

GAVEL & GLASS

FEBRUARY 2021

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 Board Members

President



Andrew Monks

Vice President



John Morris



Richard Ward



Sarah Bower



AJ Colman



Vincent Doran



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SOUTH AUSTRALIA

Gavel & Glass

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

Domain GOLDEN GAVEL LIVE 2021

The Society's **Domain GOLDEN GAVEL** Competition and Awards.

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 the Real Estate, General and Livestock professions within Australia and New Zealand.

The **Domain GOLDEN GAVEL** has developed and evolved to recognize excellence for all Auctioneers and Appraisers by encouraging especially young performers to enter the Rising Star category as a follow on to the Society's Nationally Accredited 2 Day Real Estate Auction Academy.

The Domain GOLDEN GAVEL for Real Estate, General and Livestock Auctioneers & Appraisers is the longest-running Auctioneering Competition in the Southern Hemisphere and has unquestionably raised the standards of Auctioneering in South Australia and has been the springboard that has fast-tracked the careers of many South Australian Auctioneers & Appraisers.

Please nominate now for the 2021 Domain Golden Gavel Live.

Nominations close 28th February 2021, for performances that can be uploaded until 28th April 2021!

For further information please call **Garry Topp CEO (08 8372 7830)**.

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Domain

GOLDEN GAVEL LIVE 2021



NOMINATIONS OPEN NOW

For Real Estate

- Senior
- Rising Star

General

- Live Auction
- Catalogue Auction

Livestock

- Live Auction

Nominations
close on 28th
February
2021

The Domain Golden Gavel Live launches in early spring which gives both City and Country plenty of time to put in Real Estate, General and Livestock auctions, you can put in as many entries as you like - we will judge the last entry uploaded unless you advise us which Auction you would like judged.



For further details visit our website

www.auctioneers.com.au

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President's Report



It's great to have the year well underway with January now behind us and moving quickly into 2021 and as we move through February is a reminder to all Members to make a priority to register your intention of entry in the Domain Golden Gavel Competition and Awards for Real Estate, General and Livestock. **You must nominate prior to 28th February for performances that can be uploaded to the Society Facebook Page up until 28th April 2021.**

For Real Estate, General and Livestock the market in 2021 has kicked off with a bang with auctions well-attended, plenty of competition, bidding and excellent prices being achieved across all disciplines, once again highlights the importance of auction, especially in the current market to all facets of business in South Australia.

As the year is now underway we have excellent Events and Training planned and we encourage all Members and their staff to attend, to ensure that everyone is fully up to speed with the current legislation and to attend informative workshops designed for Society's members with skills to enhance their customer's experience and conduct day to day business as a leading Auctioneer, Appraiser, Agent or Property Manager.

Please ensure that you check the dates and register. Also what a wonderful year to celebrate the Society's 40th birthday! Please put the date of the 3rd of December 2021 in your diary and we will send an invitation into due course so you can participate with us in celebrating this momentous milestone in the Society's history.

For any comments or input please call me personally or call Garry Topp or Giovanna Izzo in the office for any type of assistance (08 8372 7830).

Andrew Monks M.S.A.A
andrewm@jcwilkinson.com.au | 0414 340 399

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Social Events, Media, Networking & Technology

Sarah Bower and Vincent Doran



We are currently planning a big year of exciting events for our Society members. Thank you to all of those who completed our survey earlier in the year, the insight was very interesting and helpful.

Off the back of this, we have begun to map some social events, including quarterly networking drinks, the first of this event is at the Marion hotel on Thursday 18th of March, from 5pm.

This year marks the 40th anniversary of the Society, and we can't wait to celebrate with all of you. The Domain Golden Gavel nominations are now open and we are very excited to see all of our member's auctions being submitted.

Nominations for The Domain Golden Gavel Rising Star are also open, with more details of the event to come soon.

Lastly, if you haven't already, please jump on Instagram and Facebook and follow the Society!

