

SEPTEMBER 2015



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

GAVEL & GLASS





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Sandra Berry
President



Victor Velgush
Vice President



John Morris



Marc du Plessis



Rod Adcock



Ben Clarence





Welcome Sandra Berry

2015/2016 President

2014 Telstra South Australian Business Owner of the Year, Sandra Berry, has been elected as the 2nd only female president in the 33 year history of the Society of Auctioneers and Appraisers.

Announced at the Annual General Meeting, Sandra was an overwhelming choice for this prestigious position. As one of South Australia's leading auctioneers, she operates a high performing, auction based, real estate company in the iconic Adelaide Hills town of Hahndorf.

Sandra has been a senior finalist in the Golden Gavel Auctioneering Competition, a mentor of students in the Schools Auction Idol for 9 years and recently a judge in the ACT Auctioneering Championships and the Victorian Schools Auctioneering Competition.

Sandra's recent Telstra Business Women's Award was an accolade in recognition of her skills in building her own business of Sandra Berry Real Estate, but more importantly, her firm belief in employing, training and mentoring students into the Real Estate Industry.



Her strong stance that Real Estate Professionals be paid for their services, regardless of whether a home eventuates in change of ownership is a credit to her ability to stand firm on changes that would significantly improve outcomes for the industry and their clients.

Sandra has clear and precise goals to improve the general and auctioneering skills within the real estate industry, which will in turn, build and improve the experience for vendors, purchasers, agents and auctioneers.



Past President report 2015 AGM

Marc du Plessis

Since being elected to the position of President a year ago, the Society, and therefore I as your representative, have faced some challenging times. My words to follow, are therefore said without prejudice towards any members or organisations.

The first decision that the Board of the Society had to make was never going to be a simple one. This was the “In principal proposal” put forward by the Operational Working Party, made up of both Society and REISA members. After an inordinate amount of passionate deliberations, the decision of the Board was to reject the proposal. The response by our membership to this rejection was overwhelmingly positive with all except a couple of passionate (& vocal) people.

Unfortunately, due to the “confidentiality” imposed on the document in its entirety by REISA, we were

unable to release it to our membership as we wished for them to view it, so Members could see why we rejected it.

During the lead up to (and for a considerable time after) talks between the Society and REISA, sponsorship of the Society was considered irrelevant by many, as word being spread was “it was a given that the Society and REISA would be merging”. Sponsorships were not renewed by some and reduced by others. This depletion in funds has slowly been reversed with some great new sponsors seeing the benefits of the Society, and will hopefully be turned fully around with announcements in the near future of more sponsors, including major ones.

The support of members came to the front with this years Golden Gavel Competition. With extra funds spent on it and under the guidance of its Guardian, Mr Oren Klemich, entries were substantially up from last years competition, and over 150 people attended the Cocktail



Awards. This again proved that it is the most respected auctioneering competition in South Australia.

Changes are envisaged to be implemented to the competition for next years event, to keep it as the only one auctioneers will want to win in South Australia.

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Past President report 2015 AGM

Marc du Plessis

The Schools Auction Idol Competition continues to go from strength to strength. This year saw the Inaugural Australasian Schools Auction Idol Competition held in Melbourne. Thanks must go to all those involved for their support especially the mentors who give up their own time to support the education of (students) interested in competing in both these competitions.

Most importantly my utmost thanks go to its Guardian, Mr Lindsay Warner. Throughout the past year, the Board of the Society, has implemented new ideas and started work on further ones to benefit our members and help to secure the future of the Society of Auctioneers & Appraisers, as the unique body that represents not just Real Estate, but Livestock and General auctioneers as well.

Personally, I would like to thank the Board for their unwavering support in

decisions made throughout my term, and their friendship and time which has been freely given. Their dedication to the Society and the industry they represent is superb. Furthermore, I would like to thank our CEO, Mr Garry Topp. His passion towards auctioneering and appraising is amazing. Working with him has been privilege. We have had a few heated debates over the year, which have always resulted in the right decision being made.

My final thanks go to the membership of the Society. I do not know of any other organisation in which their members are so happy to talk openly and freely to each other to the benefit of an industry. I have met some truly amazing and inspirational people whilst being your representative.

