

GAVEL & GLASS

APRIL 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 |
| COVID - 19 Updates..... | Page 4-6 |
| Business as Usual..... | Page 7-8 |
| Ray White On-line Auction..... | Page 9 |
| Negotiating Skills..... | Page 10-11 |
| Society's Auctions..... | Page 12 |
| Domain Auction Results..... | Page 13 |
| Intergrating with REAForms (AUCDOCS)..... | Page 14 |
| Charity Auction..... | Page 15 |
| Gavl..... | Page 16 |
| 21 Advantages of Auction..... | Page 17 |
| Domain..... | Page 18 |
| AucDocs (REAForms)..... | Page 19-20 |
| Upcoming Auctions App..... | Page 21 |
| The Form 1 Company..... | Page 22 |
| Wallmans Lawyers..... | Page 23 |
| Rent Roll Sales..... | Page 24 |
| Sponsors..... | Page 25 |

THE BOARD

President



Matt Smith

Vice President



Andrew Monks



Amelia Langhans



Richard Ward



Sarah Bower



John Morris

Board Members



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auctioneers.com.au



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PRESIDENT'S REPORT

MATT SMITH M.S.A.A. President



The Domain Golden Gavel Live 2020 Nominations have now closed and we have received strong participation from both Rising Star and Senior Auctioneers. Livestock and General have also been well represented.

We are planning a new format for the Domain Golden Gavel Awards this year in light of the current situation and we will advise of this shortly.

In the meantime with all these restrictions on Inspections & Auctions, **let me assure you Auctions are still alive and well!**

Members are adapting and utilising technology such as Gavl & Zoom video conferencing. If you have not set up a way to conduct your Auction online, please do it now!
We won't let COVID-19 hamper our efforts to provide the ultimate service to our Vendors.

**Channel 9 had a segment from an LJ Hooker, Flinders Park Auction held by Ralph Pacillo last Saturday night where Paul Henry conducted the auction online. We all can do this!
With Virtual Inspections, Online Auctions, Private Viewing Appointments and more detail on the internet - we can still deliver the ultimate customer service.**

General Auctioneers have utilised the online bidding forum for many years as a way for buyers to participate when they can't physically attend on the day.

Into the future, the electronic system of bidding/Auctioning can be included with onsite Auctions and in room Auctions as an extra service to Vendors.

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

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NEW RULES FOR AUCTIONS AND INSPECTIONS

The Federal Government has placed a ban on public Open-for-Inspection and Auctions. Members must adhere to the new rules.

Equally, we must adapt and remain flexible in these fast changing and uncertain times to ensure that we continue business and deliver our usual high level of service.

We recommend you utilise the technology already available to you from the Society which includes REAForms (AUCDOCS), electronic signing to meet social distancing requirements and GAVL, live-streaming auctions to replace your public auctions. (GAVL is an online bidding service where registered bidders can make bids via the internet), plus other alternate online auction services.

Gavl's Details:

Email: rochelle.manoharan@gavl.com

Phone: 1300 004 285

Website: <https://www.gavl.com/>

Private appointments can continue with Government Health Guidelines which must be followed, specifically social distancing. I recommend hand sanitiser should be made available.

Agents may consider online virtual inspections to also aid the buying public with their purchase.

The demand for properties and general goods from General Auctioneers remains strong, so we must adapt to meet demand.

Importantly stay safe and healthy and please support your fellow Society Members. This will end!

In the meantime, we must stay positive and enthusiastic about the profession we all love and find a way to deliver our brilliant services.

Please call or email me if I can assist you in any way,

Matt Smith M.S.A.A.

President

Mobile: 0407 770 725

Email: matt@klemich.com.au



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GENERAL AUCTIONS UPDATE

On the 24th of March, the Prime Minister, Scott Morrison announced new restrictions to control the spread of Covid-19 that came into effect as from midnight. Included in the new list of businesses was that of Auction Houses, where he stated “auction houses, gatherings together in auction rooms, that can no longer continue.”