Vincent Doran M.S.A.A

vincent.doran@toop.com.au | 0466 229 880

Sarah Bower M.S.A.A

sarah@klemich.com.au | 0403 144 401

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2021 EVENTS AND TRAINING

Thursday
4th
February
9AM

Property Management
Listing success and growing the rent roll
Presented by Rachel Coulter



Thursday
11th
February
4PM

Auctioneers under the Pump - Q+A session addressing issues that can arise during an Auction and how to handle situations and questions in difficult situations
Presented by Brett Roenfeldt, Chris Gill and John Morris



Thursday
18th
February
9AM

Dispel the Myths - Ensure your office fully complies with legislation in all aspects of agency and pricing
Presented by Chris Gill



Thursday
25th
February
and 4th
March
8:30AM

2 Day Auction Academy - Including Nationally Accredited Auction Training Module
Presented by Brett Roenfeldt



Thursday
11th
March
9:30AM

Planning Development and Infrastructure - Plus! Q&A session on all related issues of Real Estate Legislation in South Australia
Presented by Felicity Niemann and Chris Gill



Thursday
18th
March
8:30AM

Workplace Relations - Strategies to keep sales consultants employed after job keeper ends
Presented by Arvin Bisbal



Thursday
15th
April
9AM

Land Agent's Threats - How to run a viable business with a long-term future
Presented by Wayne Johnson



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UPCOMING EVENTS

PROPERTY MANAGEMENT WORKSHOP



PRESENTED BY RACHEL COULTER

"Rachel has worked in the Real Estate Industry for over 27 years and 16 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

[Click here to download/print the brochure](#)

TESTIMONIALS

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

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

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

Thursday 4th February 2021
 8.30am for 9.00am start until 12.00noon
 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: Wednesday 27th January

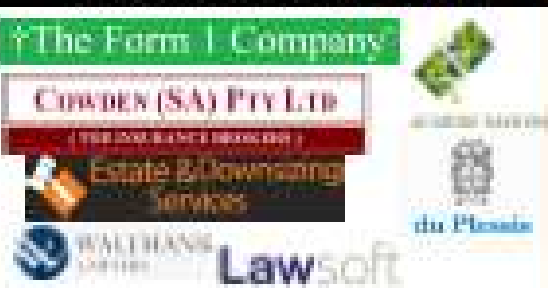
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UPCOMING EVENTS

AUCTIONEERS UNDER THE PUMP

Challenges Auctioneers are facing

Q+A session addressing issues that can arise during an Auction and how to handle situations and questions in difficult situations.

ARKABA HOTEL

THURSDAY

11th FEBRUARY

3:30 FOR 4:00 PM

Drinks Afterwards



Brett Roenfeldt



Chris Gill



John Morris

DO YOU KNOW THE ANSWER TO, THE FOLLOWING:

- One of your vendors informs you on the morning of the Auction that they intended to register and bid on the own property, what do you do?
- Does it alter your response if the vendor that is bidding is privy to the reserve price or any amended reserve price?
- As Auctioneer, you became aware 30 minutes before the auction of a possible encroachment of the subject property over the neighbors land, or an existing structure encroachment over an easement and this is not disclosed in Form 1 or contract, what do you do?
- There has been a violent death at the property, do you have a duty to disclose?
- A person calls the Sales Agent 20 minutes before the Auction and wants to register over the phone, can they do it? And what protocols need to be in place?
- A person wants to register with no identification 5mins before the Auction, what can you do?
- After the property is sold, at the point of signing the contract what happens if the purchaser wants to alter either the deposit or settlement and the vendor agrees, can you do it? And if so, how this can be done without putting the contract at risk?
- You are over the reserve and the buyer bids \$1, do you take it? What if you do, what if you don't?
- You are under the reserve and the buyer bids \$1, do you take it? If so what strategy do you use?
- You are aware that one of the buyers does not have F.I.R.B. approval, but wants to bid and will pay \$50,000.00 deposit, what is your best course of action?
- Online Auctions - what are the potential problems?
- What if the platform that you are using crashes - what do you do?
- If you are under reserve and the vendors are not there, how can they communicate acceptance of a figure below your reserve?
- If a purchaser bids by telephone with a person in the employe of the agent handling the sale, is there a conflict of interest? And what are the ramifications?
- If an underage person wants to bid without a parent or guardian with them, what are your options?
- Announcing on the market, what are the ramifications?
- Auctioneer is aware forms have only been on display for 20 minutes, not the required 30 minutes, what should you do?
- A buyer has been to the open inspection and rings in the morning of the auction saying they can't make it the auction, and they want to bid, what can you do?
- After the Auction the buyer asks for an extra name to put on the contract as purchaser, can you do it and what are the ramifications?

