

GAVEL & GLASS

MARCH 2020

THE OFFICIAL
NEWSLETTER OF
SOCIETY OF AUCTIONEERS
& APPRAISERS (SA) INC



CONTENTS

The Society of Auctioneers and Appraisers (SA) Inc.

THE
INDUSTRY
CHOICE OF
PROFESSIONALS



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– its your guarantee*

auctioneers.com.au

| | |
|---|------------|
| President's Report..... | Page 3 |
| Upcoming Events..... | Page 4-7 |
| 2 Day Auction Academy..... | Page 8-9 |
| Society Networking Drinks..... | Page 10 |
| Intergrating with REAForms (AUCDOCS)..... | Page 11 |
| Charity Auction..... | Page 12 |
| Gavl..... | Page 13 |
| 21 Advantages of Auction..... | Page 14 |
| Domain..... | Page 15 |
| AucDocs (REAForms)..... | Page 16-17 |
| Upcoming Auctions App..... | Page 18 |
| The Form 1 Company..... | Page 19 |
| Wallmans Lawyers..... | Page 20 |
| Rent Roll Sales..... | Page 21 |
| Sponsors..... | Page 22 |

THE BOARD

President



Matt Smith

Vice President



Andrew Monks



Amelia Langhans



Richard Ward



Sarah Bower



John Morris

Board Members



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Visit our Website

auctioneers.com.au



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PRESIDENT'S REPORT

MATT SMITH M.S.A.A. President



Domain Golden Gavel Live 2020

We are pleased and excited to announce that we will be holding the **Domain Golden Gavel Live 2020 Awards & Gala Dinner at the Ian McLaughlin Room at the stunning Adelaide Oval, War Memorial Drive, North Adelaide on Friday May 29th commencing at 6.00pm for pre-dinner drinks with the official start at 6.30pm.** Dress code will be black tie.

This year we have secured **ABC Radio Breakfast Presenter Ali Clarke as MC** for the entire night. Ali is an Ambassador for Minda, the Ovarian Cancer Challenge and volunteers for Netball SA.

Jinx will provide live music to set the scene for the pinnacle event for Auctioneers and Appraisers in South Australia proudly supported by and sponsored by [Domain](#).

This major industry event will be outstanding and I urge all Society Members to bring friends, colleagues and clients and share in the successes of our professions leading Auctioneers and Appraisers from both City and Country in South Australia.

Matt Smith M.S.A.A. President
matt@klemich.com.au | 0407 770 725

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UPCOMING EVENTS

PROPERTY MANAGEMENT WORKSHOP



PRESENTED BY RACHEL COULTER

"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 & Property Managers"

LISTING SUCCESS AND GROWING THE RENT ROLL

- CONVERT THAT FEE ENQUIRY INTO AN APPRAISAL
- ARMED AND DANGEROUS AGAINST COMPETITOR!
- DON'T BUY A RENT ROLL, GROW IT!
- IDEAL WEEK'S
- SCRIPTS AND DIALOGUE'S
- LANDLORD LISTING PRESENTATION -
- WHAT YOU'VE ALWAYS KNOWN BUT NEVER DONE

Brilliant suggestions for use of Apps, Websites and Media sources!

The workshop has given me direction in regards to building a rent roll and thinking outside the box in regards to networking!

Great Idea with the use of video. Some hard truths and how to stand out in an Appraisal!

TESTIMONIALS

8.30am for 9.00am start until 12.00pm

Thursday 2nd April 2020

Arkaba Hotel | 150 Glen Osmond Road, FULLARTON

Members \$88.00 each (groups of 2 or more from the same office \$77.00 each)

Bookings by: March 22nd 2020

MAJOR SPONSOR

Domain

KEY SPONSORS



ALSO SUPPORTED BY



PARTNERS
BusinessSA

Credit Card Authority for Expenses TAX INVOICE ABN: 82 855 149 245

Please post with cheque or fax to Society of Auctioneers & Appraisers(SA) Inc

Facsimile: (08) 8372 7833 Telephone (08) 8372 7830 22 Greenhill Road, Wayville SA 5034

Direct Debit: BankSA BSB 105 011 Acc 106 198 240 Name Society of Auctioneers & Appraisers

Credit Card Type (Please tick) Visa Mastercard Amex

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UPCOMING EVENTS



INCLUDES STEP BY STEP PROCESS PLUS WORKBOOK PROVIDED!



