

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

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JANUARY 2015



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Marc du Plessis
President



Victor Velgush
Vice President



John Morris



Sandra Berry



Rod Adcock





New Society Key Sponsor

Dressed for Sale

Selling your home faster



You could call it our own perfect storm—After 6 generations on the land Angus and I rather bravely (some said stupidly) decided to leave behind our 6000 acre wheat and sheep station.

It wasn't an easy decision. But industry changes made living off the land increasingly difficult, and neither Angus nor I wanted to send our 4 kids away to school.

So, we closed the door and looked for newer greener pastures.

Angus started a consulting company in

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Adelaide and I went back to my first love of media and marketing as a radio sales account manager for Mix 102.3 and Cruise 1323.

To supplement the consultancy, Angus began labouring for our dear friend and home stylist Jacqui Dunn. We also bought a very unique property in Glen Osmond, but after a couple of years there decided to move on.

That's when we learnt how important dressing a home for sale is. Frustratingly, the house had been on the market for 8 months with little -to-no interest. So we brought in a gun real estate agent, who recommended a stylist to dress our home for sale. Trades in - our furniture out - hire furniture in.

And guess what. Our house sold within a month, **way beyond what our previous agent said we would achieve!**

The opportunity was clear. We pooled our collective talents - Jacqui's styling experience, Angus's

trades and operational expertise and my business development and marketing skills.

From all of that came Dressed for Sale!

So here we are, with lots of life changing experience, loads of energy and a business designed to make life a whole lot easier for you.

Tiffany Murray

Director

557-561 Magill Road, Magill 08) 8333 3443

Dressed For Sale — Real Estate Dressedforsale

@dressedforsale



New Society Key Sponsor



Angus Murray ~ Director Operations
Over 25 years working and managing a 6,000 acre wheat and sheep property enable Angus to contribute amazing stock, resource and operational skills.



Tiffany Murray ~ Director Marketing | Business Development | Recruitment.
Tiffany has over 20 years in account management, marketing and media, general management and small business ownership.



Jacqui Dunn ~ Style Advisor | Buyer Head Stylist
Interior Designer (Qualified) 15 years in interior design and dressing homes.



