GAVEL & GLASS

MAY 2019



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The Society of Auctioneers and Appraisers (SA) Inc.

THE
INDUSTRY
CHOICE OF
PROFESSIONALS



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MEET the Board







Attilio Cavuoto President



Richard Ward



Matt Smith Vice President



Jarrah Holmes

omain Golden Gavel Rising Star

Golden Gavel

Risina Star Real Estate

Venue: The Adelaide Oval

Time: 9:15am

Date: Wednesday 8th May 2019

Rising Star Entrants

Phoebe Ge Amelia Langhans Sam George Kristy Saunders Lachlan Smith Sarah Bower

Vincent Doran Enrique Bisbal Shaun O'Callaghan

Upcoming Events







You are invited to celebrate the achievements of the best auctioneers and appraisers of real estate, general and livestock

Wednesday 22nd May 2019

6:00pm for 6:30pm start to 10:30pm

Carrington Function Centre

262 Carrington Street, Adelaide

Cost: \$125 per person (U27 Members 20% off) or \$900 per table of 8 (includes food, wine and beer)

Please note dietary requirements if any

FREE PARKING:

Parking lot on Cardwell St behind Carrington Function Centre

Please RSVP by Monday 13th May 2019 to admin@auctioneers.com.au or book online at http://bit.ly/2SGYaDZ

Special Guest
John Letts
former Australian
Jockey, rode over
2,300 winners!





MC Wayne "Flipper" Phillips Former Australian Cricketer, played for SA between 1978-199

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	7	8
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OR. T Pay by chec	que (enclosed) OR 🏳 Direct debit: BSB 105 011 Accou	nature nt 106 198 240 simile (08) 8372 7833 • Telephone (08) 8372 7830 • 22 Greenhill Rd, Wayville SA 5034

Please RSVP with booking form admin@auctioneers.com.au

President's Report

With the **Domain** Golden Gavel Awards and Dinner being held on Wednesday 22nd May, we encourage all our members to come along and bring your family, friends and colleagues. It is being held at the Carrington Function Centre which is central location on Carrington Street in the CBD with free parking.

This is about celebrating auction and having a party - sit back, relax, have a few drinks and an absolute ripper of a night with colleagues and friends! We have guest celebrity cricketer, Wayne 'Flipper' Phillips as the MC, and Melbourne cup winning jockey, John Letts as our Special Guests. They are both flamboyant, humorous and will no doubt have you rolling on the floor with laughter!

We will be announcing the 2019 winner of the **Domain** Golden Gavel, The 5 Finalists, the General and Livestock winners, Rising Stars, Real Estate and General Highest Price Sales and Auctions, Peter du plessis Golden Pen Award, Auctioneer Agency of The Year, Real Estate Group Auction Marketer, Top 15 Real Estate Auctioneers and the Top 10 Principal and Sales Consultant Auction Marketers – We foresee a hysterical and fantastic night!

John Letts will auction a tribute to Winx - arguably the world's greatest race horse at the dinner with proceeds to the Cody Gray Foundation.





Attilio Cavuoto

We have introduced the Charity Auction Register. We invite members to submit your charity auction results through the Society and to lift your profile in Auctions that certainly will help you with your core business. The funding tracker is on the webpage, if you're unsure how to access this, please contact the Society Office at admin@auctioneers.com.au for help in uploading your Charity Auction Details.

Please ensure with all the various upcoming events... that you put them in your diary and lock them in!

With the election looming, and with the negative information coming from the Eastern States, the Adelaide market has slowed but we anticipate that over the next few months if the banking sector start being a bit more lenient with lending the market should hold its own.

I'm happy to hear from anybody with any ideas in developing the Society of Auctioneers & Appraisers.

Please feel free to contact me at 0411 660 125.

President Attilio Cavuoto M.S.A.A

Breakfast of Champions



We are currently planning our popular Breakfast of Champions series to be held in August this year at the Lexus of Adelaide Showroom!

We've got some exciting speakers to announce... so keep your eyes out for the announcement.

I would like to encourage all Auctioneers to start uploading your Upcoming Auctions on the Upcoming Auctions App. We've had great outcomes as a result of buyers using the data on our app.

