

GAVEL & GLASS

JUNE 2020

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



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The Society of Auctioneers and Appraisers (SA) Inc.

THE
INDUSTRY
CHOICE OF
PROFESSIONALS



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– its your guarantee*

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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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Domain

We are pleased to announce to Members that Domain has renewed as Major naming rights Sponsor of the Society for 2020 and we have some exciting initiatives to announce to Members to enhance their professional status.



Domain has released Bidtracker - an online bidding service.

Bidtracker is a market-leading solution. Bidtracker recreates the theatre of an in-room auction with seamless two-way interaction between the Auctioneer and Bidders, using Google Hangouts or Zoom.

It offers transparent transactions. The Auctioneer and participants can see who's bidding and can track the live bid on screen, allowing full transparency of the auction.

The Auctioneer is in control. The Auctioneer can see all bidders to adequately read the room to stimulate demand, helping secure the best result for your Vendor.

See the link to a successful Auction conducted by Society Board Member John Morris utilising Bidtracker and Zoom!

[CLICK HERE](#)

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PRESIDENT'S REPORT

MATT SMITH M.S.A.A. President



The Domain Golden Gavel Live Awards were held on May 29th at Klemich Real Estate Offices at Kent Town. The best of the best were awarded for their skills as elite Auctioneers and Appraisers of South Australia. To stage this event during unprecedented times was indeed a challenge but we are proud that the event took place under strict health guidelines.

The standard of Auctioneering was outstanding throughout all categories, but rising to the very top for the second year to win the inaugural award of Domain Golden Gavel Live 2020 Champion was Hamish Mill. A huge Congratulations on his back to back win.

In a quality field Hamish was a stand out for auctioning 41 Victoria Terrace, Rose Park. Hamish has set the standard in 2020 for all other Auctioneers to chase and aspire for 2021.

Hot on Hamish's tail in the years to come will be Domain Golden Gavel Rising Star Winner for 2020, Enrique Bisbal. Congratulations for the win and all the participants that entered the competition.

Congratulations to Stuart McCalden taking out the Domain Golden Gavel Live General Auctioneer of the Year & Marc du Plessis recipient of the Peter du Plessis Golden Pen Award & Geoff Watts as Livestock Auctioneer of the Year.

Top Principal & Sales Consultant Awards went to Nick Psarros & Andrew Welch plus Top Real Estate Auctioneer of the Year to Jonathon Moore.

The Domain Golden Gavel Live "Movie" will be released very soon with a professionally provided record of the 2020 Domain Golden Gavel Live Auctioneers and Appraisers who won in the various categories.

We thank Domain for their Sponsorship of this event and Kirsty McDowall Sales Manager for South Australia and Northern Territory for her contribution to the day and Darren Read from Read Brother Signs, The du Plessis Family, Sam Bowden from Bowden Group, Chris Gill from the Form 1 Company - thankyou all for participating at the Awards.

Reminder Society Golf Classic is coming up on Friday October 16th. All details of the event can be found on our website.

Matt Smith M.S.A.A. President

matt@klemich.com.au | 0407 770 725

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Golden Gavel Live 2020



Ladies and Gentlemen, what a proud and steadfast history The Society has and continues to enjoy, with so many highly dedicated members who seek to continuously raise the profile and standards of the profession of both Auctioneers and Appraisers.

Celebrating 28 years, The Society is breaking new ground with cutting edge technology where Senior Real Estate, General, and Livestock Auctioneers submit a Live Facebook Feed from a smartphone to determine South Australia's Best Live Auctioneers.

It is great to see so many of you representing all areas within our industry and made up of arguably some of the best within Australia.

Yet again, it proves that from here in South Australia, we are the leaders and innovators that others choose to follow.

The Society in its 39th Year is proud to both represent you and help you to continue leading through our initiatives such as our Mandarin Translated Documents, REA Forms (AucDocs) in the cloud, Upcoming Auctions App, Nationally Accredited networking and training, and the DOMAIN Golden Gavel Competition and Awards.

The DOMAIN Golden Gavel Live concept removes distance as a barrier and allows Auctioneers to compete from all over South Australia for the ultimate accolade – DOMAIN Golden Gavel Champion for Real Estate, General and Livestock.

Garry Topp
CEO



The DOMAIN Golden Gavel has unquestionably raised the standards of Auctioneering in South Australia. The concept evolved as a means to give profile to our local Auctioneers and Appraisers and it has become the benchmark for the Australasian Competition and other Auction Competitions within Australia and New Zealand.