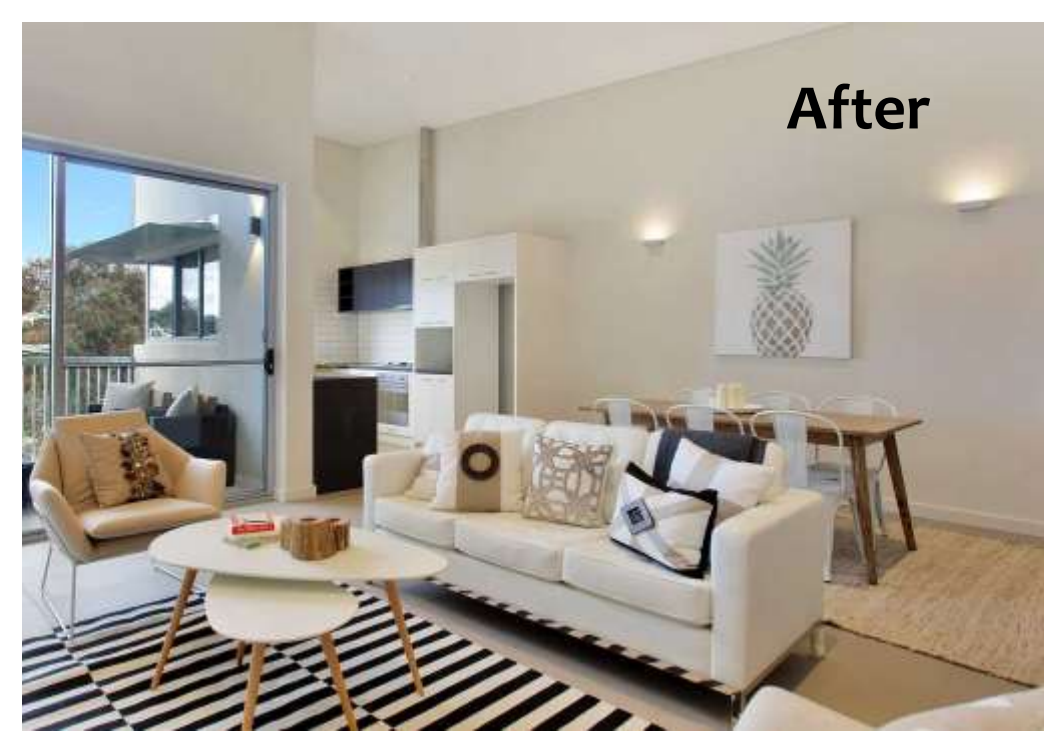
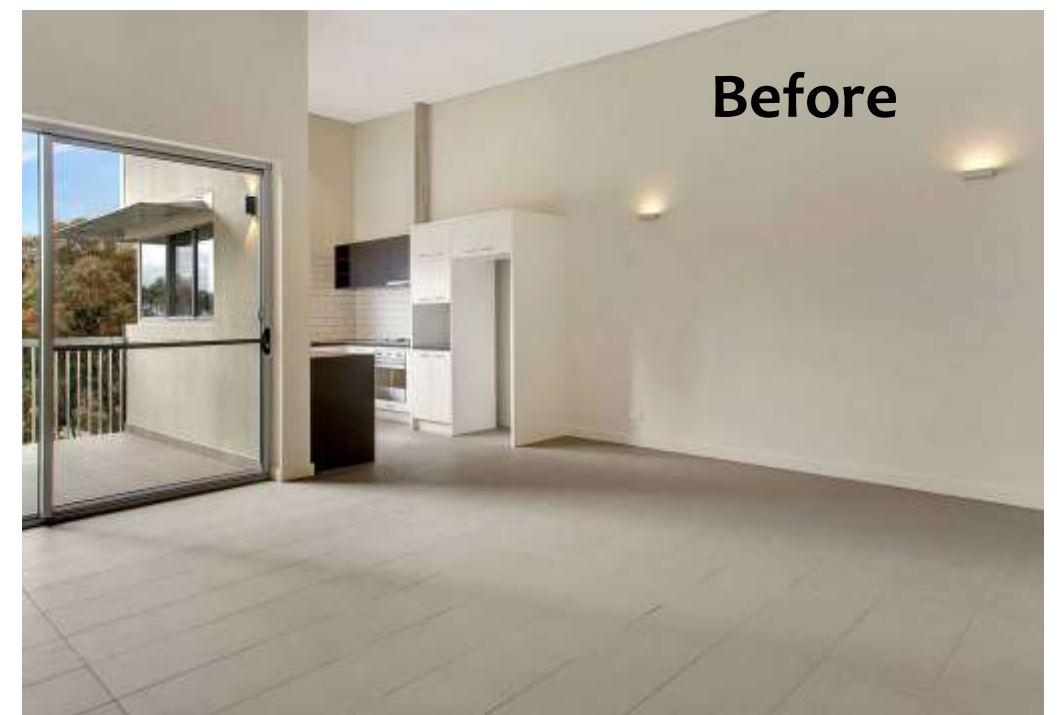
Keryn Rogers ~ Business Manager
General Administration Manager | Marketing
Keryn has 15 years in Media, Administration, Small Business Management

Dressed for Sale
Selling your home faster

"I just want to say thank you Dressed for Sale for the lightening fast sale of my property! You guys are fantastic, terrific and turned me from a "styling non believer" to an absolute believer in styling. My sale result was unbelievable. . . I sold in 1 week WAY above my expectation!!

The whole team were lovely, super efficient and sensitive to my needs. The turn around from a free consultation to styling was one day !! I am so thrilled with the result that I happily recommended Dressed for Sale to everyone xx"

- Gulia Scarpantoni





Christmas Drinks at



Sailing on the Temptation on the twilight cruise & exquisite prawns, oysters and squid with some fine South Australian wines and beer. What more could you want? On Thursday night 11th December 2014 the Society's Members & Sponsors celebrated the end of yet another successful year of the Oyster Bar at Holdfast Shores.

The weather was absolutely perfect, the night was vibrant. Thank you to all who attended and we look forward to working with you all in 2015.

