

NOVEMBER 2015



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

GAVEL & GLASS



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THE INDUSTRY CHOICE OF PROFESSIONALS



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Sandra Berry President



Marc du Plessis Vice President



Victor Velgush



Lindsay Warner



Ben Clarence





100 attend the Society's Documentation

On Tuesday the 13th of October, 100 Society's members, staff and associates attended the Society of Auctioneers & Appraisers (SA) Inc. Documentation Update to gain some practical advise in agency and contract matters.

Participants were taught how to effectively deal with:

- GST and margin scheme
- GST on corner lock cut-offs
- Your obligations when selling a tenanted property under the new Residential Tenancy Act changes
- Contracts and conditions
- Land divisions
- Sales agency price advertising
- Changes and renewal of agency
- An associate under section 24G
- Form 1 service
- Swimming pool and spa compliance
- Foreign investors and review board approvals
- How to deal with your agency agreement when your vendor declines their asking price and subsequent issues with future advertised price

The session was conducted by Society Trainer Chris Gill with the target of ensuring that each office is fully compliant with the new act and legislation.





100 attend the Society's Documentation



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Chris Gill

On the Documentation Update



The training covered the practical aspects of the Sales Agency Agreement, Contract and Form 1, not so much the completion of the documents but the areas that cause issues and require more detailed knowledge of the sale process, whether that be legislative procedure or more generic procedures.

Topics covered included the compulsory details required in a Sales Agency Agreement to recover commission and expenses, how advertising price is dealt, explanation of process of land division, Contract conditions and how to deem serve a Form 1.

If it has been a while since you last attended a training session make sure you book in for the next one, even the most experienced Agents have something to learn and questions raised by attendees always invoke thought.

Chris Gill Society Trainer



Over 100 Agents attended the documentation training session at the Arkaba on 15 October.

It was great to see so many Agents eager to increase their knowledge and refresh the changes that are now over 5 years old, the smaller details are easily forgotten.



A UCDOCS moving to the cloud!

Partial release of forms will be made in the coming months and announced to users shortly.

Aucdocs will also have a full iPad App containing all forms, which can work off line and sync in the Cloud storage when in wifi range. Great for country users.

- Open and edit any forms any time any where after closing them.
- Active API allows interfacing with all other software applications.

This award winning software is the absolute cutting edge, simple, sign on screen signatures and send to sign.

The new systems will be available to all users existing without extra cost. Members can also continue to use the old system for 1 year.

The new pricing will be less than all

other forms providers cost who require all users to be members too.

Genevieve Wesslink
Marketing

Lawsoft Team

ONLINE FORMS

For iPad



@lawpublishing™
ONLINE LEGAL PUBLISHING

Member Groups

CPREA

elawforms

Law Institute of Victoria

AucDocs (Society of Auctioneers)

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RESIDENTIAL SALES AGENCY AGREEMENT

The Vendor appoints the Agent to sell the property. The Agent accepts the appointment and the parties agree that the appointment is subject to the terms as set out herein.

VENDOR

E-mail 1		E-mail 2	
ABN		Mobile 1	
Mobile 2		Other	

AGENT

E-mail			
ABN		Mobile	

PROPERTY

CERTIFICATE OF TITLE / CROWN LEASE ▾

Volume / Folio
(Detail if available)

VENDOR'S SELLING PRICE

Price \$
(Includes GST if any)

AGENT'S ESTIMATE OF PRICE

\$

ADVERTISING

The law sets a Prescribed Minimum Advertising Price as the higher of the Vendor's or Agent's Price above. No advertising can be less than that and any advertising in a range used in marketing the upper limit must not be more than the Prescribed Minimum Advertising Price plus a maximum of 10%. The Agent's estimate above is the Agent's genuine estimate based on comparable sales and market research and is not a valuation. The Vendor may

draft

Save

Preview

Close



Inspiring Stories

Christo Hastwell



Listing your first Auction Sale at any age is an achievement, let alone at the age of 19 years

But not for Christo Hastwell, he's been running his own businesses since the age of 7.

Christo took the initiative to make the call and get an interview.

