

# Breakfast of Champions to Unlock Secrets of Sales Success

## How do they do it?

Following on from the recent success of the Judy Morris Breakfast meeting held late last year, the Society has decided to bring together some of the top young achievers in the real estate industry. If you're new to the industry or know someone that is we urge them to attend this important event.

These three young guns have been chosen to speak exclusively because they have all taken the industry by storm and achieved fantastic results in short periods of times and also taken ownership and are running successful offices in their own right.

Once again Brett Roenfeldt will conduct interviews with these guests in a "on the couch" relaxed interview format which will include a question and answer session from the gallery.

The industry has undergone a huge change in the past 12-18 months and one of the most positive factors of this has been the new breed of young professionals determined to take our industry to the next level. A Breakfast of Champions will be held on Thursday, 17th March at the Hotel Adelaide, and will provide a wonderful opportunity to hear from three of this young generation, Valerie Purves, Phil Harris and our most senior young gun Cynthia Sajkunovic will all be guest speakers at this not to be missed event. Their combined achievements include: No.1 salesperson SA, Multi Million Dollar Chapter Member and 2 times Novice Auctioneer Winner. Tickets selling fast, so register now.



The Official Newsletter of the Society of Auctioneers & Appraisers (SA) Incorporated

FEBRUARY 2005

# The Board of Management 2005

## Phil Harris

Co-principal of  
Ray White Colonel Light Gardens  
2003 Golden Gavel Novice Winner  
2004 Golden Gavel Finalist  
Ray White SA, NT No. 1 Salesperson  
Dynamic and passionate.  
Telephone 0421 664 501

## Josh Biggs

Principal of L J Hooker  
Stirling/Blackwood  
2004 Golden Gavel Finalist  
Member of L J Hooker prestigious  
Captains Club  
Telephone 0407 604 041

## Jarrold Tagni President

Corporate Auctioneer Elders in SA.  
A dynamic Auctioneer with over 10  
years in Real Estate. Multi Golden Gavel  
Zone Winner & Finalist.  
Telephone 0418 844 172

## Phil Keen

State Operations & Account Manager  
South Australia & Northern Territory  
Elders Limited  
An energetic and passionate 27 years as  
a leading Livestock & Country General



Phil Harris, Josh Biggs, Jarrold Tagni, Phil Keen, Phil Rogers and Peter Economou

Auctioneer and Branch Manager,  
throughout rural South Australia, now  
Managing the Operations of the Elders  
Branch network.  
Telephone 0438 308 650

## Phil Rogers Vice President

Director, Century 21 The Bay  
Known as "Mr Energy and Enthusiasm"  
with 16 years experience in Real Estate.

Golden Gavel Western Zone winner.  
Telephone 0412 822 997

## Peter Economou

Proprietor of L J Hooker Unley  
A passionate Auctioneer and the first in  
SA to be awarded the Sir Leslie Hooker  
International Award for Excellence  
Telephone 0418 829 888



## ADELAIDE ROWING CLUB The Clubroom

### Spectacular views of the Torrens River

Ideal for birthday celebrations,  
AGMs, Christmas Parties,  
Buck Shows, Receptions,  
Annual Dinners, Work Meetings,  
Seminars or Private Functions.

Contact Laura, the Clubroom  
Manager on 0400 201 489 to  
receive the Functions Package  
and inspect the venue.

Festival Drive, Torrens Lake

## The Society Welcomes Australian Property Monitors as a Key Sponsor for 2005



David Beattie, The Sales Manager for  
South Australia, says "Australian  
Property Monitors, real estate sales data  
program Home Price Guide has the most  
recent government residential and  
commercial sales data, enhanced with  
the current week's auction results and  
current listings from *The Advertiser*. It is  
an easy to use system that the whole  
office team can access at the same time  
from home or office to support listing  
presentations, to find new listings or to  
find potential development sites."