What is the best way to answer the following questions:

- Are there any white ant or pest problem with this property?
- If I buy today I want to put the contract in joint names with my wife, but she is not here - what can I do?
- Have all the building and improvements located on the property been approved by council?
- A person assumed to be in a state of intoxication asks, I have had a few drinks - will you accept my bid?
- Can I pay the deposit by deposit bond?
- I'm a beneficiary or executor, can I bid as a purchaser?
- An agent stands next to the registered bidder and bids for the registered bidder using that persons bidding number, is it ok?
- A rambling 20 room home that is currently empty but has previously used as a nursing home, a buyer asks, is GST applicable to today's auction? What is your answer?

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UPCOMING EVENTS

DISPEL THE MYTHS

SALES AGENCY AND PRICING COMPLIANCE



CHAired BY
SOCIETY TRAINER,
CHRIS GILL

Ensure your office fully complies with legislation in all aspects of agency and pricing

- Sales Agency and associated issues
- Subsequent and extended agencies
- Vendor and Agent pricing in reference to what to put in the Agency Agreement
- Compliant dialogue in reference to pricing and advertising
- Price Guides given verbally at open inspections and over the phone
- Clarify market confusion regarding legitimate price disclosure and industry practices which may conflict with legislation
- Comparable Sales Versus Recent Sales (in the context of misrepresentation)
- Clarify exactly what needs to be provided to Vendors

THURSDAY 18th February 2021

8:30 for 9am start to 12 noon

Arkaba Hotel

150 Glen Osmond Road
Fullarton SA 5063

[Click here to download/print the brochure](#)

Members and employees \$44
(groups of 3 or more from the same office \$36)

Non members are invited to join in order to attend

BOOK BY

THURSDAY 11th February 2021

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UPCOMING EVENTS

Real Estate Auction Academy

Plus! For Licensed Auctioneers wanting to refresh their knowledge of the Legislation and brush up on their Auction performance.



2 Day Auctioneers Licence Workshop

Including Nationally Accredited Auction Training Module

CPPDSM4004A (CONDUCT AUCTION)

Society of Auctioneers & Appraisers (SA) Inc. Real Estate Auction Academy

This is the only Auction Academy run by five times 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 Academic Pavilion
- Registered Provider No. 91421



[Click here to download/print the brochure](#)



Nationally Accredited Trainer
Brett Roenfeldt F.S.A.A. (Life)

- 3.5 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 five Domain Golden Gavels and represent SA in the Australasian Auctioneering Championships as a contestant and 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 further information about this dynamic program, talk to the presenters personally
Brett Roenfeldt 0411 180 960
Garry Topp 8372 7830

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
You will receive specific training on:

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

Each participant will receive a comprehensive workbook including Best Practice Procedures, Auction Essentials Handout and PowerPoint Presentation. Assessment of Competency will be by a Workplace Trainers and Assessors and competency in all segments of the Auction performance will be required for certification.

National Statement of Attainment issued on successful completion.

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Names Attending _____

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Next Workshop

THURSDAY 25TH FEBRUARY

THURSDAY 4TH MARCH

8AM for 8:30AM to 5:30PM

VENUE: Boardroom, Arkaba Hotel
150 Glen Osmond Road, FULLARTON
(For accommodation enquiries Please call: 8338 1100)

COST: \$880 for members
(Non members are invited to join prior to attending)

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UPCOMING EVENTS

PLANNING, DEVELOPMENT AND INFRASTRUCTURE ACT

WHAT AGENTS WILL NEED TO KNOW
PRESENTED BY FELICITY NIEMANN | WALLMANS LAWYERS

All Agents & Sales Consultants should attend and get an understanding of how this new system will affect your practice

"The State Government are consolidating all 72 Development Plans into one single source document"

The largest overhaul of planning legislation and policy in South Australia's history commences on 19th March 2021. The Planning, Development and Infrastructure Act 2016 will then be fully implemented. As dedicated real estate industry professionals, you should be aware of the changes and what it might mean for you and your clients.