"After nearly two years as my apprentice and Buyer's Agent, Christo has become a great negotiator and has taken on his own client with an auction marketing campaign".

Adding another experience to his short career, Christo competed in the 2015 Golden Gavel Novice Event at the encouragement of his Principal.

This year Christo will take on a school to mentor for the Schools Auction Idol Competition and face the judges for the second year as a competitor in the Golden Gavel again.

Congratulations Christo you're a testament that when you want something hard enough, you listen, learn then have the courage and confidence to ask for the business.

It would seem the future of Auction marketers and Auctioneering is in capable hands.



Christo Hastwell (M.S.A.A)
Contact Number: 0410396369
Email Address:

[chris-](mailto:chris-@sandraberri.com.au)



to@sandraberri.com.au



Inspiring Auction Story

Record Run—100% Strike Rate!

When a famous race horse won 21 races in a row, it created a significant place in history.

In recent times, a local Real Estate team in Adelaide has also created their own significant place in history by auctioning and selling under the hammer 21 properties in a row.

The husband and wife duo of Paul & Marie McWilliam with Auctioneer John Bruce, from Harcourts Brock Williams, have formed a formidable team in taking properties to auction across a wide selection of inner and outer suburbs and price ranges.

The auction run of success was over 10 months from Oct 2014 to August 2015. Paul has explained his success on being able to educate all of the prospective buyers on the Auction process, walk them through the finance and confirming a suitable settlement date and deposit requirements.

As Auctioneer, John was very clear that there has to be a very strong relationship between the Agent and the Auctioneer so that both clearly understand the process and clearly determine the level of interest so that the Vendor does not have to second guess what the end result may be.

Interestingly, every one of the properties went to auction, with none sold prior.

Paul said: "it was important to hold your nerve" and let the result come on Auction day.

The combined experience of John Bruce and the McWilliam Team is also significant in maintaining a strong focus on the end result throughout the marketing campaign.

In a full 12 month period the team has auctioned 26 properties with 24 sold at auction for a remarkable 92% clearance rate.

The 2 remaining properties sold shortly after the Auction Day with the help of valuable price feedback received during the Auction campaign, therefore, creating an unbeatable 100% strike rate with the Auction process over 12 months.

"John Bruce has been a Past President, Trustee and Member of the Society of Auctioneers and Appraisers since 1984. A qualified valuer and member of the renowned Bruce Real Estate family, he has been a significant contributor to the Auction industry in South Australia for over 4 decades."





From Master Chef to A spiring Master Auctioneer

0 to 100 in just 5 seconds!!
When it comes to Auctioneers,
Anthony DeMarco can be best de-
scribed as a 'Ferrari'.

In May this year, Anthony was awarded the title of 2015 News Corp Golden Gavel Rising Star Auctioneer.

His natural people and communication skills were recognised by Golden Gavel Trustee Oren Klemich, who offered him a position with his award winning company.

Anthony “cut his teeth” in business as a renowned chef working at the helm of some of **Adelaide’s finest restaurants** and café kitchens.

He’s been a Master Chef and now looking to become a Master Auctioneer. His passion for food has evolved into a passion for Real Estate and the Auction method of sale.

On Wednesday 30/9/15 Anthony conducted his first Auction in the field at 6 Aldershot Street, Clarence Gardens, selling the home under the hammer. As the Marketing Agent and Auctioneer, he brought together all of his people skills to create a successful environment for his owners and his buyers.

If you want to fast track your career as an Auction Marketing Agent or Auctioneer you will well rewarded by the benefits of becoming a member of the Society of Auctioneers & Appraisers.



Anthony DeMarco (M.S.A.A)
Contact Number: 0410396369
Email: anthony@klemich.com.au



If you have a great Auction or Real Estate story to tell, please send it to Yvonne Chua at admin@auctioneers.com.au



Welcome **new members**

PRACTICING

Richard Wedding



ASSOCIATE

Bruce Deans



And:

George Nakopoulos,
& Scott Nowak



Charity Auctions



Do you do charity auctions? If so, what have you done in the last year?

Please call me and keep in touch - we will feature charity auctions on our web page and feature members who are making contributions back into the community.