BRENTON ILLICIC

Brenton Illicic is the Founder of Victoria's leading Freelance Auctioneering business, 'EYS Auctions'. 'His team conducted in excess of 1200 auctions in the 2019 calendar year', he has become the most in demand contract Auctioneer in Victoria. He has worked with some of Australia's leading Auction Focused Real Estate Businesses & as a result he has mastered the auction process - from the point of listing to the point of sale. As an extension of his auctioneering service, he is passionate about partnering with his clients to train these sales techniques.

NEGOTIATING SKILLS

PRESENTED BY BRENTON ILLICIC

KICK OF 2020 WITH NEW SKILLS AND RENEWED ENTHUSIASM FOR SALES & AUCTIONS

- Understanding buyer psychology & having faith in the process
- Extracting offers framework - how to get buyers excited to verbalise price feedback (at figures they will actually pay NOT what they think the property is worth)
- Delivering transparent price feedback to vendors in a palatable manner
- Inviting buyers to auction & handling objections from buyers
- The Bidder Magnet - the step-by-step communication process during an auction campaign to dramatically increase the chance of converting a 'buyer' into an 'active bidder' at auction
- The Bidder Coaching Meeting 1-on-1 meeting with prospective bidders to increase the likelihood of them placing the opening bid, bidding quickly against their competitors & bidding with confidence above themselves if they are the only buyer

Date: March 12th 2020

Time: 8.30am for 9.00am start until 11.00am

Price: \$66.00 per person or 3 or more from the same office \$55.00

Where: Arkaba Hotel | 150 Glen Osmond Road, Fullarton SA

Please RSVP by March 5th 2020

Online Booking: <https://bit.ly/392r6yp>

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UPCOMING EVENTS

Domain GOLDEN GAVEL COMPETITION PRACTICE MAKES PERFECT FOR RISING STARS



This Workshop will prepare you for participating in the Domain Golden Gavel Competition 2020.

Conduct an Auction of a property of your choice and be critiqued & prepared by a panel of previous winners & experienced Auctioneers in a simulated competition environment.

Date: Friday 17th April 2020

Time: 8.00am for 8.30am start to 12.30pm

Where: Arkaba Hotel -

150 Glen Osmond Road, FULLARTON

Cost: \$75.00per person

Booking Link: <https://bit.ly/30Wx1IV>

Bookings by: Friday 3rd April 2020

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BOOK HERE!

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UPCOMING EVENTS

Domain BREAKFAST OF CHAMPIONS



Society of Auctioneers & Appraisers (SA) Inc.



A Real Estate and business professional with 10+ years of Real Estate and international leadership experience.

Rob Forde is responsible for leading operations and driving growth in six Harcourts territories - USA, China, Hong Kong, Canada, South Africa and Indonesia - as well as taking responsibility for Harcourts' financial services business, Mortgage Express.

Rob exemplifies a passion to inspire and motivate others to perform at their highest capacity.

GLOBAL OUTLOOK ON REAL ESTATE PRESENTED BY ROB FORDE

CHIEF OPERATING OFFICER INTERNATIONAL, HARCOURTS INTERNATIONAL LTD.

- Global lessons through expansion of Harcourts Auctions into USA and South Africa. How we can use learnings from abroad in our local Markets.
- Harnessing data and how it will help you understand your value proposition to increase your fee
- In a word of customer experience why are we seeing a shift from Auction to Expressions of Interest? What can we do to re-educate to drive auction rather than take the soft option
- Global trends affecting our industry

Date: Thursday 30th April | 7:15am for 7:30am start to 9.00am
Price: \$38.50 per person (includes hot breakfast)
Where: Next Gen | War Memorial Drive, North Adelaide S.A 5006 Australia
Please RSVP by Wednesday 22nd April
Online Booking: <https://bit.ly/2RQlxMy>

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2 DAY AUCTION ACADEMY



The Society held its first 2 Day Auction Academy for 2020 on Friday January 31st and Wednesday 12th February with 5 delegates being **Sharee Redic from Toop & Toop** who has been in Real Estate for 18 months, is a Mother of 4 and has a history in Banking and Finance. She has attended to improve her Real Estate knowledge, skills & ability and was motivated by seeing Anthony Toop and Bronte Manuel in action. Sharee has entered the Domain Golden Gavel Rising Star Competition.