Join planning and environment law specialist, Felicity Niemann, Partner, Wallmans Lawyers who will provide you with an overview of what the changes are and what it means for you. This includes an overview of development assessment, e-planning and access to information, the key changes to planning policy and knowing how to identify development opportunities for both residential and commercial land.

Plus : The Act changes will require amendments to the Form 1, Chris Gill will update what changes are known and what can be expected to change. This will include how any transition period will likely apply for searches and Form 1's caught in the crossover.



Felicity Niemann

Felicity has comprehensive experience as a specialist planning and environment lawyer who provides practical and straightforward advice to her clients. She has practiced exclusively in this area for many years and is well known in the South Australian jurisdiction.

Her experience includes the provision of advice on all matters arising under the Development Act 1993 and related legislation. She also has an in depth understanding of the Planning, Development and Infrastructure Act 2016 and related planning instruments and its obligations as we transition towards full operation at the end of this year.

Felicity has a Bachelor of Laws (with Honours) and Bachelor of Arts (majoring in Politics) degrees from the University of Adelaide and a Graduate Diploma in Legal Practice.

9.00am for 9.30am start until 11.00am
Thursday 11th March 2021
Arkaba Hotel | 150 Glen Osmond Road,
FULLARTON
Members \$44.00 each (groups of 3 or more
from the same office \$33.00 each)
Bookings by: Wednesday 3rd March 2021



Chris Gill

PLUS! Q & A session on all related issues of Real Estate Legislation in South Australia!

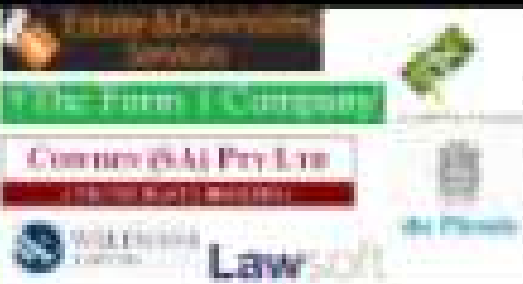
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[Click here to download/print the brochure](#)

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UPCOMING EVENTS

WORKPLACE RELATIONS SEMINAR

PRESENTED BY ARVIN BISBAL
STRATEGIES TO MANAGE EMPLOYMENT CONDITIONS
IN REAL ESTATE AGENCIES



Arvin Bisbal

Arvin, through her business Workplace Partners, has advised and represented various real estate industry employers throughout Australia, from small to large agencies and franchise groups. She is a trusted workplace relations advisor to the real estate industry and has successfully represented the industry and individual employers before the Fair Work Commission and Industrial Court.

Armed with a Bachelor Degree in Law and Legal Practice, and Management (Human Resources), and over 15 years' experience in human resources and industrial relations, she has advised, guided and represented real estate employers, and has an intimate knowledge of the workings of a real estate agency.

Her knowledge and experience in delivering solutions specific to the real estate industry makes her one of the most sought after workplace relations consultant in South Australia and the Northern Territory.

Learn strategies you can adopt into your business to manage your workforce and cashflow whilst remaining fully compliant with the Real Estate Industry Award 2020 and Fair Work Act.

This session is designed to provide you with the strategies and information you can adopt to manage your workforce and comply with the modern awards.

Learn strategies to keep Sales Consultants Employed after JobKeeper ends.

The session will cover:

- Employment categories (Full time, Part-time, Casual) – determine which option is the best for each role and your business needs;
- Establishing Key Performance Indicators;
- Commission-only arrangements;
- Debit / Credit commission arrangements.

[Click here to download/print the brochure](#)

Who should attend?

This information session is designed for Business Owners, Managers, Supervisors, Payroll and Human Resources staff.

What you get?

All participants will receive an information folder for the session.

