



GAVEL & GLASS



NOVEMBER 2014

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

Society of Auctioneers
& Appraisers (SA) Inc

Established 1981



Representing
the specialist interests
of Auctioneers
and Appraisers in
Real Estate, Livestock
and General



Society of Auctioneers & Appraisers (SA) Inc.

November 2014

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Marc du Plessis
President



Victor Velgush
Vice President



John Morris



Sandra Berry



Rod Adcock



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Marc du Plessis President's report

I joined the Society in 2009 and have been a proud member for 15 years. My parents Peter and Robin were founding members of the Society back in the early 80's, and my nephew Christopher has just joined the Society as the youngest member ever at 15.

I see the greatest benefit of being a Society member is the camaraderie and the strong friendships that I have made with likeminded high achievers over the years.

I am proud to display the Society logo on our webpage, stationery, office window, vehicles, in catalogues and press advertising.

I am honoured to be elected President of this unique and vibrant organisation and consider the Society to be relevant, creative, it gives you choice, provides a healthy competition in the marketplace and above all we are profitable.

Other benefits are, if your Principal is a member, all in your office can use our **AucDocs** and attend training at members rates, the **Society is very personable, focused, has integrity, honesty, it is dedicated, hands on, and everything is done with passion and commitment** to our Auctioneer and Appraiser members, not to mention, members enjoy daily contact with our CEO.

The Society was first with computerised real estate documentation, iPad signing of real estate sales and property management forms, **we created the "Upcoming Auctions App"** which has been widely accepted in the community together automated reporting of auctions on our web.

We have the best auction and documentation training with legislative updates, we are recognized internationally by **hosting a**



President, Marc du Plessis MSAA **delegation from the Supreme Court of Beijing in China** when they researched the way we conduct auctions here in Australia.

Marc du Plessis President's report

We have embraced social networking; we created the Golden Gavel and the School Auction Idol competition, where **6 students have commenced traineeships in South Australia real estate companies** as a result.

We have close contact with **Politicians in both houses of Parliament** and delegates have attended our training from Malaysia, Hong Kong, Singapore, New Zealand and all over Australia with many going on to high profile careers and becoming internationally known.

I'm excited and energised with the responsibility of doing my small bit in taking this vibrant organisation forward into 2015 and beyond and we have new initiatives planned to do just that!



Any feedback from members on any issues whatsoever would be greatly appreciated, please call or email:

Tel: [0408 829 577](tel:0408829577)

Email: president@auctioneers.com.au

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Meet Victor Velgush Society Vice President!

As the father of three beautiful children, the Principal of Refined Real Estate and ambassador for many organisations and charities, Victor leads a full life.

Once committed to a task, Victor always gives it 110%, never standing still, continually looking for ways to improve and develop.

With a Degree in Economics from Flinders University of South Australia and postgraduate studies in Law and Accounting, complimented by years of successful property investing and business success, Victor possesses a well-rounded knowledge of the Real Estate industry and the business realm. This combination makes Victor a great asset to anyone wanting sound advice in the field of property.

Victor is a passionate and dedicated Real Estate professional, who throughout his career has proven himself to be a high achiever.

Alongside running his successful Real Estate agency, Victor has recently been elected as Vice President of The Society of Auctioneers and Appraisers.

Victor hopes this role will further his greater vision

of raising the professional standards of the South Australian Practitioners.

Furthermore, Victor dedicates his time to the sales committee of the Real Estate Institute of South Australia and the board of The Australia-Israel Chamber of Commerce.

Involvement with these organisations ensures he has a full understanding of the current state of economic status and future prosperity for South Australia.

Victor has a humble and empathic approach to life and business, as a philanthropist he is always looking for ways he can give back to the community and help those less fortunate. He proudly sits as Vice President for The Blind Sporting Council and has a long history in fundraising for both this cause and many more just as deserving, including: Down Syndrome SA, Time for Kids, Cancer Council and The Cranio - Maxillo Foundation.



Victor is the Chair person for Member Communication, Technology, Social Networking, eBooks & Vice Chair person for Social Events.