Let me leave you with this thought:

“The pessimist sees the difficulty in every opportunity. The optimist sees opportunity in every difficulty”.

The Society of Auctioneers & Appraisers is full of optimists.



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2015 AGM





Breakfast of Champions!

Q & A Industry Insight

The 2015 Society of Auctioneers and Appraisers (SA) Inc's Breakfast of Champions held at The Highway Thursday 20th of August featured 3 industry icons, giving us an insight to what it takes to become elite performers in this rewarding yet challenging industry.

After a hearty breakfast of bacon and eggs, mushrooms, tomatoes and toast with hot tea and coffee, Matt Smith from Klemich Real Estate spoke on how to maximise repeat and referral business by personalising his client contact.

Sandra Berry from Sandra Berry Real Estate, got the group thinking out of the square by outlining her initiative of getting part of the commission as an up-front non-refundable fee.

Troy Tyndall from Toop & Toop, outlined how he has built his business mastering not only his own social media but marketing through his cli-

ents' Facebook as a very powerful listing and marketing tool.

The highlight of the day was when Rod Adcock as compare brought back memories of the days when he took whole family as buyers in his Ford Galaxy showing them houses and he would not take them home until they bought one. That was the good old days where the entire contract was on an A4 sheet of paper, there was no cooling off, no Form 1, there was a schedule of standard commissions and it was so easy.



70 Society's members, guests and sponsors attended; it was so informative and got us all thinking. Can't wait until the next one!

Rod Adcock referred to a survey taken from 900 people about selling their home and the 3 key things where agents were lacking were 1. Agent did not spend enough time looking and getting involved with the home. 2. Failed to build any relationship with the vendors. We must ask the question 'Will these vendors give you repeat business?' 3. Failed to follow up after the sale except for a generic newsletter from time to time.

Matt Smith generates 85% of his business from his clients list. After 11 years of his business, he touches base with his clients 4-6 times per year and keeps them informed of everything that is happening in real estate including letting them know about company awards. Matt personally signs all written communications and 43% of sales are direct referral from existing clients.



Breakfast of Champions!

Q & A Industry Insight

Sandra Berry started in the Jenman system which taught her the art of negotiation brilliantly. When competing for **listings, Sandra asks the vendor 'why did you call me in?' And when they say 'it is because you are the best', she can then justify her fees and commissions.**

Sandra wants to challenge the industry by negotiating an up-front non-refundable fee as part of the agent's remuneration to specifically involve the vendor more closely in the sale as the vendor then has a vested interest in ensuring the property is sold. Sandra eluded to the many properties where agents take on and if the vendor chooses not to sell, the agent might have done 3 months work for no financial return.

When Sandra was recently interviewed for the Telstra award, they could not believe how agents get paid. Sandra

hopes to change the thinking of the entire real estate industry of SA (like in Victoria the agents can draw commission and cost as soon as the contract becomes unconditional- why do you think so many properties are put to auction in VICTORIA?????)

Facebook has become a driving aspect of Troy Tyndall's business where he hit the track running making 14 sales in 1 month directly from Facebook. Troy says the market just has not realised how good networking works in Adelaide. Marketing is all about getting momentum from clients, where some people separate their business and personal Facebook, Troy combines them both where his past clients become his advocates for new business. **Troy's network tripled in the last 12 months.** He highlights everything he does, his successes and even the ones

that are not so successful as the market responds favourably to the truth. Troy makes 60-70 phone calls in the evening, it takes 30 seconds per phone call and the personal contact is paramount.