WHILE STILL COMPLYING WITH THE REAL ESTATE INDUSTRY AWARD & FAIR WORK ACT

Date: Thursday 18th March 2021
Time: 8.00am for 8.30am 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 Wednesday 10th March 2021
Online Booking: <https://bit.ly/35qmLGL>

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Names Attending _____

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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.

[Click here to download/print the brochure](#)



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 15TH APRIL 2021

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 7th April 2021

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.

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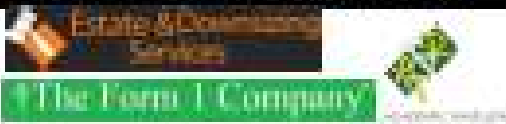
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UPCOMING EVENTS

SAVE THE DATE



SOCIETY'S 40TH BIRTHDAY CELEBRATION



Friday 3rd December 2021



Lunch at The Mayfair

Gavel & Glass

Serving on the Society Board

The Society Board consists of 6 Society Members who are Practicing, Master, Fellow or Life Members.

Board Members are allocated to task groups where they meet monthly to carry out various tasks and aspirations of the Society and subsequently report to the Board and Members where reports are published in our monthly ebook.

Members can nominate for a Board position at any time and can be invited to fill a casual vacancy as it may become available.

Further information call 8372 7830
Garry Topp FSAA (Life) CEO

REMEMBER WHEN...



It was Friday 7th Nov 2014 the morning the weather forecast was 39 degrees for Adelaide, it was the Society's Annual Golf Classic due to start at 11:30 am with a BBQ lunch.

Top 10 Principal Auction Marketers

Attilio Cavuoto - Ray White Flinders Park, Brett Pilgrim - Ray White Adelaide, Jonathon Kiritsis - Harcourts, Nick Psarros - Ray White Port Adelaide, Paul Arnold - Elders Real Estate, Scott Nowak - Ray White Morphett Vale, Scott Robinson - Ray White Brighton



SOCIETY'S AUCTIONS

SOLD!



4 Birdwood Ave, Frewville
SOLD for \$965,000
19 registered bidders
Agent: Mannas Chan
Auctioneer: John Morris



3 St Albans Place, Clearview
SOLD for \$551,000
Agent: Brijesh Mishra
Auctioneer: Brett Roenfeldt



23 Oakleigh Road, Marion
SOLD for \$560,000
Agent: Ernie Tagni
Auctioneer: Jarrod Tagni



39B Hoods Road, Northfield
SOLD for \$440,000
Agent: Rachel Lawrie
Auctioneer: John Morris

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SOCIETY'S AUCTIONS

SOLD!



20 St Georges Place, Alberton
SOLD for \$685,000
Agent: Nick Psarros
Auctioneer: AJ Colman



7 Koonunga Ave, Rostrevor
SOLD for \$660,000
Agent: Stefan Siciliano
Auctioneer: John Morris



27b Beatty Street, Linden Park
SOLD for \$595,000
Agent: Christine Holowiecki
Auctioneer: Brett Roenfeldt



43 Jenkins Ave, Rostrevor
SOLD for \$718,000
Agent: Linda Clemente
Auctioneer: George Kargiotis

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SOCIETY'S AUCTIONS

SOLD!



12 Audley Ave, Prospect
SOLD for \$992,000
Agent: Stefan Siciliano
Auctioneer: John Morris



1 Primrose Court, Grange
SOLD for \$675,000
Agent: Linda Clemente
Auctioneer: George Kargiotis



6 Cole Street, Clapham
SOLD for \$911,000
Agent: Sharon Gray
Auctioneer: Sharon Gray



32 Claxton Street, Adelaide
SOLD for \$825,000
Agent: Nick Ploubidis
Auctioneer: Nick Ploubidis

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SOCIETY'S AUCTIONS

SOLD!