The Domain Golden Gavel Live is the longest running Auctioneering Competition in the Southern Hemisphere and has been the spring board that has fast-tracked the careers of many South Australian Auctioneers and Appraisers.

Matt Smith - President



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Golden Gavel Live 2020

RISING STAR HEATS



VINCENT WANG



SARAH BOWER



ENRIQUE BISBAL



JOSHUA BAGLEY



17 FLORENCE STREET, FULLARTON

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Domain Golden Gavel Live 2020



At 8.00am on Wednesday the 6th of May 2020 four budding new Auctioneers reported for duty for one of the most agonising performances they will ever perform by competing in front of a panel of Judges and spirited bidders who placed bids according to the scripted bidding plan.

The property 17 Florence Street, Fullarton was a 1920's character home in the heart of this trendy ever-popular suburb featuring ornate fire places, polished timber floors, lead light glass and high ceilings – a perfect blend of original features and modern living. Well-appointed inside with an impressive open plan family and dining area opening through glass bi-fold doors overlooking the exquisite alfresco entertaining area and self-watering vertical garden walls and manicured rear yard and as the Agent would say "If you are having family and friends over to entertain this is the perfect spot for you".

Participants were to try to achieve a sale by highlighting the benefits of living in the area and highlighting the advantages of the home. Situated close to Concordia College, Walford and not too far from Seymour as well as being zoned for Glenunga International High School and literally minutes from Frewville and the trendy cafes and restaurants popping up along Glen Osmond Road.

The contestants were Vincent Wang, Sarah Bower, Enrique Bisbal and Joshua Bagley. Judges were Matt Lipari from Major Sponsor Domain, Darren Read from Key Sponsor, Read Brother Signs, Jarrah Holmes, Sharon Gray, Luke Domingo, Brett Roenfeldt with AJ Colman as the Floor Manager and Vincent Doran as Benchmark. Some of the Judges were also Bidders with a remote Bidder Rachel Coulter bidding via Bidtracker where the Auctioneer could clearly see the bids and clearly hear and see the bidder on the screen.



OREN KLEMICH



MATT SMITH



VINCENT DORAN



VINCENT WANG

ENRIQUE BISBAL

JOSHUA BAGLEY

SARAH BOWER

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Golden Gavel Live 2020

JUDGES COMMENTS



VINCENT WANG

- Great initiative with Chinese intro.
- Big tick for the research of the School Zones.
- Enthusiastic and Energetic!
- Very entertaining!
- Good one liners!
- Very engaging and at times funny!

SARAH BOWER

- Well-rehearsed with acknowledgment around the digital format (Bidtracker) to keep the audience updated.
- Persistent around bids, her close was fantastic!
- Strong performance, great energy, superb presentation!
- Great light and shade
- Bubbly and energetic, held my attention!



ENRIQUE BISBAL

- Nice creative opening, really enjoyed the description of the property and lifestyle benefits
- When the bidding commenced Enrique went up a notch to another level.
- Very professional.
- Massive improvement from his performance last year!
- Good bidding control.
- Excellent performance, strong bidding, very good overall presentation!



JOSHUA BAGLEY

- Very calm and confident start, well balanced.
- Good rapport with the audience.
- Very professional and humorous.
- Great to see a new talent, bidding was very natural.
- A great call.



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Golden Gavel Live 2020

GENERAL & LIVESTOCK



This year General & Livestock Auctioneers had from the 1st of September 2019 until the 30th of April 2020 to record a live performance and upload it to the Society's Facebook event page, thus encouraging especially Country Auctioneers to use performances from the lucrative spring Real Estate, General & Livestock sales that are held every year and even though we open up in September its surprising how many performances are uploaded in the last week.

This year we had the pleasure of Judging Stuart McCalden, Brett McGarrigle, Marc du Plessis and Geoff Watts. The Judges were Attilio Cavuoto, Brett Roenfeldt, AJ Colman and Colin Gaetjens. Judging was held at the Klemich Offices in Kent Town with Colin judging remotely.

General and Livestock Auctions are vibrant, full of energy and enthusiasm and this year saw some fine examples of Society Auctioneer's displaying their craft. Judges assessed opening terms and conditions, appearance and presentation, control of bidding, flow and how they take and encourage bids, final call and knockdown, knowledge of stock being sold and then they are assessed on style, presence, body language, voice control, diction, engagement with the bidders, voice modulation, personality, empathy, rapport and ability to hold interest and the most important one of all overall professionalism, would I have this Auctioneer Auction my chattles?.



