



## Improving your performance skills to deliver the perfect presentation

On Monday May 4th as part of the Society's commitment to its Sponsors, **Brett Roenfeldt** delivered a powerful presentation to a select group of Mortgage Choice Franchisees who will embark on a series of presentations to Society Members sales meetings, bringing them up to date with what's happening in the world of finance relevant to South Australia.

A year ago 98% of settlement went through on time and today 40% of settlements don't settle on time due to the massive turn around with financial procedures since the global economic crisis. This puts a massive amount of pressure not only on the conveyancers but also the sales consultant that invariably gets the blame. **Mortgage Choice with the assistance of the Society will bring each office up to speed with the 10-15 minute presentation with the aim of vastly improving on settlement times.**

Brett explained that being a successful presenter is all about being yourself and developing your own unique personal style. Each presenter can have control over inflections, emphasis, timing, volume, pitch, pausing and the very important body language as a perfect presentation comes through self expression and the lasting impression that you leave behind.

The participants were **Rob Shearwood, Belinda Sugars, Mark Parker, Michelle Zollo, Andrew Flynn, Mark Scherer and Trent Winstanley.**

Personalising the presenter is paramount so we began with:

**Rob – who worked in repossessions,** tipping people out of their houses now, has a career doing the opposite, using his skills to put people into houses.

**Belinda – worked in ANZ for 10 years** and with Westpac, her passion is her 100 acre sheep farm in Yankalilla.

**Mark Parker – has a background in the industry as a State Manager,** has travelled overseas extensively and goes fishing in Kangaroo Island.



*Michelle Zollo, Louise Small, Andrew Flynn, Mark Scherer, Trent Winstanley, Belinda Sugars, Mark Parker, Ryan Shepherd and Brett Roenfeldt*

**Michelle – spent 20 years as a conveyancer,** frustrated with home loans that didn't settle on time so she decided as a finance broker, it would never happen to her and with Mortgage Choice, the main focus in her life is what she calls "the Care Factor".

**Andrew – with a Westpac background** owns three Mortgage Choice franchise offices, has 5 staff and his passions are; dogs, red wine, fast cars and technology.

**Mark Scherer – his passion is fishing holidays** with his wife and children, comes from a C&I background and loves his role in Mortgage Choice as it allows him to relate to people at grass roots level.

**Trent – after a successful career in sales** Trent's passions are football and playing the guitar and his shack at Moonta where he loves fishing and crabbing.

**Brett was really fired up and delivered a sensational presentation** with tips like using the power of words that come alive, the use of props, attention grabbers, how to paint emotive pictures and how to talk to a group as if it was coming from a third party. **A dynamic speaker will go outside the square,** feel good about their performance and get a real kick out of being in front of a crowd. Groups don't want to hear a bunch of statistics but hear about real life experiences and opportunities. The key to a sensational presentation once you have got it skun, is to Rehearse! Rehearse! Rehearse! Brett will conduct a follow up workshop on Friday 19th June. ●

**GARRY TOPP FSAA (LIFE), CEO**

## Breakfast with the Liberals



The Liberal Party could well be elected in 2010 and their platforms will no doubt shape South Australia from that point forward.

Here is a unique opportunity to hear guest speaker **Martin Hamilton-Smith,** the Leader of the Liberal Party in SA talk about their views.

The breakfast is at Next Generation Memorial Drive on Thursday 20th August at 7am concluding at 9am. Booking form on the web [auctioneers.com.au](http://auctioneers.com.au) under Events & Training. ●

### Messenger Community News Mortgage Choice

## GOLDEN GAVEL & School's Auction Idol

Presenting SA's best  
**Rising Stars & Seniors**  
Tuesday 12th May 2009

**School's Auction Idol**  
Wednesday 13th May

Commencing 9am both days in the Methodist Meeting Hall, Pirie Street (Behind Town Hall)

**Raising the professional standards of Practitioners** in South Australia through Training & Competition and supporting excellence in vocational and technical education in Schools.

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# Breakfast with Bernard

On the morning of 19th March a room full of real estate professionals from various offices, auctioneers, salespeople and sponsors of the Society were treated to a very entertaining address from one of our esteemed colleagues, **Bernard H Booth**.

It was intriguing to hear how **he started as an auctioneer nearly some 40 years ago in the livestock industry**, just being thrown in the deep end when one of his fellow auctioneers was not available to do his normal auction. Bernard took up the opportunity with both hands and **performed his first auction at the tender age of 17**. He certainly has not looked back since.

