

Let's Deal with the Cash Buyers First!

by JARAD HENRY MSAA

You might ask "Who would auction a cream brick two bedroom unit on Diagonal Road, Warradale?" We did, and we sold it utilizing the services of Messenger Newspapers~Adelaide Bank Golden Gavel Novice Winner Jarad Henry from L J Hooker, Glenelg.

When you consider that many potential buyers can pay cash and settle in 28 days, why not "Deal with the Cash Buyers First"



and if not sold, then consider subject to the sale of another property, subject to finance etc.

The Vendors, CEO Garry Topp's wife Sandra and her brother David, were delighted with the result of Jarad's first real life auction with the property, selling in excess of the reserve price. Another fine example of the auction marketing method producing superb results with a clean quick sale and settlement.

My first auction was a little unit in Warradale on Saturday, 27th August. As I was not the salesperson for the property I arrived early to see how everything was going. "Three good buyers" I was told. I thought "this is promising" and went out the front to see a good crowd.

The nerves were building. Just as the salesperson got the last person out and locked the door he said "were down to one bidder and that's the tall blonde over there". My heart sank slightly as I turned to the

crowd smiled and welcomed them. It's very hard not to keep looking at the only person you know is going to bid and, given that she was an tall attractive blonde lady, I didn't want the elderly crowd to get the wrong idea either.

The bidding was challenging however with the result . . . My First auction SOLD! Both the vendors and purchaser were very happy with the result and so was I! ●



FROM THE PRESIDENT'S DESK

Following 2 years as an active Board Member, Phil Rogers has taken over the helm as President of The Society of Auctioneers and Appraisers SA INC. for 2005-2006.

Phil's real estate experience spans a period of 18 years most of which he has been a practising auctioneer.

Phil is a Golden Gavel Zone winner and was benchmark auctioneer for the recent 2005 Golden Gavel competition heats.

He currently sits on a joint Auction Working Committee and has represented the Society at discussions with O.C.B.A. office for Consumer and Business Affairs, providing practical input to changes in the Draft Legislation for the upcoming Real Estate Reform Bill.

Phil's vision for the Society in the year ahead, focuses on what he believes are 3 key areas.

Firstly, strong promotion to real estate practitioners and vendors of the

advantages of 'sale by auction'. Advantages such as reduced sale time (up to 50%).

Secondly, the identification of new auctioneer talent from the existing ranks of salespeople in SA real estate, to train, motivate and acknowledge these people to ensure a strong succession plan for the industry, and maintenances of the highest level of service and integrity for the customer.

Thirdly, to further grow the Society's membership through strong social and educational programs.

A FLYING START

At his first auction following his appointment as President, Phil has already re-written his own record book. No. 18 Breaker Street, St Morris was sold "under the hammer" above reserve price, supported by the following statistics - \$38K above the reserve price, 180 bids in

by PHIL ROGERS MSAA
PRESIDENT



all, taking just over an hour to secure the final result. Considering on average an action runs for about 20 minutes maximum with 15-20 bids, this surely is a marathon effort - all for the right reasons.

When asked why such a strong result had occurred, Phil replied the auction programme allowed buyers 3 weeks to visit and revisit the property, return with family, building inspectors, tradespeople and the like, and, without pressure, make a firm decision to buy "on the day".

The transparency of the auction process installed greater confidence in the buyer to pay more because they were literally face to face with their competitors!

The auctioneer was the facilitator! ●

2005 AGM



Commodity Movers

As Auctioneers and Agents we are merely commodity mover. The commodity that we have chosen just happens to be Real Estate not shares not cars not insurance not advertising not hair cuts not even funeral services just plain old real estate.

Why is it then that so many people don't use the most effective way of marketing to move this commodity?

GT asked me to send in a recent story about an auction. I was referred a property at Morphett Vale, 2 bedroom townhouse in a group of 10. We listed it for auction (who wants to travel from town to Morphett Vale for 6 months) standard 3 week campaign,

by JONATHAN MOORE

reserve \$140,000 auctioned "In Rooms" at the Lakes opening bid \$140,000 3 bidders sold \$170,000. Because the agent worked the auction system 100% correctly the desired result was achieved. It's not rocket science it's just the most efficient way to move the commodity we have chosen to move and keep our days on market to a minimum. You have to believe in the process and understand how it works.

Auctioneering is after all the second oldest profession in the world, something must be working. ●



2005 AGM



Introducing Andy Stenton

We'd like to introduce Andy Stenton, Messenger's new Real Estate Advertising Manager, replacing Jack Horton.