Michael Cavallaro from Varo Property from the Western Suburbs of Adelaide, loves Soccer, Cricket and Golf and sees Auction as another option for his clients. Michael has also entered the 2020 Domain Golden Gavel Rising Star category so watch out for some polished performances.

Phoebe Ge who had attended this workshop previously came back again to gain further skills and improve her Auction delivery which she did amicably.

Pan Katranis from Ray White North Adelaide has been in Real Estate for 7 months and has a strong interest in Commercial and Industrial and wants to be as qualified a possible to provide maximum benefit to his clients. Pan has also entered the Rising Star Competition! **Don't forget to add May 6th to your diary, so you can watch the Rising Star Competition!**

Paul Richards from Sexton Glover Watts wants to add another string to the bow by becoming a competent Auctioneer which he certainly has by attending this two day workshop.

The course centres around delivery techniques, voice projection and modulation, how to build excitement into your presentation and how to build trust in your bidders. Attendee's were all given a detailed workbook explaining everything about the entire Auction process.

They mastered each segment of the Auction until at the end of Day 1 they were able to deliver an entire Auction from beginning to end.

We gave them all a copy of the recently released **Society's Property Auction Selling Guide Public Auction - South Australia**, which covers everything from Listing, Marketing, Planning the Auction Campaign, Buyer Awareness Program, Reserve Meetings, Documentation, Bidding, Briefing of Potential Buyers, Questions, Relevant Issues and the well-respected **Society Brochure "The 21 Advantages of Using Auction"**.



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2 DAY AUCTION ACADEMY



When asked did you gain anything from this presentation? Answers were:

- Yes, especially on the Auction process leading up to Auction Day.
- Yes, absolutely, I learnt a great deal and I really came out of my comfort zone with great support from the Presenters.
- Yes, I learnt so much about the Auction process, I feel a lot more confident in conducting Auctions.

What did you like the most? Answers were:

- The life experiences that were shared, the enthusiasm of the presenters and how informative it all was.
- Knowledge and tips from the experienced Auctioneers.

What else would you like covered? Answers were:

- I believe everything that is needed was covered!
- Nothing, it was very comprehensive!
- More about different Auctions i.e. Commercial, Industrial, Charity Auctions.

What would you tell others about the main benefits of this workshop? Answers were:

- It overcomes your fears, the support is great!
- The knowledge passed on about the Auctions processes
- It covered absolutely everything about the Auction process, to the Auction Day.

We will hold further Real Estate Auction Academy 2 Day Auctioneers License Workshops later in the year, so if you have any interest in attending or if you know of someone that you think will make a sensational Auctioneer, please give us a call, and we would be glad to assist.

Garry Topp F.S.A.A.
CEO



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SOCIETY NETWORKING DRINKS

The Society will embark on a series of Networking Drinks in various areas around Adelaide, Metropolitan and Country Areas.

The Society's Networking Drinks is a format where Members can meet the Board, Richard Ward, Sarah Bower, John Morris, Amelia Langhans, Vice President Andrew Monks and President Matt Smith where we all grab a drink, network and discuss successes and some of the challenges that our profession is currently experiencing.

Approximately 30 Society Members including one that traveled down from Clare (Geoff Schell) and whilst the profession is facing tough times at the moment with lack of stock it is refreshing to hear some of the fantastic results that some of our Members have achieved through Auction.

In the Eastern states and more particularly in the ACT, Auctions are becoming far more popular as a very effective way to get properties sold in quite often half the time that a sale takes to negotiate using Private Treaty.

The Highway was the perfect venue, the weather was mild, the dips and chips that the Society put on were scrumptious with a constant stream of Society Members arriving to participate in the comradery.

Overall it turned out to be a raging success and a first class demonstration of the amazing comradery that is highly evident within the ranks of the Society.

If you would like us to convene a similar Society Networking Drinks in your area please contact Garry or Ayesha in the office at 8372 7830 and we will organise it.



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INTEGRATING WITH REAFORMS (AUCDOCS)

ABOUT FEATURES INTEGRATIONS GET IN TOUCH FREE TRIAL



E-SIGNING NOW ENABLED IN CONTRACTS

After popular demand an e-signing option can be chosen above the signing clauses. The Contract can be emailed signed by a Purchaser and then printed and accepted or even signed online too.

INTEGRATIONS



Australia's largest and most complete cloud property management software. Property management software trusted by thousands of property managers across Australia.