You are now able to add and update your upcoming auctions through your phone so it is simpler than ever.

Please contact the Society Office at admin@auctioneers.com.au if you are having any troubles logging in.

The Society is currently working with our Major Sponsor, Domain to provide you with more current statistics on the market and we hope to announce this very soon.

We are always looking to provide training for Under 27's who are looking to join the business! If you have any suggestions or requests about what type of training you would like, please contact me at

j.holmes@c21brighton.com.au

Properties are now being sold

Properties are now being sold

One of the buyers

directly as a result of the buyers

introduced to the property on the

upcoming auction app!



Jarrah Holmes

Winx for Cody Gray



At the Domain Golden Gavel Awards and Dinner to be held on Wednesday 22nd of May 2019 at the Carrington Function Centre, special guest John Letts, himself a champion Melbourne Cup Winning Jockey, has been fascinated by and always wanted to try his own hand at auctioning.

John Letts has organised a special Winx limited edition framed memento of possibly the best horse in the world at this time. John Letts will auction the prized tribute to Winx as part of the entertainment at the dinner with full proceeds going to the charity of our choice,

Please Join us at the dinner, joining the festivities and meet MC Wayne Flipper Phillips and John Letts for what shall no doubt be a night of laughs and some excitement and entertainment!

The Cody Gray Foundation.

Friends,
Colleagues and
Colleagues are all
clients are all
welcome to
join us!



Property Management Workshop

Listing success and growing the rent roll was presented by Rachel Coulter on Friday 5th April 2019 at The Arkaba Hotel.

Rachel has worked in the Real Estate Industry for over 26 years and 15 years in business development within the industry – she is passionate about helping business owners and property managers build their businesses. The entire workshop received accolades from members that attended. Rachel had many valuable statistics and had some great creative ideas to put your business head and shoulders above the competition.

Rachel highlighted the benefits of social media, especially Facebook and Instagram, noting that 86% of buyers look for rental property online, and the average person spends 12 hours a week on Facebook.

We discussed in-depth investor tips, building relationships and more importantly, know your competitor – find what your opposition is doing, and make sure you are far better!

Many little tips like "quote your occupancy rate, not your vacancy rate", and "leverage from partners in business that can assist your landlords and tenants".

Rachel had some sensational ideas on how to grow your rent roll, define your demographic, and many ideas on effective communication with landlords and tenants and how to leverage from community groups, schools, strata meetings, and the like.

We will hold another property management workshop presented by Rachel Coulter later in the year. All property managers should attend and with the numerous tips you will received, you too, will be a property specialist!



Property Management Workshop

When asked:

1. Did you gain anything from this presentation?

"The tips on growing my rent roll".

"yes! Well-presented and well structured".

"Excellent information, very exhaustive and complete".

"Thank you Rachel, great ideas and I will definitely be putting these into practice".

"Loved the ideas on maximising rental value".

"Yes! Bringing in business as a junior".

"Yes! A great relatable experience and tenant handbooks, why didn't I think of that before?!"

"Yes! The video clips were a fantastic idea".

2. What did you like the most?

"All of it"!

"Rachel's manner and helpfulness". "You! (Meaning Rachel) haha". "Information on BDM for property growth". "The idea to be pointed out as an expert at our company auctions".

"The amount of in-depth details".

"The casual environment easy to keep up". "I loved the information resetting up in a café for a catch up with investors".

"Rachel's knowledge and delightful presentation stylevery helpful and exceptionally well done".

Property Management Workshop

When asked:

3. What else would you like covered?

"Scripts".

"More strategies and more tips on how to prospect". "More information on tapping into networks".

"Mapping out ideal weeks".

"can't think of anything else".

"More ideas" on targeting private landlords".

4. What would you tell others as the main benefits of this workshop?

"Driving your property management business forward". "Very informative and great presenter".

"Very educational, Rachel love your work!".

"It gives you a wide range of ideas to implement that don't necessarily cost you a lot of money".