Andy is well travelled and has had experience in hospitality and corporate services, both here and overseas.

After returning to Adelaide in 2004, he took on the position of managing Messenger's real estate advertising in the eastern region, including *Property Matters*.

Andy is looking forward to his new role and meeting you all. ●

Messenger
COMMUNITY NEWSPAPERS

Another Great Auction!

BY DAMIAN POPOWYCZ, RE/MAX

Who said Auctions don't work? 17 Overland Road, Croydon Park went to auction under sunny skies on Saturday afternoon. Spirited bidding from three registered bidders saw the property sold under the hammer for \$40,000 more than any offer received prior to auction.

The purchaser was so happy to finally secure a property after many unsuccessful attempts to buy properties which were for sale by private treaty. As a buyer she is singing the praises of the auction system, as she felt she was given a fair chance to buy the home (although she did laugh that she would have liked to have paid less). The vendors were happy - the buyer was ecstatic - a fantastic result all round! ●

Golf Day

Great Chance to Entertain Staff or Bring Clients.
All are welcome!

Flagstaff Hill Golf Club
Memford Way, Flagstaff Hill

Friday, 21st October 2005

8 am registration for 8.30 am start

Ambrose Format • Nearest to Pin
• Long Drive



On-course refreshments by Jaye Models

The Board of the Society invites you to their Annual Golf Day for a round of golf, on-course refreshments & lunch.

Contact:
Garry Topp 8372 7830
or book on the web:
auctioneers.com.au

Conduct Property Sale by Auction – Real Estate Auction School

Thursday, 10th November

and

Friday, 11th November

This two-day workshop down to
the winning edge.

Brochure and Booking Form
on the Web:

Auctioneers.com.au

or for further details call

Garry Topp (CEO) on

8372 7830



Rod Adcock



Brett Roenfeldt

Terrific Trainers

Hi Garry,

I wanted to thank you and your terrific trainers Brett Roenfeldt and Rod Adcock for the excellent two day Real Estate Auction School I attended last week. After 27 years selling Real Estate here in Launceston I find Auctioneering continues to add variety to my working week but I am also aware that to offer a premium service to my Vendors good quality ongoing training is essential. Over the years I have attended Auction Schools, competed in Auction Competitions, helped train Novice Auctioneers and aside from Property Auctions conducted countless Charity and Sporting fundraising Auctions, all of which I feel adds to and promotes my self development.

It is clear to me that the Society has a passion for excellence in Auctioneering and this is evident in the total enthusiasm of both Brett and Rod and in the excellent written material provided.

Whilst I and the other "students" had a lot of laughs over the two days I found the School to be very professionally conducted, balanced, well paced with an emphasis on questions and participant input.

Thanks again Garry, I have no hesitation in recommending your Auction School to anyone looking to improve their skills as an Auctioneer and I might add the freshly cooked silverside and tomato sandwiches we had for lunch were, put simply, the best.

Cheers

Michael Walsh

Richards Woolcock First Nation
Launceston, Tasmania

Breakfast with Alexander Downer



Friday, 28th October 2005

At The Next Generation, Memorial Drive

For a booking form call Garry Topp 8372 7830

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Chief Executive Officer's Report 2005

by GARRY TOPP FSAA (LIFE)

Since the creation of the Role of CEO in July 2001, the Society has become far more efficient and Member Services oriented. The role has developed from initially a clerical and administration role to being involved with all facets of the business. I have input into design and content of Newsletters and Journals, brainstorming meetings with Sponsors and Event organisers, organising input to give Members and Sponsors high profile and exposure to the public in the Hot Property Expo held in July, to participating in the organisation and strategy of the **Messenger Newspapers~Adelaide Bank Golden Gavel Awards**, Training Workshops, Breakfasts, Golf Days and all the ongoing business.

May I take the opportunity of thanking Brett Roenfeldt as Board Advisor for his assistance guidance and direction coupled with his passions, enthusiasm, and unrelenting energy and commitment to the Society and for the personal assistance he has given me in backup and support.

I commend the Society on recognizing Brett as the inaugural Hall of Fame Winner in 2005 for his contribution and commitment to the Society and the Professions of Auctioneering and Appraising which is both extraordinary and unique. Brett received this prestige award as South Australia's foremost Trainer, Mentor and Coach for the Society and for his assistance in dealing with the Government in the proposed Real Estate Reform Bill, his ongoing commitment to the Society as Board Member, Vice President, President and Board Advisor, and for the unrelenting drive, passion and over and above commitment to the Society, its Members and Sponsors.