If you would care to send in some pictures and details of all of your charity auctions, we will include on the web and in our eBook as well.

Please also check the web in member search and make sure you are noted as a "Charity Auctioneer"- if not let us know and we will include you on the register.

UPCOMING EVENTS

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

10th December (Thursday) - *Christmas Drinks*

26th—27th November - *2 Day Real Estate Auction
(Thursday and Friday) Workshop*



2015 Christmas Drinks

5:30pm Thursday 10th December 2015

Republic, 120 Magill Road, Norwood



Seafood, antipasto, mini pizza and cheese-burgers – plus a selection of chesses \$33 per person. Bar open at cost

Click here
for booking
form

BOOKING FORM: 2015 CHRISTMAS DRINKS
Note: Payment must be received with this booking form. Please post this slip with payment to:
Society of Auctioneers & Appraisers (SA) Inc., 22 Greenhill Road, Wayville SA 5034 or fax to 8372 7833

Names Attending: _____

Non-members please advise: Address: _____

Phone: _____ Fax: _____ Email: _____

Credit Card Authority for Expenses. TAX INVOICE ABN 82 885 149 245
Credit Card Type (please tick): Visa American Express Mastercard Diners Club (add 3% surcharge)

Card No. CW | Expiry Date ____/____/____ \$____

Cardholder's Name _____ Signature _____

OR Pay by cheque (enclosed) OR Direct Debit: BSB 105 011 Account 106 198 240 (BankSA, Unley)



2 DAY AUCTION WORKSHOP

Including Nationally Accredited Auction Training Module CPPDSM4004A (Conduct Auction)

This is the only Auction Workshop Academy run by four times NewsAustralia SA Golden Gavel Winner Mr Brett Roenfeldt, giving participants an insight into his experience in conducting over 16,000 Real Estate Auctions in South Australia

PRESENTED BY
Nationally Accredited Trainer



Presented by Brett Roenfeldt FSAA (Life)

This Training Package is available to train Participants on how to conduct a Public Auction of Real Estate and qualify for Registration as an Auctioneer in South Australia.

***Prior accreditation is required in CPPDM4019A (Prepare Auction and Complete Sale). Prior registration as a Sales Representative or Agent is a prerequisite (Sales Representatives can only conduct Auctions for the Agent that employs them under the current Legislation).**

You will receive specific training on:

- ✓ Inspire trust in your bidders
- ✓ Build excitement in your presentation
- ✓ Delivery Techniques
- ✓ Voice Projection and Modulation
- ✓ How to design your open and welcome
- ✓ Body Language
- ✓ What Conditions of Sale to highlight
- ✓ Taking Bids
- ✓ Crowd Control
- ✓ How to utilize Best Practice Procedures
- ✓ Answering questions
- ✓ Legislative Requirements
- ✓ Auction Documentation
- ✓ Closing
- ✓ Dialogue with Vendor
- ✓ Highest Bidder Negotiation
- ✓ Effective use of the 3 calls

Each participant will receive a comprehensive workbook to record and monitor their progress of their personal performance.

PRESENTED BY Nationally Accredited Trainer Brett Roenfeldt FSAA (Life)