From the Board of management of the Society (Marc du Plessis M.S.A.A. President)





Christmas Drinks at

The Oyster Bar
Holdfast Shores



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Past Presidents & Life Members lunch

The annual past president lunch was held on 16th December at Enzo's. The attendees were Garry Topp, Colin Gaetjens, Brett Roenfeldt, Wayne Johnson, Chris McLaughlin, Jarrod Tagni, Peter du Plessis, Robin du Plessis, Paul Henry, John Fereday, Lindsay Warner, Marc du Plessis, Damian Popowycz, Mark Forde, Sharon Gray and Nick Baranikow.



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Brett Roenfeldt– My Best Result Ever!

This was an auction result that was **50 years in the making**, Society Auctioneer Brett Roenfeldt conducted a landmark auction at **236-238 The Parade Norwood** on Friday the 5th of December. The auction was conducted on behalf of Mark Stanley of Stanley Samuels Real Estate.

The property had been held by the ven-



dors for over 50 years and represented a rare and exciting opportunity.

Four retail shops on one certificate of title located in arguably one of Adelaide's most



highly sort after and vibrant retail streets. **The four shops were currently returning \$144,353 per annum, plus GST and outgoings.**

This commercial holding sat on a land size of a 1024 square meters with valuable rear access and a magnificent 22.4 metre frontage to the Parade providing exciting redevelopment options for the future.

Amongst the large crowd, were the who's who of commercial real estate.

Bidding opened up with a call for \$2.5 million with an opening bid received at \$2 million.

The hammer finally came down after lengthy competitive bidding at a record **\$3,950,000, representing a return of less than 3% on this investment.** The vendor couldn't contain their excitement as they listen to the whole auction in Sydney from a mobile phone.

This result stands testimony to the strength of the auction process and the tightly held commercial retail precinct that Norwood Parade enjoys.

Brett Roenfeldt F.S.A.A.





Lyn's Birthday Lunch!



On Tuesday the 9th of December Garry, Lyn and Ben celebrated Lyn's birthday down at Sammy's in Glenelg, and what a divine looking seafood platter! platter they enjoyed!



South Australia Bucks National Trend on Housing Finance

Last week the ABS released the Housing Finance Figures for October 2014. New home lending (that is loans for both the purchase and construction of a new home to owner occupiers) increased in all the States and Territories except in South Australia.

Unfortunately the value of loans declined by 3.3% in South Australia defying the National trend.

The Housing Finance Figures again emphasised that the State Government needs to act swiftly to provide incentives for the residential construction segment in this State given that it plays such an important part in the overall recovery of the State finances and its contribution towards consumer confidence.

The National increase of 7.2% in the level of lending over the 12 months does provide some opti-

mism that the increased activity may in later months flow through to South Australia but that will not occur without the State Government paying particular attention to the policy settings for residential construction and particularly for residential detached housing.

Robert Harding
Executive Director HIA





AucDocs Contract in Mandarin

The official launch of the Chinese contract was held at Wowu88 on Gouger Street with Mr David Pisoni MP Shadow Minister for Multicultural Affairs officiating with Mr Jonathan Hii from Wowu88 and hosted by Society President Mr Marc du Plessis.

Press Release:

Strategic Alliance to produce real estate documents in Mandarin

Over the last few years South Australia has experienced a surge in Chinese Buyers coming into the market. The Society of Auctioneers & Appraisers (SA) Inc. have supplied **electronic Real Estate Forms (AucDocs) to the Industry in South Australia** for Residential, Rural, Commercial and Property Management and include

Form 1 which is backed up by training, legislative advice and updates.

The Society was first to introduce computerised forms for Real Estate Agents back in 1993 and was first to introduce iPad signing of documents in 2014 and are now **first in Australia to release our AucDocs contract in Mandarin** to make purchasing easier for the growing number of Chinese buyers in South Australia.

AucDocs users will have exclusive use of this new game changing product thanks to the involvement and commitment of Jonathan Hii as Society Key Sponsor Wowu88.

Wowu88 already translates Agents brochures into Mandarin and facilitates a full listing online portal of each property in Mandarin and English with unlimited photos and downloadable brochures for leading SA Agents

can now review The Society's contract in Mandarin prior to signing the English version which will bind them to the purchase.