Port Lincoln Training

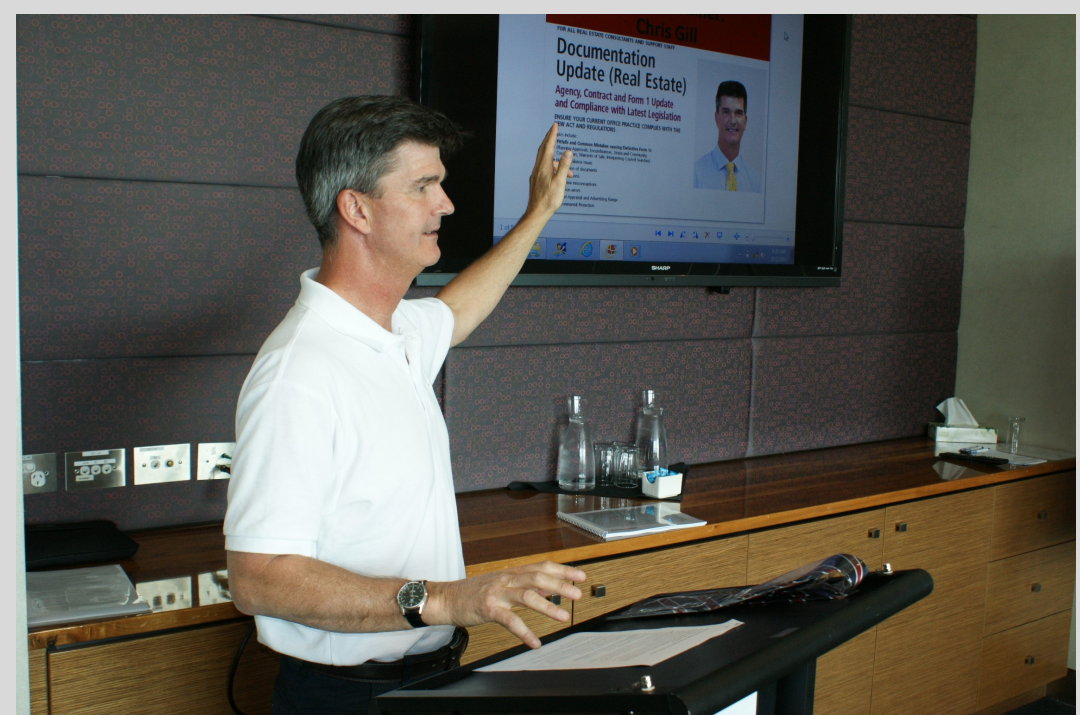
A delegation comprising Society president Marc du Plessis, Society trainer Chris Gill, CEO Garry Topp, and Administration Executive Lyn Chow arrived at the airport bright and early for a day trip to Port Lincoln on Thursday 2nd October to present the popular documentation update real estate comprising agency, contract and form 1 and compliance with latest legislation update.

The workshop was held in the Flinders Room at the stunning ocean view Port Lincoln hotel.

We were greeted with warm hospitality commencing with hot tea and coffee and the customary hot scones with jam and cream.

The session was the most interactive so far with delegates getting involved and asking Chris Gill

numerous questions regarding the new act and regulations.



2 Hour Training Workshop at Your Office

Society Training—We come to YOU!

Another first for the Society where Society Head Trainer, **Brett Roenfeldt**

will come to YOUR office and provide a **2 hour motivational Workshop**

exclusive to your sales staff designed to revitalize and challenge the entire office into being a **Master Auction Marketer.**

Click on the brochure to book for this exciting new opportunity and to enhance the image and viability of your office utilizing Auction.



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- Perfect the Auction Process
- Negotiate with Unconditional buyers
- Become a Master Auction Marketer

Nationally Accredited Auctioneer and Trainer Mr Brett Roenfeldt will provide an exclusive two-hour personalised Auction Workshop for your Sales Team to be delivered in your office one on one with your Sales Team convening all aspects of the Auction process including:

- Auction Benefits to Vendors and Agent
- Listing dialogue that will excite your Vendor about the Auction process
- Vendor Reporting
- Vendor To Do Tasks
- Optimum length of campaign
- Buyer's scripts at front door
- Best follow-up techniques to ensure you get them to the Auction
- Best Vendor communication program to ensure most competitive result
- What to do on the day
- When to use a price guide and when not to
- Embracing new Auction legislation to your advantage
- Negotiation techniques during the Auction process to maximize sale price

AUCTION ON THE RISE IN 2014

This unique two-hour workshop will discuss topics such as:

- Effective handling of buyer enquiry
- Structured face-to-face Vendor Meetings
- Buyer Pre-auction Meetings
- Bidding Strategic Meetings



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Real Estate Board Report by Sandra Berry



It is with a great deal of excitement and anticipation of change that I write my first report on behalf of the Real Estate Professional Development, Training and Membership Portfolio for The Society.