BRETT MCGARRIGLE



GEOFF WATTS



MARC du PLESSIS



STUART McCALDEN

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Domain Golden Gavel Live 2020 SENIOR REAL ESTATE



The Klemich Warehouse in Kent Town was again the chosen venue for the Senior Judging of the 2020 Domain Golden Gavel Live. Auctioneers had from the 1st of September 2019 until Thursday 30th April 2020 to upload a live auction performance onto the Society's Facebook Event Page to participate in this year's competition.

9 Senior Auctioneers had uploaded live performances and the Trustee conducted a draw for the order in which their videos were played in front of the Judges. Some of the performances were live on site and some were electronic utilising Bidtracker and Zoom creating an environment blending the conventional option with the online technology.

Trustee Oren Klemich presided over the Judging and judged compliance regarding the way the videos were shot, if they were live-streamed, no crowd shots and the camera was on the Auctioneer only and that their Auctions were posted on our Upcoming Auctions App. Due to the fact that we are judging actual live Auctions questions are not assessed however none of the Auctioneers got questions anyway.

Auctioneers were assessed on immediate impressions, documentation, how they describe the property as to lifestyle benefits, setting the scene and creativity, handling of the bidding and more importantly on body language, voice control, diction, light and shade, ability to hold interest and how they engage with the buyers. With a final mark on overall professionalism (Would I have this Auctioneer auction my property?).

Judges were: Kirsty McDowall representing Major Sponsor Domain, Tony Tagni, Steve Kemp, Matt Smith, Rod Adcock, Rosalind Neale and Leo Redden.



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Golden Gavel Live 2020

SENIOR REAL ESTATE



COMMENTS FROM THE JUDGES

- Great day, quality auctions of good standards with several standout excellent performances.
- Very well organised as usual.
- Polished performances, great bidding control.
- Good engaging with the audience, even with online bidders!
- Noticeable improvement of many of the Auctioneers from last year!
- Excellent showcase of our top Auctioneers!
- Great to see many with energy and enthusiasm!



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Domain Golden Gavel Live 2020 SENIOR REAL ESTATE WINNER



HAMISH MILL

It is a great honour to win the 2020 Domain Golden Gavel, proudly supported by Domain, Read Brothers Signs, Bowden Printing and all the other sponsors.

I would like to thank the Society of Auctioneers & Appraisers for all the great work they do for the real estate industry throughout the year.

My success would not happen without the support of Stephanie and John Williams and all the staff at Williams Real estate, and of course all my clients who have entrusted me with the sales of their homes.

I sincerely thank all of those people who have supported and assisted me for many years and I am very humbled to win this award for the 2nd year in a row.

Thank you - Hamish Mill

Please join Stephanie & John in congratulating Hamish Mill on yet ANOTHER GOLDEN GAVEL WIN this morning!!! Back to back!!

How bloody good!! We are so very proud of you Hamish and so privileged to have you as part of the Williams team.

Enjoy the accolades and we look forward to celebrating with a few champagnes shortly,

Well done superstar!!

John & Stephanie Williams - Williams Luxury



amazing work!

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Golden Gavel Live 2020

RISING STAR/U 27 WINNER



ENRIQUE BISBAL

Thankyou to the Society for giving us the opportunity to do this and spend time out of your busy days to help out and teaching us the art of Auctioneering.

I would like to thank the Society and Sponsors for holding such a great event.

Enrique Bisbal

great job!

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

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Golden Gavel Live 2020

GENERAL AUCTIONEER WINNER



STUART McCALDEN

What an honour to win this award, very humbled especially with the names on the trophy.

To the Society of Auctioneers and Appraisers (SA) Inc, thank you for the opportunity I am very grateful.

Also thank you to the Sponsors as well.

Cheers - Stuart McCalden



well done!

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Golden Gavel Live 2020

LIVESTOCK AUCTIONEER WINNER



GEOFF WATTS

Thankyou very much, I am quite surprised to see this, I would like to thank the Society and certainly Domain and the other Sponsors for being behind this event.

I certainly recommend all young or not so young Auctioneers to have a go! Again Thankyou.

Geoff Watts

Congratulations!