This is a new milestone in Adelaide's history and acknowledges wowu88 in assisting Society members by launching this fantastic new initiative.



For peace of mind Chinese buyers

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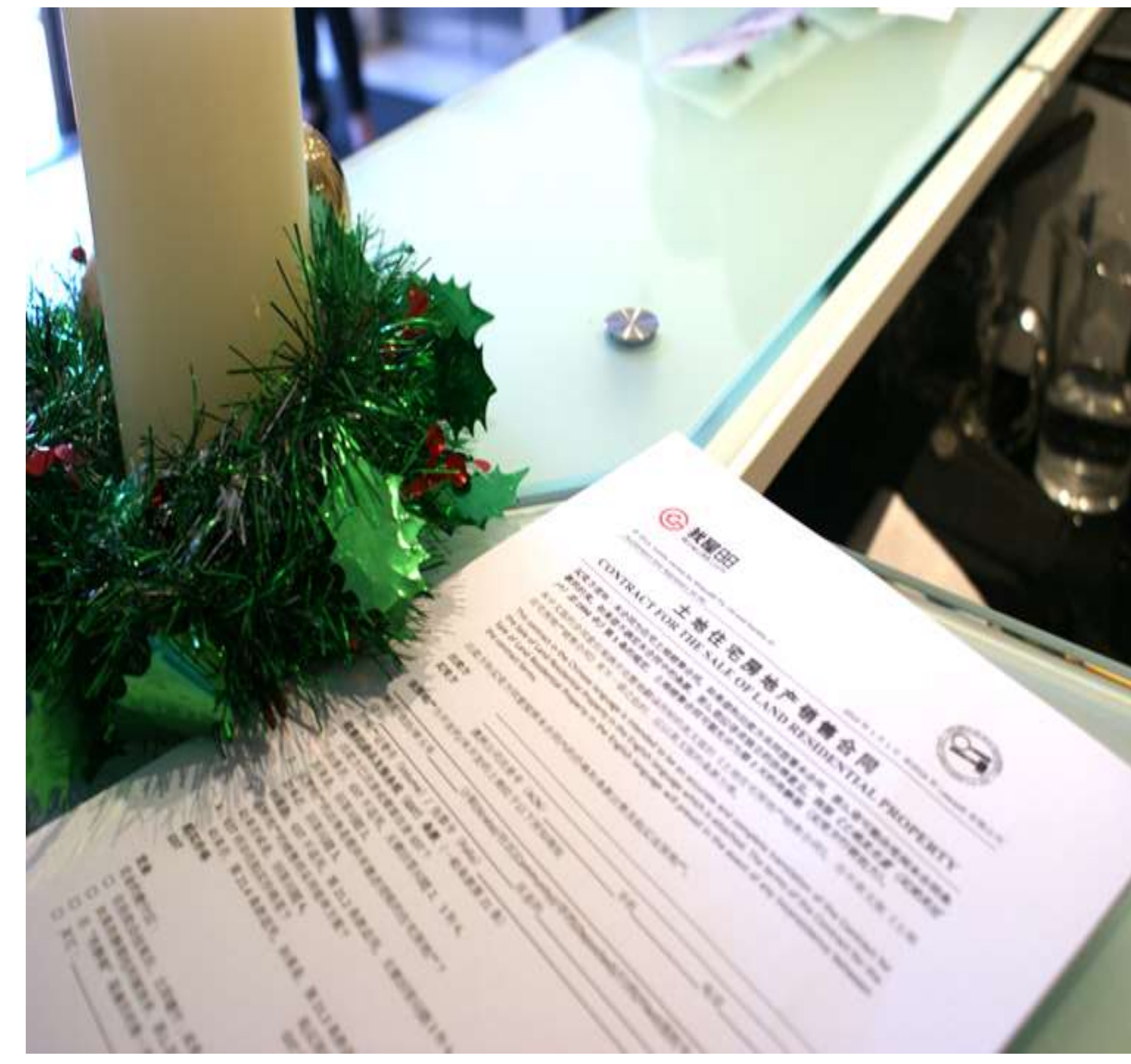
Wowu88 AucDocs in Mandarin Launch

Society members will have the edge over their competitors by offering this unique and innovative product as a significant point of difference to their vendors in listing presentations.