Mydesktop is the leading real estate industry CRM tool, with features covering the whole property and contact life cycle.



Agentbox is Australia's #1 Real Estate CRM. Agentbox offers agencies a complete cloud-based software solution for Sales and Property Management teams.



Real estate CRM software that works everywhere you do.

MEMBER LOGIN if you have an account, login here

MEMBER LOGIN

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CHARITY AUCTION NOW LIVE ON SOCIETY WEBSITE

**You can now upload
Charity Auction Results
to the Society Website!**

find it on the Society
Website homepage!



Charity **Funds Raised** by Members

The total amount raised by members is **\$ 49,200**

01 August 2019 **Garry Topp** raised a total of \$49,200 for Cody Gray Foundation

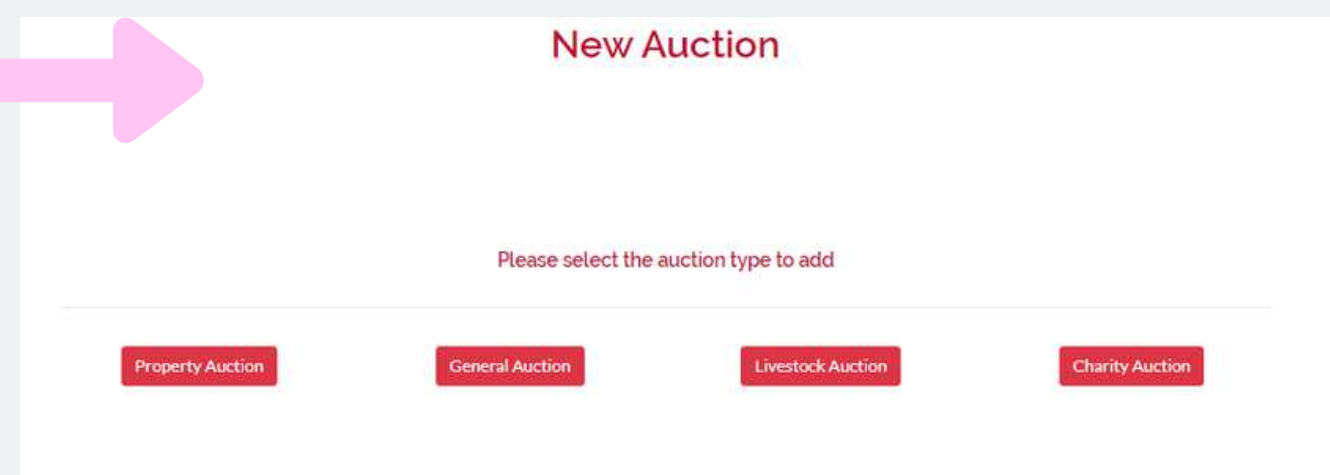
STEP ONE:

Log into the Society Website

→ **www.auctioneers.com.au** ←

STEP TWO:

**Select Charity Auction (like you
would uploading any other
auction to the website)**



New Auction

Please select the auction type to add

Property Auction

General Auction

Livestock Auction

Charity Auction

New Auction

DESCRIPTION OF AUCTION

AUCTION DATE

AMOUNT RAISED (NUMBERS ONLY)

[Back To Auctions](#)

[Save Changes](#)

STEP THREE:

Fill in the details:

- **Description of Auction**
- **Auction Date**
- **Amount Raised**

STEP FOUR

→ **SAVE!!** ←

**Don't forget you can upload past
Charity Auction Results!**

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Gavl

Gavl is the world's leading real estate platform for auction livestreaming and bidding technology.

Since its launch in November 2016, it has streamed more than 15,000 auctions and achieved 4.5 million views from 52 countries, allowing buyers from all over the world to watch, bid and buy at auction, digitally.

Gavl is offering Society Members a highlight package that you can now upload onto your social media channels & Promoted on the Society's Facebook Page

FREE

Highlights Package
for Society
Members

**Gavl will pick one
Society Auctioneer a
week!**

Includes:

- 45 seconds - 1 minute highlight of your SOLD AUCTION - Perfect for your Instagram and social media!

Conditions:

- Post your upcoming auctions onto our Upcoming Auction App/web page - Auctioneers.com.au
- Use Gavl to livestream your auctions

Click here to
check out Gavl!