33b Robert Emery Court, Athelstone
SOLD for \$753,000
Agent: Paul Arnold
Auctioneer: Paul Arnold



32 Arthur Street, Richmond
SOLD for \$747,000
Agent: Nik Diamond
Auctioneer: Rod Smitheram



37 Balmoral Ave, Magill
SOLD for \$883,000
Agent: Jill Wehrs
Auctioneer: Sharon Gray



4 James Street, Woodville West
SOLD for \$933,500
Agent: Peter Kiritsis
Auctioneer: Jonathon Moore

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SOCIETY AUCTIONEERS REPORTING THEIR AUCTIONS ON THE SOCIETYS UPCOMING AUCTIONS APP



Troy Tyndall



John Morris



Tony Tagni



Jarrod Tagni



AJ Colman



Tim Thredgold



Simon Lambert



Rod Smitheram



Geoff Schell



Jonathon Moore



Michael Cavuoto



Peter Economou



Richard Thwaites



Anthony DeMarco

SOCIETY AUCTIONEERS REPORTING THEIR AUCTIONS ON THE SOCIETYS UPCOMING AUCTIONS APP



Bronte Manuel



Nathan Casserly



Brett Roenfeldt



Matt Smith



Nick Ploubidis



David Smallacombe



Paul Arnold



Hamish Mill



George Kargiotis



Sarah Bower



Vincent Doran



Sharon Gray

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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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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

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PLEASE CONTACT

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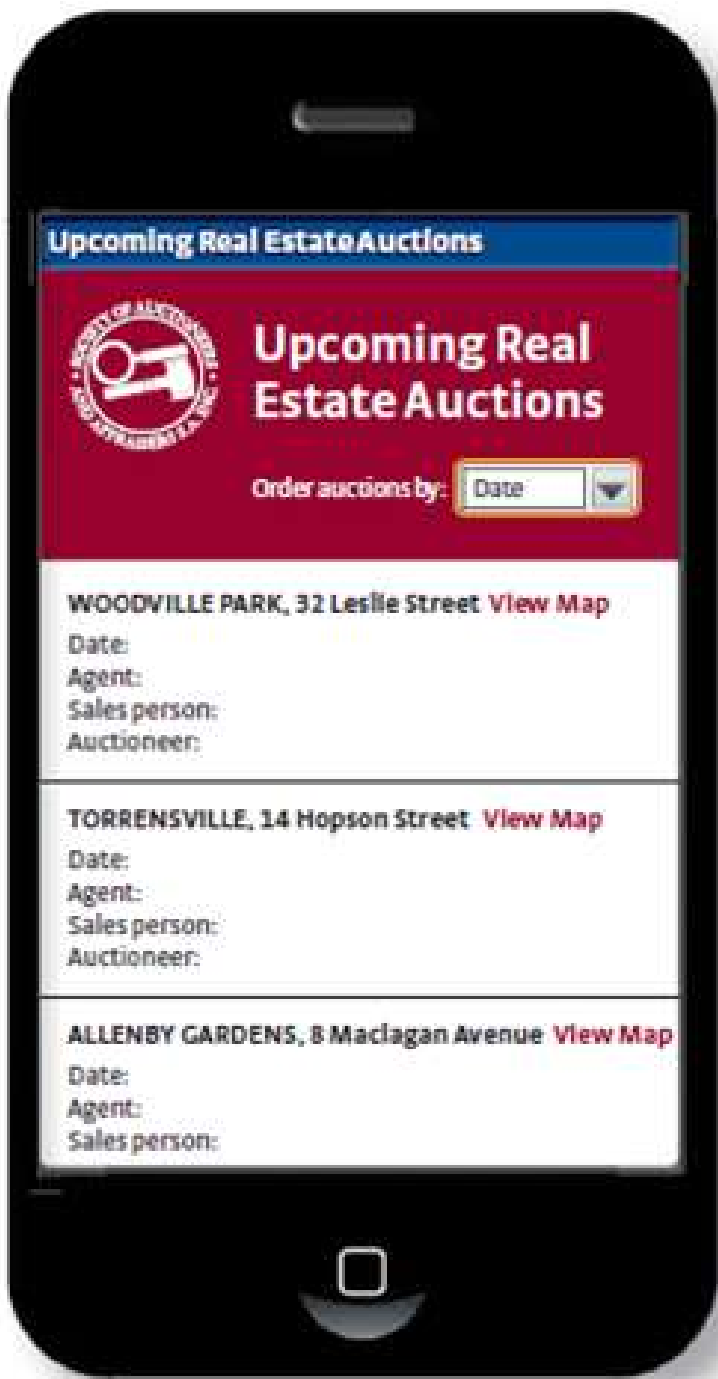
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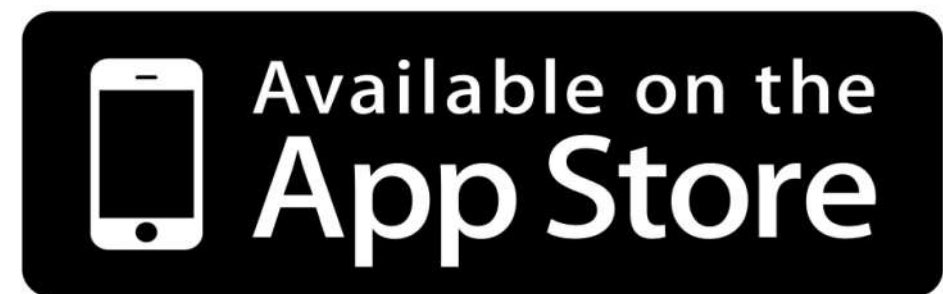
INSTANT UPDATE