I have a great deal of passion for change to areas of our somewhat archaic industry, so my reports might challenge the thinking patterns of a few dinosaurs amongst us.

So humour me, my life's not getting any longer.

This portfolio challenges me to provide members with updates on all things Real Estate, including but not limited to....

- Professional Development
- Increase Auction Numbers (Auctioneering is 'apparently' so sexy now, that we're all doing it. Small problem, **100 Auctions** a week is nowhere near sustainable for us all to strut our stuff)

- Auction Best Practice. Hmmm...
- Reasons why you should be a member and indeed encourage the bloke or beauty that sits beside you to become a member of The Society
- Get you motivated to take on the challenge of the 'Golden Gavel'. **Crikey, if school kids can do it ... so can you!!**
- Work out how The Society can continue to grow, not just in numbers but professionally, and prolifically. We want Real Estate salespeople breeding Auction listings like **RABBITS**. Not just because Auctions gets great result, but **because Auction makes great business sense.**

Over the coming months you'll be invited as a member and anyone else that wants to become a member to enjoy Professional Coaching on:

- Changing your Geographical Focus Area from a Private Treaty Culture to an **Auction Culture**

- A step by step guide to making sure you as the '**Sales Person**' give you and your chosen '**Auctioneer**' the greatest opportunity to nail it '**Under the Hammer**'
- Becoming an engaging and articulate 'Auctioneer' minus the need for yelling or incessant babbling.
- Asking your client for an **Upfront-Client Paid Retainer** for Professional Services in addition to your marketing costs.

On the political platform

- We'll be challenging legislation that that might be considered a deterrent to choosing a Professional Career in the Real Estate.
- Have you ever asked yourself why there are so many Auctions in the Eastern States and not in Adelaide?
- I know you'll love this one as much as I do.
- It will become blaringly obvious why the Unconditional nature of Auction **is** the chosen method of Sale in Melbourne and Sydney but not in Adelaide.



Real Estate Board Report by Sandra Berry

FOR THE WOMEN Practitioners amongst us, I'll be focussing on the challenge of getting you motivated and confident to list Auctions, conduct your own Auctions and **Yes....** compete as an accomplished Auctioneer.

You'll be invited as a Society member to coaching on:

***Training for Women Auctioneers, conducted by Women -
Learn how to stand, speak, dress and negotiate to command
respect as the Auctioneer and as the Auctioneer's Listing Agent.***

Rod Adcock and I look forward to getting your input and feedback on Professional Development and Training needs.





Kangaroo Island... Auction Auction!

Mega Australia Day 2015 Auction Gala



Every now and then we need to do something different to experience different outcomes.

This year **Lynne Savage** launched Kangaroo Island Real Estate and immediately realized that this unique regional market is experiencing

difficulties in the sales arena.

It is not uncommon for properties to remain for sale for 12 months or more.

Realizing that Auction could be the way to go, she is now working on a **“Mega Australia Day Auction Gala”** with Brett Roenfeldt as the auctioneer.

The event is now anticipated to include properties in many Island locations and due to each auction being held on site, will now run over three consecutive days, 24th, 25th, and 26th January (Australia Day).

Penny Riggs from Klemich Real Estate is working in conjunction with Lynne and she and husband Tony are also working to encourage their KI clients to go to Auction for this event.

Rivergum Homes also work with Lynne and the Island offering House Land Packages and they will be sponsoring the event with refreshments and funding for the marketing in The Advertiser, prior to the Gala event.

Lynne is also approaching several KI Produce suppliers and local Artists to donate a few items and will then create “Charity Baskets” for auction prior to each property auction, with all proceeds going to the KI Lions Club.