**Taking Auction Marketing
to a Whole New Level!**



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!

Don't miss out on exposure!

**Upload your Auctions onto
the Upcoming Auctions App
NOW!**

Not sure how to upload?

Give the Society a call a 8372 7830 or email us
admin@auctioneers.com.au

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21 ADVANTAGES OF AUCTION

SOCIETY OF AUCTIONEERS & APPRAISERS S.A. INC.

The 21 Advantages of using Auction as Your Preferred Marketing Process



POWERFUL MARKETING TOOL

Auction puts the Focus on Your Property

What are the Advantages to me as a Vendor?

1. **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.
4. **No cooling off period** applies.
5. **Allows 3 opportunities to sell** – before, at Auction or immediately after – and reduces the overall selling time in the market.
6. **Creates a sense of urgency**, which motivates purchasers to action.
7. **Allows all potential buyers to compete** amongst themselves to offer you the best price.
8. Can be used as part of a **total marketing package** where auction is the component that gets the buyers to act.
9. **Price is usually not disclosed** so you remove the objection factor.
10. **Forces buyers to make decisions** to a deadline of the auction date and brings negotiations to a head.
11. **The Auctioneer's skills**, enthusiasm and techniques can maximise the price.
12. **Vendors control their reserve price** and settlement date and accept or reject varied terms and get cash contracts, which usually settle in 30 days.
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.
16. Your home is only open at **times that suit you** with a predetermined schedule of opens.
17. **The level of market interest** will help you gauge your reserve price.
18. **The competitive Auction environment** offers the greatest chance for a premium price.
19. **Auction negates the need for commissioner's approval** when dealing with associates under legislation saving valuable time.
20. 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.**
21. **On the fall of the hammer the Vendor becomes a cash buyer** subject to settlement only.

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.

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!

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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Click Here
for details

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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 social grade AB¹



HIGH INCOME
61% more likely to have a household income of over \$250,000¹

READY TO BUY

78%

Intend to buy a home to live in¹

41%

Intend to buy an investment property¹

EXCLUSIVE



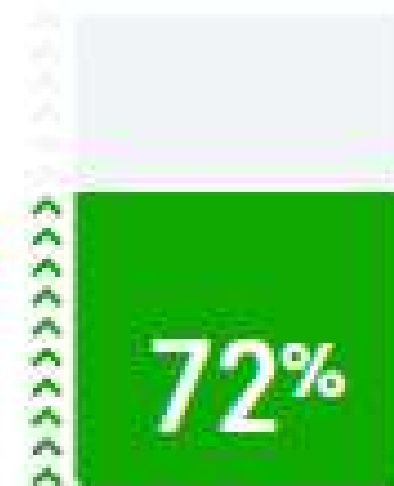
Domain app users who do not use the nearest competitor²

GROWING



Domain Digital Audience³
June – October 2018

ENGAGED



Domain enquiries sent via mobile⁴

For more information, contact your Domain Account Manager today.

Domain

Source: 1. IpsosSM conducted by Ipsos Australia, People 14+ for the 12 months ending Oct 2018, 14+ Nielsen Digital Panel data calibrated to Digital Consent Ratings Oct 2018. Includes audience across total Domain print and digital, Domain Realist, Allhomes, Allhomes.com.au in The Canberra Times and the Dream Homes partnership network (including the Nine digital metro mastheads, canberradreams.com.au and rna.com.au). Data based on people intending to buy a new or existing home to live in or as an investment within the next 12 months. ²Percentage from Study compared to the average Australian aged 14+. 3. Domain app audience who do not use the realestate.com.au property app, iOS and Android average, App Annie, Sept 2018. 4. Nielsen Digital Consent Ratings (Monthly Total), Unique Audience, Oct 2018, P3+, PC, Smartphone and Tablet, Total. 5. Domain Group Internal data, Oct 2018. Includes app and m-site.

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reaforms™ (Aucodocs)



REAL ESTATE AUSTRALIA FORMS

Property Searches in forms

You can now search SAILIS/L and Services SA data within your enabled forms and purchase the registered Title Details which includes registered proprietors, parcel details, last sales details, constraints and valuation number(s).

Our integration provides reaforms users with direct access to data for Contracts, Agency Agreements and Property Management Agreements.

Save time and money on searches and form compiling.

On purchase the owner details, title reference and property description are imported into the form and a PDF is attached.