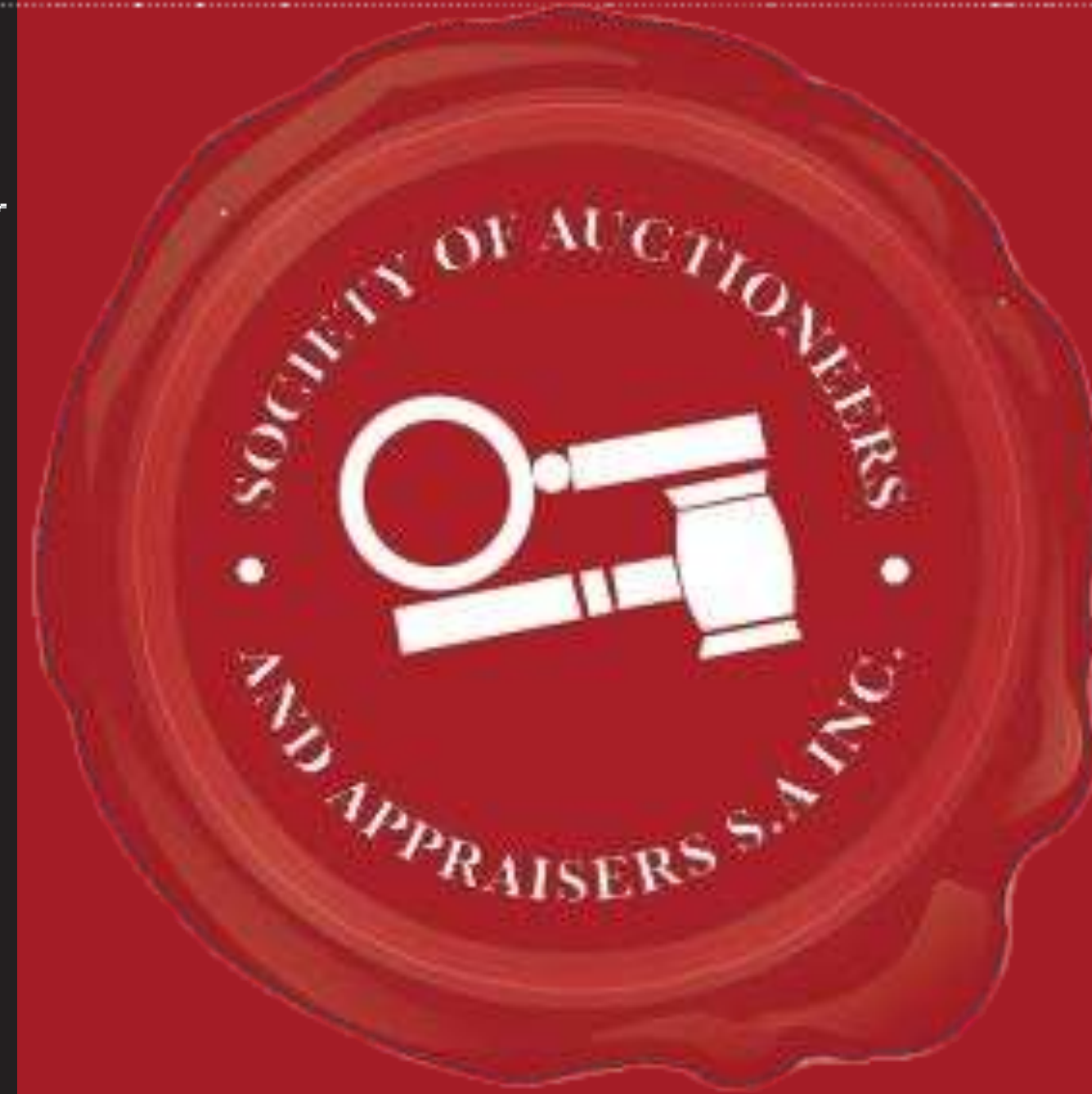
- 3½ decades as a Real Estate Auctioneer
- 16,000+ auctions of farms, vineyards, hotels, motels and commercial and industrial – including all South Australian Hungry Jack’s outlets, Red Roosters, Pizza Huts, major iconic farms in the mid-north, sheep stations, Lindsay Park Stud, residential homes and vacant landholdings.
- The only trainer to win four NewsCorp Australia Golden Gavels and represent SA in the Australasian Auctioneering Championships as a contestant and now judge.

Brett will impart intricate knowledge gained over the last 35 years to give participants the best possible knowledge to commence their career or enhance current skills.

The training is all about bringing out your own natural personality into your performance and painting emotional pictures of lifestyle benefits to ensure your performance is powerful and unique.

For all enquiries and booking form please contact:
Garry Topp FSAA (Life)
CEO, The Society of Auctioneers & Appraisers (SA) Inc.

Email: ceo@auctioneers.com.au



National statement of Attainment will be issued on successful completion.

NEXT WORKSHOP:

NOVEMBER 2015

Thursday 26th 8am for 8.30am to 6.30pm

Friday 27th 8am for 8.30am to 5.30pm

Cost:	Members	\$880
	Non members	\$1,100

Closing Date: Friday 6th November 2015

For further information about this dynamic program talk to the presenters personally:

Brett Roenfeldt 0411180960 or Garry Topp 0427667112

2015 Golf *Classic*

Click here to
download the
booking form!