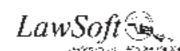
## Proactive Tours Provide Exclusive Services to the Society

The Society is pleased to announce  
that it has formed a strategic alliance  
with Proactive Tours to provide vision at  
the finals performance at the Messenger  
Newspapers~Adelaide Bank Golden  
Gavel this year. Proactive Tours provide  
and supply technology products to the  
Real Estate, General and Livestock  
Industry in South Australia. They  
produce the highest quality interactive  
Web marketing materials to ensure you  
have a marketing edge over your  
competitors. This attention-catching  
dimension will add an enhanced  
professional aspect to the 2005 Finals.  
For further details call John or Marlene  
Norton-Baker on 8267 3324 or see their  
website at [www.proactivetours.com.au](http://www.proactivetours.com.au)

### MAJOR SPONSORS:



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## FROM THE PRESIDENT'S DESK

Thanks to all of our hard work for  
making sure that the Society has had a  
loud voice in relation to proposed real  
estate legislation – it is now great to see  
that the government is finally sitting up  
and taking notice.

The Society and its members have  
made multiple submissions to the  
government and sat on many working  
parties since the day legislation was  
proposed by the Member for Enfield.  
Including recently lobbying every politician  
in the state on the Society's position on a  
range of these very important issues.

It is now my pleasure to  
announce that the Society has  
received recent correspondence from the  
Minister for Consumer Affairs – Karlene  
Maywald that states:

"Once the Bill is introduced, I  
anticipate that discussions should  
commence on issues associated with  
implementation and the supporting  
regulations, through a working party on  
which the Society will be invited to be  
represented."

"I expect therefore, that the Society's  
further input will be sought from

by JARROLD TAGNI MSAA  
PRESIDENT



approximately  
March/April  
2005 until  
those issues are  
resolved."

The Society and its  
members can rest assured that we will be  
fighting for the best outcome for the  
professions and its consumers. The  
Society's positing statement regarding  
proposed legislation can be found on our  
website: [www.auctioneers.com.au](http://www.auctioneers.com.au)

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

# Real Estate Auctions Take Off in 2005

Renewed confidence in the Auction System has seen a resurgence in auction bookings for the new year. Salespeople are once again recognising the enormous benefits for themselves and their clients in utilising this powerful marketing system. Leading freelance Auctioneer and four times Messenger Newspapers ~Adelaide Bank Golden Gavel Winner Brett Roenfeldt has experienced a steady increase in auction bookings from late November 2004 onwards.

by GARRY TOPP MSAA



Already Brett has over 40 confirmed auction bookings for the month of February and a steady flow of bookings coming in for March and April. His clients have already seen enormous benefits in using the Society's innovative auction marketing brochure "The 21 Advantages of Auction" in their listing presentations and their pre-listing kits. All Members should be using this powerful marketing tool.

Whilst the number of properties that went to auction last year were less than previous years, Brett's success rate averaged around 25% more than the national average, with a 75.37% success rate for all properties auctioned across the State, which is testimony to the success of this dynamic system of marketing. When

you consider that the Auction system sells a property in around half the time of private treaty, why wouldn't you be ensuring that every Vendor is at least given the opportunity to auction as part of a staged marketing program? See the website [auctioneers.com.au](http://auctioneers.com.au) for a copy of the brochure.

For Agents and Sales Consultants interested in learning about the auction system and how it can give profile to you and your business, and for your own personal development and industry knowledge, the Society's dynamic auction school "Conduct Property Sale by Auction - Real Estate Auction School" will be held on Thursday, 31st March and Friday, 1st April, and with the 12th Messenger Newspapers ~Adelaide Bank Golden Gavel looming, what a perfect opportunity to hone your performance skills in readiness for the competition. This is the only Auction school being run by Auction Industry and Golden Gavel multiple winners, Rod Adcock and Brett Roenfeldt. Don't miss this chance to learn new techniques and skills from two of the best Auctioneers in this State.

Details: Garry Topp FSAA (Life) CEO 8372 7830

# Golden Gavel 2005 - Let the Excitement Begin!

by ROD ADCOCK FSAA (LIFE) 2005 GOLDEN GAVEL TRUSTEE



Doesn't it come around quickly! Planning is well underway for this year's event and as the new Trustee I am really excited about helping co-ordinate the nation's most prestigious auction competition. Details of this year's categories and the "never been done before" Gala Dinner Finals will be announced at the Golden Gavel Launch on 22nd February.

I strongly urge all auctioneers in your fields of expertise to start thinking seriously about entering. Just to nominate means you are already a winner. There is no 'downside', and if you win your category or the 'Golden Gavel', the rewards are numerous. So to the Stockies, General and Real Estate auctioneers - get 'excited' and nominate for the 2005 Golden Gavel competition.