The statement was left open to interpretation by many in the industry, but also, unfortunately, gave the general public the message that all Auction Houses are now closed for business. We have sought clarification from the Premier of South Australia, Steven Marshall and also John Darley MP. “We as an industry, therefore, request an urgent clarification on the statement made by the Prime Minister, and further request an immediate modification to the wording to allow the following trading conditions:

- Auction Rooms will not be able to conduct in-rooms auctions with public present.
- Auction Rooms can conduct on-line auctions
- Viewing of Auctions, like those of Real Estate, can be done via private appointment only.

Obviously, the viewings of auctions, like those of Real Estate, with private appointments will be done with the restrictions on space per person, which we all know may change again in the next few days. If there is a future restriction on a gathering of no more than 2 people, then we will adhere to this.”

The advice now given by the Government to industry bodies is that no public auctions are to be held within an enclosed auction room or space whereby there would be a group gathering. This does not extend to online auctions, as there is an obvious physical safety barrier.

Inspection of goods should be restricted to the following conditions:

- By appointment only with time being the essence to avoid extended contact.
- Where possible through photography or remote video platforms.
- The 4sqm per person rule is to be strictly adhered to (or extended to higher e.g. 10sqm for the comfort & safety of all).
- No more than 10 persons (incl. staff) on the premises indoor at any one time. No more than 25 persons (incl. staff) on the premises outdoors at any one time.
- High-value goods only. Discourage/discontinue viewing of low-value items.

Collection of goods should be by appointment only while still adhering to the 4sqm rule (or greater), with transactions through credit card or direct transfer. Cash transactions should be avoided.

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Where possible we also recommend sanitization of goods when arriving on the premises (this includes vehicles and plant & machinery), in-between viewing, and on delivery. If this is not possible due to the types of items, all precautions should be taken to ensure the safety of the public and your staff. Appraisals should be done where possible through emails. If this is not possible and the need arises for them to be done in person, all safety measures and current advice from the Australian Governments Department of Health should be strictly adhered to (see <https://www.health.gov.au/news/health-alerts>).

The health and well-being of our members and those they assist should always be paramount. All of us have a responsibility right now that many have never faced before. Our thoughts go out to the people who have been affected by this unprecedented event - the healthcare workers, local communities, and governments around the world who are putting their lives so that we all can have a safer future.

Finally, in these unprecedented times, we highly recommend talking to your Society of Auctioneers and Appraisers colleagues for any support you may need. Whether it's just reassurance that you're doing ok or someone to run something past, we can all get through this with the help of a friend.

Members need to consult their own legal experts to gain advice in line with their particular circumstances.



Marc du Plessis M.S.A.A.
(Past President)

BUSINESS AS USUAL



du Plessis
The Fine Art of Fine Driving®

The Prime Minister, Scott Morrison announced new restrictions to control the spread of Covid-19. One of the first industries was ours... "auction houses, gatherings together in auction rooms, that can no longer continue." We commend these new measure being put in place, as they set in place restrictions that we had already self-imposed a week ago.

Being a family business, our priority is your safety while delivering the highest quality of service to our clients.

Due to the current extraordinary situation that we are all facing, we will be again implementing further measures to ensure your safety, whilst again trying minimalize any disruption to your ability to either buy, sell or have items valued through our company. These new measures are by no means final, as globally, things are constantly changing. They are again our sensible response to current conditions.

- All auctions will be conducted as online only auctions. There will be no live in-room auctions. Telephone and Absentee bidding & assistance will be available for those who wish to keep some normality to their lives need it.
- All viewings of items will be restricted to by private appointment only.
- Our gallery space will be closed and only accessed by private one-on-one appointments.
- Valuations will be done through emails. The will be based on the photographs supplied.
- Our phones and emails are still working, so don't be shy, feel free to continue to contact us for any assistance you may have in the future. We are here to help.

Marc du Plessis
General Manager



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BUSINESS AS USUAL



Mason Gray Strange have implemented the guidelines recommended by the AVAA.

- Inspection (by appointment) or limited to maximum 10 people at any one time , all observing the 4 sqm social distancing rule.
- Live webcast auction called online – no bidders allowed.
- Collection is as per inspection.
- Sanitiser stations on all fork lifts , trolley and reception counters.
- We have divided the auction rooms into 3 divisions MGS -1 ,2 & 3 – with key personnel in each facility.