One of the many points he made with his address was how much he benefited from that experience and the way he used to practice his auctioneering skills while performing auctions in the back paddock and taking those strenuous bids from the fence posts that were there with him. Bernard says that you can only improve with practice, practice and more practice.

**Bernard is still striving to be the best auctioneer that he can personally be**, with every auction that he conducts and performs, and I say performs because as Bernard says, **every auction is an artistic performance between the auctioneer and the audience** in attendance. For



Wendy Higgins (Mortgage Choice), Bernard Booth and John Harnett (Lexus)

you are not only an auctioneer with an item such as a house, property or various goods that are being offered for sale and completing the transaction, but also winning over the audience by how professionally you go about your business.

**Bernard has also seen the progression of the art of auctioneering improve to the high standard that it is today**, but would like to see other auctioneers take a leaf from his book and **stretch the auction performance** when selling real estate a little further than some of the quick auctions that he has seen of late to make it more entertaining and attractive for the general public and vendor alike.

Bernard also thanked the Society of Auctioneers and Appraisers for inviting

him to speak and paid tribute to **Michael Brock, for whom he has a healthy respect**.

I am sure that everyone was rewarded for their attendance, having heard such an encouraging and motivating speech from what I am sure we all consider to be an icon in the real estate profession, and what a character at that. ●

**JOE IENCO M.S.A.A. BOARD MEMBER**



Mark Forde (Society President)



Michael Brock



## Bruce Oldman After 25 years in Real Estate



Having now had a really good break since I retired in August 2008, played some golf, done some travelling, plus plenty of time just relaxing, I am now looking to get back into some mind stimulating activities.

I am keen to take advantage of my 40 years plus Business Management Experience, running my own businesses and as a Consultant and Mentor to many successful businesses and salespeople, by now acting as an Independent Business Consultant.

I have always enjoyed working with business owners/managers who were genuinely interested in improving the quality, the standard of service, and the profitability of their businesses.

During my 25 years in real estate, 20 of which has been in Franchise Administration, I have worked with over 100 individually owned businesses and many hundreds of salespeople. I have gained extensive experience in all areas of real estate, including Customer Service & Client Management, Staff Recruiting and Retention, Training, Advertising & Marketing, Business Management & Mentoring, Dispute Resolution and Franchise Administration.

During this time, it has been my privilege to work with and observe many business operators, successful and otherwise, and from these experiences I have built up a large war chest of extremely valuable information, in relation to what makes a business work, and what doesn't.

I am interested in participating as a member of a Board or Planning, Marketing or Advisory Committee, or in the role of an Independent Consultant or Mentor, to an Individual Business.

I believe I possess the knowledge and hands on practical business and real estate experience and expertise, to be able to assist many people in improving the efficiency and effectiveness of their businesses.

If you think I may be able to assist you or your organisation in some way as a Consultant, please contact me on 0419 997 004, or email [oldman@senet.com.au](mailto:oldman@senet.com.au), to arrange for a chat.

All discussions will be kept as usual in the very strictest of confidence. ●

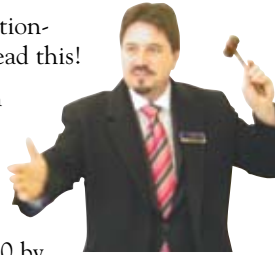
## Why wouldn't you Auction?

If you are an auction-phobic Agent read this!

Unit 39, 19 South Terrace Adelaide. One bedroom, 35sqm unit in poor condition. Valued at \$140,000 by a licensed valuer and offered for sale by auction. Another unit in the same group offered by private treaty for \$165-170,000. On the market for 2 months with no result. My phone didn't stop ringing for the three week campaign, on auction day there were 24 registered bidders and the unit sold (after a starting bid from the crowd at \$151,000) for \$178,500. Our last 4 auctions have all had similar results.

Now tell me auctions are a waste of money and time! ●

DAVID LONG MSAA



## Langhorne Creek finest wines

The Langhorne Creek Wine Growers Association held its annual wine competition to recognize the best wines produced in the region on Friday 1st May. Held under a huge marquee on the local football oval, the event is recognised as the largest in the region, with guests and locals, totalling over 350, who enjoy the tastes of the industry in this strong community environment. The charity auction, conducted by Brock Harcourts corporate auctioneer, Lindsay Warner, raised just over \$5000 which goes toward the local school who run a major project to save the turtle population of the local water ways struggling under the threat of long term low water levels. Items auctioned were a selection of magnum wines produced by local wineries with some 6 litre bottles selling for over \$1000. ●