"After attending, I now feel like an investment specialist, not just a property manager". "Great in-depth detail delivered in such a personable and friendly manner; Rewriting old ideas".

In memory of Frederic John Moller



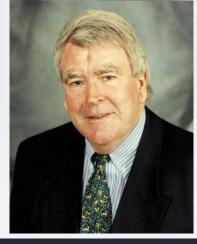
In Memory of the early days of the Society, we record the passing of Frederic John Moller, a member of the Society in the 1980's.

Whilst I was the Third President, Freddie joined us on the Committee on the Appraisers Sub Committee, where he enthusiastically propounded the importance of Appraisers promoting their profession under the banner of the Society. He led the way, particularly when it came to Appraisers meeting as a collective, forceful group.

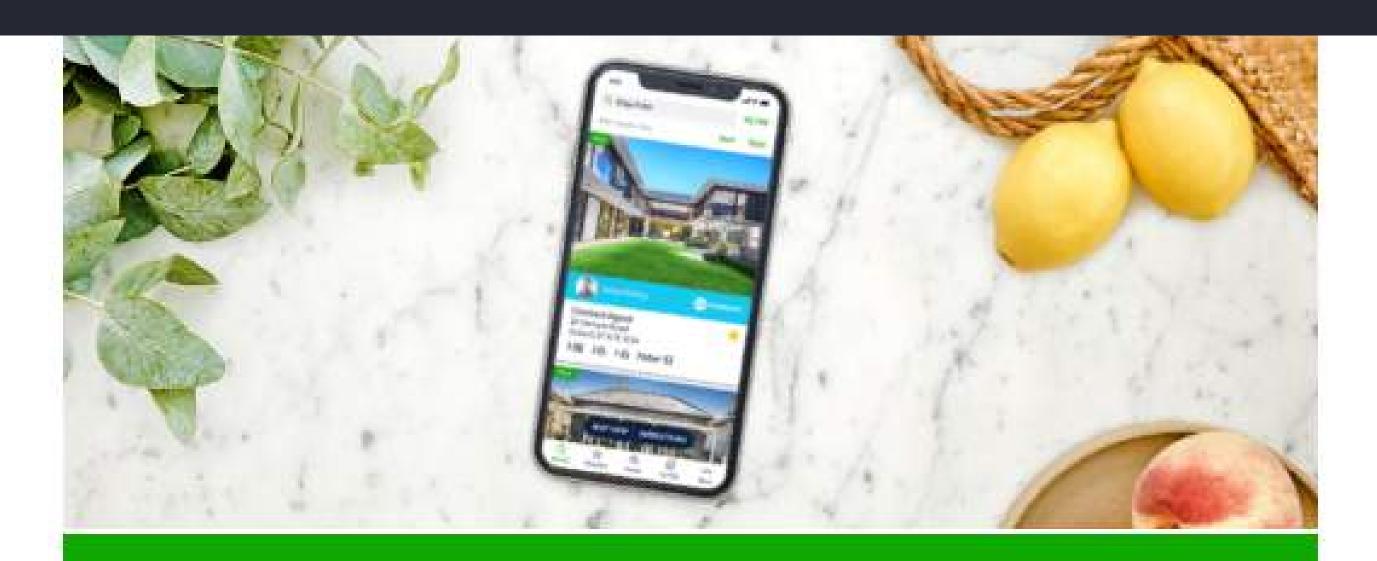
Fred was essentially a Hotel Broker, specializing in selling in remote areas, like Buckleboo. Prior to that, he was a Banker and a Hotelier, which gave him an excellent basis for his profession.

He is to be remembered for his great cheerfulness and his most famous saying, will always be remembered,

" How lovely to see you"



Christopher McLaughlin - Life Member Third president 1984 - 1986



Domain delivers buyers

DOMAIN'S AUDIENCE IS...