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Domain Golden Gavel Live 2020 WINNERS



SENIOR REAL ESTATE FINALISTS

AJ Colman
Anthony Demarco
Sharon Gray
Hamish Mill
Stephen Venn



GENERAL AUCTIONEER RUNNER UP

MARC du PLESSIS

RISING STAR FINALISTS

Joshua Bagley
Enrique Bisbal
Sarah Bower



'PETER du PLESSIS' GOLDEN PEN

MARC du PLESSIS



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Golden Gavel Live 2020

WINNERS



TOP REAL ESTATE AUCTIONEER OF THE YEAR

Jonathon Moore



SAM BOWDEN & JONATHON MOORE

TOP 10 SALES CONSULTANT AUCTION MARKETERS

John Bruce
Anthony Demarco
Bronwyn Drabsch
George Kargiotis
Hamish Mill
Rod Smitheram
Tim Thredgold
Andrew Welch
Bronte Manuel

TOP 15 'GOLD CLUB' AUCTIONEERS

John Bruce
Nathan Casserly
Aj Colman
Anthony Demarco
George Kargiotis
Jonathon Moore
John Morris
Brett Pilgrim
Nick Ploubidis
Brett Roenfeldt
Geoff Schell
David Smallacombe
Rod Smitheram
Jarrold Tagni
Richard Thwaites

TOP 10 PRINCIPAL AUCTION MARKETERS

Richie Carter
Attilio Cavuoto
Anthony Fahey
Peter Kiritsis
Nick Psarros
Mathew Scarce
Geoff Schell
Kate Smith
Jason Spagnuolo
John Riggall

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Domain Golden Gavel Live 2020 WINNERS



TOP SALES CONSULTANT AUCTION MARKETER

Andrew Welch



MATT SMITH, KIRSTY MCDOWALL & ANDREW WELCH

TOP SALES PRINCIPAL AUCTION MARKETER

Nick Psarros



MATT SMITH, KIRSTY MCDOWALL & NICK PSARROS

REAL ESTATE HIGHEST SALE PRICE - COUNTRY

Jonathon Moore

**1591 Lucindale Road,
Spence (SA) for SAL
Rural Co \$7,800,000**



MATT SMITH, CHRIS GILL & JONATHON MOORE

REAL ESTATE HIGHEST SALE PRICE - METROPOLITAN

Brett Roenfeldt

**283-285 Unley Road,
Malvern for Savills
\$3,270,000.**



MATT SMITH, CHRIS GILL & BRETT ROENFELDT

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Domain Golden Gavel Live 2020 WINNERS



**REAL ESTATE GROUP
AUCTION MARKETER**

Ray White



SAM BOWDEN & JOHN MORRIS

**AUCTIONEER AGENCY
OF THE YEAR - TOP 3
POINT SCORER**

**Ray White
John Morris
Rod Smitheram
George Kargiotis**



MATT SMITH, DARREN READ & GEORGE KARGIOTIS

**GENERAL AUCTIONEER
HIGHEST PRICE SINGLE LOT
AND
GENERAL AUCTIONEER
HIGHEST SALE PROCEEDS**

**Brett
McGarrigle**



MATT SMITH AND ROBIN DU PLESSIS




BRETT MCGARRIGLE

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Golden Gavel Live 2020

THE MOVIE



[CLICK HERE](#)



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UPCOMING EVENTS

AGENCY SALES BUSINESS STRUCTURING FOR SURVIVAL

PRESENTED BY WAYNE JOHNSON

HOW TO RUN A VIABLE BUSINESS WITH A LONG-TERM FUTURE
For Principals & Accounting/Bookkeeper Support Staff



- **Already facing profit challenges?** Real Estate Agency owners are now contending with the extraordinary circumstances around the economic impact of the corona pandemic.
- **Now, more than ever, it is critical to understand the profit drivers of the business and how to determine what action needs to be taken to ensure the business emerges from the current storm with the structure and tools to survive and thrive.**
- The 'Structuring For Survival' Workshop will examine the unique financial structure of the Real Estate agency business, the critical measures (particularly the margin of gross profit) and how to examine the current profit status of your business and to design a more robust structure.



WAYNE JOHNSON

Society of Auctioneers & Appraisers (SA) Inc President in 2008, Wayne has 30 years of experience in Real Estate including Sales and Property Management, multiple office agency ownership, National franchise CEO, and risk management consultancy. Wayne has an MBA - Bachelor qualification in property and is a qualified workplace trainer.

LEARN HOW TO

- Calculate the thresholds for costs and commissions to breakeven
- Calculate activity necessary to maintain breakeven point - client contacts, listing opportunities, listings, sales
- Set targets & forecasts based on your average commission
- Shows what you need to do to make a profit & to be successful
- Look at a typical scenario analysis
- Desk cost per sales person
- Break-even point for sales
- Look at strategies to improve the bottom line
- Determine what commission rate you should walk away from
- Change your existing model to your advantage
- Discover the break-even point for each transaction

THURSDAY 16TH JULY 2020

9.00am for 9.30am start to 11.00am

Arkaba Hotel | 150 Glen Osmond Road,
Fullarton SA 5063

Members and Employees \$69 each OR \$59
each for two or more from the same office

RSVP BY WEDNESDAY 8TH JULY 2020

With multiple disruptors all looking for their share of a decreasing commission pie, the industry is facing intense competition with enormous pressure on professional fees.

