

GAVEL & GLASS

JULY 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



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Andrew Monks

Vice President



John Morris

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Sarah Bower



Anthony DeMarco



Vincent Doran



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UPCOMING EVENTS

BREAKFAST OF CHAMPIONS

Date: Thursday 22nd July | 7:00 am for 7:30 am start

Price: \$38.50 per person (includes hot breakfast)

Where: The Highway - 290 Anzac Highway, Plympton SA 5038

Please RSVP by Thursday 15th July

Online Booking: <https://bit.ly/2SQzbnR>

Stefan Siciliano - Ray White Norwood

Stefan was the first agent in SA to reach the coveted Ray White Chariman's Elite 2021 status. This award puts him in the top 1% of all Ray White agents throughout AUS/NZ. His impeccable work ethic, his attention to detail, and his database management skills are just some of the reasons he sits at the top. How does he do it? What are his secrets?



Thomas Crawford - Toop+Toop Norwood

No. 1 Listing and Sales for Toop+Toop

Sold over 100 properties in the last calendar year

Specializes in West Croydon started at 0 and in 3 years has

market share within his new area, Thomas will share with

us his marketing methods, negotiation techniques, and

closing strategies and how he used these skills to be No. 1 in 3 short years.



How to maximize repeat and referral business

Marketing Social Media a powerful listing tool

They will answer all the tough questions and give you an insight as to what it takes to be an Elite Performer in this rewarding yet challenging industry.

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Email: admin@auctioneers.com.au

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UPCOMING EVENTS

AUCTIONEERS UNDER THE PUMP

Challenges Auctioneers are facing

Royal Hotel - 180 Henley
Beach Road - 27th July
3:30 FOR 4:00 PM
Book by
Monday 19th July



Brett Roenfeldt



Chris Gill

Book Online: <https://bit.ly/3ya5ay6>

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

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 neighbours 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 employee 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 a 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?

COST:
\$33 EACH



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UPCOMING EVENTS

BEST OF THE BEST
REAL ESTATE AUCTION ACADEMY



Master Auctioneers Elite Workshop

For all high profile
Auctioneers to ensure you
are performing to your elite
performance level

Presented by Multi-Award Winning and Nationally Accredited Trainers
Brett Roenfeldt and Garry Topp

Date:
Wednesday 28th July
12 pm - 6 pm
Drinks afterwards

Venue:
Arkaba Hotel - Osmond
Room
150 Glen Osmond Road
Fullarton

Bookings close
Wednesday 21st July 2021

Online booking:
<https://bit.ly/3ya5ay6>

Cost: \$180

BOOK NOW TO
SECURE YOUR PLACE!

This one-day intensive and exclusive workshop is designed to fine-tune your performance in the pursuit of excellence. Be prepared to challenge yourself and your performance and work outside your comfort zone to deliver the ultimate auction performance.

- › Develop your own unique style to create a powerful inspiring presentation
- › Use of body language to convey your message
- › Master techniques to inspire trust in your bidders
- › Learn engaging vocal techniques to create light and shade in your presentation to capture your audience's attention
- › Find out how the power of pause can create a dramatic impression with your audience
- › Master the art of empathy within your audience and the Auction Property
- › Learn the skills of storytelling to convey a personal message that will emotionally connect with your buyers
- › Develop your Auction script to create an engaging personal the script that will maximize your presentation and performance skills
- › Enhance your acting skills and learn the showmanship of a true professional to highlight the theatre of Auction
- › Learn advanced bidding techniques that ensure you maximize results for your Vendor and become an Auctioneer that is very effective in the marketplace building your credibility, passion and reputation



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UPCOMING EVENTS



join us for a drink at

Republic Norwood

120 Magill Rd, Norwood SA 5067 SA 5022



from 5:00 pm

THURSDAY 19.08.2021 • 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



Sarah Bower M.S.A.A

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 | 0466 229 880

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UPCOMING EVENTS

'THE SOCIETY' GOLDEN GAVEL LIVE 2022 LAUNCH



Date: Wednesday, September 1st 2021

Time: 5:00 PM

Price: \$38.50pp - For canapes

Bar open at cost!!

