

# GAVEL & GLASS

APRIL 2021

## "The Society"

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



*Look for the logo  
– its your guarantee*

**auctioneers.com.au**

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## THE BOARD Board Members

**President**



Andrew Monks

**Vice President**



John Morris



Richard Ward



Sarah Bower



Anthony DeMarco



Vincent Doran



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auctioneers.com.au



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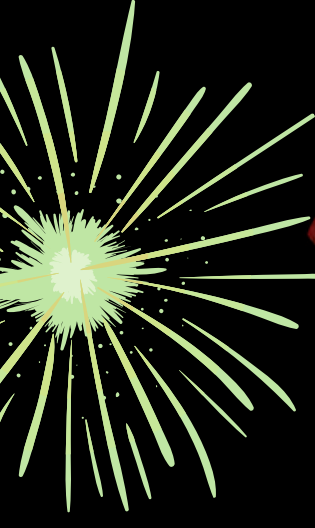
SOUTH AUSTRALIA

# Gavel & Glass

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



# GOLDEN GAVEL LIVE 2021



For Real Estate

- Senior
- Rising Star

General

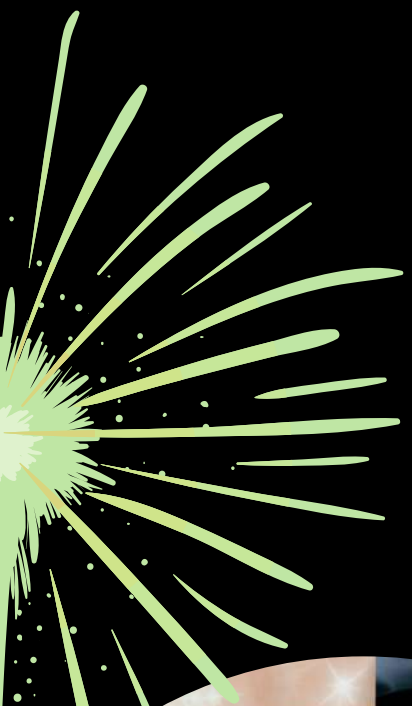
- Live Auction
- Catalogue Auction

Livestock

- Live Auction



The 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](http://www.auctioneers.com.au)

## Gavel & Glass

# President's Report



As we run out another quarter during the financial year and heading to Easter, the Society is in an excellent position with membership numbers increasing, auctions performing well in all markets, both General and Real Estate and excellent training events happening informing members in changing legislation and making sure all practising members of the Society are able to support and supply vendors with the market information and services.

Through the last month, we had some excellent training events including:

1. Planning, Development and Infrastructure ACT
2. 2 Day Auction Academy
3. Form 1 - Q+A Session

**As well as a wonderful afternoon at the Marion Hotel for the Society drinks, a function attended by some 25+ members who engaged in an excellent discussion reflecting on the current market trends and opportunities, it was a great event, enjoying the hospitality of the stunningly renovated Marion Hotel.**

The Board met for a mid-year Planning meeting in the last week and reaffirmed a clear direction pathway to the Board delivering excellent outcomes for Society members and supporters which will become further developed and promoted in the upcoming months up to the end of the financial year.

Golden Gavel Awards are to be held at Plant 4 Bowden on Thursday 27th of May at 5:30 pm, please ensure you don't miss out.

Congratulations to all members on some outstanding auction results, again proving auction is the way to sell.

As always if there is any feedback or comments from members, please feel free to contact me at [andrewm@jcwilkinson.com.au](mailto:andrewm@jcwilkinson.com.au) or 0414 340 399 or CEO Garry Topp at [society@auctioneers.com.au](mailto:society@auctioneers.com.au) or 8372 7830.

**Andrew Monks M.S.A.A**

**[andrewm@jcwilkinson.com.au](mailto:andrewm@jcwilkinson.com.au) | 0414 340 399**

## Gavel & Glass

# Social Events, Media, Networking & Technology

Sarah Bower and Vincent Doran



What an interesting few weeks it has been, the planning reform which came into effect on the 19th of March has been a big talking point within the industry. Chris Gill & Felicity Niemann hosted a fantastic training session on the 11th of March with great insight into the planning changes – a huge attendance was great to see!

On the 18th of March, the first Society Social Drinks for 2021 took place at the newly renovated Marion Hotel, a brilliant venue. A great turn-out of members from far and wide made the evening an enjoyable one – we can't wait to do it all again at the next event.

The Society Golden Gavel Live is well underway online with plenty of great auctions being posted by our members.

Remember that you can post as many auctions as you like and choose your favourite to be judged. The Golden Gavel Rising Star is happening on the 5th of May. Registrations closed on the 28th of February, we've got some great candidates entering this year.

The Society's Golden Gavel Awards Presentation is to be held at Plant 4 Bowden, (Third Street, Bowden) on Thursday 27th May 2021 at 05:30 pm - it's shaping up to be a great bash.