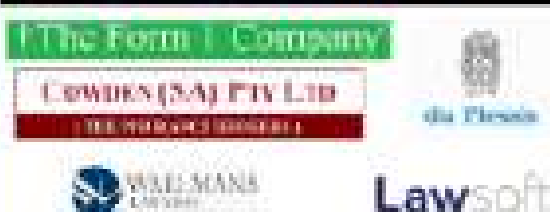
MAJOR SPONSOR

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

Email: admin@auctioneers.com.au

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

Credit Card Type (Please tick) Visa Mastercard Amex

Card No.

Amount \$ _____ Expiry ____ / ____ CW/CVC _____

Name on Card _____

Names Attending _____

NON-MEMBERS Please advise Address _____

Ph _____ Email _____

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SOCIETY'S AUCTIONS

SOLD!



SOLD - RAY WHITE NORTH ADELAIDE
5 Katrina Avenue, Klemizg, \$575,000 .
9 Registered Bidders.
Agent: Rachel Lawrie
Auctioneer: John Morris



SOLD - RAY WHITE NORWOOD
9 Woodcroft Avenue, St Georges,
\$991,000. 21 Registered Bidders.
Agent: Stefan Siciliano
Auctioneer: John Morris



SOLD - ONLINE AUCTION
33 Rose St, Prospect \$925,100
using Bidtracker and Zoom
Agent: Stefan Siciliano
Auctioneer: John Morris



SOLD - ONLINE AUCTION
1 Springbank Court,
Northgate \$627,500 using
Bidtracker and Zoom
Agent: Stefan Siciliano
Auctioneer: John Morris

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SOCIETY'S AUCTIONS

SOLD!



SOLD - RAY WHITE NORWOOD

32 Hudson Avenue, ROSTREVOR

\$520,000

Agent: Mannas Chan

Auctioneer: John Morris



SOLD - RAY WHITE WEST TORRENS

76 Rose Street, MILE END \$520,000

Agent: Raffaele Spano

Auctioneer: John Morris



SOLD - RAY WHITE NORWOOD

19 Leander Crescent, GREENACRES,

\$525,500

Agent: Stefan Siciliano

Auctioneer: John Morris



SOLD - OUS PROPERTY

28 Strathmore Avenue, LOCKLEYS

\$1.71million

3 Registered Bidders and 1 other via Zoom online platform.

Agent: Laz Ouslinis & Tegan Earl

Auctioneer: Brett Roenfeldt

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NO STAMP DUTY

NO STAMP DUTY FOR FIRST HOME BUYERS AND STAMP DUTY RELIEF FOR SENIORS DOWNSIZING!

Properties coming onto the market in South Australia as time goes by are declining. Successful Governments from time to time bring in a home savings grant at the time stimulates the market then when they withdraw the grant, the market slows.

We need an ongoing incentive to encourage homeownership into the future and an incentive for Seniors to downsize their larger 3-4 bedroom homes on invariably larger blocks made available for younger growing families.

In 2019 the Society put this proposition to the South Australian Government:

A) "No stamp duty for first home buyers (Rationale is that if \$300,000 - \$400,000 homes are easily sold, the owners of those homes will buy \$500-\$750,000, these owners will buy another and there will be a flow on effect i.e give away one and get multiple. With Eastern States offering significant first home buyer concessions, it puts SA at a disadvantage. We want to attract young people back to SA. In Victoria, they have already removed stamp duty on all transactions under \$600,000. This initiative would have the effect of increasing supply.

B) Stamp Duty relief for retirees (persons over 70) downsizing by reducing or removing Stamp Duty on the purchase of a primary residence example 50% reduction in stamp duty as a one off purchase of a home if downsizing from a larger home) This will encourage downsizing and putting larger homes on the market to provide housing for families. This initiative could greatly increase supply."

With fewer properties coming onto the market the Government is receiving less Stamp Duty.

To introduce initiatives to make it more viable to buy and sell will no doubt encourage more properties for sale and more buyers, especially in these times when the media is reporting projections of house price falls in the order of 30% in Australia.

We will resubmit this proposal to the South Australian Government and would request some feedback from Members that could assist. Please send us some Feedback which can be anonymous if you wish to admin@auctioneers.com.au

Number of Sales - March 2019 & March 2020

Number of Sales - April 2019 & April 2020

Number of Sales - May 2019 & May 2020

Employees May - May 2019 & May 2020

Any other relevant comments or suggestions.