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

LIST

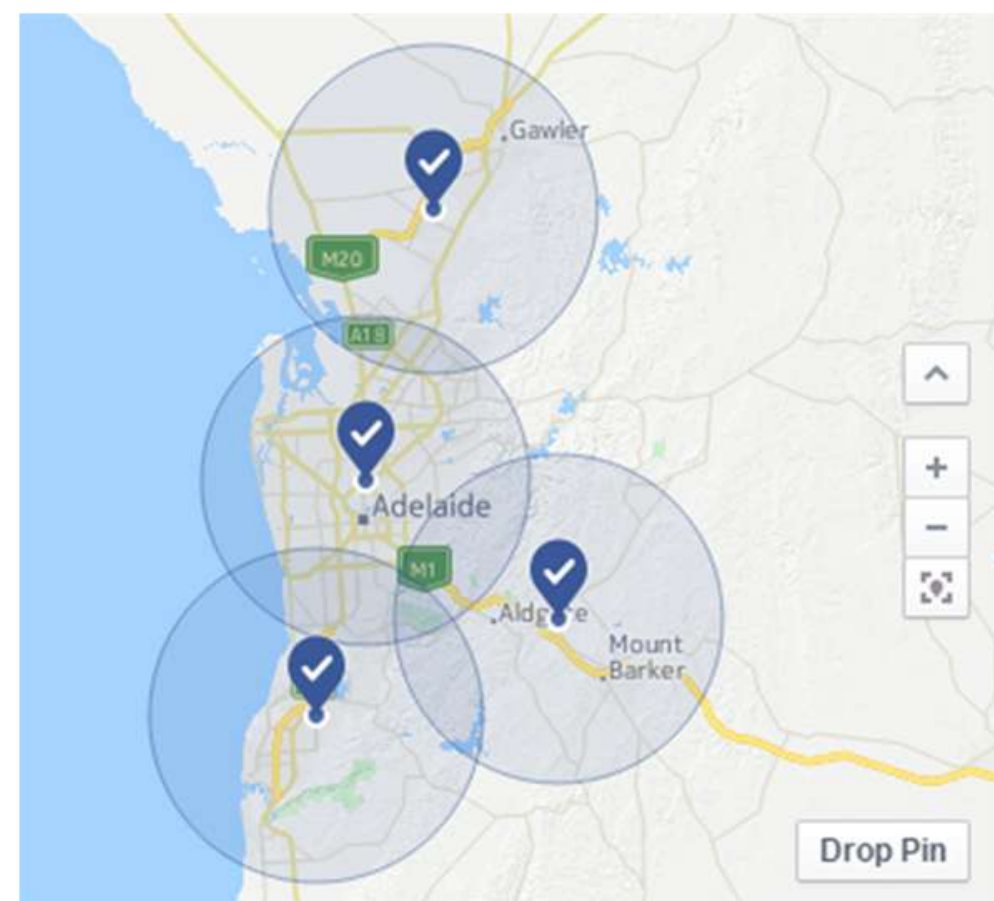
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For Form 1 preparation please contact Chris Gill on 7221 4908