Lindsay Warner, current Messenger Newspapers~Adelaide Bank Golden Gavel Winner and Past President of the Society, will take up the Board Advisor position from today. I look forward to working with Lindsay who is also passionate and dedicated to the ideals of the Society and its Members and Sponsors.

The Messenger Newspapers~Adelaide Bank Golden Gavel Competition and Awards

Right from the Launch in February through to the Awards night in May, this year we totally raised the bar of professionalism across the Board with the initiatives of Trustee, Rod Adcock, President Jarrod Tagni and Major Sponsors Messenger Newspapers and Adelaide Bank who all attended the many meetings where we set the pace and planned the promotion. I had numerous accolades from Members

after the Event with many saying that the Awards Dinner was the best entertainment they had ever had, and that is brilliant when you are referring to an Awards night. The Country section run by Patron of the Society, Paul Henry again raised the bar by running all 3 sections of the Country Competition simultaneously completing the entire exercise in 4 hours and put focus on our Country Members and again raised the professionalism and competence of all participants.

I sincerely acknowledge major sponsor Adelaide Bank whose sponsorship, commitment and involvement has ensured that Society Members are well recognized as the best in Australia and the Society and the Awards is still at the forefront and leading the market in Australia.

May I take this opportunity to sincerely thank and acknowledge Messenger Newspapers for their relentless and sensational promotion that they gave us this year, there was hardly a Messenger published from the Launch in March to the Awards night in May without extensive coverage of the Society and the Awards.

Thanks also to *The Advertiser* for their excellent coverage of the Awards and for allowing us to add copy to the monthly Auction Results published every 3rd Tuesday, to Malaysian Airlines for the holiday prizes, Stock Journal for coverage of the Country competition and Proactive Tours for their support and Livestock Markets for their support and use of their amazing property for the Livestock Competition at Dublin. The Sponsor Network is very important to the Society and we commit to further enhance our relationship with you all in 2006 and beyond.

Training

This year we have greatly increased Training with more Workshops held this year than ever before.

In fact, we have held four Real Estate Auction Schools with the fifth due on 10th & 11th November. The Society's impact on the market has extended beyond South Australia with a delegate attending the last Auction School from Tasmania, and a strong enquiry from New Zealand for the next one. Other Workshops included General Auction Training, AucDocs and Livestock Training, which were all reported extensively in the Newsletters and Journals.

As Trainers, Brett and I travelled to the country and held a Motivational Training



Workshop at Coonawarra, which was very well received; we found the country hospitality exceptional and I formally acknowledge Peter Young from Rain & Horne in Robe for his assistance in the organisation.

Hot Property Expo

Held in July at the Convention Centre, Once again in 2005, the Society hosted a double stand with strategic alliance Partners, Adelaide Bank and Australian Property Monitors. Over the three days various Adelaide Bank Managers attended, David Beattie was there for all three days, a magnificent commitment to the Society and to his Company, Key Sponsor, Australian Property Monitors. Our three Messenger Newspapers~Adelaide Bank Golden Gavel Finalists, Lindsay Warner, Richard Thwaites and Phil Harris each addressed the public in forums about the Auction method of marketing. The stand displayed information about Auctions and of course the brochures, "The 21 Advantages of Auction" and "Buying Property at Auction . . . How to get the Edge!" We intend to do the same next year and invite all Society Sponsors and Members to assist; it is a superb opportunity to take Sponsors, Members and the Auction method of marketing to keen public buyers and sellers.

Sponsorship

Last week the Society made approaches to Corporate Businesses who we perceived could benefit by forming a strategic alliance with the Society. May I take this opportunity to formally welcome Jo Lambert from Property Enhancers as a Key Sponsor for 2006. Property Enhancers specialise in putting ultra modern furniture in houses or units to unlock the potential of

Chief Executive Officer Report 2005

a home, create a first impression that lasts, enhance the property's energy and to inspire appreciation for the property and as with all other Sponsors I ask you to support the Companies that support you.

Public Interaction

I get very many phone calls from the public with enquiries about Agency Agreements and Contracts, and while it takes up a lot of time, it surely expounds goodwill from the Society. Many times after a situation is resolved, I get a thankyou phone call; this is unusual in today's market place so the personal contact is obviously appreciated.

Newsletters

The quality and quantity of Newsletters has yet again gone through the roof. We have put out a newsletter every six weeks and the *Messenger Newspapers~Adelaide Bank Golden Gavel Journal* which has been by far the most dynamic and professional yet. In fact it was sensational! The new cutting edge design was by Jenni Tassell at Key Sponsor, Adcorp, and printed by Key Sponsor Bowden Printing. Both Adcorp and Bowden Printing are exceptional companies and both just fantastic to work with. My thanks to them both.