18 Hole Championship East Course *designed by Greg Norman*

The \$3 million redevelopment features 18 unique holes offering a world class golfing experience. Greg Norman and his team have produced a fantastic and challenging golf course that players will enjoy for years to come and one that they believe will be highly regarded within golfing circles around the country.

Friday 6th November 2015

11.30am Arrive
12 noon BBQ Lunch
12.30pm Tee off

Grange Golf Club
White Sands Drive
Grange

Teams of 4 players
Ambrose with
shotgun start

\$165 for golf, on-course
drinks, barbecue lunch
and snacks after the game



180,000 see our Upcoming Auctions App

Taking Auction Marketing to a Whole New Level!

Our website shows instant Auction results and the latest four auctions completed will appear on our home page!

Auctioneers will receive an email 30 minutes after the Auction time requesting the result. A reply to that email will instantly update our completed auctions panel on www.auctioneers.com.au

OR

Enter results through the **Upcoming Auctions App** which has a log-in button so multiple Auctions can be entered at the one time!

When data suppliers ring the Auctioneer or Agent on Saturday night for results, simply refer them to the Society website and take a rest after working all day.



www.auctioneers.com.au

GROUND BREAKING APP

Use your smart phone to search for upcoming Auctions!

GAUGE THE MARKET

The best way by monitoring Auctions!

DOWNLOAD

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!

UpComing Auctions App - To be seen by over 180,000 smartphone users in Adelaide!

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

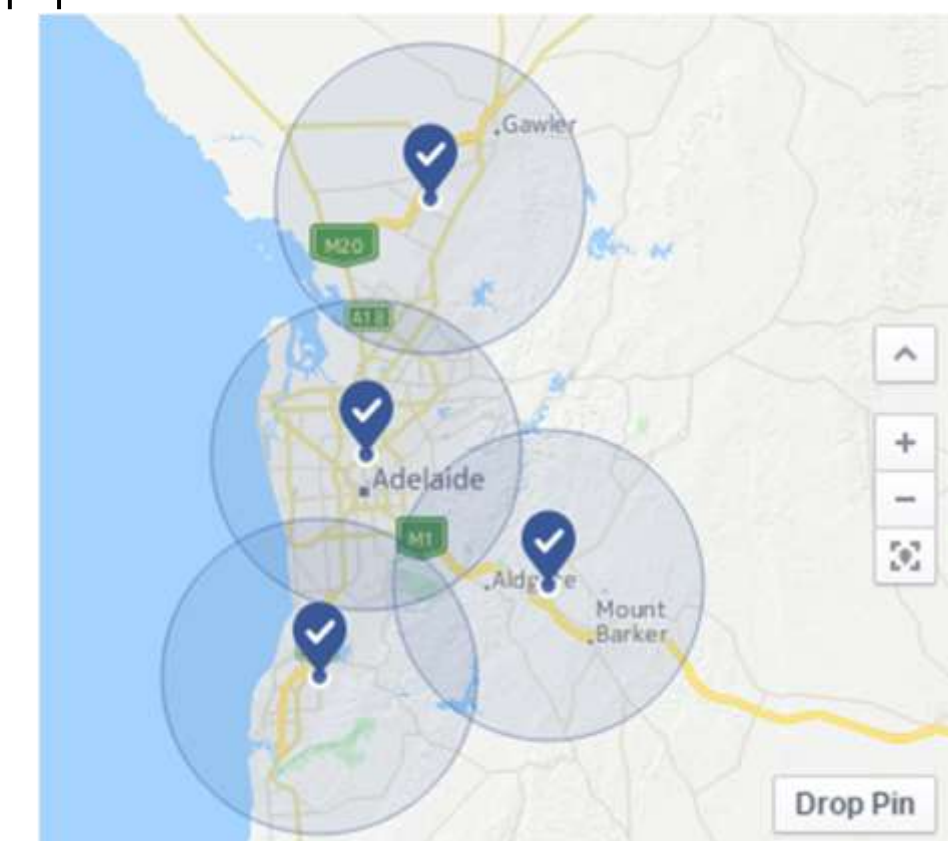
We're targeting Everyone in the below mapped out areas 25 years old+, using both Apple and Android phones.