If not a current reaforms user contact us for a free trial.

professional practice forms for real estate agents in australia

EASY AS. ANYTIME. ANYWHERE.

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AucDocs (REA Forms)

REAL ESTATE AUSTRALIA FORMS™

UPDATE TO "AUCDOCS IN THE CLOUD"



AGENTS

PRACTICE FORMS

ALL PROPERTY
MANAGEMENT FORMS

ALL RESIDENTIAL,
COMMERCIAL, AGENCY,
RURAL & SALES FORMS

Why use AucDocs?

- Update to REAForms (AucDocs) Today - User Friendly format - easy to fill in
- Professionally presented Documents with your Company Logo
- Only one office Principal needs to be a Society Member for all in the office to use the Documents.
- Built in Electronic signing included - no need to pay DocuSign (\$450 p.a)

Free
iPad App
with
each licence

RESIDENTIAL SALES AGENCY AGREEMENT

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

VENDOR Mr and Mrs Seller

E-mail 1

E-mail 2

ABN

Prices inc GST & are per annum

Sole Trader (1 user) - \$350

Small User (2 - 4 users) - \$990

Medium User (5 - 9 users) Licence - \$1,760

Large User (10+ users) licensing - \$2420

PLEASE CONTACT

GARRY TOPP (08) 8372 7830

SOCIETY@AUCTIONEERS.COM.AU

- Edit and Print anytime, anywhere
- You can create Forms offline - The Forms then syncs into the Cloud and backs up to your office when you connect to the Internet
- Forms can be re-edited! It's not necessary to start a new one each time you require changes.
- Electronic signature does not require a witness with our built-in SMS verification
- Automatic insertion of drop in professionally drafted conditions

- 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

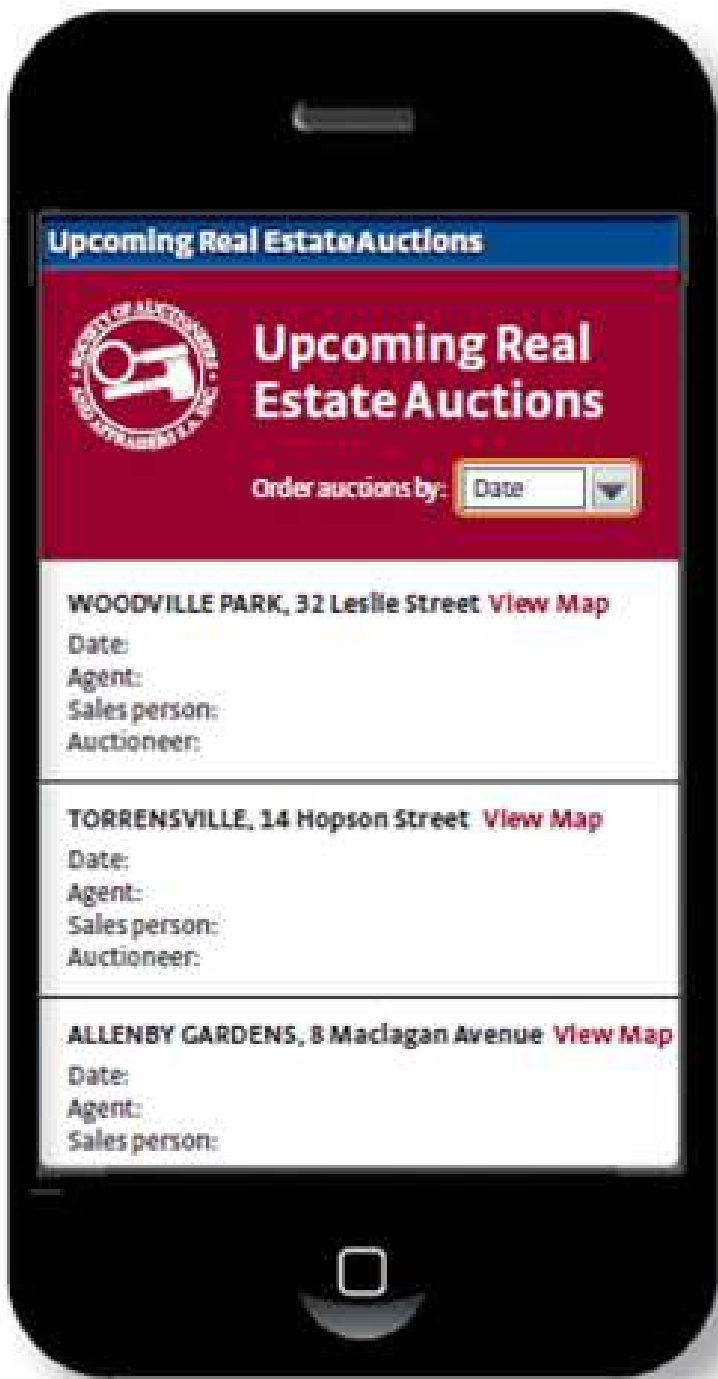
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Just search "upcoming auctions"