We've also got an exciting new wine sponsor and a media sponsor to be announced at the event! And if you happen to have any business associates who may also benefit from a sponsorship deal with the Society (big or small) please pass on their contact details and we'll follow them up!

If you're not following The Society as yet on social media - jump on your phone right now and follow us on Instagram @societyofauctioneersappraisers plus follow us on Facebook and LinkedIn.

This way you can keep in the loop with all of our events and be kept abreast of important industry information.

**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**

## Gavel & Glass

# General Auctions Coming in for the Golden Gavel Competition

Richard Ward and Anthony DeMarco

There have already been a number of general auctions uploaded to the "Golden Gavel Live 2021" Facebook page, as contestants try and put their best foot forward.

A number of the uploads already entered by Pickles show the new Covid affected auction format whereby the auction is conducted in their boardroom.

The auctioneer has no actual bidders in front of them. The Auctioneer is only taking bids from on-line bidders, as opposed to the traditional auction with a crowd in attendance. This revised format ensures Pickles is fully compliant with Covid restrictions, but still allows the auctioneer to describe the asset and control the online bidding to encourage buyers to keep participating.

It is well worth a look to see how these auctions work.

All Registered participants still have up until Friday April 30 to enter as many times as you can -all you then need to do is advise the Society as to which auction you would like to be judged.

Remember, for the entry to be valid, you must submit a live Facebook feed from a smartphone which is streamed live onto the Society's Facebook event - one camera only, with no editing.

Hopefully, we will see more entries uploaded live during April as we approach the cut-off date at the end of the month!

**The attached photo is of defending General Auctioneer, Stuart McCalden about to start his Auction.**



**Richard Ward M.S.A.A**

**richard.ward@pickles.com.au | 0466 746 751**

**Anthony DeMarco M.S.A.A**

**anthony.demarco@harcourts.com.au | 0408 778 744**

## Gavel & Glass

# 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 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.

#### KEY SPONSORS



#### ALSO SUPPORTED BY



#### PARTNERS



**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

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

Email: [admin@auctioneers.com.au](mailto: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 \_\_\_\_/\_\_\_\_ CVV/CVC \_\_\_\_\_

Name on Card \_\_\_\_\_

Names Attending \_\_\_\_\_

NON-MEMBERS Please advise Address \_\_\_\_\_

Ph \_\_\_\_\_ Email \_\_\_\_\_

# Gavel & Glass

# UPCOMING EVENTS

## SOCIETY OF AUCTIONEERS AND APPRAISERS (SA) INC.

### GOLDEN GAVEL LIVE

### AWARDS 2021



**Plant 4 Bowden**

**Third Street, Bowden**

Thursday 27th May 2021

Drinks from 5:30pm

Awards from 6:30pm



Dress Code Office Attire  
Cost \$44.00 each  
For Awards + Cocktail Food  
Bar open at cost



## Gavel & Glass



# UPCOMING EVENTS

## 2021 GOLF CLASSIC FRIDAY 22th OCTOBER

@ MOUNT OSMOND GOLF CLUB  
Sponsored by Chris Gill



†The Form 1 Company™



WIN \$20,000  
CASH!  
JUST GET A  
HOLE IN ONE  
ON THE 4TH

### TIMELINE

11.30AM - LUNCH  
12.30PM TEA OFF  
5.00PM PRIZES AND AWARDS

### PRICING

\$99.00 FOR GOLF, ON-COURSE DRINKS  
AND SNACKS, BARBECUE LUNCH AND  
SNACKS AFTER THE GAME,  
SPONSORED BY THE FORM 1  
COMPANY

**ONLY \$99.00 PER PERSON (\*Mount Osmond Members please deduct \$10)**

**SPONSORED BY CHRIS GILL - THE FORM 1 COMPANY**

### FORMAT

TEAMS OF 4 PLAYERS - AMBROSE WITH SHOTGUN STARTD BY THE FORM 1 COMPANY



Only 15 minutes from the centre of CBD, Mount Osmond Golf Club is blessed with glorious views of the city of Adelaide, Mount Loft Rangers and coastline. The wide undulating fairways, challenging greens and stimulating course layout will always make for a memorable round. Our beautiful heritage clubhouse and welcoming membership will give you a golfing experience thats been delighting our members since 1927.

Our Golf Professional Ian Pritchard was awarded the joint winner of the 2015 National Club Professional of the year. This follows his recognition as 2014 and 2015 PGA Professional of the Year at the SA Golf Industry Awards.

## Gavel & Glass

# UPCOMING EVENTS



join us for a drink at



## Grange Hotel

489 Esplanade, Grange SA 5022

from 5:00 pm

**THURSDAY 10.06.2021 • SAVE THE DATE**

**GRAB A DRINK & THE SOCIETY WILL PUT ON NIBBLES**

Please RSVP to Garry Topp

at 8372 7830 or [society@auctioneers.com.au](mailto:society@auctioneers.com.au)



**Sarah Bower M.S.A.A**  
[sarah@klemich.com.au](mailto:sarah@klemich.com.au) | 0403 144 401

Join us to network and socialise with fellow Society members. We encourage sharing of knowledge, discussion of all things auctioneering whether it's general, livestock or real estate. Perhaps you'll pick up some valuable information or insight....