What this means for our members...

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

All auctions submitted to the website will automatically be uploaded to the phone app, ABSOLUTELY FREE!

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





Upcoming Auctions App - Seen by Tens of Thousands of Buyers in the Market!



Ben Clarence (M.S.A.A)

Contact Number:

0435 424 581

Email Address:

ben.clarence@harcourts.com.au

We recently began our intensive advertising of the Society of Auctioneers and Appraisers Upcoming Auctions App, and we have been pleasantly surprised by the results of our marketing!

With tens of thousands of impressions, the app has been carefully targeted at people who have been identified as buyers in the property market, and people who live near properties coming up for auction!

The result of the marketing campaign has been an overwhelming success! **With hundreds of new installations in the past month alone** as direct results of viewing our marketing!

We have also tracked usage data of the app, which has shown buyers are frequently spending up to 5 or 6 minutes browsing the list of properties going to auction within a few kilometres of their location (that they accessed the app from).

Users are also regularly checking back sometimes 3 or 4 times a month, to see what new properties are coming up for auction.

As expected, weekends are the most popular days for accessing the app, whilst we don't have specific time data, we can report the following:

Total Weekend App Use	Saturday App Use	Sunday App Use
-----------------------	------------------	----------------

53%

61%

39%

So un-

surprisingly, the majority of app usage occurs on the weekend, and the majority of users checking out upcoming auctions on a Saturday. (Oh and if you're curious, 78% of users are on the app using an iPhone, Take that android!)

So what does this mean for me?

Well, whilst we haven't yet conducted a survey of auction attendees, the data we've collected indicates that **there are hundreds of buyers who are regularly checking out auctions in their area as a direct result of seeing what auctions are upcoming, via the Society of Auctioneers and Appraisers Upcoming Auctions App.**

So if you want to increase attendance at your auctions, make sure you submit your upcoming auctions list via www.auctioneers.com.au ASAP!

We all know, larger crowds at auction = A better result!

So make sure you tell your clients that their property auction day will be advertised to hundreds of regular local auction attendees via the upcoming Auctions App!

Sunset Kangaroo Island

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

Part of our production policy is that all fruit for the wine is sourced from Kangaroo Island vineyards



Sunset Winery
Kangaroo Island
Abn. 67 099 878 850

PO Box 133
Penneshaw
South Australia 5222

Phone +61 8 8553 1378
Fax +61 8 8553 1379

cellardoor@sunset-wines.com.au
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

*Sunset Winery
...share the experience.*

Click here for
Society mail
order form



Marketing to Chinese Buyers— Property Brochures in Mandarin



Here are **8** reasons why **Real Estate Agents** should choose to list on **Wowu88.com**

- Printable **Chinese Property Brochures**
- Online property portal (www.wowu88.com)
- Dual language (English & Mandarin) website
- Downloadable e Brochure
- Unlimited Photo Gallery
- Full Search Options
- Link to Agency website
- Update your listing kit. This is the perfect opportunity to show potential vendors your proactive research of all marketing avenues for the best possible sale outcome



- Compatible with Mobile devices



- E-Brochure

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

R4-R7 Government Forms translated into Mandarin available from sales@wowu88.com or call **Emmaline Sibila 08 8113 1833**