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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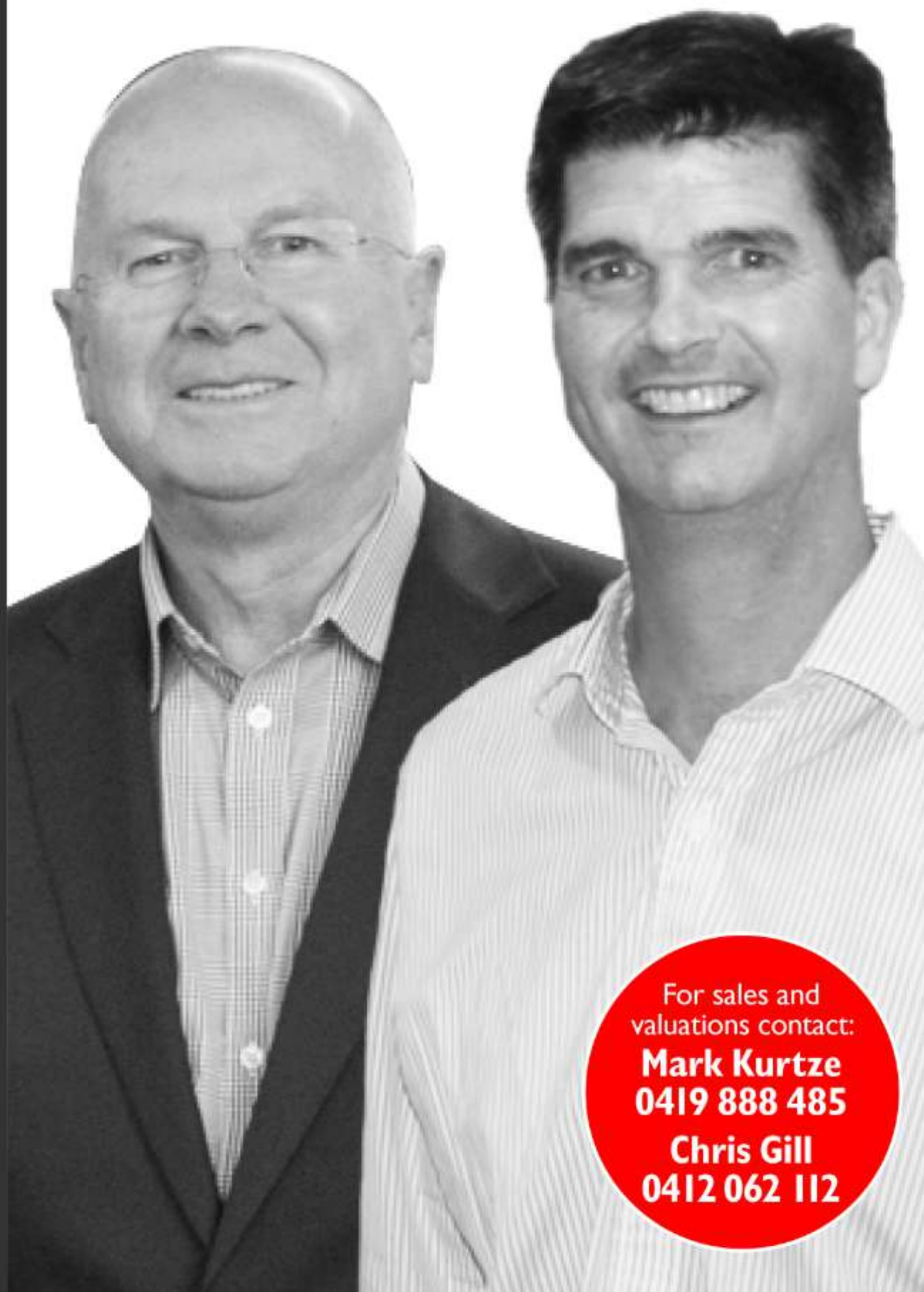
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