**Vincent Doran M.S.A.A**  
[vincent.doran@toop.com.au](mailto:vincent.doran@toop.com.au) | 0466 229 880

## Gavel & Glass

# UPCOMING EVENTS

SAVE THE DATE



## SOCIETY'S 40TH BIRTHDAY CELEBRATION



Friday 3rd December 2021



Lunch at The Mayfair

**Gavel & Glass**

# PDI SEMINAR

The Society held a workshop at The Arkaba on Thursday 11th March with 142 members present, who were keen to learn about the implications when the Planning, Development and Infrastructure Act will commence on the 19th of March 2021.

The State Government are consolidating all 72 development plans into 1 single source document. This is the largest overhaul of planning legislation in South Australia history.

The workshop was conducted by Felicity Niemman and Chris Gill.

Felicity Niemman has extensive experience as a specialist planning and environmental lawyer and has an in-depth understanding of the Planning, Development and Infrastructure Act.

Felicity has a bachelor of laws and with “honours” and Bachelor of Arts degrees from the University of Adelaide and has a graduate diploma in legal practice.

Felicity provided an overview of what the changes are including development assessment, E-planning and access to information and how to identify development opportunities for both residential and commercial land.

Society trainer Chris Gill has been a Conveyancer for over 35 years both in private practice and 21 years with Lawyers, Chris co-authored the Society’s computerized documentation in 1995, Chris has been a councillor for the Australia Institute of Conveyancers and has participated in many property-related committees, Chris is a Board adviser to the Society of Auctioneers and Appraisers.



# PDI SEMINAR

Felicity demonstrated how easy it is now to search the development potential of any land in South Australia and how assessments will be carried out and when the new Act commences elected Council members are now out of the process.

Felicity explained the planning and design codes and key resources including SA Planning Portal – <https://plan.sa.gov.au> and SAPPA – <https://sappa.plan.sa.gov.au> and explained the E-plan lodgement system now all online.

Chris Gill alerted members to the significant impact on Form 1's that have been prepared before the 18th March 2021 and served on all after the 19th March 2021 as the PDI ACT new zoning or code will not have been included in Form 1 which will require an update prior to being in service after the 19th of March.

These issues have been raised with Consumer and Business Services and the Attorney-General with respect to the impact on Form 1's.

From Chris Gill outlined the procedure necessary to update the Form 1.



Felicity Niemman  
from Wallmans Lawyers



Chris Gill  
from The Form 1 Company

# PDI SEMINAR

## HOW DO YOU UPDATE THE FORM 1:

1. Obtain the Planning Code/Zone from PlanSA;
2. Use the yet to be created Annexure to insert the PDI Act Item. Attach the Annexure to the Form 1;
3. Delete the answers in the Development Plan Item 4.1 answers in relation to the Zoning and Ministerial Development Plan Amendments. Retain the State Heritage and Local Heritage details.
4. Attach the PlanSA Code/Zone information printout in the Form 1;
5. Include the PlanSA Code/Zone on the Form 1 Attachment Page (page the Purchaser signs) as an attachment;
6. Ensure that a SAILIS check search is undertaken and any other enquires to certify the accuracy of the Form 1;
7. Part C and Part D must be re-signed.
8. If there is any doubt about the accuracy of searches they should be re-ordered.

The Society has run this workshop previously taking the total attendance to in excess of 200.

### **Positive feedback was received, when asked what did you gain from this presentation, the answers were:**

Access to relevant and imperative information, the content was thorough, the presenters made it easy to understand, great online demonstration on how to use the new system, insightful, interesting, passionate presenters, practical online demonstration, yes, a great introduction to this new streamlined process, grateful for the clean process direction and the dynamic presentation.

### **When asked, what did you like the most, answers were:**

Excellent content, good knowledge delivery, the impact of Government policy on your land, all information provided, great presentation, made simple and easy to understand, Chris Gill summary was sensational, plan SA portal I feel will educate owners and buyers and tenants with the application process.



**Garry Topp F.S.A.A (Life)**

**CEO - [society@auctioneers.com.au](mailto:society@auctioneers.com.au) | 0427 667 112**

# Gavel & Glass

# A drink in The Garden



On Thursday, 19th March, the Society held a cocktail event for members at the wonderful and renovated Marion Hotel.

We had an amazing evening at The Garden - the heart of the Marion Hotel, lying somewhere between a modern eatery and open-air cocktail bar, it is an open space with a huge tree in the middle!

With the sun keeping us company, we were able to chat, network and have fun with good drinks, good food, and great company!



**Garry Topp F.S.A.A (Life)**

**CEO - [society@auctioneers.com.au](mailto:society@auctioneers.com.au) | 0427 667 112**

## Gavel & Glass



# A drink in The Garden



The Society plans to hold more cocktail events throughout the year, in different areas of Adelaide, so all members, from different neighbourhoods can have a good time with us, meet new people and network.