EXTENSIVE

1.8m

Australians who intend to buy property in the next 12 months¹

AFFLUENT



WEALTHY 56% are socia grade AB¹



HIGH INCOME 61% more likely to have a household income of over \$250,000"

READY TO BUY

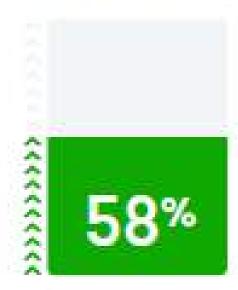
78%

Intend to buy

41%

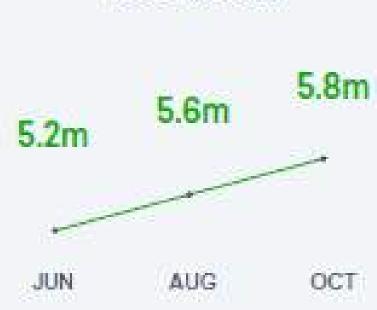
Intend to buy an investment property!

EXCLUSIVE



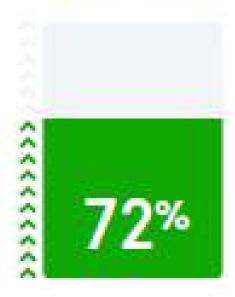
Domain app users who do not use the nearest competitor²

GROWING



Domain Digital Audience³ June – October 2018

ENGAGED



Domain enquiries sent via mobile⁴

For more information, contact your Domain Account Manager today.



Science 1. eming¹⁶⁴ conducted by Ipsics Australia, People W+ for the 12 months ending Oct 2018, W+ Nersen Digital Penel data calibrated to Digital Content Ratings Oct 2018, Includes audience across total Domain print and digital, Domain Review, Althories, Althories, content in The Centerns Times and the Dream Homes partnership network including the Nine digital mento mastheads, carbon attractions and nine content. Data based on people intending to buy a new or existing home to live in or as an invisormer within the rest 12 months. Percurage more likely compared to the average Australian aged 14+, 2. Domain apprendictors who do not use the restaurancement property app, IOS and Android average, App Annie, Sept 2018, 3. Nichem Digital Content Basings (Monthly Total), Unique Audience, Oct 2018, P2+, PC, Smartphone and Tables, Test, A. Domain Group Internal data, Oct 2018, includes app and m-site.

UPCOMING AUCTIONS

How to Upload ...

Our Upcoming Auctions Free app report Society member's Upcoming Auctions and the public can use their Smartphone to search for Upcoming Auctions.

They can search with ease and search by Auctioneer, Agent, Suburb, Date or Time.

The moment you add or update an auction to the website, the mobile app will adjust accordingly.

Please ensure all your upcoming auctions are posted on our website the minute they are listed.

We are aware of an instance where the buyer at an auction found the property on our Upcoming Auctions App, and it is free to use for Society members.

Please ensure you or someone in the office uploads your Upcoming Auctions the minute they are confirmed.

Step One

LOGIN

'Log in' at www.Auctioneers.com.au with your username and password (if unsure or forgotten, please contact us at 8372 7830).

Step Three

AUCTION TYPE

Choose the type of Auction (Property, General, or Livestock) and enter all relevant information and click save!

In Rooms Auctions?
Add the address where it is held at!

Step Two

MAINTAIN

Click Add New Auction

Maintain Auctions
Looking for member downloads? Citck here!
Add New Auction

ADDRESS	
Example of Property	Auction entry page
HERDONE NOT HELD AT PROPERTY ADDRESS.	2 50.5 50.5
AGENT	
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After each auction, you will receive an email 30 minutes after the Auction – requesting the auction results.

This email will provide a link to the page where you can update your result – this also updates the 'Completed Auctions' panel on our webpage.

Upcoming Auctions
&
Auction Results
on
Auctioneers.com.au

auctions on the App!

Download it now in

your App Store!

You can now add & edit your

SOCIETY OF AUCTIONEERS & APPRAISERS (SA) INC.

Contact Us

22 Greenhill Road, Wayville SA 5034

P: (08) 8372 7830

F: (08) 8372 7833

E: society@auctioneers.com.au

W: Auctioneers.com.au

21 Advantages of Auction

SOCIETY OF AUCTIONEERS & APPRAISERS S.A. INC.

The 21 Advantages of using Auction as Your Preferred Marketing Process





What are the Advantages to me as a Vendor?