Where: 2KW - 2 King William Street,
Adelaide SA 5000

Bookings by: Wednesday 25th August 2021



Please come to our Launch to mingle and socialise with like-minded professionals, to promote the auction marketing method of sale for Real Estate, General, Livestock, Metropolitan and Country! Some exciting enhancements to Competition 2022



2KW

BAR AND RESTAURANT



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UPCOMING EVENTS

CLARE VALLEY WORKSHOP

- Sales Agency and Pricing Compliance
- Form 1 Q+A Session

Presented By
Chris Gill

Friday 15th October

At Clare Country Club - White Hut Rd, Clare SA 5453

8:30 AM for 9 AM start to 11:30 AM

Cost \$44 each or \$38 each for two or more from the same Office



Bookings by Friday 8th October, please.

- Ensure your office fully complies with the legislation in all aspects of agency and pricing.
- Society Trainer Chris Gill will chair the Q+A Session in an interactive format as there is still a misunderstanding as to what is required under the new Legislation.
- Chris is the foremost authority on Form 1's and Contract and Agency issues and he has had constant contact with Consumer and Business Services and other Government Departments regarding the challenges and impact on Agents.
- New Form 1 Changes from 1st July 2021
- 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
- Learn where everyone gets it wrong

- Clarify market confusion regarding legitimate price disclosure and industry practices that may conflict with legislation
- Comparable Sales Versus Recent Sales (in the context of misrepresentation)
- Clarify exactly what needs to be provided to Vendors
- Challenges Agents are facing with the accuracy of Form 1's given the zoning changes under the recent Planning, Development and Infrastructure Act and further requirements regarding significant trees and flammable cladding.

Issues facing agents

- Easements
- Tenancies
- Form 1 to re-serve or not
- Asbestos
- Building indemnity insurance
- Pitfalls & common mistakes
- EPA
- Planning Approvals

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UPCOMING EVENTS

2021 GOLF CLASSIC FRIDAY 22th OCTOBER

@ MOUNT OSMOND GOLF CLUB

Sponsored by Chris Gill

†The Form 1 Company™



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.

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UPCOMING EVENTS

SAVE THE DATE



SOCIETY'S 40TH BIRTHDAY CELEBRATION



Friday 3rd December 2021



Lunch at The Mayfair

Gavel & Glass

Livestock Training

The Society conducted a Livestock Auction Workshop on Tuesday 1st of June with two young up and coming Auctioneers, one from Mount Compass and the other one from Alice Springs, both wanting to further their skills and gain confidence by learning the skills and techniques in an endeavor to be ahead of the game.

Alec Rainnie has worked on NT Cattle Stations using horses, bikes, and helicopters. He has a bachelors in agricultural and management majoring in livestock production and has been a senior property manager breeding Angus Livestock, he attended the workshop to gain further knowledge and skills to further his carrier.

Matt Schulz is 19 years old from Mount Torrens, grew up on the family farm, and has recently started working for Pro Stock, his passion in life is the livestock industry, fishing, camping, sport, and farming and at his young age is thriving to learn as much as he can.

Feedback received was:

The course was well designed and helped me improve as an auctioneer, the warm-up exercises to protect my voice I found to be invaluable and I learned how to portray my voice to the audience in a dominant way. The course has a good mixture of tasks to do and learn and will recommend all livestock auctioneers to attend. I have learned to be confident in what I am saying, how to project my voice from deep in my gut, to have energy and dare to be different. I thought the training was an incredible learning experience and it has filled me with confidence, I look forward to using the skills and techniques I have learned today out in the field.

The workshop was conducted by Society Trainer Brett Roenfeldt and CEO Garry Topp whom both have a general auctioneering background.

We will be running another one of these courses later in the year, if you have anyone that you know who will benefit from attending, please contact me personally.



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

CEO - society@auctioneers.com.au | 8372 7830

Gavel & Glass

SouthEast Regional Workshop

On Tuesday 8th June Society trainers Chris Gill, Brett Roenfeldt and from the office Garry Topp and Giovanna Izzo conducted a 3-hour Q & A session on Sales Agency and Pricing Compliance, general issues relating to Sales Agency and Contracts, the new Form 1 changes due on the 1st July and difficult questions Agents and Auctioneers are facing.