Keep a look at our eBook's, Social Medias, good things are coming!

**Garry Topp F.S.A.A (Life)**  
CEO - [society@auctioneers.com.au](mailto:society@auctioneers.com.au) | 0427 667 112



# Real Estate Auction Academy

Three effective and creative auctioneers graduated on Friday the 26th of March after participating in the Society's 2-day auction license workshop presented by Academic Pavilion for Society members and run by nationally accredited trainer Brett Roenfeldt F.S.A.A (Life).

After reinforcing all the legalities around auction and reviewing the legislation, participants performed the auction in segments with critiquing from the trainers until they put it all together into a dynamic performance.

The workshop teaches how to inspire trust in your bidders, how to build excitement in the presentation, voice projection and modulation use of body language and we covered answering difficult questions, dialogue with the vendor, highest bidder negotiation and effective use of the 3 calls to bring the auction to a conclusion.

The 3 participants were Bianca Denham, who works for Ray White Corporate, who had previously worked in hospitality and has worked in London, she loves music, has played in a band and her passions are food, wine and her 2 children.



**Garry Topp F.S.A.A (Life)**

**CEO - [society@auctioneers.com.au](mailto:society@auctioneers.com.au) | 0427 667 112**

## Gavel & Glass

# Real Estate Auction Academy



Nathan Janda, who works in the family business First National Salisbury, completed his sales course with John Morris at RETC, his passions in life are football, and he wanted to be licenced as the office is currently trialling open negotiation.



Sam Alexander has recently joined JLL to work in commercial after 5 years at Klemich in residential, his passions in life are sport, cricket and fitness.

All 3 participants blew our socks off with very powerful and creative performances and we wish them every success in the new careers as real estate auctioneers.

We will run further workshops later in the year, and if you would like to be involved even if you are already licenced and wanting to refresh your knowledge of the legislation and brush up or refine your auction performance.

**Garry Topp F.S.A.A (Life)**

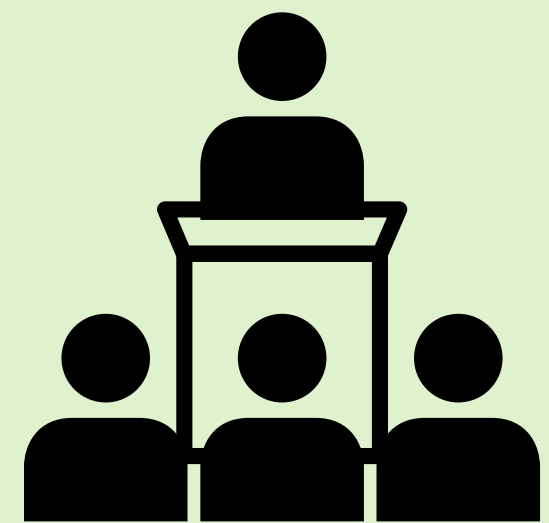
**CEO - [society@auctioneers.com.au](mailto:society@auctioneers.com.au) | 0427 667 112**

## Gavel & Glass

# Form 1 Q+A Session

As a result of the numerous telephone enquires we were receiving from members regarding the implications to Form 1's since the introduction of the Zoning changes under the recently introduced Planning, Development and Infrastructure ACT and further requirements regarding significant trees and flammable cladding, we held a Form 1 update chaired by Society trainer Chris Gill on Tuesday 30th of March, with drinks afterwards.

Chris is the foremost authority on Forms 1's and has had constant contact with Consumer and Business Services and other Government Departments regarding the challenges and impact on Agents during this transition.



## **When asked, what did you gain from this presentation? Answers were:**

SAPPA information was very informative, Chris is very good at explaining complex situations, Zoning was informative, lots of answers to my questions, the need to check search on the day you serve your Form 1.

## **When asked what did you like the most? Answers were:**

Building indemnity insurance information, Chris is very precise, the knowledge of the presenter and he knows how to impart it, the casual atmosphere of the talk.

## **What is the main benefit of the workshop? Answers were:**

Being there in person, advice that agents need to have an intricate knowledge of the content of Form 1 especially when they are outsourcing its preparation, Chris Gill's knowledge is outstanding, thank you very much for the presentation.

**Garry Topp F.S.A.A (Life)**

**CEO - [society@auctioneers.com.au](mailto:society@auctioneers.com.au) | 0427 667 112**

# Gavel & Glass

# Mid-week Auctions take off!

With more and more Auctions on a Saturday, it is harder to get to a specific auction as a Buyer.

During the day up to 6:30 pm weekdays are fine or 12:30 pm, in the lunch break for Buyers is convenient.

Some Agents who don't usually Auction are now taking properties to Auction on weekdays with enormous success with many holding the Auction within 2 weeks of listing in the current buoyant market.



**Garry Topp F.S.A.A (Life)**

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## Gavel & Glass

# Tusmore

Yesterday I called one of my biggest auctions in Tusmore.

