

Novice Winner Makes Grand Final

by PAUL HENRY FSAA (Life)

2006 Messenger Newspapers~Adelaide Bank Metropolitan Real Estate Novice Winner **Michael Fenn** took another step in developing his auction career when he represented South Australia at the inaugural L.J. Hooker National Auction competition held at the Crown Towers, Melbourne August 7-10. This 5 star venue was host to the L.J. Hooker International Business Conference where over 700 delegates attended from all states of Australia.

South Australia was represented by Michael Fenn of L.J. Hooker Para Hills in the Icon competition (Senior) and Justin Peters of L.J. Hooker Salisbury in the Idol competition (Novice). Competition was conducted over 3 days with heats, semi finals and grand final shoot out between the top two auctioneers.

Paul Moore, Corporate Auctioneer of Sunny Bank Hills, Queensland and Michael were the grand finalists in the Icon event. The finals property was a 20 acre farmlet with



both lifestyle and business opportunities. The competition was organised by L.J. Hooker SA/NT CEO Rod Adcock and National Auction Manager Colin Judd. Michael's performance on all 3 days was sensational. Daily training and regular coaching were key factors in his success. His 'big friendly smile' and strong bidding impressed the judges.

The conference was well attended by SA auctioneers including **Richard Thwaites, Peter Economou, Josh Biggs and Paul Henry** to name a few. Paul and Richard were appointed to the judging panel and were suitably impressed with the depth of new talent. "The event was the culmination of 12 months of planning. "The SA/NT Auction Chapter is making giant strides in promoting the auction method of sale to its sale force! This competition and other training initiatives will see L.J. Hooker remain No. 1 in auction", Paul said.

L.J. Hooker is the current Messenger Newspapers~Adelaide Bank Auctioneer Agency of the Year Winner having also won in 2005. ●

Buying Property at Auction

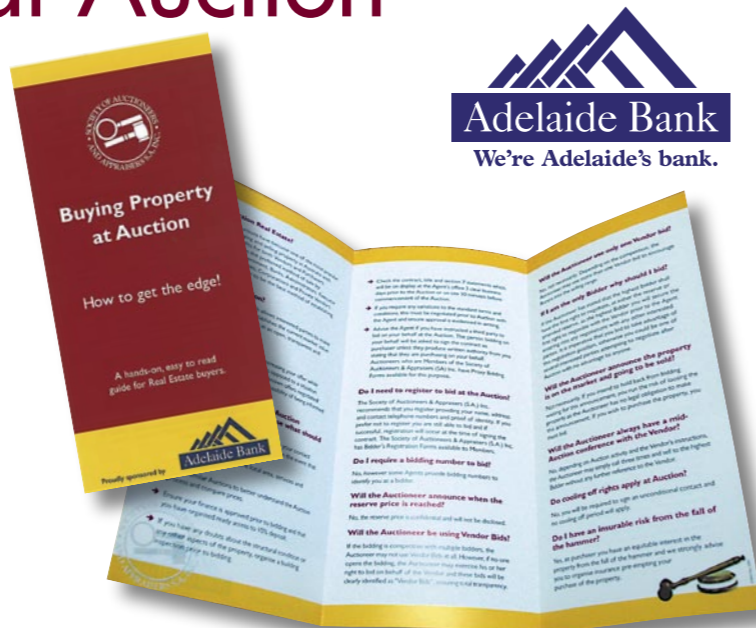
Adelaide Bank, one of our major sponsors, have prepared this handy leaflet to assist you with those frequently asked questions, including:

- Why Auction Real Estate?
- Why Buy at Auction?
- Do I need to register to bid at the Auction?
- I have never attended an Auction before, how do I bid?

These are ideal to have available at your open inspections to hand out to prospective purchasers.

Whilst the buying public are becoming more and more comfortable with the auction system and it's transparency these are certainly a fantastic resource for those unfamiliar with buying a home at auction, or for the first home buyers doing their homework.