# Society Introduces New Bidder's Register and Letter of Offer to Purchase

The Society of Auctioneers & Appraisers (SA) Inc. has introduced a new Auctioneer's "Bidding Record" for a formal record of the bids taken at a Real Estate Auction. The form is intended to provide added transparency in the Auction process. Immediate Past President Peter Economou says "The Society has adopted a pro-active approach to strengthen public confidence in the Auction process by providing an accountable paper trail, which details the conduct of the Auction."

You will note the new form

acknowledges all parties in the Auction process and allows for progressive bids to be recorded by the Auctioneer's Clerk during the Sale. The new pro forma can be accessed on our website, together with the upgraded "Letter of Offer to Purchase". Visit [auctioneers.com.au](http://auctioneers.com.au)



# Horse Drawn Vehicles Auction

by IAN NEWELL MSAA

On Saturday, 4th December 2004, Evans Clarke National conducted an auction of Horse Drawn Vehicles, Heavy Horse Collars, Reins and Accessories at their Woodville North premises. The items were being auctioned on behalf of the Estate of the late Fred S. Margitich who was a skilled horseman. He served as a light horseman and was also chosen to appear in the Movie "Robbery Under Arms" due to his expert skills and quality of his horse drawn vehicles.

The items on offer were from an era

where "Heavy Horses" such as Clydesdales ruled the roads. The goods had been lovingly maintained and the crowd was very impressed with the selection. Included for sale from Mr Margitich's vast estate were numerous four wheel trolleys including poles and shafts, two drays and of special interest there was an original Coopers Brewery four horse trolley.

There was also a large number of good working heavy horse collars sizes ranging



from 22" to 26" along with a large quantity of hames. Harnesses consisted of several pair sets with wooden hames, some with brass knobs, a number of single sets, as well as both cart and tip dray leading harness with trace chains along with single, pair and four in hand reins. There was also a large quantity of blinkers both excellent and working condition, as well as a number of brasses.

The most expensive cart, a 13' Trolley with 4" Steel Tyres, Swingle Bars & Pole sold for \$3550, with the majority selling between \$1500 and \$2200. The accessories proved to be very popular, especially the items with decorative brass on them including the harness pairs selling between \$300-\$500 each. Ian Newell was the auctioneer for the day and was very happy with the results as were the vendors. Items were sold to local and interstate buyers.

# Meet Phil Keen

Phil is the latest addition to our Board of Management, replacing Richard Cooper.

Phil was born and bred at Victor Harbor and commenced employment at Elders Ltd, Victor Harbor, in 1977. He then worked at Victor, Yankalilla (twice), Peterborough, Kalangadoo, Elliston, Minnipa, Strathalbyn (twice) and finally Adelaide.

Phil has held roles such as Customer Services Officer, Territory Sales Manager, Branch Manager, Livestock Manager SA/NT and is currently Operations and Account Manager SA/NT for Elders Ltd (across total business). He has been an auctioneer for 25 years - principally livestock, clearing sales and real estate from time to time, as well as holding

countless charity auctions.

Phil lives in Strathalbyn and is married to Julie. They have three teenage boys. He played football, cricket and tennis and coached football for seven years. His main social interests involve family and socialising with friends.



# Adelaide's Star Performers

As published in the *Messenger Home Buyers Guide*, January 2005

by JARROD TAGNI MSAA PRESIDENT

As we move into a new year, the Adelaide real estate market is one of the strongest in the country. For buyers in the marketplace who are sitting back waiting for the real estate market to slow down, all the indications are that they will be waiting a long time.

Once again in the September, October, November, quarter South Australia lead the country in Auction clearance rates holding firm at around 58%. Streets ahead of traditional leaders, Sydney 40%, Melbourne 49% and Perth at 28%.

In fact, in the last 12 months two of the top three suburbs in the nation for Auction clearance rates were right here in South Australia - Lockleys 95% and Evandale 91% (Box Hill North - Victoria was first with 100% success rate for every property Auction in the area in 2004!) Adelaide suburbs Daw Park, Colonel Light Gardens, Kensington, Fullarton and Seaton all made the national top 20 with clearance rates at 74% or better!

All fantastic results and further evidence that the Auction method of sale and marketing is simply the most powerful way to achieve the highest possible price for your home in the shortest possible time. A simple method of sale that dates back thousands of years - creating competition, creates the highest price.

All the best for a happy and healthy 2005.

**If you're not auctioning your property, you're missing the highest bid!**