I priced the home about six months ago and the vendors felt a price in around \$1.15m so we set a reserve at 1.2m.

We spoke to some buyers off market prior to starting a formal campaign and the feedback came in at \$1.1m - 1.2m, I assured my vendors to continue down the auction path.

Interest for the home over the 3 week period was amazing, 41 groups on a Thursday afternoon for the first open.

Over 160 groups through the opens over the 3 weeks.

24 registered bidders on the day, 4 building inspections, 3 proxy bidders from interstate and overseas.

Price feedback during the campaign \$1m - 1.25m.

Bidding started at \$800k, I saw my vendors' faces drop at this low price as we started.

Negotiations continued inside, thanks to recent training advice from the Society, an addendum to the contract was drawn up to extend the settlement term and increase the sale price to \$1,481,500. Very happy vendors.

Some 30 minutes later with well over 100 people spread out over the footpath, getting down to \$1k bids we exceeded our reserve, that's when many of the registered buyers' faces started to drop and finally sold for 1.745m.



**Paul Arnold M.S.A.A**

**paul@realestatepartners.net.au | 0433 677 696**

## Gavel & Glass

# Highest Price Record For Mile End Shattered By Nearly \$700,000

Saturday the 27th of March at 1 pm saw LJHooker Mile End Principal Justin Peters demonstrate why he is one of the best auction marketers in the business.

A magnificent return veranda bluestone villa of 9 main rooms was offered for the first time since 1996. The vendors had meticulously restored and renovated this classic 1910 home to exacting standards set in a garden oasis of 1,037 sqm.

**The property at 61 Hughes Street, Mile End drew a crowd of in excess of 150 people with 24 registered bidders.** 10 active bidders participated in an exciting bidding frenzy with bidding starting at 1.3 million and finally Auctioneer Brett Roenfeldt bought the Golden Gavel down at a record-shattering 1.9 million. Our vendors were speechless, Justin stood there in awe and auctioneer Brett Roenfeldt was literally floating on air. What a result.



**Brett Roenfeldt F.S.A.A (Life)**  
[brett@brauctioneer.com.au](mailto:brett@brauctioneer.com.au) | 0411 180 960

## Gavel & Glass

# Welcome to the new sponsor!

## Eight at the Gate Wines



eight  
at  
the gate  
WINES

Two sisters from a farming family of five children, spent their weekends and school holidays rolling out dripper lines with Dad over the flats of Coonawarra before it was the rows and rows of vineyard we see today.

Claire, a Roseworthy graduate, is Lanacoona's vigneron. After graduating from Roseworthy, Claire worked as a viticultural consultant with some of the best vineyard consultants in Australia.

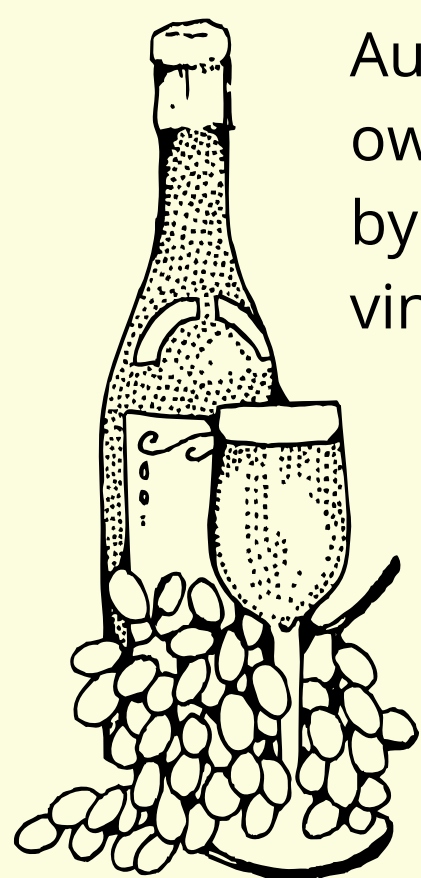
Claire honed her knowledge through this experience to now producing some of the best fruit Australia has to offer.

Jane travelled a very different path, successfully weaving her way up through the corporate world on a journey that took her to New York and later San Francisco.

Their common love of family and wine brought them to purchase Lanacoona Estate in 2002, an established vineyard in Wrattenbully, a stone's throw away from the Coonawarra flats they walked as kids. Claire had originally been involved in planning the vineyard during her days as a consultant and together they expanded it to the 60Ha vineyard it is today.

Lanacoona was purchased with the dream of providing their own 8 children with a piece of the country life they grew up with, whilst growing the finest grapes the awesome soils of Wrattenbully could provide. With ready access to water and soils similar to Coonawarra (but a climate slightly less frosty) the vineyard was ripe for success.

Lanacoona provides grapes for many iconic wine labels within Australia as well as producing its own wine from fruit hand chosen by us, from the best parts of the vineyard.