Jamie Codling
Managing Director



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PRIVATE ONLINE AUCTION In Rooms Alive & Well!

**RAY WHITE NORWOOD
LIVE ON-LINE AUCTION
Thursday 2nd April
at 6.30pm**

RayWhite

5 Properties - with quick turn ground breaking technology bringing the future forward!

Auctioneer - John Morris, Ray White

Use this link:

meet.google.com/qbr-qlds-hzg

All Agents will be remote and in contact with the Vendors and the Auctioneer.

Watch and see what happens!

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NEGOTIATING SKILLS 12.3.20



In January 2020 the Society made a commitment to kick off the New Year with a new training regime to arm Members with new skills and renewed enthusiasm for sales and Auctions. The inaugural Negotiating Skills workshop presented by one of Victoria's freelance leading Auctioneers Brenton Ilicic with a focus on:

- Understanding buyer psychology and having faith in the process
- How to get buyers excited
- How to get buyers at figures they will actually pay, not what they think the property is worth
- Handling buyers objections
- Step-by-step communication process

In December 2017 in Melbourne prices dropped 15-30% and a lot of Vendors had to sell.

Vendors and Agents were backing away from Auction due to the lack of buyers with sales staff losing motivation.

Brenton Ilicic created 30 hours of intensive training to simplify the whole process and Brenton used the example of an **Agent Ben Thomas from Ray White Ferntree Gully who sold 35 consecutive properties under the hammer between January and April 2018.**

Brenton armed us with some very specific criteria and market data to impress and get Vendors and Purchases interested in the Auction process. Part of the process was getting as many offers on each property as possible as more offers mean more price adjustments with offers giving Vendors perspective for selling on the day and demonstrating that shorter days on market equals higher prices.

Brenton offered many scripts and dialogues with statements like "What would you pay right now to stop you looking at other properties?" and "If you can't get a number from the Buyer, ask them to buy right now would you pay for instance \$800,000 - \$880,000 or what number in between?".

The workshop was dynamic in every respect, Brenton Ilicic is a natural trainer and blew our socks off with strategies that make the Victorian market what it is today.

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NEGOTIATING SKILLS 12.3.20

All participants were asked to fill out a critique form with questions such as,

Did you gain anything from this presentation? Answers were:

- I'm not working hard enough with purchasers.
- Yes, brilliant scripts and dialogues.
- Yes, excellent.
- Yes, the 15 bidder touch points were invaluable.
- Yes, I loved the frame work and structure.

What did you like the most? Answers were:

- The Scripts and Dialogues and purchasers questions.
- Great presenter!
- The framework for the conversation with buyers.
- Very relevant to real world situations.
- Very detailed, good training materials and handouts!

What else would you like covered? Answers were:

- More on working with only one buyer.
- More techniques along the same lines.
- Nothing – it was covered very well.
- Closing under the Vendor's price.

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

- The template for the structure and sales plan for every listing.
- A great training session and first class information.
- Very useful sale techniques.
- Just get there!

We will run a similar sessions in 2020 whilst it is based around auction, **most of the strategies in dealing with the Vendors and subsequent purchasers can be utilised for Private Treaty Sales, every person in Real Estate in South Australia should attend this mind blowing presentation.**



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SOCIETY'S AUCTIONS

AUCTIONS FULL STEAM AHEAD

SOLD!



Geoff and David Schell, Ray White Rural SA.

'Winters', Everard Central - a fantastic result with the 348.6ha (861.4 acre) property located in Everard Central, 12km west of Blyth, selling for \$1,000,000 under the hammer.

Geoff Schell - Auctioneer



Geoff and David Schell, Ray White Rural SA.

'Roehrs', Tarnma - The property we were marketing as 'Roehrs' sold for \$2,180,000 on Thursday in the Marrabel Town Hall. The 218.4 hectare (539.67 acre) property is located in the Tarnma area (11km SE of Marrabel).

Geoff Schell - Auctioneer



Sam Doman from Ray White Tea Tree Gully held an in-room event where 80% of his properties sold - 2 on the night, 1 prior and 1 before 09:00 the next day.

Great to see Sam!