These leaflets are supplied free of charge by the Adelaide Bank. Why not call your local Adelaide Bank mobile lender who I'm sure will be happy to drop some off to your office. Details www.auctioneers.com.au (home loans) ●



2006 Australasian Auctioneering Championships

by PAUL HENRY FSAA (Life)

Preparation for 'The Championships' are well underway with the event being held in conjunction with the REINZ National conference at Skycity Convention Centre, Auckland New Zealand 18th & 19th September.

South Australia's representatives **Paul Henry** and **Phil Harris** will be strong contenders for the ultimate auctioneer title. They follow in the footsteps of some fabulous SA Auctioneers including Australasian finalists **Rod Adcock, Oren Klemich, Rob John and Leo Redden** and 93 champion **Michael Brock**.

Having come through the gruelling Messenger Newspapers~Adelaide Bank Golden Gavel, both Paul and Phil are no stranger to performing under pressure. So what have our top two auctioneers been doing in the lead up? According to 2006 Golden Gavel Winner Paul Henry, it's been business as usual. "I always love this time of the year, having attended every 'Championship' since 96. Being a competitor will be a first! We are yet to receive our competition property packages, being 4 weeks out, so I can say we won't be over rehearsed! Paul said.

This years 'field of auctioneers' are 16 of Australia's best and only 3 have competed in the event before!

There will be a strong contingent from SA including CEO **Garry Topp, Lindsay Warner, Anthony Toop, Robin Turner, Mark Sanderson** and REISA CEO **Tony Myers**.

For Phil Harris, this will be his second trip to New Zealand. Whilst he is excited to be competing, he acknowledges his



Paul Henry and Phil Harris

Bungee Jump in Queenstown was probably less challenging.

"The opportunity to benchmark my auctions against the best will be a fantastic experience!" Since competing in Golden Gavel, Phil has had some coaching with current Australasian winner Justin Long. Phil believes he has made some positive improvements to his auction style.

We wish Paul and Phil the best of luck and know they will do SA proud! ●

FROM THE PRESIDENT'S DESK

As I write this report I am now in my final month as President and am reflecting back and reviewing my own goals and achievements over the past 12 months.

Without pre-empting our forthcoming AGM report, I can say we are in good shape with a number of successful events behind us and some exciting new initiatives on the drawing board for 2007.

Our membership continues to grow and in an ever changing market it is satisfying to see the power of Auction being confidently implemented to secure

the most transparent competitive price for the Vendor! I urge all members to include our flyer "The 21 Advantages of Auction" in each and every Listing Kit that you present to perspective Vendors. We all have success stories to put on the table and these may well make the difference to an indecisive Vendor when assessing your programme.

The Society enjoys great respect from our interstate and international peers. I take this opportunity to wish Paul Henry and Phil Harris every success as they represent South Australia at the Australasian Championships to be

by PHIL ROGERS MSAA
PRESIDENT



held in Auckland, New Zealand beginning 19th September 2006. I am sure you will agree with me that we are indeed in good hands!

To members who may not be able to make our AGM on 7th September 2006, thank you for your support for the last 12 months and best wishes for many successful Auction Campaigns in the year ahead. ●

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Port Lincoln Regional Event

by GARRY TOPP FSAA

On Thursday, 20th July at 6am and in 2°C, Garry Topp, Andy Edwards, Richard Thwaites and Brett Roenfeldt boarded the Rex Regional Airline bound for Port Lincoln. An enthusiastic group from Eyre Peninsula participated in an action-packed Training Program, which encompassed four very topical modules. Andy Edwards, current Board Member responsible for the Country, was MC that morning and made sure the program was on time and punchy! Richard Thwaites was the first presenter and delivered an insight into why L.J. Hooker Kensington is one of the State's leading Auction Companies with a success rate in excess of 85%.



The presentation covered the benefits of listing by Public Auction, Price Quotation within the ACCC guidelines and the techniques to ensure you give yourself the best chance in listing and selling auctions. Four times Messenger Newspapers-Adelaide Bank Golden Gavel winner, Brett Roenfeldt, made a typical high energy entrance and had everybody hanging on every word while he delivered a passionate presentation about Auctioneer's techniques in handling various bidding scenarios, strategies for Vendor bidding and negotiation techniques to ensure as the



Auctioneer you've demonstrated powerful techniques to maximise Auction prices.