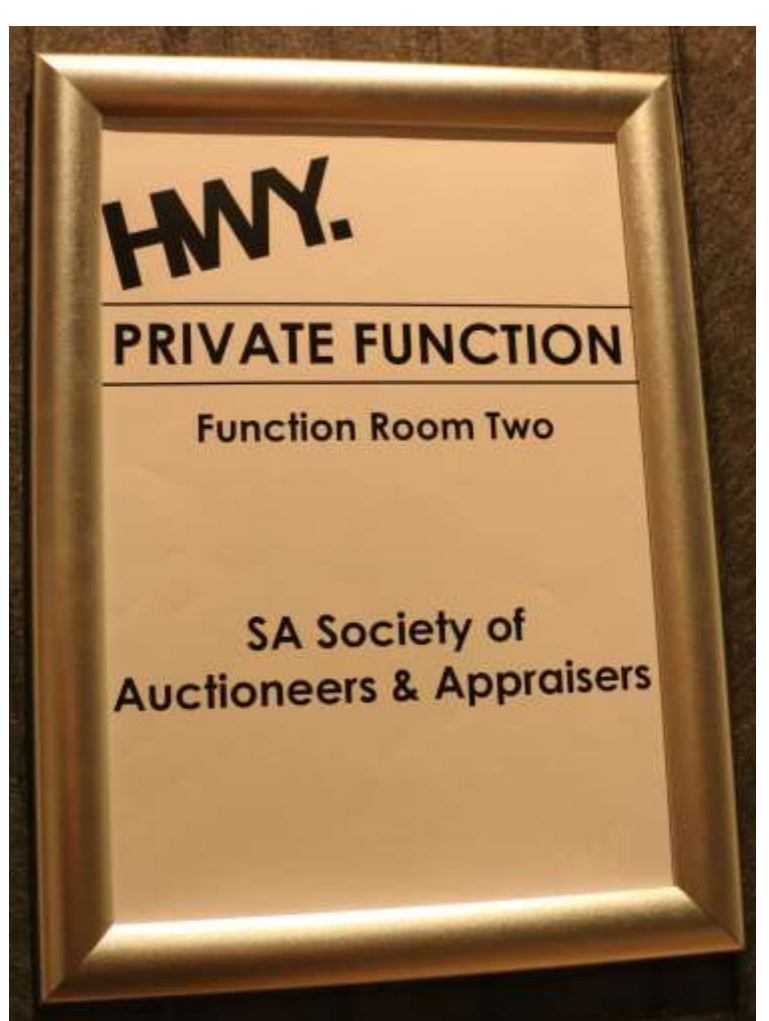
These 3 high achievers have a great outlook on life and whilst there is no secret to their success it stems from creativeness, thinking outside the square and building relationship with clients that are so tight that they will never want to go to anywhere else. This is what CEO, Garry Topp learned from the breakfast and picked up many new ideas which he can bring into The Society's office. We are now at 22 Greenhill road Wayville, call in and say hello if you are going past.





Breakfast of Champions!

Q & A Industry Insight





HIA Industry Outlook Breakfast

Robert Harding (HIA) invited CEO, Garry Topp and the Society's head trainer Brett Roenfeldt to the 2015 Industry Outlook Breakfast on Friday the 14th of August at the Crown Plaza, Adelaide. We were addressed by Shane Garrett HIA senior economist, whilst looking at the housing construction industry gave us an insight into their prediction over the coming years.

*There were 11,000 home saving grants in 1994 but only 10,500 in 2015 with the rate currently falling whilst **South Australia's population grew only at 0.9%. Not held by the fact that the 20-30 age group are consistently leaving South Australia for the Eastern States. The IMF forecast growth of 3.8% in 2015 and the dollar averaged 94cents a year ago and it***

is trading at 74cents now.

This is helping tourism, international students and industry like wine making. At 7.9%, unemployment we are the highest in South Australia and we are creating part time jobs and losing the full time jobs. The housing vacancy rate is 1.9% which is very low with rental yield of 4.2% on houses and 4.4% on units. NSW house prices were up 18.4% in July and at the same time SA only 3.4%, Melbourne 11.5%, Darwin and Perth house prices are falling. However it must be noted over the last decade, SA house prices were up 119%, Sydney 43.1% and Melbourne 84.1%, Perth 146.7% Hobart 136.9%. Land suppliers critical and planning approval times are of concern.



Interest rates in the 90s bottomed at 7.5%, GFC 3%, they are the lowest now. However, the prediction is the interest rates will be static for the next 12 months then will possibly go up, the dollar may go below 70USD which is moving in the right direction helping export and making imports more dearer.