John Morris - Auctioneer



Stefan Siciliano from Ray White Norwood had an auction in Greenacres which attracted a crowd of over 120 people and 28 of those registered to bid. The deceased estate sold for \$135,000 above reserve. It was the highest amount of bidders within the Ray White Group and also the highest percentage sale above reserve.

John Morris - Auctioneer

**LET US KNOW HOW YOUR AUCTION WENT
GIVE US A CALL TO BE FEATURED IN THE NEXT EBOOK**

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SOCIETY'S AUCTIONS

AUCTIONS FULL STEAM AHEAD

SOLD!



Johnathon Moore - Moore Auctions

4 registered bidders competed at the auction of 11 Keirana Ave Port Noarlunga selling for \$390,000. The 1955 built, 3 bedroom western red cedar timbers frame home was situated on a generous block of 750m².

Johnathon Moore - Auctioneer



Johnathon Moore - Moore Auctions

A 1925 Bungalow at 6 Rosella St Payneham attracted 4 registration with 2 bidders fighting it out to sell at \$805,000. It offered 4 bedrooms, 2 new bathrooms and new Kit/Meal/Family on 525m².

Johnathon Moore - Auctioneer



Brett Roenfeldt - BR Auctioneer

Congratulations Mathew Milanese from Xsell Property SOLD under the hammer, 4 Heading Avenue, Campbelltown for \$475,500. 4 registered bidders and 2 active bidders. Well presented, 3 bedroom home with exciting renovation potential. Allotment of 570 square metres with a wide frontage of 24.38 metres.

Brett Roenfeldt - Auctioneer



Brett Roenfeldt - BR Auctioneer

Congratulations to David Blight from LJ Hooker Flinders Park SOLD under the hammer, 10 Kingswood Crescent, Lockleys for \$710,000. 4 registered bidders and 3 active bidders. Delightful, quality built single story 2018 courtyard home. Beautifully presented with 2 separate living areas and high quality 2 pack kitchen.

Brett Roenfeldt - Auctioneer

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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

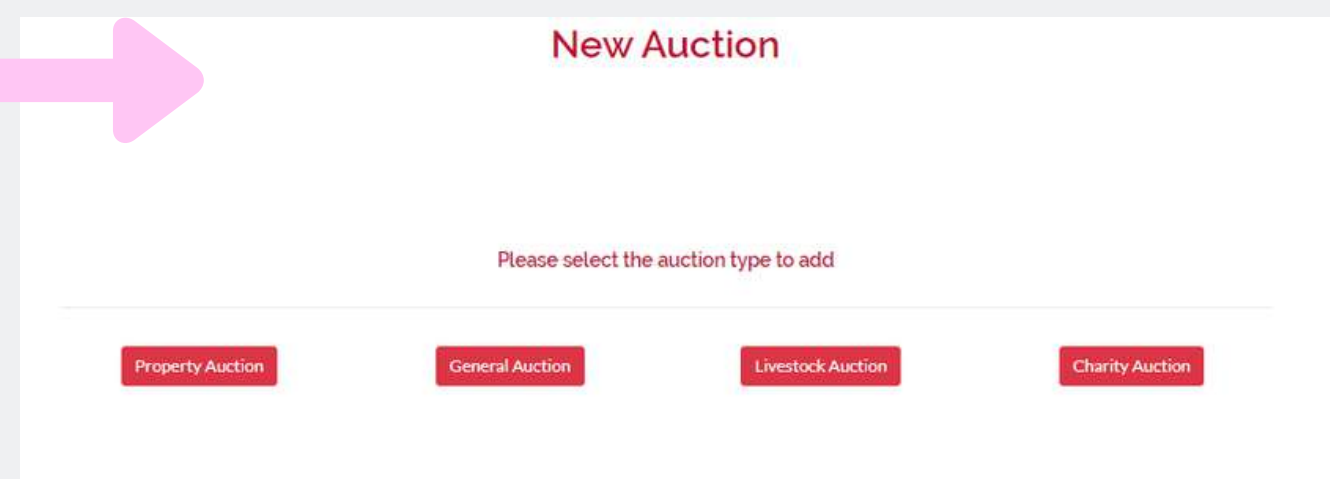
STEP ONE:

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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www.auctioneers.com.au

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)

- 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

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

- 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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PLEASE CONTACT

GARRY TOPP (08) 8372 7830

SOCIETY@AUCTIONEERS.COM.AU

Designed by Agents for Agents

www.auctioneers.com.au

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UPCOMING AUCTIONS APP

Taking Auction Marketing to a Whole New Level!