SEARCH WITH EASE

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

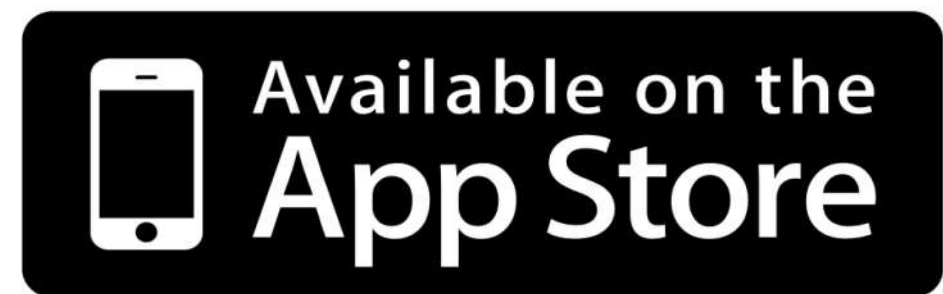
INSTANT UPDATE

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

LIST

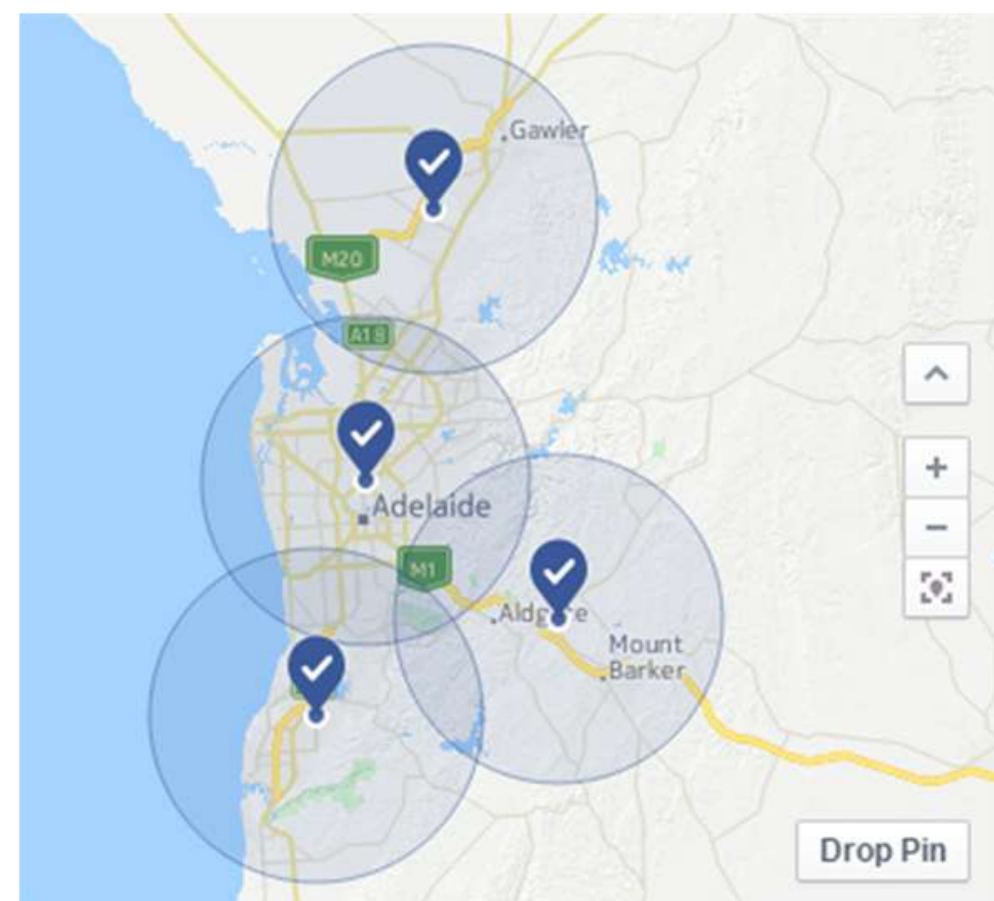
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For Form 1 preparation please contact Chris Gill on 7221 4908

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.