After driving down through a thunderstorm with lightning flashing all around us, heavy rain, dodging branches flying from trees, and maneuvering around a large tree that had completely blocked the highway, we finally arrived at Chardonnay Lodge the night before for a delicious meal, followed by a hearty breakfast the next morning.

The 46 people booked represented a vast cross-section of Agents from Penola, Mount Gambier, Bordertown, Millicent, and Naracoorte. The new Q+A format went over really well with numerous questions and answers regarding all aspects of legislation and we cleared up some misunderstandings about Section 24G.

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

- Chris' updates are always topical, interesting, and relevant, a very good overview of the Form 1 requirements proposed for the 1st of July;
- The updates on the auction and the Form 1

What did you like the most?

Interaction in the Q+A covering industry matters and concerns, I loved the refresher on auctions, delivery to the South-East face to face, the knowledge of the presenters, down to earth Q+A, great refresher, and the interaction was relevant throughout the entire session.



Garry Topp F.S.A.A (Life)
CEO - society@auctioneers.com.au | 8372 7830

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Grange Hotel Drinks

An initiative of our Social Events Tasks Force led by Sarah Bower and Vincent Doran is to convene networking sessions combined with drinks in varied locations around metropolitan Adelaide and soon to be country South Australia

We had recently been to the Marion Hotel in March and this time we went to the Grange Hotel on the Grange seafront on Thursday the 10th June.

The purpose of these events is to network and socialize with fellow Society members, we encourage the sharing of knowledge and open discussion of issues affecting Agencies and Auctioneers of Real Estate, General, and Livestock.

The next social network drinks event will be held at The Republic Norwood on Thursday 19th August then at Coopers Alehouse at Gepps Cross on Thursday 28th October, these events are proving to be popular and a great way to pick up valuable information or insight so we hope to see you all in October at the Coopers Alehouse.



Garry Topp F.S.A.A (Life)
CEO - society@auctioneers.com.au | 8372 7830

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Berri Legislation and Form 1

Chris Gill and Garry Topp travelled to Berri for a 2 and a half-hour workshop which we held on 22nd June 2021.

The purpose of the workshop was to ensure that members offices fully comply with legislation in all aspects of agency and pricing and we explained the new form 1 changes due to come in on the 1st July 2021.

Fourteen local agents attended and the session was very well received.

When asked, what did you gain from the presentation, the answer was:

I thoroughly enjoyed and picked up very useful information, which has given me a new insight, yes I am new to sales admin so found the training very informative, I have learned a lot today, it reinforces that if that is a price change it has to be the signed and dated by both Agent and Vendors and then a copy must be given to the client.

What did you like the most?

The one-on-one format, the relaxed nature, I found the delivery of the training very good, very open and informative, I enjoyed learning and expanding my knowledge on Form 1 and all rules that have to be followed, I loved the discussion forcing me to remember a lot of things that I had forgotten.

Many delegates said that would like a further update later in the year when the new form 1 has been released.



Garry Topp F.S.A.A (Life)
CEO - society@auctioneers.com.au | 8372 7830

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Brett McMutrie

10/10/39 to 2/6/21

The Society is sad to report the death of founding member Brett McMutrie, aged 81. His funeral was held on Friday 11th June 2021 at 12:30 pm.

Brett was a long-time member and a great supporter of the Society. Our sincere condolences to his family on this sad occasion.

Brett will be sadly missed by all his friends and colleagues at the Society of Auctioneers & Appraisers (SA) Inc.

Brett McMutrie was the epitome of a true gentleman of Real Estate in South Australia



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

CEO - society@auctioneers.com.au | 8372 7830

Gavel & Glass

'The Society' Golden Gavel winners' experience



I've worked in real estate for over a decade now and was easily convinced about the merit of an auction as a selling agent. I would sell approximately 50% of my properties via auction.

Since working as a trainer and BDE for Ray White I have spent a lot of time teaching other agents about the value of utilizing auctions to obtain the best results for their sellers, buyers, and their own businesses.

I had never really had the urge to be an auctioneer however, although having organized and watched auction competitions over the years, I was always secretly keen to participate at some point.