Next came General Auction expert and three times General winner, Garry Topp, who delivered an informative and at times scary overview of the pitfalls associated with running



a successful Auction Clearing Sale. Topics covered included erroneous legislation, items illegal to sell, documentation and how to minimise liability and potential litigation. The final encore performance was delivered by Brett Roenfeldt who spoke and demonstrated the significance of a powerful customer encore program designed to establish customers for life. **The Lexus Encore program was used as a template model for the real estate industry.**

Each participant received valuable hand-out material including a draft real estate encore program which could be immediately adopted by Members to take the first steps in developing their individual Customer for Life Programs. A surprise highlight at the conclusion of the Training was a complimentary wine tasting of the very first Barossa Valley Roenfeldt Wines Genesis Barossa Shiraz 2005, an outstanding red that has been produced in a limited run only 280 cases, then to the Tasman Hotel for the absolute best prawns and seafood be found anywhere in Australia! ●



Brett Roenfeldt - still winning awards!

by GARRY TOPP FSAA

After winning four Messenger Newspapers-Adelaide Bank Golden Gavel Awards plus 2006 Metropolitan General Auctioneer Award, what on earth does Brett Roenfeldt now do?

Brett, some eight years ago, took over the Homestead Farm and Vineyard that has been held by his family since 1849. He has developed 45 acres of premium vineyard and in 2005 for the very first time made his own wine.

Having established his wine company, Barossa Valley Roenfeldt Wines, the company produced a 2005 Genesis Barossa Shiraz. This wine was bottled only one month ago with a limited release of only 200 cases. The wine was entered into the Regional Marananga Wine Show on 19th August and was selected as one of the top 24 wines at the show, out of 102 entries. The wine won a Bronze Medal in the highly competitive Shiraz section, of which there were over 50 individual entries. This is an outstanding start to Brett's new project. The wine is entered into the great Australian Shiraz Challenge and the Australian Small Wine Makers National Show and we look forward to seeing the results from these high profile national competitions.

The wine label features a reproduction of the original watercolour of the homestead by an "unknown artist" painted in 1855 and includes a short family history on the back label. On a weekend now after conducting a large volume of auctions Brett looks forward to a sip of his own award winning drop. For further information about this award winning wine or if you would like to taste it yourself please call Brett on 0411 180 960. ●



DEDICATED TO AUCTION!

Society Member representing Raine & Horne in Port Lincoln, Steve Prout recently demonstrated his commitment to the Auction process by naming his boat, a Glastron GS249 Cruiser, "Hot Property" and painting a Golden Gavel on the side!

Steve is a true believer in the Auction method of marketing and has had such success at Auction in recent times such that the Auctions, it is rumoured, paid for the boat! If he keeps it up they will have to dredge Port Lincoln harbour to take delivery of his next one!

Good luck Steve and keep signing them up! ●



MESSENGER NEWSPAPERS

This is just a quick note to let you know of some changes in Messenger's editorial team.

We have a new real estate writer, Craig Farmer. Craig will be reporting on property-related trends and developments. He will also be the point of contact for all real estate enquiries. Craig's phone number is **8347 5790** and his email is **farmerc@mng.newsltd.com.au**

Rob Bidmeade, our former real estate editor, has moved to a new position in the Messenger Editorial department. However, he will still be compiling a weekly social column called "Insider" comprising snippets of information on people in the real estate industry (for example, staff moves, new office openings, award wins etc). Rob's email address is **bidmeader@mng.newsltd.com.au**

Please keep us up to date with any real estate news you may have, and if there's a social event worth a mention, we can get a photographer to grab some snaps. If in doubt as to where to send material, please phone Craig. ●

**Eleanor Miller, Features Editor
Messenger Community Newspapers
Andy Stenton, Group Real Estate Manager
Messenger Community Newspapers**



The President and Board invite Members to the 24th AGM of the Society of Auctioneers and Appraisers (SA) Inc.

The Tap Inn, (formerly Kent Town Hotel)
76 Rundle Street, Kent Town

Thursday, 7th September 2006

AGM 5.30 • Cocktail Party 6.00

Please obtain Booking Form from Garry Topp