Garry Topp F.S.A.A (Life), CEO



Inaugural Australasian Schools Auction Idol

There was standing room only to watch the inaugural Australasian schools Auction Idol held in the Crown Promenade Convention Centre in the heart of Docklands Melbourne where 4 students competed to perform a real estate auction in front of 5 industry judges- Emily Power (The Age), Jason Andrew (Australasian Champion), Mark Sumich (3 times Australasian Champion), Michelle Tynan (Manager, Real Estate Institute ACT) and Jacqui Lion-Cachet (Auctioneer, McGrath Estate Agents).

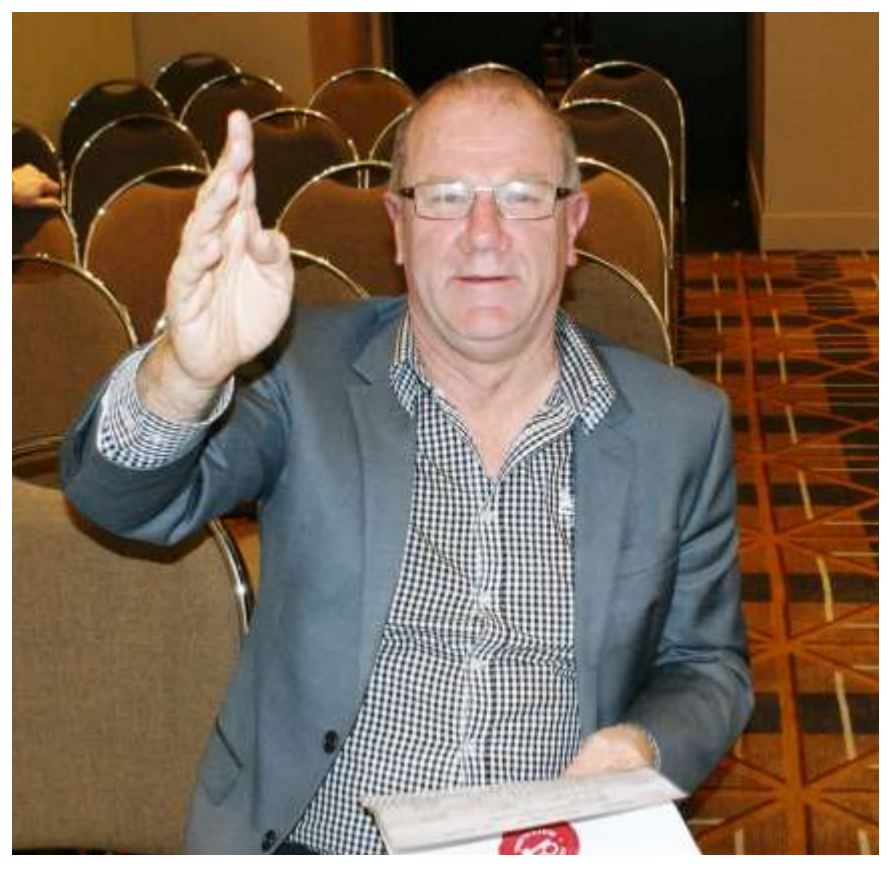
All auctioneers successfully sold the same property with ingenuity and creativity to decide the winner of the state of origin SA v VIC high profile event. The students interacted with the audiences who are blown away with the high standard demonstrated by the students.

[Click here to watch their performances](#)





Inaugural Australasian Schools Auction Idol



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Inaugural Australasian Schools Auction Idol





Inaugural Australasian Schools Auction Idol





Inaugural Australasian Schools Auction Idol

A big congratulations to Grace Nankivell from Pulteney Grammar School representing South Australia in winning the

Inaugural 2015 Golden Gavel Australasian Schools Auction Idol Championship!

And congratulations to all the other finalists, Tori Baranov and Alex Mallis from Mentone Girls Secondary and Georgia Musolino from St Dominics Priory.

Thank you everyone for being part of this major event



"I have a fabulous time over the last 3 years, thanks everyone in Melbourne for having me, and thank you very much to Lindsay Warner specially for organising this, I am honoured to represent SA and to have won this." – Grace Nankivell



Inaugural Australasian Schools Auction Idol

After many months of planning and 9 years in the making, the Inaugural Australasian Schools Auction Idol Championships were held in Melbourne on Tuesday 1/9/15.