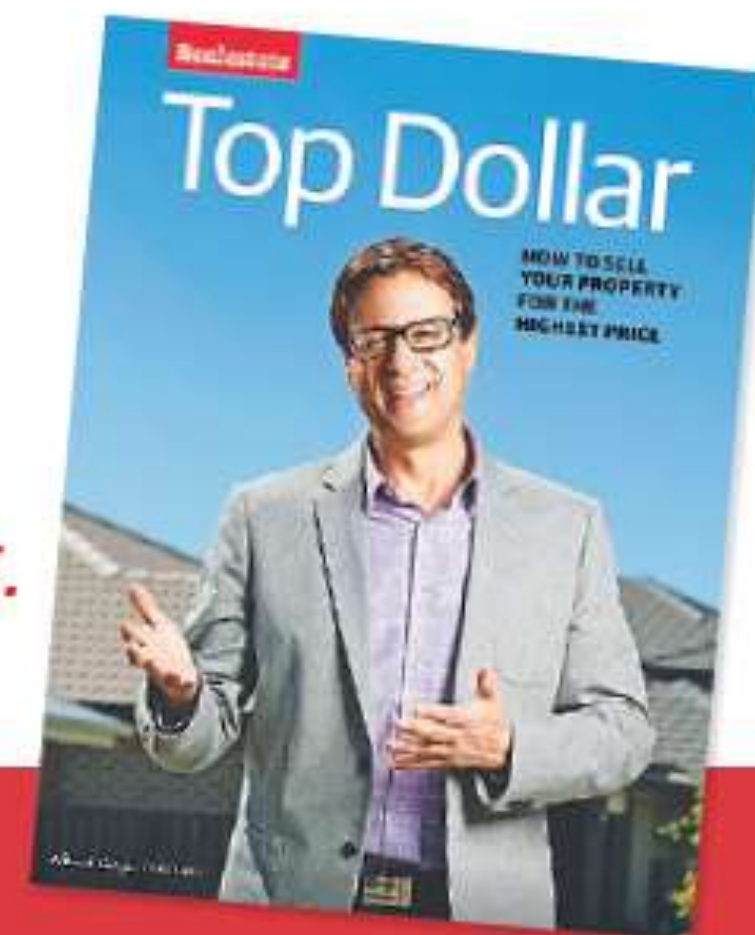


SELL YOUR PROPERTY FOR **Top Dollar**

- ① **FIND A GOOD AGENT**
- ② **INVEST UP TO 1% OF YOUR PROPERTY VALUE IN MARKETING. TELL YOUR AGENT YOU WANT THIS**
- ③ **USE PRINT AND ONLINE IN YOUR MARKETING CAMPAIGN**

Andrew Winter is one of Australia's leading residential property experts. He hosts the award-winning "Selling Houses Australia" and "Selling Houses Australia Extreme", exclusive to the Lifestyle Channel.

Get Andrew's **FREE** booklet *Top Dollar - HOW TO SELL YOUR PROPERTY FOR THE HIGHEST PRICE.* Visit www.newscorpaustralia.com/content/top-dollar or ask your agent.



Realestate | The Advertiser | Messenger

"I'll show you how to reach all potential buyers."

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Research has shown that time spent preparing your home for sale is more effective than lowering your price.

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australia

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effective sales team in SA

Chris Gill
0412 062 112
www.rentrollsales.net.au



Solitaire Automotive Group



Solitaire Automotive Group, proud supporter of the
THE SOCIETY OF AUCTIONEERS AND APPRAISERS (SA) Inc.



DL65541

For more information visit our website at www.solitaire.com.au



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.



The Form 1 Company™

The original and pre-eminent Form 1 service provider in South Australia.

Make your searches and Form 1 compliance easy.

Contact Chris Gill
The Form 1 Company

Phone: 08 7221 4908
Fax: 08 7221 4909
Email: form1@form1.net.au
www.form1.net.au



Corsers Lawyers

are a specialist provider of Form 3 (the “cooling off” waiver form).

Need to close an auction?

Need an unconditional contract?

Call Corsers.

We can handle it all remotely (via phone and internet) and advise the Purchaser and then send a Form 3 Waiver signed by email to help close the deal.



KARLEY THOMAS 8223 6788

The Form 3 Service

The most efficient Form 3 provider in South Australia.

Make your contract closing and Form 3 compliance easy.

Contact:

Karley Thomas
Corsers Lawyers

8223 6788

EMAIL: corsers@corsers.net.au



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



Previously known as Proactive VUE



Award winning dynamic ePublishing software



Ray White.



harris real estate

Raine&Horne.

R&W

whitesky LABS

1300 309 865

info@whiteskylabs.com

www.whiteskylabs.com

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Dressed for Sale

Selling your home faster



SUPPORTED BY:

†The Form 1 Company™