The Society's Web Page

Is being continually updated: All Society Documents, like the Vendor Reserve and Instruction Form and the Letter of Offer to Purchase, Proxy Bidding Forms, etc, are available on the web. Featured are also Details about the Society, Hints for Vendors and Purchasers, Auction Results and the *Messenger Newspapers~Adelaide Bank Golden Gavel*. The Journals and Newsletters page contains the 28 page Golden Gavel Journal with all awards and pictures and all newsletters will be put on line from now on. We get around 15,000 hits per month from the Public checking the auction results and looking up Members details on the Member Search facility.

AucDocs

AucDocs Corporate Forms users have also increased this year with registered users steadily increasing, Aucdocs now includes Rural & Commercial and all the technological advancements which were developed for the Real Estate Institute of NSW by Lawsoft, now fully available in SA. Updates are now available on line and AucDocs will continue to be improved as required, whatever it takes.

Membership

Membership has increased substantially this year with significant Members coming

on board. When you consider that our membership is mainly Principals, Franchise CEO's and key industry leaders, our 314 strong Membership can be projected to have a promotional reach of in excess of 3,000 Industry personnel throughout South Australia.

Membership Directory

The Membership Directory was yet again upgraded this year to include coloured pictures of our Past Presidents, Life, Fellow and Master Members and all Messenger Newspapers~Adelaide Bank Golden Gavel Winners, and was very well received by members and the vast number of Professionals to whom it is sent as part of the Society's ongoing commitment to promote members to the Public.

Government Recognition

The Society is in a strong financial position and recognized by Government as an influential lobbying body. We have participated in the second working party at the invitation of Kaylene Mayweld, Minister of Consumer Affairs. OCBA recognizes the Society and seeks our advice on matters of Training. The Economic and Finance Committee at Parliament House has approved the Society for Indemnity Fund funding for its Training.

Working with REISA

I have commenced dialogue with REISA, CEO, Tony Myers with the charter of finding common ground with the view of setting up a joint task force where REISA and the Society can work together in respect to Auction. Until three years ago the Society enjoyed joint badging with REISA of Terms and Conditions of Sale, Proxy Bidding Forms, Best Practice Procedures etc, and it is the Society's focus to reinstate a good working relationship with REISA. I personally believe that there has never been a better time for meaningful dialogue between both these leading Industry bodies for the betterment of our Industry as a whole.

Board of Management

May I take this opportunity to compliment Jarrod Tagni on the superb job he has done this year as President. His grasp, positive action and commitment to the Society have been instrumental together with Vice President Phil Rogers and the Board of Management.

To Phil Keen in the Livestock Task Force . . . this year's Livestock Competition was by far the best ever and now the Society is recognized as providing the SA

entrants into the National Livestock Competition held at the Sydney Show. The Society will provide specific tailored training to the Under 25 winners, Ben Finch and Luke Schrieber, in our desire to get them over the line in the National Livestock Championships at the Sydney Easter Show in 2006.

To the rest of the Board, it was an absolute pleasure in working with you all. I have been lucky enough to work with these high achievers and the Society is in better standing now as a result of your input and dedication to our Industry.

To Lindsay Warner and Rod Adcock who will be in The Gold Coast next week participating in the Australasian Championships, I wish you both the best of luck. I will be there on behalf of the Society to show your our support and I invite any other Society Members to attend and view what I am sure will be outstanding performances.

In the year 2005, I have experienced a dedicated Board and passionate Members and strong corporate support of the Society and its ideals and for what we are striving to achieve in the South Australian market.

The Future

I look forward to working with the new Board and Sponsors for 2006, I will have an enhanced role yet again next year with further involvement in the *Messenger Newspapers~Adelaide Bank Golden Gavel Competition and Awards* as Trustee.

I would like to see a focus on a renewed promotion of the Auction method of marketing for 2006. The statistics of having a 53% chance of selling a property on a cash unconditional basis after only 20 days on the market is very impressive, however the market somehow sees this as a negative.

We have produced a well-received A4 listing kit brochure "The 21 Advantages of Auction", perhaps we need another brochure highlighting the statistics. If you were guaranteed a 53% chance of a horse winning a race, you would back it.

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 with a dynamic Board of dedicated Auctioneers & Appraisers.

The Society now enjoys unilateral support and is recognized by the Industry as the leading organization fighting for the rights and recognition of its Members in the specialist FIELDS OF auctioneering and Appraising in South Australia. ●