With a strong contingent of South Australians making the flight to Melbourne to take on the Big V it was always going to be a big stage for the contestants to perform in front of. Held before the launch of the Senior Australasian Auctioneering Championships, the crowd was made up of agents and auctioneers from around Australasia. Many New Zealanders were in attendance including Andrew North the then current senior Australasian champion.

The judging panel was one of the most balanced and experienced ever put together and included Mark Sumich, 3 x Australasian Champion, Jason Andrew, past Australasian Champion and respected real estate commentator, Emily Power, real estate correspondent for The Age, Michelle Tynan, Manager Real Estate Institute ACT and Jacqui Lion-Cachet, corporate Auctioneer for the McGrath Group Sydney.

It was pleasing to see several teachers attend the competition to view the pinnacle of the competition and of course the parents of the students competing.

Garry Topp & Sandra Berry were buzzing around from 9 am setting up the venue and with the contestant briefing and benchmark auction undertaken, the scene was set for a grand finale.

All four contestants came with their game faces on, and the performances were met with loud applause. All sold the Airlie Beach home for a substantial amount above Reserve Price with 3 registered bidders and of course the obligatory questions and interruptions.

At 3.45 pm, the competition was over, the finalists presented to the awaiting crowd one more time, and Grace Nankivell, from Pulteney Grammar in South Australia, was announced as the inaugural Australasian Schools Auction Idol Champion.

Feedback from our judges and guests who had viewed Schools Auction Idol for the first time was very positive, and we look forward to our event moving to more schools and states in years to come.

The Society of Auctioneers and Appraisers would like to sincerely thank all those from South Australia who firstly travelled to Victoria to assist at the event, but have been involved with Auction Idol for many years. The continual strong support has been a major factor in making this community event such a great success.

Lindsay Warner (Guardian)



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REIGNITING THE FLAME

Australasian champion Harry Li wins the prestigious Australasian auctioneering championship for Australia

Click here to watch Harry's Performance



On Wednesday and Thursday the 2nd and 3rd of September, at the Crown Convention Centre in Melbourne, 16 high profile auctioneers from all over Australia and New

Zealand competed for the title 2015 Australasian auctioneering champion.

It is the first time in five years that an Australian has won the championship with Mark Sumich, Daniel Coulson and Andrew North taking out the championships in 2011, 2012, 2013 and 2014. Jason Andrew from Queensland won in 2010, and the new Zealanders took out the cup in 2007, 2008, 2009 (Mark Sumich and Phil McGoldrick). *The tide has turned*

and it appears that New Zealand's super run has come to an end.

The standards have greatly increased over the past few years with contestants putting in a massive amount of time to practice for this career changing event.

In the words of Mark Sumich **"Harry's happy humility brought a tear to a few eyes.**

People forget he is only 27, yet appears to have been on the scene forever. To have climbed his auctioneering Everest so quickly is testament to his skill, his temperament and to his unwavering belief that he had the tools and just needed patience and an insatiable attitude **toward training to achieve the big prize"**

South Australia was represented by Bronte Manual and AJ Coleman, who both performed near perfect performances and both mastered the very difficult bidding plan.

They did SA proud however their finals

birth wasn't to be this year.

Judges were Peter Walker (ACT), John Abbott (NZ), Scott Kennedy-Green (NSW), Morgan Shearer (NT), Jonathon Moore (SA), Michael Walsh (TAS), Geoff White (VIC), and David Lynch (WA).

There is a dedicated group that follow the Australians every year, which is developed a unique comradery in support for the event. We all can't wait to travel on the Ghan to Alice Springs where the Northern Territory will host in 2016.

I am proud to be associated with this dynamic event and this select group of high achievers, and look forward to seeing SA fight tooth and nail for the cup next year.