Welcome  
Eight at the gate!  
Jane and Claire



## Gavel & Glass

# SOCIETY'S AUCTIONS

**SOLD!**



304 Magill Road, Beulah Park  
SOLD for \$1,570,000  
**Agent:** Kay Morris  
**Auctioneer:** Troy Tindall



5 Masters Ave, Everard Park  
SOLD for \$1,307,000  
**Agent:** Jill Wehrs  
**Auctioneer:** Sharon Gray



10 Sanders Street, Richmond  
SOLD for \$559,000  
**Agent:** Hamish Mill  
**Auctioneer:** Hamish Mill



12B Woodcroft Avenue, St. Geroges  
SOLD for \$918,000  
**Agent:** Chrissy Esau  
**Auctioneer:** Nick Ploubidis

**Gavel & Glass**



# SOCIETY'S AUCTIONS

**SOLD!**



1 Jean St, Woodville West  
SOLD for \$856,000  
**Agent:** Kate Smith  
**Auctioneer:** Anthony DeMarco



17 Lowan Road, Windsor Gardens  
SOLD for \$470,000  
**Agent:** Ossie Carrabs  
**Auctioneer:** Tony Tagni



24 Whimpress Avenue, Findon  
SOLD for \$735,000  
**Agent:** John Laycock  
**Auctioneer:** AJ Colman



19 Chatham Road, Keswick  
SOLD for \$807,000  
**Agent:** Richard Thwaites  
**Auctioneer:** Richard Thwaites

**Gavel & Glass**

# SOCIETY'S AUCTIONS

**SOLD!**



42 Esplanade, Semaphore  
SOLD for \$1,785,000  
**Agent:** Sophia Pampena  
**Auctioneer:** John Morris



85-91 Port Road, Queenstown  
SOLD for \$1,395,000  
**Agent:** Stephen Collins  
**Auctioneer:** Brett Roenfeldt



8 Gaskin Rd, Flinders Park  
SOLD for \$835,500  
**Agent:** Attilio Cavuoto  
**Auctioneer:** Michael Cavuoto



1a Rosalind Avenue, Erindale  
SOLD for \$880,000  
**Agent:** Paul Arnold  
**Auctioneer:** Paul Arnold

**Gavel & Glass**

# SOCIETY'S AUCTIONS

**SOLD!**



4 Riesling Avenue, Glengowrie  
SOLD for \$870,000  
**Agent:** Rod Smitheram  
**Auctioneer:** Rod Smitheram



13 Shirley St, West Beach  
SOLD for \$1,270,000  
**Agent:** Anthony Fahey  
**Auctioneer:** Jonathon Moore



4 Maude Street, Allenby, Gardens  
SOLD for \$700,000  
**Agent:** Pauline Edson  
**Auctioneer:** Jarrod Tagni



24 Cooper Place, Beaumont  
SOLD for \$1,310,000  
**Agent:** Mary Balendra  
**Auctioneer:** David Smallacombe

**Gavel & Glass**

# 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



Nick Ploubidis



Matt Smith



Paul Arnold



Hamish Mill



David Smallacombe



George Kargiotis



Sarah Bower



Vincent Doran



Sharon Gray



Marc duPlessis



Richard Ward



Mark Griffin



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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](http://www.auctioneers.com.au)

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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 \_\_\_\_\_

- Pre-determined Special Conditions included; copy and paste into Contacts
- Subject Clauses (Finance, Sale of another property etc) is included; not as an addendum.
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- Free Law Firm chat line

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Designed by Agents for Agents