“Something has to be done to stimulate the KI market”, Lynne said. There are already many annual events on the Island including the Kangaroo Island Cup (horse racing) KI Art Feast, KI FEASTival, KI Gourmet Gallop so Lynne would like this Auction Weekend to be supported and to be the first annual calendar event each year.

Why not book a long weekend away, prior to the kids going back to school & enjoy the scenery, Produce, wines and beaches of our State Jewel—



Kangaroo Island. Enjoy a weekend of Island Auction Action at KI and take advantage of a great opportunity to Network.

Garry Topp FSAA (Life) CEO

Click on the link for Kangaroo Island Accommodations!

<http://www.stayz.com.au/consumer/accommodation/sa/kangaroo-island?view>

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7. We're local, and have a hands on approach; we are available to offer our customers assistance and advice on how to engage with the local Chinese community
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Sweating like a gypsy with a mortgage

Australasian Auction Championship Highlights October 21-23rd Auckland New Zealand

Alright, alright "sweating like a gypsy with a mortgage" was worth including as the best quote.

The Finals property has been viewed, dissected and scoured from top to bottom - the merits of living in St Heliers have been acknowledged by all and sundry and we await the introductory lines with trepidation.

There has still been no sign of the rookie rabble from Sydney - back to back nights on the tiles might be a tad too much for these wannabes. They will inevitably trudge in as the opening salvos are being promulgated by chief judge Abbott.

From out on-site this morning we can report that Andrew North had his iPad in use from the moment we strolled down the driveway, while Harry Li took in the lush foliage and dreamt up his line of attack. Jason Andrew preferred to do his analysis in isolation - the steely look in his eye said something, whereas the mighty midget Jason Nickerson scribbled copious lines, in search of those vital and potent words. Daniel Coulson acknowledged

it was the longest time he'd ever spent at a property before calling an auction, but was adamant that a Maybe Diva was not beyond him.

Barrier draws are surely insignificant, although they can play mind games - the Kiwis are up first and we finish with the 2 Queenslanders, which is most appropriate given that they are 3 hours behind.

Seen through the eyes of previous winner

Mark Sumich



Mark Sumich



Representing the Society—Brett Roenfeldt, Sandra Berry, Lindsay Warner, Bronte Manuel & Garry Topp



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Vital statistics – 2014 Australasian

All 5 finalists have been in a final before (a 1st)

2 of them have won it before (a 1st)

1 fellow is trying to win it 3 years in a row (a 1st)

1 of them is trying to win it 4 years after winning it (a 1st)

1 of them is in his 4th consecutive final (a 1st)

1 of them is trying to win his 3rd auctioneering competition of 2014 (a 1st)

This is a glittering array of Australasia's very best callers. All five have their supporters in the audience, all 5 think they can and will win. Their attention to detail, their often repetitive

training regimes and an insatiable desire to reach their Everest (thanks Jason) sees them gather for a unique moment in time. There will be no cheap winner in 2014.

From Justin's remarkable ability to recall numbers and to paint a picture, to Harry's pristine attention to detail and faultless arithmetic, to Daniel's imposing presence and ridiculous poise under pressure, to Northy's smile and unerring commitment to excellence, to Jason's sheer wizardry and ownership of the room, this is a final to travel miles to see.

The heats commenced to a gathering of 41 a respectable number who thrived on the various renditions of the selling of 34 Meiklejohn Way in Omaha, a haven for broken-down Aucklanders, an hour north of the big smoke.

The one-liners flowed from the lips of everyone ... we had stories about Rusty and Sammy, a couple of mangy mutts who strolled the beach ... one of them had had **a tail that thudded like some sort of dull headache.** We had descriptions of the local **"Kick Back" café being renamed the "Laid Back" café** because upon

entering, the owner was found to be asleep. We had a **"stone's throw" described as a "rock's toss"** and a suggestion that **Omaharians** (residents of Omaha) **had decided to not participate in the GFC.**

When one of the bidders to the back of the room held the current bid, it was suggested that he was **"at the back of the grid, but in pole position"**. We had callers asking for **a lazy Prince William** (a million) and being told that their opening bid was an **"ambitiously low start"**. We were reminded that we all have an uncle Darryl (the "uncle" that turns up unannounced at your beach house, stays for a few days, probably drinks the place dry and ogles up the teenage girls from next door). We heard that Omaha is so secluded that **"it has its own bloody weather – how good is that?"**



Click here for more photos from Australasian Championship!