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

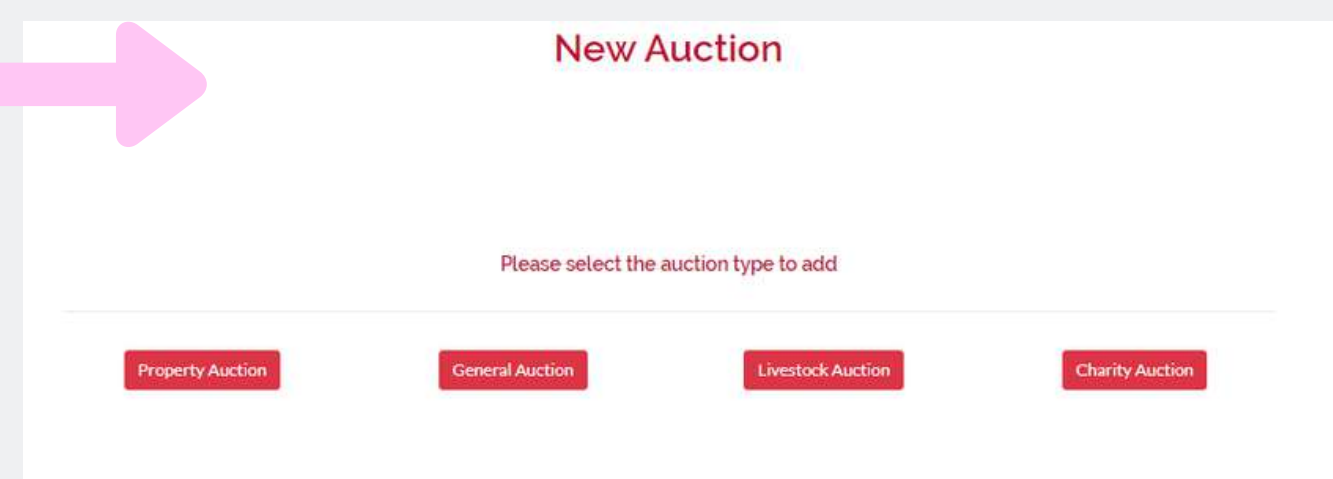
STEP ONE:

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

Sell your properties online with Domain and Bidtracker

With Bidtracker you can recreate the theatre of an in-room or in-person auction with seamless two-way video interaction between the auctioneer and bidders, and a real time live bid on screen. Domain will also exclusively highlight your Bidtracker auction via your Domain listing allowing potential buyers to easily register and participate.

Find out how to take your auctions online with Domain and Bidtracker.

Take a look



agent.domain.com.au/online-auctions

Domain

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Academic Pavilion - Providing all SA real estate licensing courses

Certificate 1V (Property Services) Real Estate

Property Management

Sales Representative

Diploma of Property Services (Agency Management)

Diploma/RLA

Auction training in conjunction with **The Society of Auctioneers & Appraisers (SA) Inc.**

* Training in, Conveyancing, Legal Studies, Leadership & Management also available

Sourcing Government funding is a specialty.

ACADEMIC PAVILION

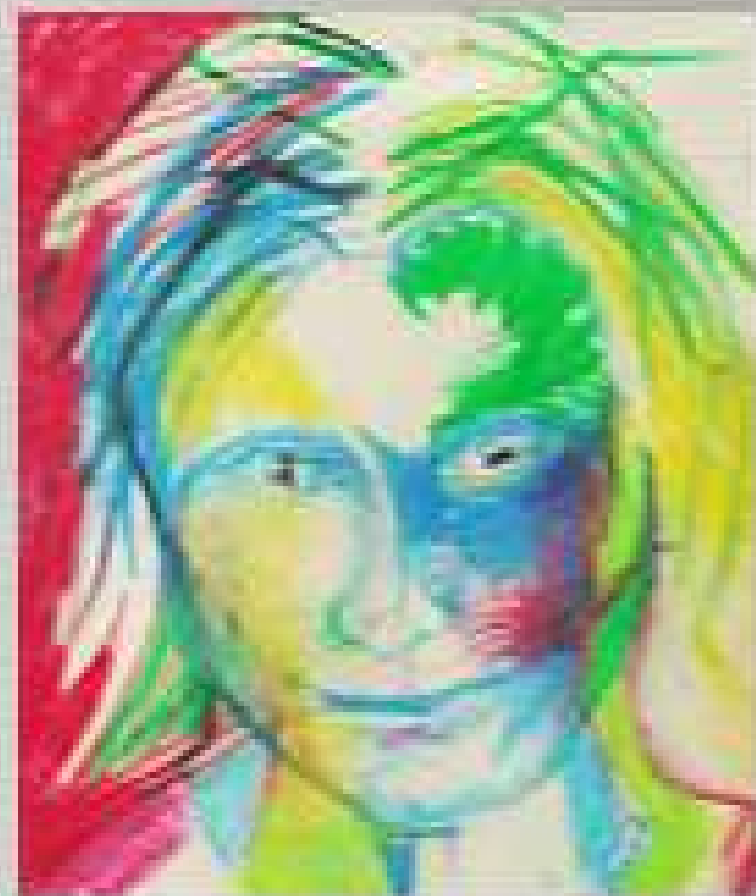
REGISTERED TRAINING ORGANISATION - RTO 91421