Garry Topp



Harry Li with WA Judge David Lynch



UPCOMING EVENTS

14th September (Monday) - *AGM & Cocktail Party*

13th October (Tuesday) - *Document Update - Chris Gill*

16th-19th October (Friday & Monday) - *Two day Auction Academy*

6th November (Friday) - *Golf Day at Grange*

10th December (Thursday) - *Christmas Drinks*



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Big news coming this month, with our state of the art *Upcoming Auctions App* to be advertised heavily, coinciding with the Spring selling season!

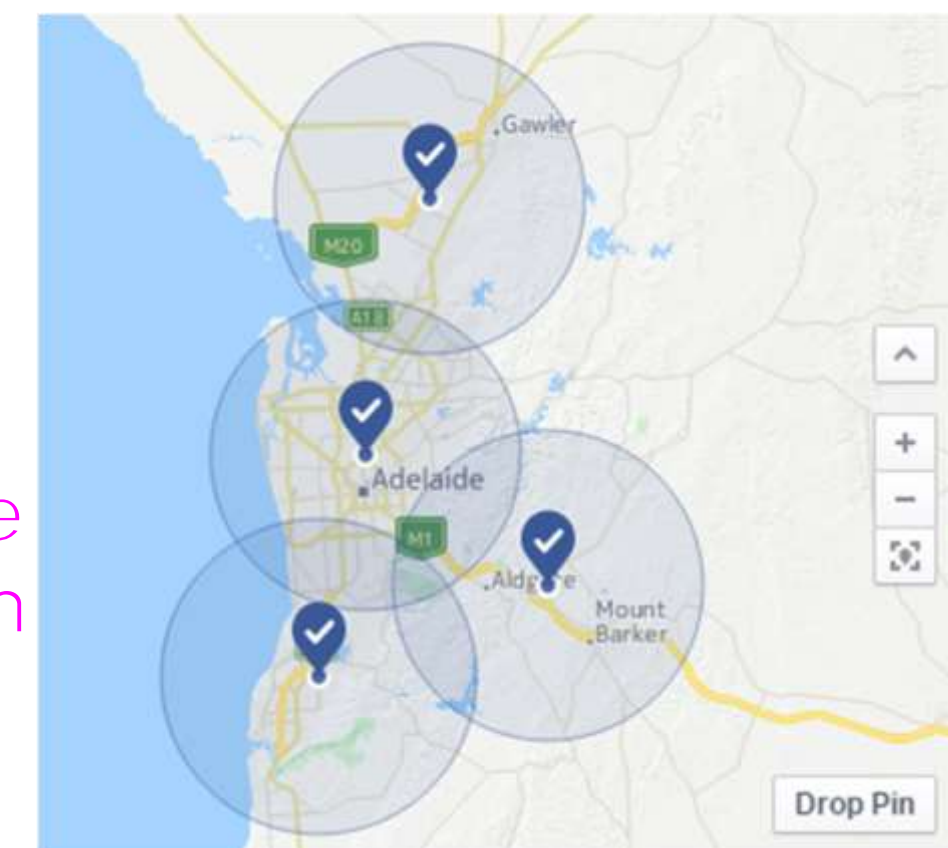
We're targeting Everyone in the below mapped out areas 25 years old+, using both Apple and Android phones.

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CATTLE “KICKED INTO GEAR”

Ok the livestock market across Southern Australia is good, damn good.

Cattle have finally kicked into gear with record prices being received at centres all over the place.

Best bullocks at Mount Gambier are making up to \$2250.00 and then the restocker steers ie to put back out the paddock to grow out are achieving from \$850 to \$1000, Cow and calf units making up to \$2300, joined heifers \$1400 to \$1650 slaughter cows \$900 to \$1700 this is great news for our beef producers and we hope it will continue. The dry in Queensland, the large numbers of females in the kill should ensure that prime cattle will be strong for quite some time yet.

Store sheep prices are also quite good although it is generally a quieter time of the year for sales, the spring is when they really kick into gear, Prime sheep and lambs have been receiving good competition for

many months now, mutton prices may have eased just a little lately but still around the \$3.20 to \$3.70 per kg \$70-\$95.00 some new seasons sucker lambs are just starting to become available, somewhat a bit earlier than usual as growers look to lighten numbers off early due to reduced winter feed available, these range from \$74-\$82.00 to put back out in the paddock to best heavy suckers at \$130 to \$150.