The thought of becoming an auctioneer was something that scared me and I felt would be a new challenge and therefore, something I should probably confront. The 2-day course with Brett and Garry was well structured. Lots of time to understand and practice the different components of the auction, by the time it came to present my final auction presentation, I felt comfortable and relaxed (ish).

The Golden Gavel rising star was the perfect next step to consolidate what I had learned in the classroom and another gut-wrenching challenge. Nerves are never welcome, but part of the process that all contestants need to deal with, I had my fair share on the day, especially when I walked in the room and was met with the 'who's who' of the Adelaide auction community! I felt that I gave a reasonable performance and I felt more in control of the bidding sequence than I expected.

I was so relieved when I had finished my performance and also really glad that I pushed myself through the discomfort and fear to actually have a go. I was very surprised to actually win my heat, especially given the caliber of my contestants.

I'm not sure if I'll enter the seniors in the future, but I am genuinely pleased that I put myself up for the challenge and really encourage any other real estate professionals looking for a way to improve their presentation and knowledge of their industry to have a go next year.



Bianca Denham M.S.A.A

**Business Development Executive - Performance | Ray White Corporate South Australia
bdenham@raywhite.com | 0451 967 223**

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'The Society' Golden Gavel winners experience

It is a great honor to win the 2021 Golden Gavel, proudly supported by Bowden Printing, Read Brothers Signs, Cowden Insurance Brokers, Academic Pavilion Training, Eight at the Gate Winery, Perspective Media, Estate & Downsizing Services, The Form 1 Company, du Plessis Auction Gallery.

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 3rd year in a row.

Hamish Mill M.S.A.A

Sales Partner & Auctioneer | WILLIAMS Property

hamish@williamsproperty.com.au | 0408 971 668

Congratulations



THREE-PEAT - WOW!!

Congratulation Hamish on a truly incredible achievement that is a testament to your training, hard work, passion, commitment and unwavering determination.

We are all very proud to work alongside you and for being such an important part of the Williams Team from the very beginning...

John Williams

Partner | WILLIAMS Real Estate

A TRILOGY OF TRIUMPH !!!! CONGRATULATIONS HAMISH !!! THREE IN A ROW !!!

We are all incredibly proud of your outstanding and continuing achievements ! You're an outstanding AUCTIONEER AND SALES PROFESSIONAL and to receive this recognition in South Australia is fabulous ! Well done and we look forward to celebrating with you soon .

Stephanie Williams

Principal | WILLIAMS Luxury

Gavel & Glass

Hamish Mill pulls off a hat-trick with 2021 Golden Gavel Award win

Auctioneer Hamish Mill of Williams Real Estate has performed an impressive feat, taking out the top award at the Domain Golden Gavel Awards in South Australia for the third year running.

The annual event, which is now in its 29th year, is held by the Society of Auctioneers & Appraisers and recognises South Australia's best elite auctioneers and appraisers for their skills.

Held on Thursday, May 27, at Plant 4 Bowden, the event is open to auctioneers from the real estate, general, and livestock industries, and is designed to determine South Australia's Best Live Auctioneers.

"It is a great honour to win the 2021 Golden Gavel," Mr Mill said. "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."

Mr Mill was quick to share the credit for his third consecutive Golden Gavel win with his co-workers and clients.

"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 third year in a row. Thank you."



ELITE AGENT

Gavel & Glass

Premium Property about 'The Society' Golden Gavel

Golden Gavel awards recognise auctioneering excellence

The Golden Gavel awards help raise the standards of auctioneering in South Australia and have been the springboard that has fast-tracked the careers of many auctioneers and appraisers.

Created by the Society of Auctioneers & Appraisers (SA) past president Anthony Toop in 1993, the Golden Gavel Competition and Awards is the longest running auctioneering competition in the Southern Hemisphere.



The concept evolved as a means to profile local auctioneers and appraisers and it has become the benchmark for the Australasian competition and other auction competitions within the real estate and even livestock professions within Australia and New Zealand.

The 2021 Golden Gavel was awarded to Hamish Mill of Williams Luxury Real Estate for the third consecutive year. AJ Colman, John Morris, Sharon Gray and Vincent Doran were among the finalists.