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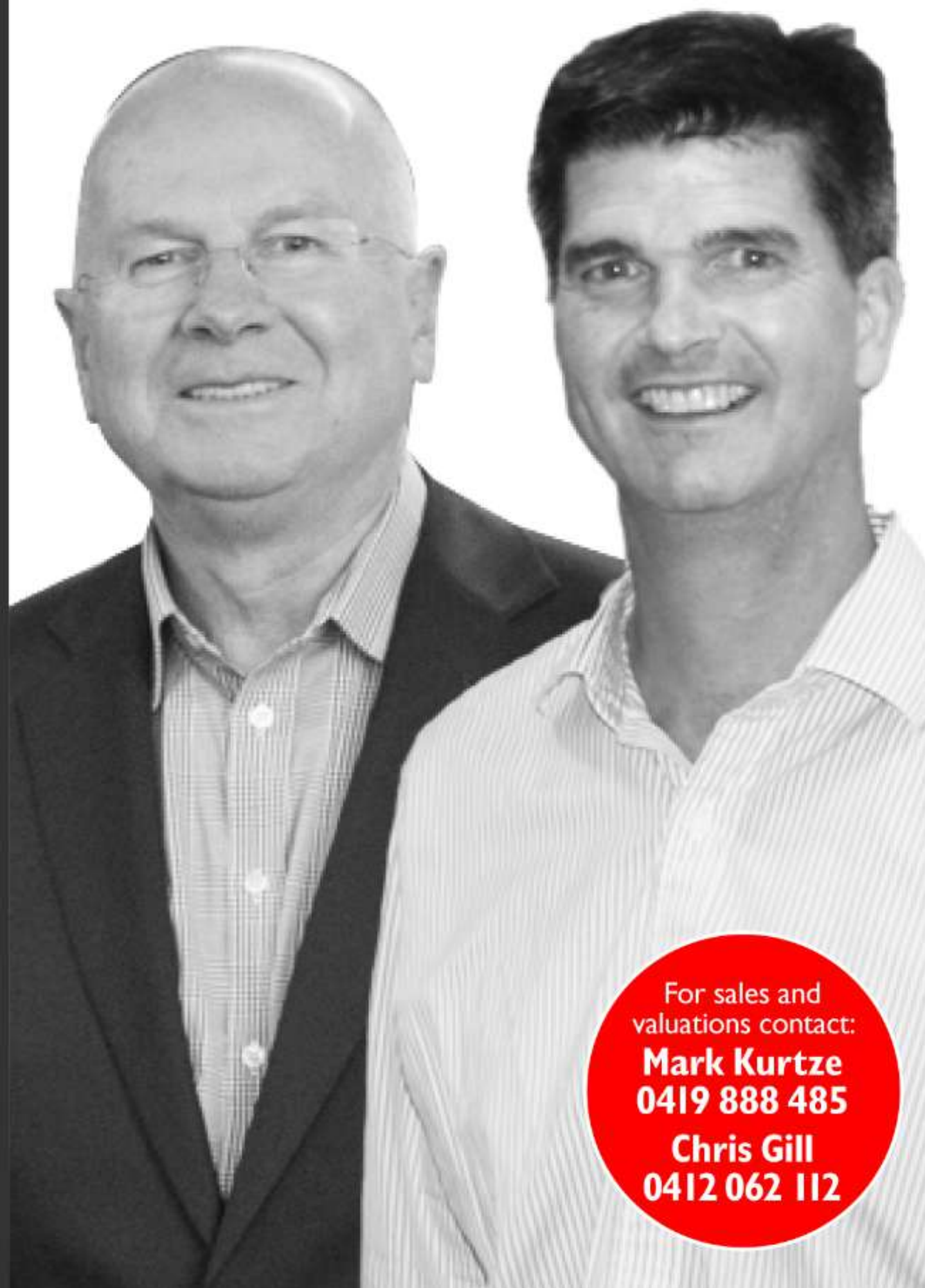
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