Unfortunately most of the State is short on feed and desperate for August / September to be average or above average rainfall months to help get through.

Please start praying, doing naked rain dances, wash the car often, whatever it takes, **remember “there is always more money in mud than there ever was in dust”**

The rural property scene is yet to really kick off, we had 1 sale in Bordertown on the 20th August Gumlea a 288 Ha farm sold for \$800k under the hammer, all parties very pleased.



We have 6 other Auctions lined up for the Spring so far so fingers crossed.

Enquiry has generally been quite good and coming from all quarters, locals, intra and interstate as well as the odd internationals.

We expect values to remain firm and may even start to creep up a wee bit?

Ben Clarence thanks Geoff Watts for this report



Sunset Kangaroo Island



Sunset Winery is Kangaroo Island's first purpose built cellar door/ winery.

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www.sunset-wines.com.au

'Award Winning Island Experience' Sunset Winery achieved a four and a half star rating from James Halliday in the '2013 Wine Companion'. Sunset has become a must see, must do destination for self drive tourists to the island.

With one of the best views of any cellar door anywhere, Sunset has become known for its warm welcome, friendly service and relaxed atmosphere. Sunset Winery is the inaugural winner of the 2009 Ultimate Kangaroo Island Producers Food or Wine Experience award as judged by its customers (criteria was judged on service and local produce used in the menu).

Produce used: Island Pure Sheep Cheeses, Kangaroo Island Olive Oil Company's Kalamata olives and oil, Kangaroo Island Bakery bread, homemade gluten free muffins using local free range eggs and Cliffords Honey. Sunset's Savoury (great for 2 to share) served with tastings of our 7 premium wines, morning or afternoon tea, or a peaceful spot to enjoy a glass of wine with that special someone, look no further

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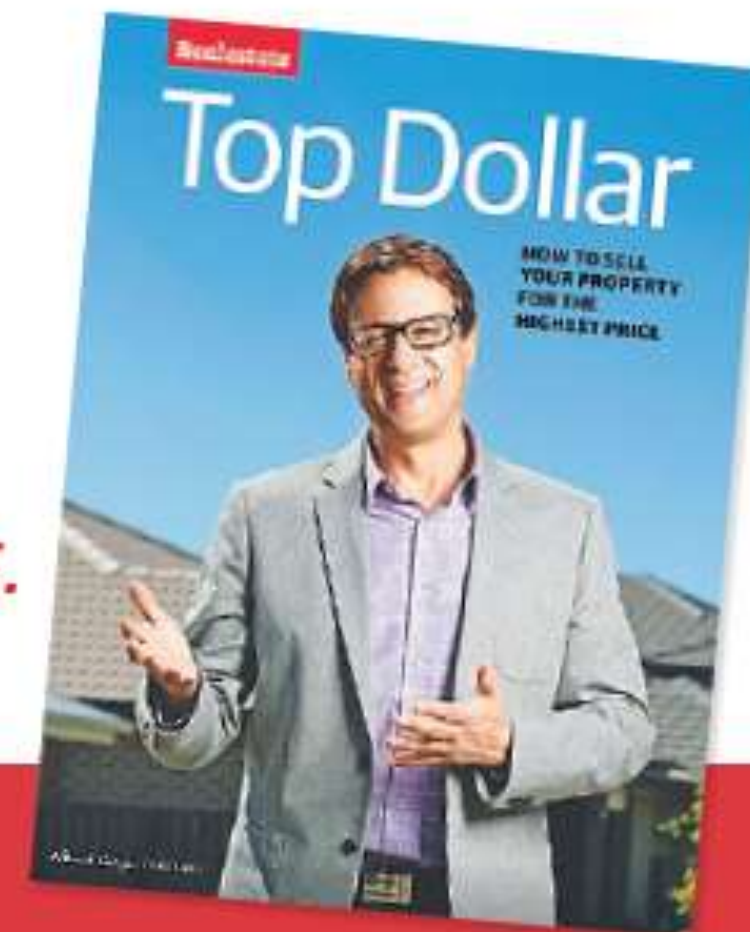


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Sky Vue

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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