Young professionals are particularly encouraged to enter the Rising Star category as a follow on to the Society's nationally accredited two-day Real Estate Auction Academy. This year's recipient was Bianca Denham of Ray White.

The General Auctioneer of the Year Award was won by Marc du Plessis, with runner-up being Stuart McCalden.

John Morris took out Top Real Estate Auctioneer of the year for selling the most properties under the hammer, while Rod Smitheram was awarded Top Sales Consultant Auction Marketer for the sales consultant who sold the most properties under auction conditions.

Top Principal Auction Marketer for the principal who sold the most properties under auction conditions went to Kate Smith.

Ray White, won Real Estate Group Auction Marketer of the year for the group that sold the most properties by auction as reported to the Society's Upcoming Auctions App.

June 07, 2021 | Words Brooke Chapman

Gavel & Glass

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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.

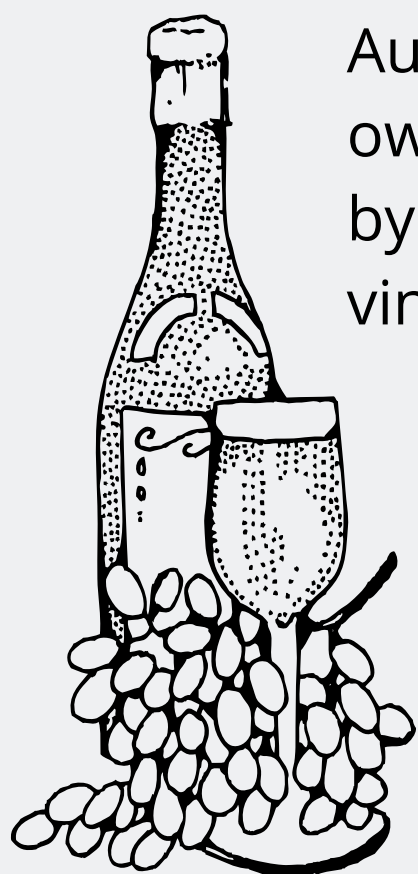
Claire honed her knowledge through this experience to now producing some of the best fruit Australia has to offer.

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 Wratttonbully, 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 Wratttonbully 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



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SOCIETY'S AUCTIONS

SOLD!



4 Days Road, Croydon Park
SOLD for \$745,000

Agent: Thomas Crawford
Auctioneer: Vincent Doran



24 Osmond Terrace, Norwood
SOLD for \$1,810,000

Agent: Alexi Broikos
Auctioneer: AJ Colman



20 Chamberlain Ave, Clarence
Gardens
SOLD for \$844,000

Agent: Janet Hansen-Smith
Auctioneer: David Smallacombe



57 Dunbar Terrace, Glenelg East
SOLD for \$830,000

Agent: Adam Keane
Auctioneer: Rod Smitheram

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SOCIETY'S AUCTIONS

SOLD!



73 Albert Street, Goodwood
SOLD for \$1,101,000

Agent: Paul Dale
Auctioneer: Jarrod Tagni



54 Riverview Drive, Paradise
SOLD for \$895,000

Agent: Greg Nicholls
Auctioneer: Troy Tindall



12 Crewe St, Henley Beach
SOLD for \$1,980,000

Agent: Anthony Fahey
Auctioneer: Jonathon Moore



20 King Street, Prospect
SOLD for \$1,571,000

Agent: Fred Van Brussel
Auctioneer: Brett Roenfeldt

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SOCIETY'S AUCTIONS

SOLD!



3 Bevington Road, Glenunda
SOLD for \$1,362,000

Agent: Grant Wills
Auctioneer: Bront Manuel



29 Lockwood Rd, Erindale
SOLD for \$2,250,000

Agent: Derek Lee
Auctioneer: John Morris



1A Ash Grove, Magill
SOLD for \$1,220,000

Agent: Ryan Yuan
Auctioneer: Tim Thredgold



2 Coromandel Road, Aldgate
SOLD for \$730,000

Agent: Hamish Mill
Auctioneer: Hamish Mill

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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



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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Sales Representative

Diploma of Property Services (Agency Management)