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Just search "upcoming auctions"

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

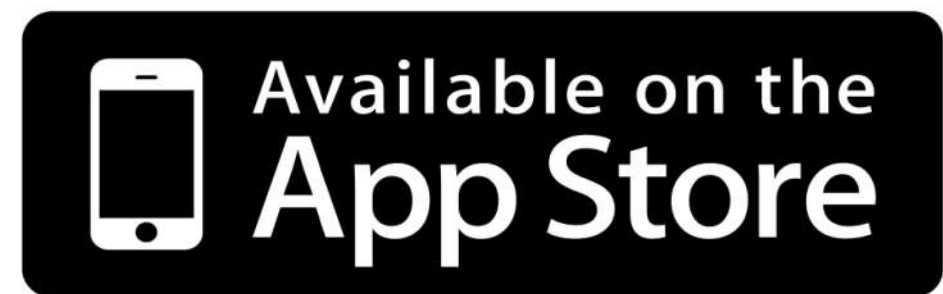
INSTANT UPDATE

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

LIST

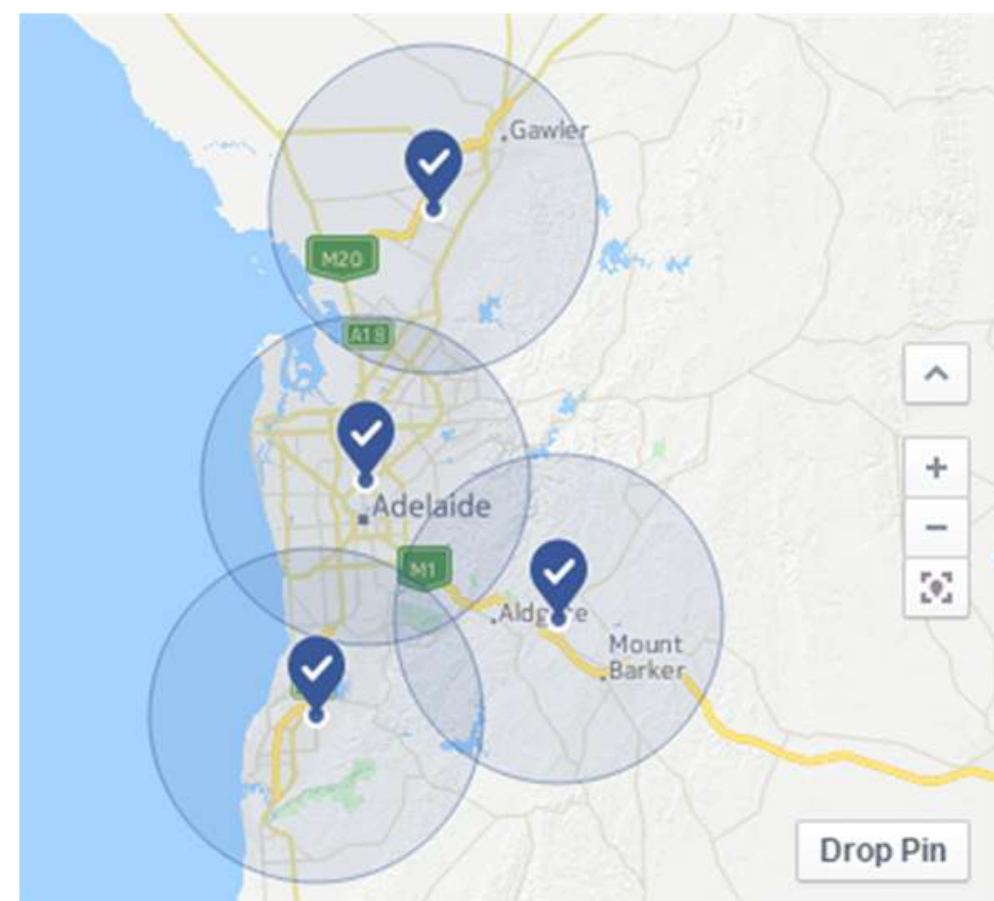
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Chris has been involved with the Society of Auctioneers & Appraisers as a trainer and board adviser since 1995 and has been conveyancing for more than 30 years.

