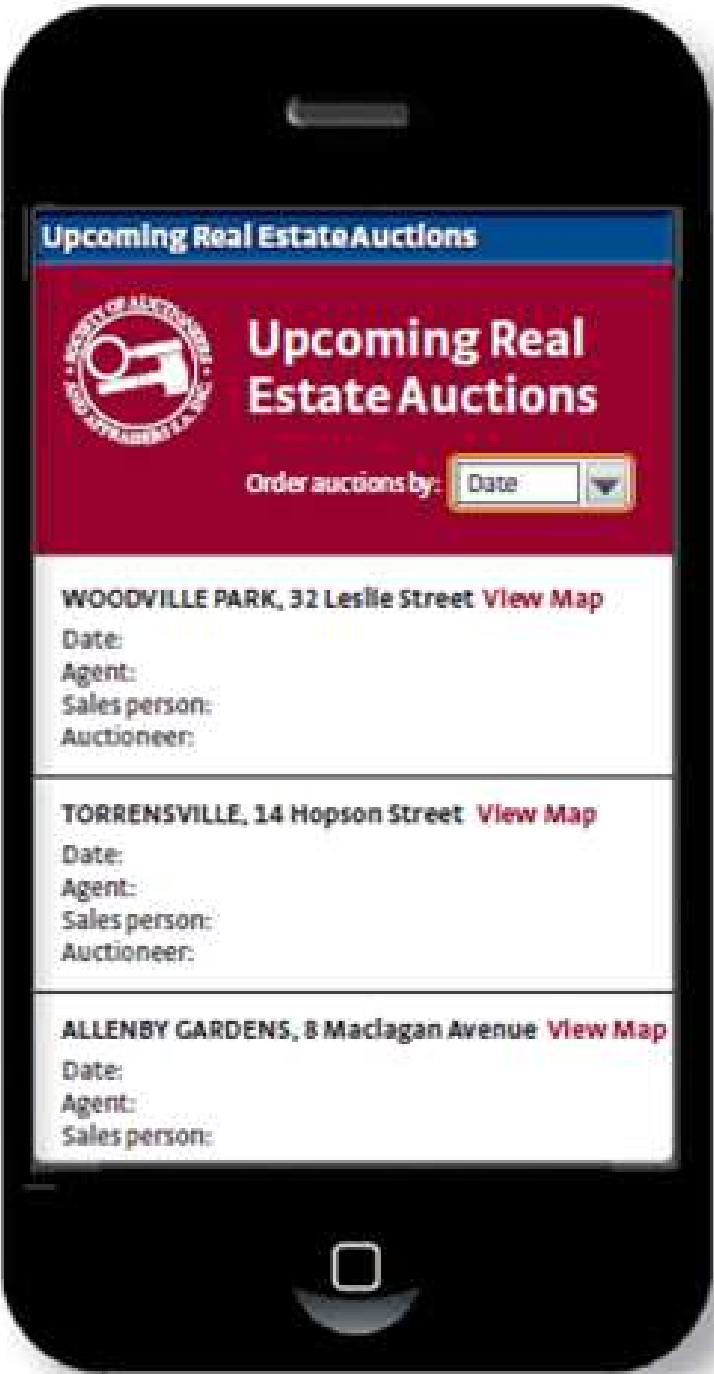
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# UPCOMING AUCTIONS APP

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### LIST

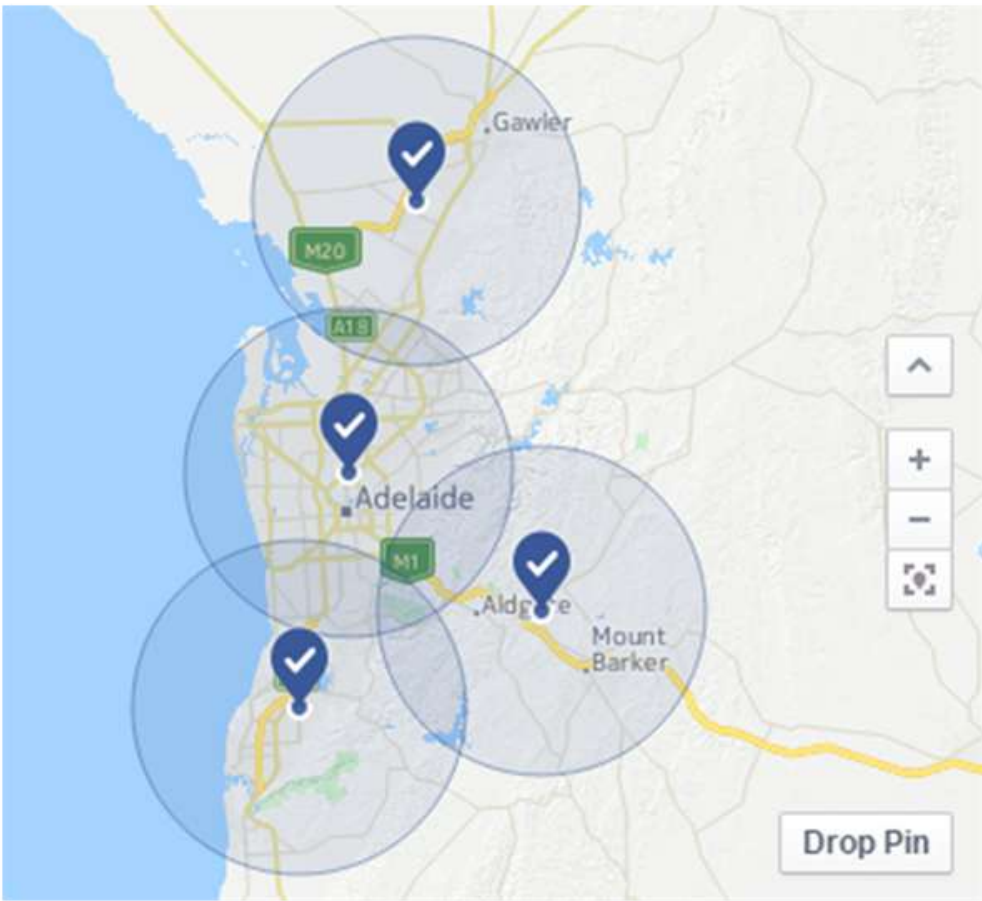
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Chris has been involved with the Society of Auctioneers & Appraisers as a trainer and board adviser since 1995 and has been conveyancing for more than 30 years.