- Control, as Vendor you set the terms and conditions.
- 2. You get a cash unconditional contract.
- 3. 10% deposit on the fall of the hammer.
- No cooling off period applies.
- Allows 3 opportunities to sell before, at Auction or immediately after – and reduces the overall selling time in the market.
- Creates a sense of urgency, which motivates purchasers to action.
- Allows all potential buyers to compete amongst themselves to offer you the best price.
- Can be used as part of a total marketing package where auction is the component that gets the buyers to act.
- Price is usually not disclosed so you remove the objection factor.
- Forces buyers to make decisions to a deadline of the auction date and brings negotiations to a head.
- The Auctioneer's skills, enthusiasm and techniques can maximise the price.
- Vendors control their reserve price and settlement date and accept or reject varied terms and get cash contracts, which usually settle in 30 days.

Why Auction Real Estate?

Real Estate Auctions have become one of the most popular methods of buying and selling property in Australia with substantial benefits for both Vendors and Purchasers. Auction is used as the preferred method of sale by Beneficiaries, Governments, Banks, Administrators, Executors & Trustee Companies, Corporations and Private Vendors and has been proven to be the best method of establishing true market value.

Committed Vendors sell their property by Auction!

- 13. In every other form of marketing the buyer is in control. The buyer will dictate the offer, terms, subject to finance, subject to sale, subject to building inspection etc. and get a cooling off period. The buyer will negotiate from a position of strength. With Auction the Vendor dictates the terms.
- 14. Auction opens the door to more motivated buyers.
- 15. The Auction marketing campaign that you choose will be tailored to deliver maximum exposure within the first few weeks on the market – the time frame during which it is most likely to sell.
- Your home is only open at times that suit you with a predetermined schedule of opens.
- The level of market Interest will help you gauge your reserve price.

What is an Auction?

Auction is a process which allows interested parties to make competitive bids which establishes the current market value of the property in an open, transparent and public form utilising the skills of an experienced auctioneer.

- The competitive Auction environment offers the greatest chance for a premium price.
- Auction negates the need for commissioner's approval when dealing with associates under legislation saving valuable time.
- Unlike other marketing methods where buyers generally negotiate down from the asking price, at Auction buyers increase their offers commensurate with the skills of the Auctioneer.
- On the fall of the hammer the Vendor becomes a cash buyer subject to settlement only.

If you're not auctioning your property you are missing out on the highest bid

— it costs no more to have Auction as part of your marketing strategy

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PLEASE CONTACT

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- Pre-determined Special Conditions included; copy and paste into Contacts
- Subject Clauses (Finance, Sale of another property etc) is included; not as an addendum.
- Simplified, easy to understand GST in Agency Agreement
- Prepare, print and email from iPad or Tablet or Computer.
- Contract translated into Mandarin for Chinese Buyers
- Regular Training and Legislative Updates
- Free Law Firm chat line

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Designed by Agents for Agents

www.auctioneers.com.au

Upcoming Auctions App

Taking Auction Marketing to a Whole New Level!



GROUND BREAKING

Use your smart phone to search for upcoming Auctions!

GAUGE THE MARKET

The best way by monitoring Auctions!

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The Society's Upcoming Auctions App can be downloaded from your favourite App store. Just search "upcoming auctions"

SEARCH WITH EASE

Drive around, see what's happening and search by Auctioneer, Agent, Suburb, Date and Time

INSTANT UPDATE

The moment you add or update an auction to the web page, the app will adjust accordingly

LIST

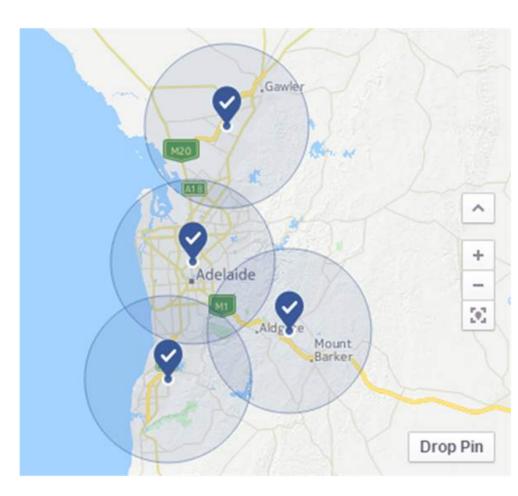
Please ensure all Upcoming Auctions are posted on our web site the minute they are listed! All auctions
submitted to the
website will
automatically be
uploaded to the
phone app,
ABSOLUTELY FREE!