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

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

- Pre-determined Special Conditions included; copy and paste into Contacts
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Just search "upcoming auctions"

SEARCH WITH EASE

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

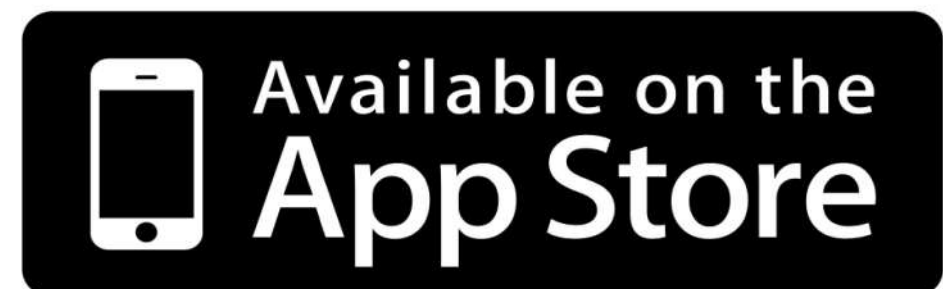
INSTANT UPDATE

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

LIST

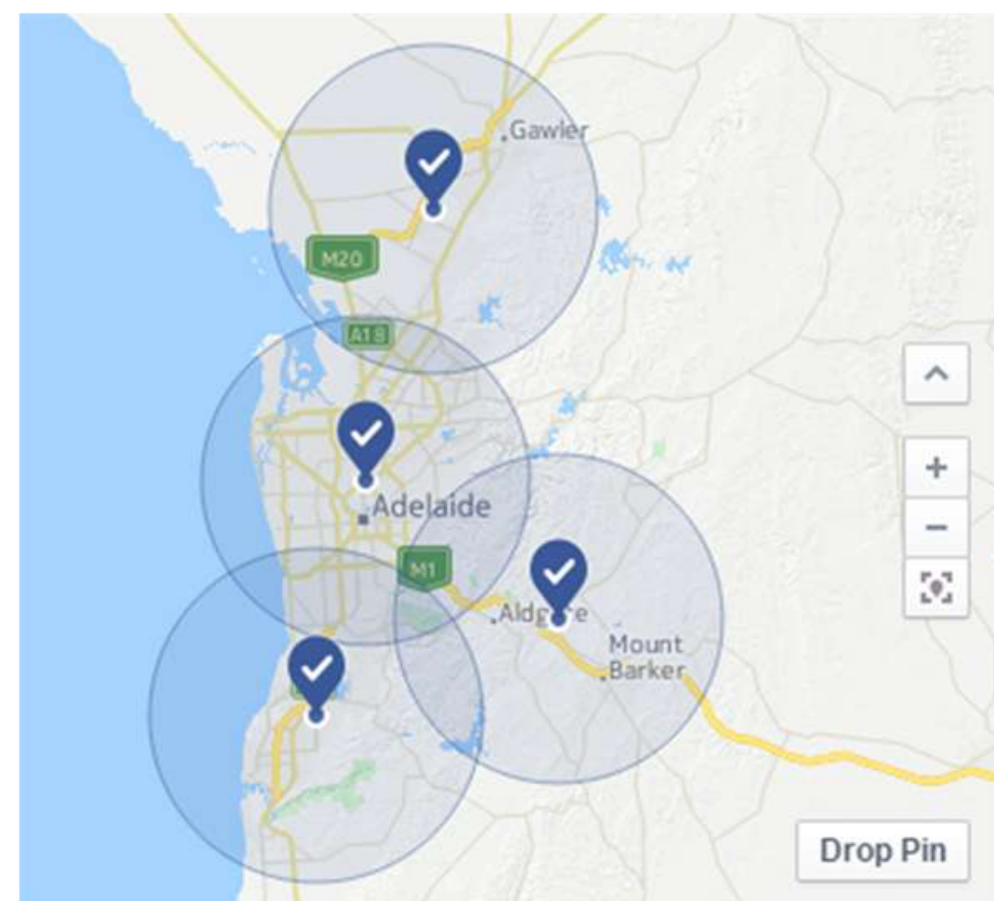
Please ensure all Upcoming Auctions are posted on our web site the minute they are listed!

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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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