



Andrew Welch and Richard Thwaites



Alexandra Rutherford



Jamie King, Jonathn Moore and Peter Kiritsis

## Official Launch of Messenger Newspapers~ Adelaide Bank Golden Gavel 2006

by PHIL ROGERS MSAA PRESIDENT

The official launch of the Messenger Newspapers~Adelaide Bank Golden Gavel was held at the National Wine Centre on Tuesday 28th February and was strongly supported by Members and Sponsors and special guests, with a record number attending.

Guest Speakers were John Rau MP and REISA President Mark Sanderson, both of whom acknowledged and complimented the industry, with John Rau complimenting us on significant improvements within the Industry over the last few years by introducing initiatives that pre-empt the proposed legislation. John Oliver, representing Adelaide Bank, acknowledged both REISA and Society Presidents are ex-Co-op Building Society employees which highlights a strong ongoing relationship.

Trustee Lindsay Warner outlined the 2006 Competition

guidelines and reminded Members and guests to book early for the Live Finals at the Gala Dinner on Friday 26th May. New Sponsors Lexus and Kirrihill Wines showcased their products, much to the delight of all Members and guests and we warmed immediately to their friendly, down-to-earth approach.

Immediate Past President Jarrod Tagni presented the awards to the top 10 Principal and Sales Consultant Auction Marketers. The Society pays tribute to these high achievers who promote auction as the best marketing system and as auctioneers we value their contribution. Keep up the fine work! I look forward to seeing you all at our most prestigious Event of the Year, the Messenger Newspapers~Adelaide Bank Gala Dinner and Awards on 26th May. ●



Immediate Past President Jarrod Tagni



REISA President Mark Sanderson, John Oliver from Adelaide Bank, Peter Economou Past President and Mat Gray from Adelaide Bank



Society President Phil Rogers



John Rau MP and Trustee Lindsay Warner

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THE PROFESSIONAL BODY REPRESENTING PRACTITIONERS IN THE SPECIALIST FIELDS OF AUCTIONEERING & APPRAISING IN SOUTH AUSTRALIA

# Top 10 Principals and Sales Consultant Auction Marketers



Peter Kiritsis, Peter Economou, Richard Thwaites, Jan Willmore, Patricia McKibbin, Oren Klemich, Phil Rogers, Alf Talotta



Andrew Welch, Cynthia Sajkunovic, Judy Morris, Kay Morris, Rory Butterworth, Christine Auld, David Blight, Alexandra Rutherford and Jamie King

## by GARRY TOPP FSAA (LIFE)

The Society of Auctioneers & Appraisers (SA) Inc. pays tribute to its high achievers and each year recognises and awards Principals and Sales Consultants who market and sell properties by auction. Each year the society will profile the top 10 Principals and the top 10 Sales Consultant Auction Marketers and the winner will be announced at the Gala Dinner as part of the Messenger Newspapers~Adelaide Bank Golden Gavel Awards.

These high profile agents are a testament to research that shows that properties that are marketed utilising the auction system sell in around half the time of a property simply just listed for sale.

Renewed confidence in the auction system has seen resurgence in the number of properties taken to auction in 2006, as vendors are once again recognising the enormous benefits of using this powerful marketing process as part of their overall marketing strategy. With the new best practice procedures put into place by the Society of Auctioneers & Appraisers last year, purchasers now have

a renewed confidence when buying at auction - they can simply see what their competition is and get an instant responses to their offer, as opposed to sometimes waiting days after making an offer on a private treaty sale.

The Society has recently launched "The 21 Advantages of Auction" as a listing tool for agents to advise prospective vendors of the many advantages of auction, and for buyers of property by auction have produced a brochure with **strategic alliance partner, Adelaide Bank**, entitled "Buying Property at Auction - How to Get the Edge". Both brochures are available on the webpage [auctioneers.com.au](http://auctioneers.com.au)

The Society congratulates all 20 Principles and Sales Consultants as the top 10 in each category in South Australia and were awarded a plaque signifying their outstanding achievement at the Messenger Newspapers~Adelaide Bank Golden Gavel Launch at the National Wine Centre on Tuesday 28th February by Society immediate past President, Jarrod Tagni MSAA. ●

# \$2.92m A Record Auction - What a Result!



## by MIKE ROGERS MSAA

The great Auction recovery is under way and leading the charge is Mike Rogers from Toop & Toop. In all probability the highest Auction result "under the hammer" in South Australia and smashing last year's recorded high price of \$1.9million, Mike has just sold Cameron Valley at Stirling for well over reserve at \$2,920,000.

After some resistance from the vendors to the idea of an auction, the property was offered by private treaty for some months. Just before Christmas, the vendors were keen to re-vamp the campaign and so again, I suggested auction as the best way to determine the true market value and so the campaign began.

Interest was strong all the way through but it was not until the last week that things really started to bubble and there was a chance that we were going to have a frenzy on the day.

With a couple of prominent hoteliers leading the charge and five very interested parties at the auction, the scene was set for the perfect auction. In surroundings that could only be described as idyllic, in the sunken garden adjacent to the private lake and the spectacular outdoor entertainment facilities, the scene was set and the auction began. No vendor bids required and with four bidders in the mix, it was a battle royal right to the end with three of those parties still in the game at \$2.9million and a strong finish by one of the hoteliers to secure this magnificent property at \$2.92million.

This is the stuff that dreams are made of. As an Auctioneer, this is what we live for but for the vendors, it was a result that they always hoped for but were never willing to believe until they saw it with their own eyes. A great property, a great day, great marketing campaign and a great Auction - it all adds up to the best possible result which was made possible by AUCTION! ●

# Another Auction Success Story!

## by DAMIEN POPOWYCZ MSAA

3 Wayne Avenue, Fulham Gardens went to auction on Saturday afternoon in front of a large crowd of over 50 people. The bidding was quite aggressive with four registered bidders, and following spirited bidding and further negotiation, the property was sold for a fantastic \$433,000!

Proud vendors - and a very excited purchaser. Another great auction leaving both parties extremely happy with the result. ●



## SOCIETY TRAINING:



# How to get 100% Auction Clearance Rate

Thank you for recommending to me the Auction Clearance Course which was held Friday morning 3rd March. The excellent presentation by all your very experienced speakers has provided me with scripts and methods that I can use in the field. I have attended many similar courses held and have never been provided with such hands-on information that can be used immediately.

I believe all salespeople should attend this course. Could you pass on my thanks to the fine presenters you organised for the morning - the course provided great value for money.

**RAY BRINCAT**  
CENTURY 21 THE BAY

I thought the content was very good. All the presenters were excellent. I thought Phil Harris could have had more time on his topic, as his presentation was dynamical Overall, it was long enough time-wise but still kept everyone's interest (half a day out of the office will attract more people, hard to get people out of the office for a full day).

**JARAD HENRY**  
L.J. HOOKER GLENELG

I couldn't imagine going back to duplicating Contracts, the Sales Agency Agreements or even contemplating handwriting out the Form 1s anymore, not after using AUCDOCS. It is a very user friendly documentation system, simple to use and saves us time and energy. Anyone who has used "Word" can navigate around AUCDOCS!

We all know how salespeople loath paperwork - with AUCDOCS the documents can be done in advance, checked that it is correct and printed off in multiple or as needed. And the cost? Personally I would prefer to be out looking for new listings than worrying about a few dollars that helps with a professional image and streamlines our business.

**PATRICIA MCKIBBIN**  
DIRECTOR, MCKIBBIN REAL ESTATE