Megan Tamlin

State Manager

0413 027 669



Lyn Melville

CEO

0413 077 135

academicpavilion.edu.au

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?

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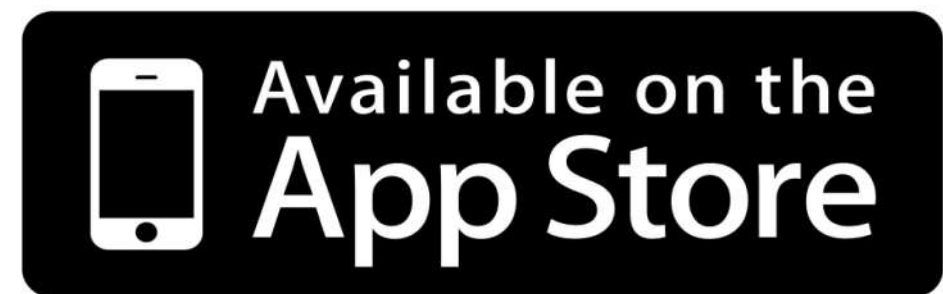
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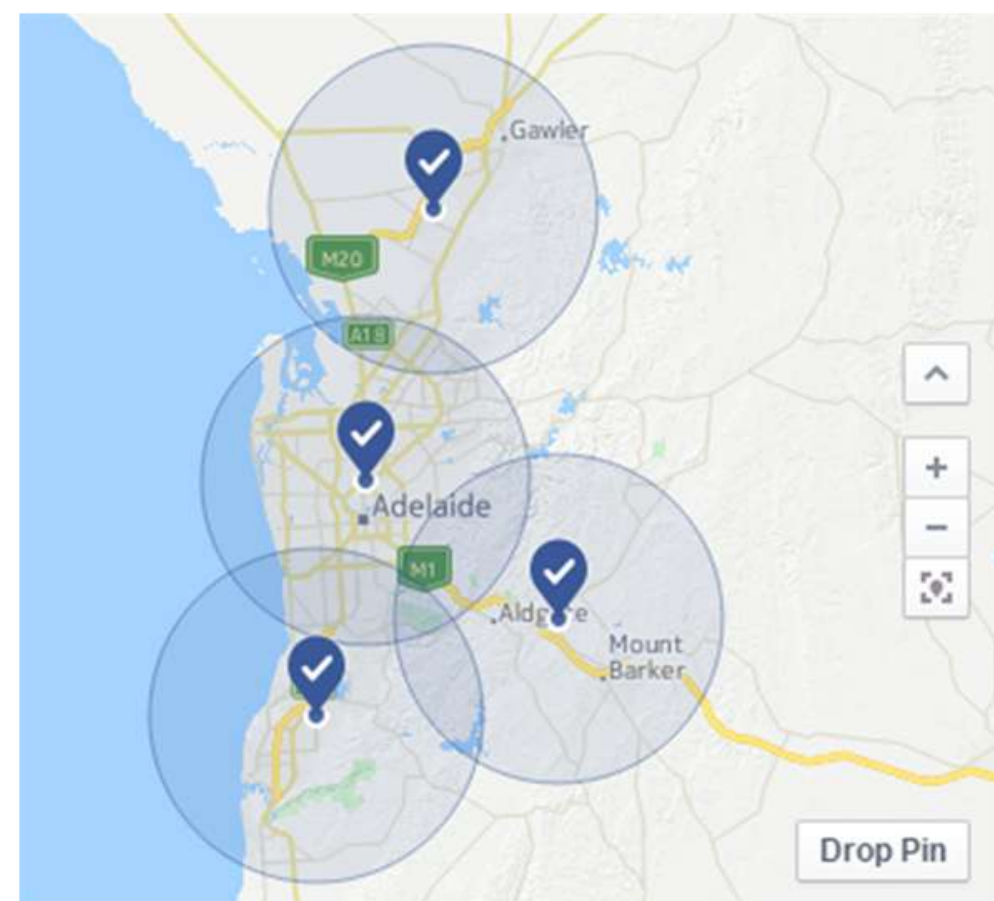
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Chris has been involved with the Society of Auctioneers & Appraisers as a trainer and board adviser since 1995 and has been conveyancing for more than 30 years.