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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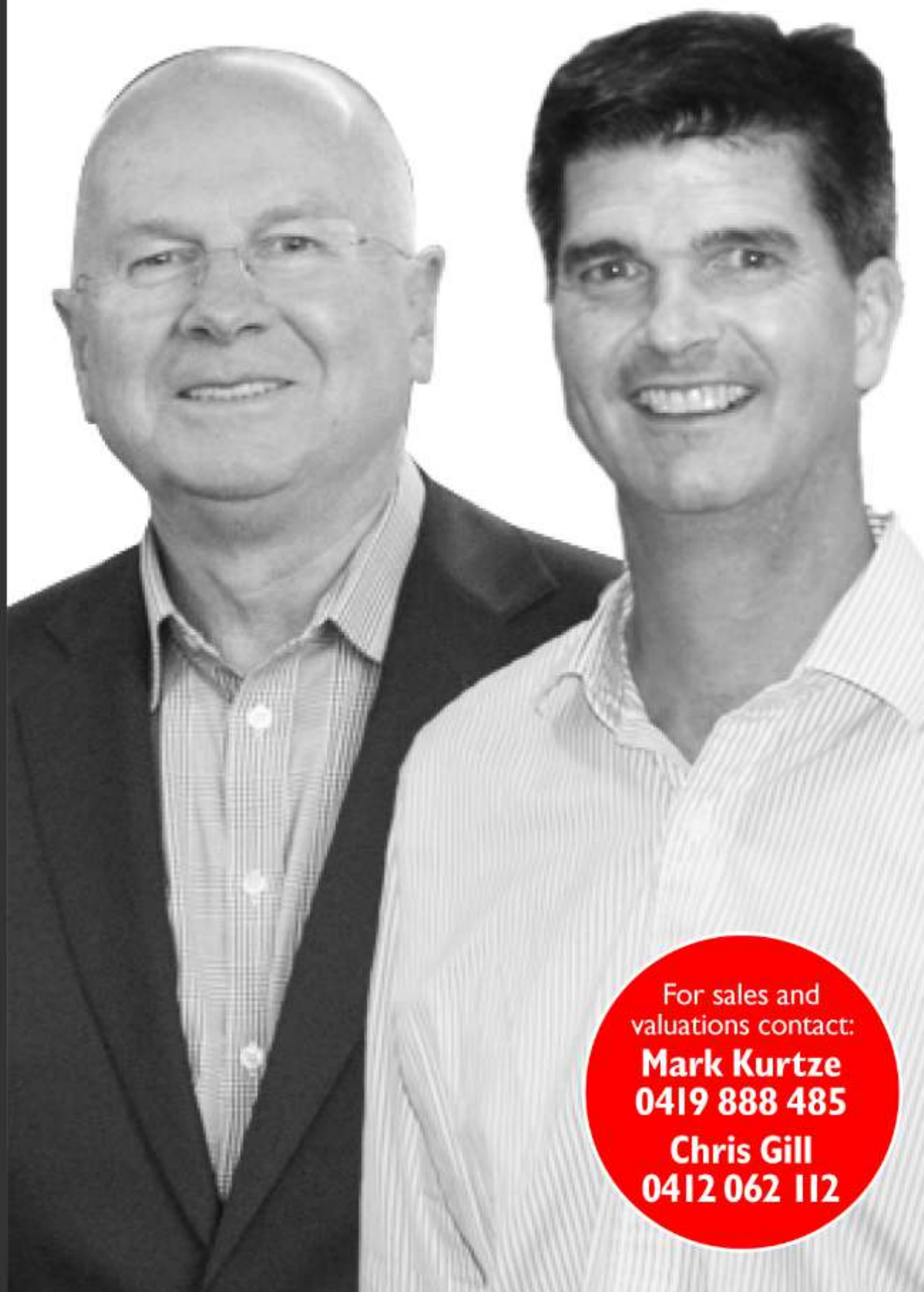
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