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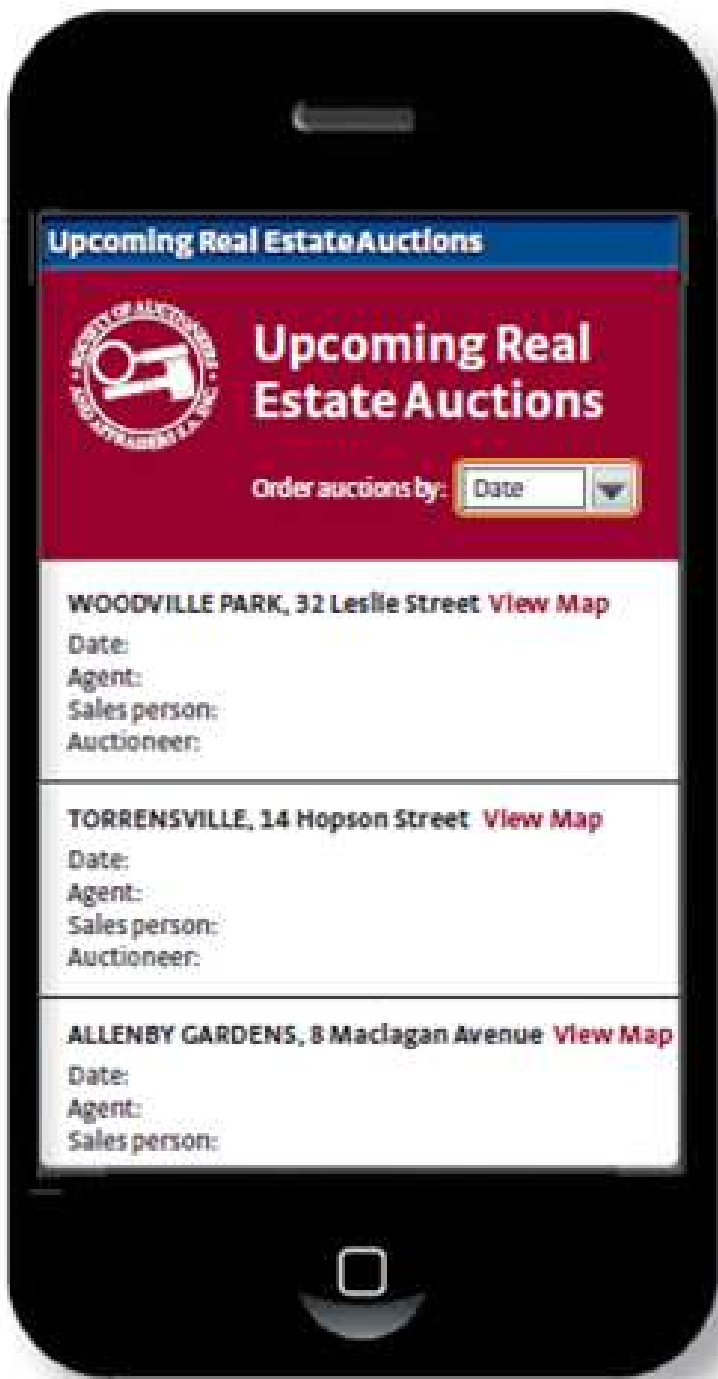
### PLEASE CONTACT

GARRY TOPP (08) 8372 7830  
SOCIETY@AUCTIONEERS.COM.AU

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# UPCOMING AUCTIONS APP

**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

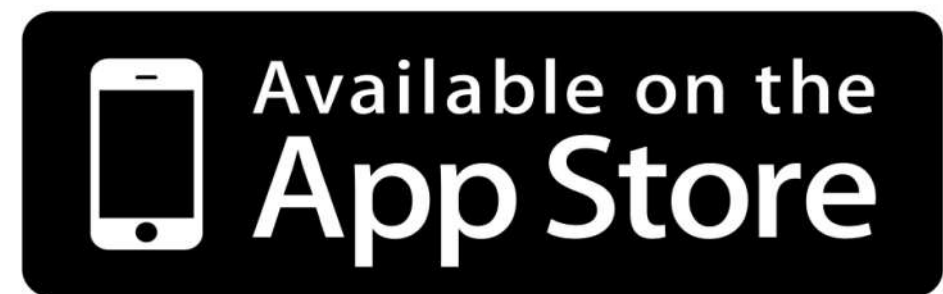
## INSTANT UPDATE

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

## LIST

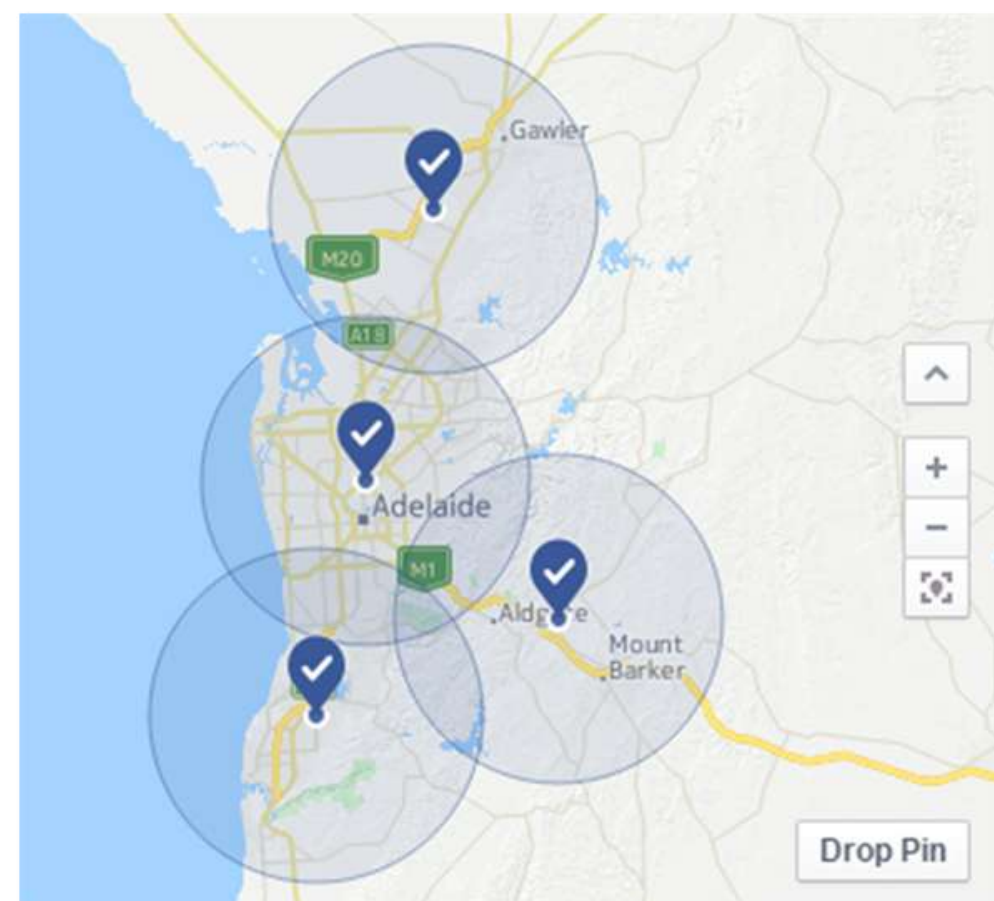
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**For Form 1 preparation please contact Chris Gill on 7221 4908**