Messenger Community News  
Mortgage Choice  
**GOLDEN  
GAVEL**  
& School's Auction Idol  
Gala Dinner and Awards Friday  
29th May 2009 at the Hyatt  
Regency Adelaide.  
**Raising the professional  
standards of Practitioners.**  
Booking forms on the web at  
[Auctioneers.com.au](http://Auctioneers.com.au)

## Sponsor Profile: Bowden Printing



Bowden Printing and Open2view have entered into an alliance aimed to bring the highest in quality printing and photography for you and your vendor to allow your property to stand out from the crowd. Together we offer a one stop service for all of your property marketing needs – simply make one phone call either to Bowden Printing or your Open2view photographer and your photos, floorplan and brochure needs will be taken care of and you receive only one invoice. Add a signboard if you wish to make it a total package with no further work required by you. Contact Bowden Printing on 8340 3588 (or freecall 1800 818 233) or Sue Dilena on 0408 855 806 or Heather Foster on 0400 800 909 and we will have someone around to tend to your requirements in a flash! ●

# Messenger coverage in 2009 is sensational!



# The Society welcomes new members



- Lindsay Taylor, Lindsay Taylor Real Estate
- Neil Quirk, O'Conner and Graney Pty Ltd
- Sandra Berry, Sandra Berry Real Estate
- Jason Malseed, Malseed Real Estate
- Toni Lippats, Qattro Residential
- John Sexton, Sexton Glover Pty Ltd
- Jenny Watson, Watsons Real Estate
- Ted Piteo, Professionals
- Tom Hector, Toop & Toop
- Owen Pettigill, P & L Livestock Pty Ltd
- Bohdan Jaworski, Bowdan Jaworski Real Estate
- Scott Altschwager, Elders Real Estate Mt Gambier
- Kevin Murphy, L J Hooker Brighton
- Benjamin Roden, Graysonline Pty Ltd
- Paul Chuck, HL Gebhardt & Associates
- Gavin Langridge, GP Langridge
- Pasquale Mastrangelo, Mastracorp
- David Eckert, Brock Harcourts Stirling
- Cathy Cavaleri, CC Sales & Marketing
- Michael O'Donnell, Century 21 Western Coastal
- Eriks Drakiska, Plaza Real Estate
- Mark Egan, John Demichele Real Estate Murray Bridge
- Luke Leedham, Phil McMahon Real Estate
- Adrian Colman, Car Auctions Australia
- Harvey Brown, Ray White Pt Lincoln
- Brendon McAlice, Century 21 Johnston & Fullgrabe
- Brad Allan, Gary J Smith Pty Ltd
- Nathan Casserly, Brock Harcourts Adelaide
- Jamie King, Ray White Corporate
- Gary Smith, Gary J Smith Pty Ltd
- Wayne Riches, Government Auctions SA
- Victor Veglush, Refined Property Group
- Rex Keily, L J Hooker Strathalbyn ●

## Society Sponsor Mortgage Choice – the best choice!



Greg Campbell and Andy Edwards

**Board Member Andy Edwards** reports a great experience when it came to recently refinancing with his local Mortgage Choice team.

After meeting **Greg Campbell (Principal Mortgage Choice - Unley)** at a recent SAA sponsors get together Andy made an appointment with Greg to review his entire finance situation and has since restructured and refinanced entirely with Greg's help.

'When you have as much debt as I have you need all the help you can get!' Andy said. 'Seriously, **Greg and his team where great**, always available and really understood what we are trying to achieve now and in the future'.

'With the nature of the market at the moment, someone with **Greg's banking experience was excellent** and the process really tidied everything up'. ●



## Getting the documentation right



**Chris Gill of Corsers Lawyers** conducted a yet another workshop on the 3rd of April on the Society's sales documents covering the recent changes to the Act and highlighting common problems with Contracts, Sales Agency and Form 1 preparation and interpretation.

There was healthy discussion and questions from the floor regarding the new swimming pool legislation changes and the ever changing nature of the real estate market and how it affects the importance of **getting the documentation right** the first time to avoid problems when documents are scrutinised with a view to avoid a contract.

It is very evident agents are keen to be educated to keep abreast with changing legislation and document interpretation. ●

**CHRIS GILL**

## Corporate Business Attire



**Van Huesen and Glowave** business shirts at 40% discount exclusive to members of the Society

of Auctioneers & Appraisers (SA) Inc. European cut, latest styles, promotional products and corporate gifts. Call Celina on 0423 743 433 for personal delivery to your office. ●



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