Chris runs specialist training workshops for sales agency, contracts and Form 1 and has an intricate knowledge of the legislation and agency practice.

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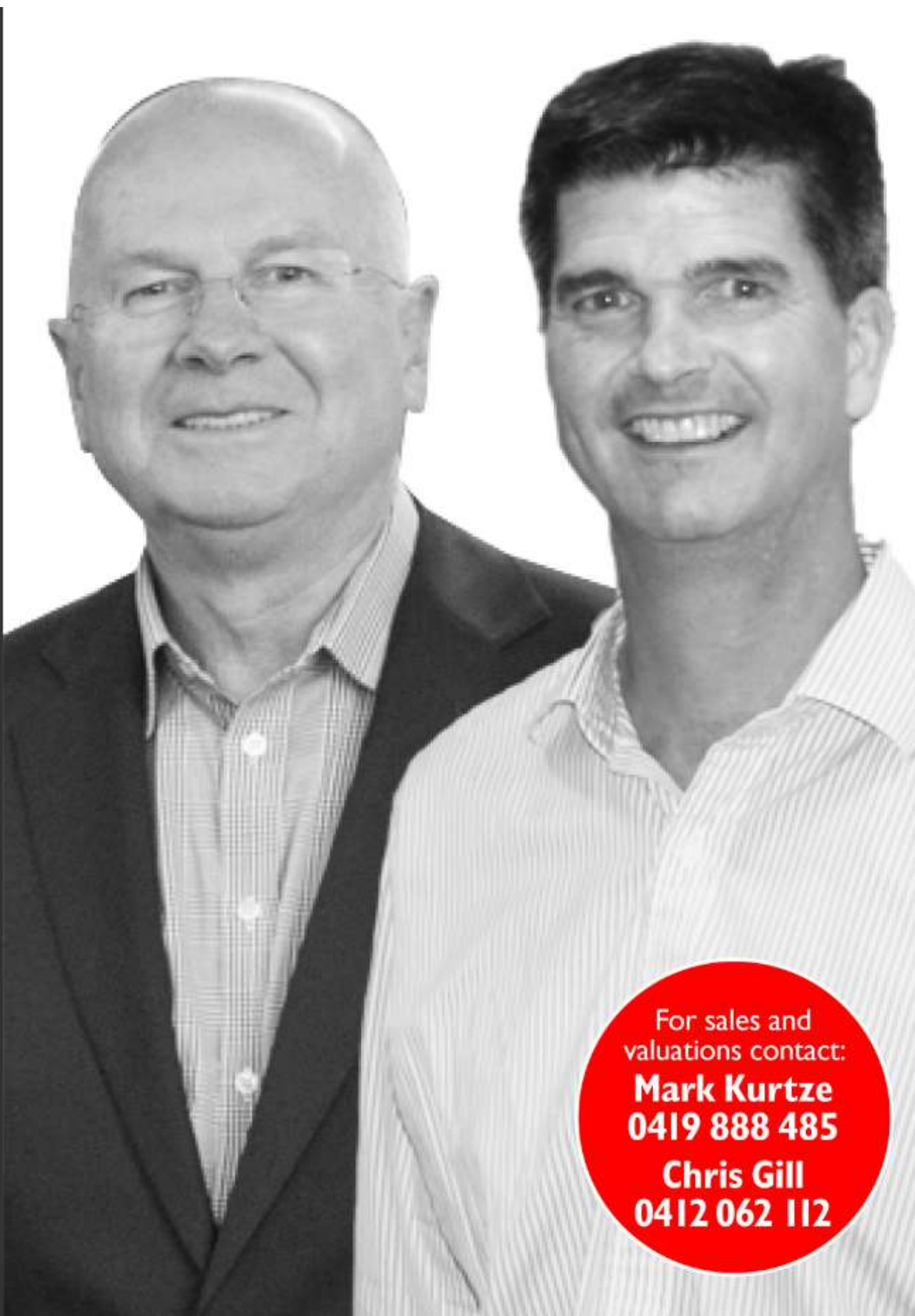


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