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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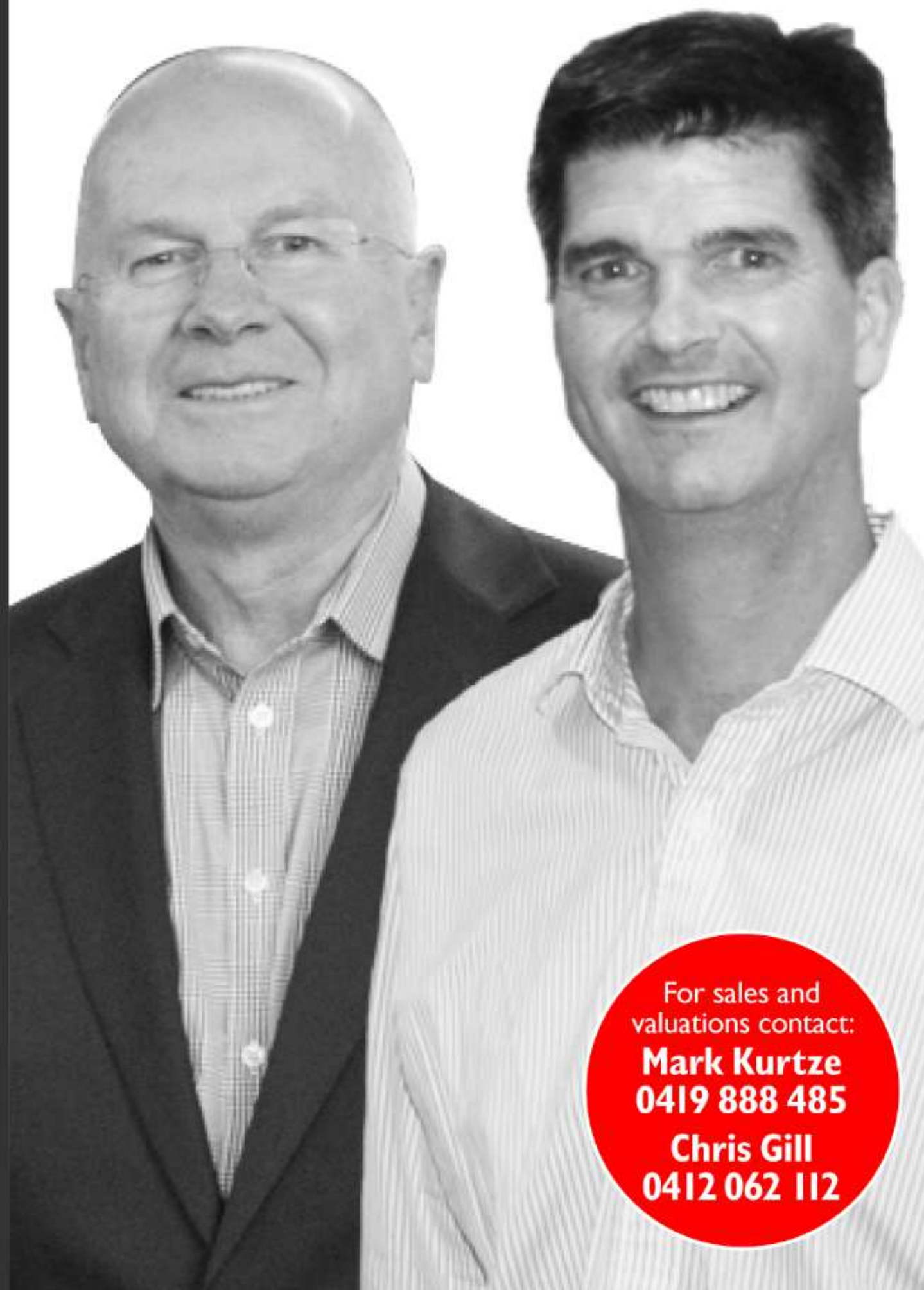
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