<https://plus.google.com/photos/113208495720260626292/albums/6075743757257130465?authkey=CM-F8crYm96RMw>

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We heard that Argentina is on the West coast of South America and that **we do not hunt autographs from 2nd place getters**. Being reminded that Don Bradman's highest test score was 334 was an emotional moment for this writer, while being headed off in the bidding right at the death-knell, was twice referred to as like **"dropping an ice cream on a hot summer's day"**.

We were thrillingly informed that ironing boards are not in fact made of iron and that **whoever pays the piper, picks the tune**. In breaking news, golf clubs do not necessarily offer reciprocal rights, but it is guaranteed that

sailing clubs do! **Letterboxes cost \$5,000 and that if someone sneezes in the front row of a competition (thanks Conor), it is appropriate to say "bless you"**. Incredibly, we were advised that **one does not need to look in the mirror of a home, to see yourself living there** and apparently residents of Omaha spend more time reading the greens than the newspapers.

But the winning line of the day, for the 3rd time in a row (when he has been participating) goes to the mercurial Peter Walker, who was asked some non-sensical question by the admirable Richard Kerr.

Pete's deadpan riposte was **"If I told you a wolverine was a good housepet, would you believe me?"** When judge Michael Walsh was picked up off the floor, normal proceedings commenced.

The Territory's Karl Secondis was crowned **best-dressed for the 5th consecutive competition**. His striking \$5,200 AUD Armani number shocked the females in attendance.

The ensemble was touched off with appropriate tie and hanky combo and he received an unprecedented 3 out of 5 from this writer.

The increased number of rookies in attendance from both sides of the Tasman seems set to guarantee the ongoing success of this annual gathering.

So can the Kiwis break their jinx of never winning on their home turf. They have extended their proud record, so that of their last 18 attendees at the event, 17 have made the final (thanks Phil in 2008), but the last bastion of success on their home deck remains to be conquered.

Two terrific Queenslanders and a determined Victorian lie in waiting from 2pm on the day – it will be a thriller in front of a packed audience – **and the result is now carved into stone!**

Regards,
Mark Sumich AREINZ
Sumich Estate Agents & Auctioneers Ltd



[Click on this link to hear an ABC radio interview with South Australian Australasian contestant Bronte Manuel MSAA after he won the 2014 News Corp Australia GOLDEN GAVEL Competition.](#)



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Sandra Berry Telstra Business Women (Business Owner) of the Year 2014



The Society of Auctioneers & Appraisers congratulates and acknowledges the amazing achievement of winning this prestigious award. Sandra is the sole director of Adelaide Hills Real Estate firm, Sandra Berry Real Estate. Sandra has nurtured her staff by offering them more autonomy and the system of client-paid retainers. Award judges praised her work with young people and encouragement of other women. Sandra Berry is a Board Member of the Society and has been instrumental along with Lindsay Warner in orchestrating the Schools Auction Idol competition as mentor for students and in judging the state-wide competition. **Sandra is committed to employing school-leavers who show a passion in real estate.** She mentors their development personally and believes young people add value and freshness to our profession. Sandra would like to see an apprenticeship-style arrangement in place to encourage school leavers introduction into Real Estate. At the Telstra Awards at the Entertainment Centre, Sandra said *“I am passionate about making change that would ensure greater longevity and prosperity to those who choose this industry as their profession. My most significant achievement is the ongoing employment opportunities offered by my small, dynamic business.”*

Click here to view Sandra's acceptance speech.

<https://www.youtube.com/watch?v=0GpUMDn7rfo>



Chris Gill Tel: 7221 4908



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Sky Vue

The Society's SkyVUE eBook has taken the Society to a new level of professionalism. It has enabled us to interact with Members where we can post photos, include videos, update legislation, promote events and Members can book for those events with total flexibility and what's more we can edit anything we put out in seconds!

We have had superb feedback with this new dynamic way of servicing our data base and delivering up to the minute information to Members.

We love it!

Garry Topp

Chief Executive Officer

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