We're targeting Everyone in the mapped out areas 25 years old+, using both Apple and Android phones.

What this means for our members...
MORE BUSINESS! With so much more exposure, downloads of our app, and awareness of auctions around Adelaide and maximise your benefit by submitting all your auctions to our website!



Make sure you tell your vendors that their auction will be advertised to thousands of the general public for free through this Smartphone app!

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Fax: 08 7221 4909

Email: form1@form1.net.au

The first and only independent Form 1 service provider in South Australia



For Form 1 preparation please contact Chris Gill on 7221 4908

Chris has been involved with the Society of Auctioneers & Appraisers as a trainer and board adviser since 1995 and has been conveyancing for more than 30 years.

Chris runs specialist training workshops for sales agency, contracts and Form 1 and has an intricate knowledge of the legislation and agency practice.

www.form1.net.au



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08 8235 3023 brian.paris@wallmans.com.au

Our services include:

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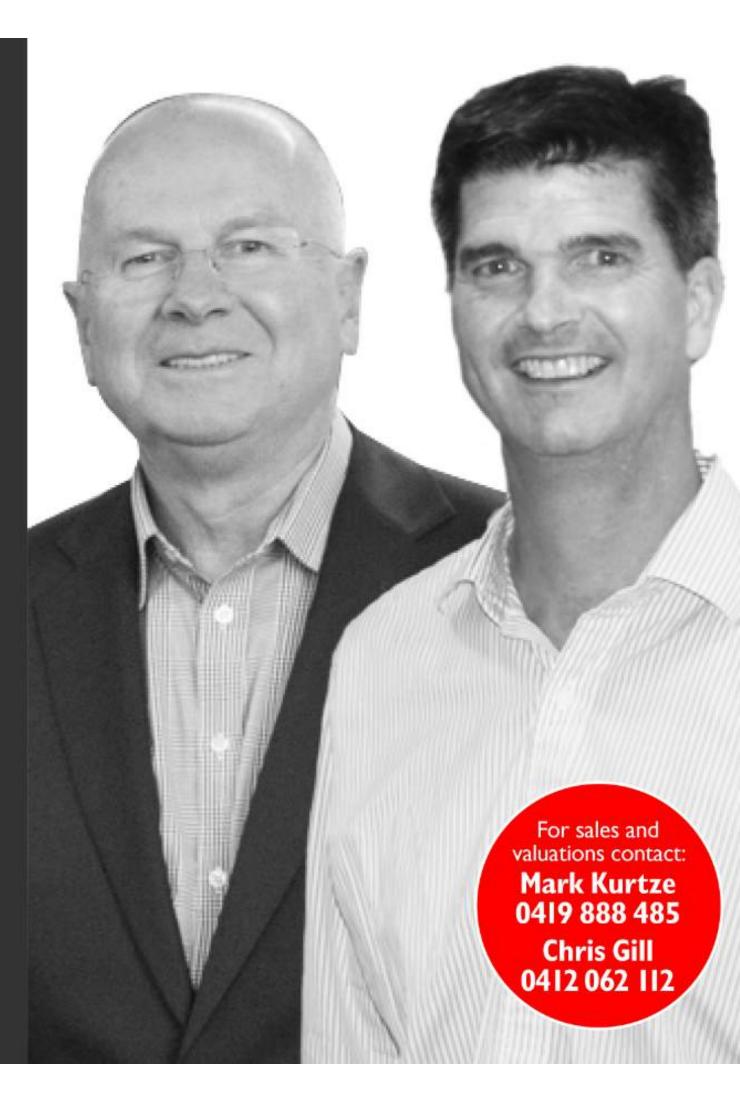
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