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.

[www.form1.net.au](http://www.form1.net.au)



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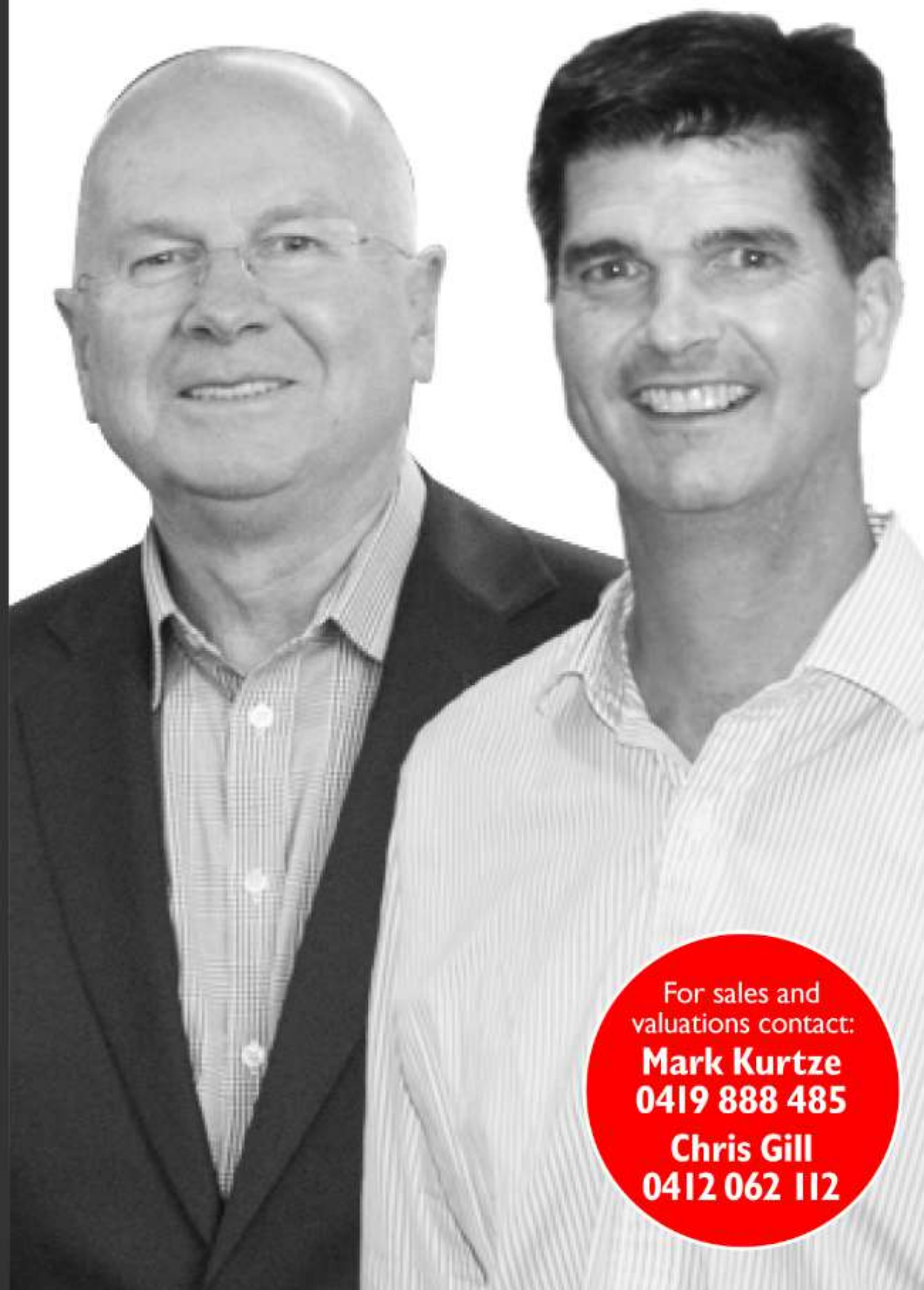
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