As from early 2015 all AucDocs users will have access to contracts in Chinese and for good measure Wowu88 have also translated R1-R7 Government Forms for use by Society members.

Soon to follow will be other forms including Letter of Offer to Purchase and in time all relevant Real Estate documents including Agency Agreements.

There are approximately 50,000 Chinese speaking Asian population in South Australia and growing.





Wowu88 AucDocs in Mandarin Launch





Legal finance case by Mark Kurtze

CORSERS LAW & PROPERTY

Society Finance clause reviewed in court and held to be for benefit of both vendor and purchaser.

Members are advised (as in the practice notes attached) to encourage vendors to move on if finance is not notified or forthcoming by the finance date and to terminate the contract.

There is little utility in pursuing purchasers who are not confirming purchase finance as this case well illustrates.

Mark Kurtze

REAL ESTATE PRACTICE Legal Notes on Recent Cases

Society of Auctioneers

Finance Clause Special Condition

Supreme Court Judgment 2014 Margush v Maddeford

[Click on file to read the case.](#)



Marketing to Chinese Buyers—Brochures in Mandarin

- Online property portal
- Dual language (English & Mandarin) website
- Downloadable e Brochure
- Printable **Chinese Brochure** for open inspections
- Reference to Google Maps
- Unlimited Photo Gallery
- Full Search Options
- Link to Agency website

**ALL FOR \$66
PER PROPERTY
UNTIL SOLD.**

[Click on this to view Wowu88's Residential Media Kit](#)



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Workshop at Your Office with Brett!

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



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- Become a Master Auction Marketer

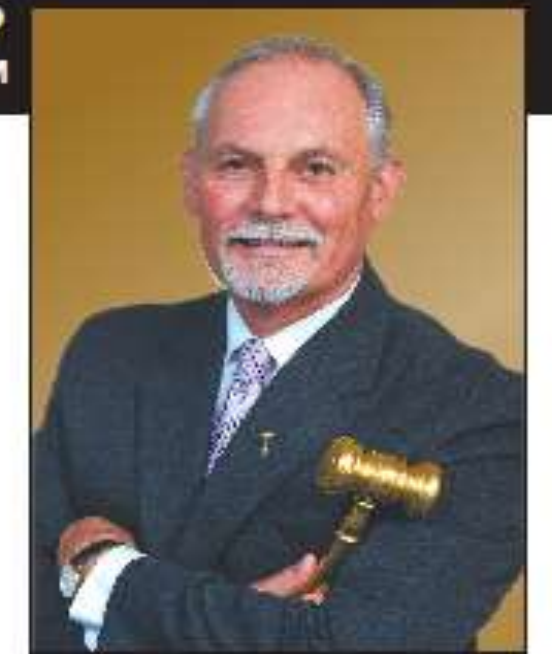
Nationally Accredited Auctioneer and Trainer Mr Brett Roenfeldt will provide an exclusive two-hour personalised Auction Workshop for your Sales Team to be delivered in your office one on one with your Sales Team converging all aspects of the Auction process including:

- 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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COST: members \$490 **BOOKINGS:** Call Lyn Chow on 8372 7830

Please post with cheque or fax to: Society of Auctioneers & Appraisers (SA) Inc. Facsimile (08) 8272 7545, telephone (08) 8372 7830, 8 Greenhill Road, Wayville SA 5034

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Chris Gill Tel: 7221 4908

The Form 1 company is a specialist provider of the statutory Form 1 (the “cooling-off” form) to the real estate, conveyancing and legal professions.

The complexity associated with form 1 preparation now requires specialist attention. If a Form 1 is defective the contract may be at risk so it is imperative the form 1 is prepared correctly.

We sign the Form 1 for the agent, the Form 1 is then posted on our website to download and serve on the Purchaser.

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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
THE SOCIETY OF
AUCTIONEERS AND
APPRAISERS (SA) Inc.
Tel: 8372 7830**



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