

GAVEL & GLASS

JANUARY 2022 - CELEBRATING 40 YEARS

"The Society"

Representing
Auctioneers
Appraisers
Agents
Sales Consultants
Property Managers

- Real Estate
- General
- Livestock

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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President



Andrew Monks

Vice President



John Morris

THE BOARD

Board Members



Sarah Bower



Anthony DeMarco



Vincent Doran



Vincent Wang



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auctioneers.com.au



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'THE SOCIETY'

GOLDEN GAVEL LIVE 2022



NOMINATIONS OPEN NOW



For Real Estate

- Senior
- Rising Star

General
Livestock



All new judges for
Senior Real Estate
including National
and International

CLICK
HERE

Nominations
close on 28th
February
2022

'The Society' 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

Gavel & Glass

UP COMING 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

CPPREP4162 (CONDUCT AND COMPLETE SALE BY 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

Ferngood Pty Ltd trading as
Academic Pavilion
171-173 Halifax Street
ADELAIDE SA 5000
Provider Number 91421



CLICK
HERE



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 'The Society' 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.

Credit Card Authority for Expenses TAX INVOICE ABN: 12 010 992 766
Academic Pavilion

Direct Debit: Commonwealth Bank **BSB** 062 107 **Acc** 10541448 **Name** Academic Pavilion

Credit Card Type (Please tick) ☐ Visa ☐ Mastercard ☐ Amex ☐ Direct Debit

Card No.

Amount \$ **Expiry** **/** **CVV/CVC**

Name on Card

Names Attending

NON-MEMBERS Please advise Address

Ph **Email**

Telephone: (08) 8372 7830 - Email: admin@auctioneers.com.au
22 Greenhill Road, Wayville SA 5034

**If Direct Debit,
please advise
us the date of
the payment.**

Next Workshop

**THURSDAY 20TH JANUARY
AND THURSDAY 3RD**

**FEBRUARY 8AM for 8:30AM
to 6:00PM**

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

COST: \$1,150 for members
(Non members are invited to join prior to
attending)

Gavel & Glass

UP COMING EVENTS

PORT LINCOLN REGIONAL WORKSHOP

- **Sales Agency and Pricing Compliance - Presented by Chris Gill**
- **Challenges Agents/Auctioneers are facing - Presented by Brett Roenfeldt**



Chris Gill



Brett Roenfeldt



Garry Topp

CLICK
HERE

Port Lincoln Hotel

1 Lincoln Hwy, Port Lincoln

Tuesday 1st February

8:30 for 9:00 AM start to 11.30 AM

Book by Friday 21st January

COST:

\$55 each or \$44 each for 2 or more from the same office

- 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 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.

- Brett Roenfeldt OAM has conducted in excess of 20,000 Auctions in South Australia of Residential, Commercial, Industrial, and Rural. Brett is an Accredited Trainer, Business Coach and Mentor.

- Issues facing Agents
- 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 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.

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?
- There has been a violent death at the property, do you have a duty to disclose it?
- 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?
- Online Auctions - what are the potential problems?
- If a purchaser bids by telephone with a person in the employ 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?
- 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 to the auction, and they want to bid, what can you do?
- Is there any white ant or pest problem with this property?
- Have all the building and improvements located on the property been approved by the council?
- 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?
- Is GST payable even if the Vendor is not registered for GST?
- When is GST payable on Residential Sales?

Plus release of the new electronic bidding guide for online bidding

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Names Attending _____

NON-MEMBERS Please advise Address _____

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UP COMING EVENTS

PROPERTY MANAGEMENT WORKSHOP

Q + A INTERACTIVE SESSION



**PRESENTED BY
BRETT WHEATLAND**

**CLICK
HERE**

- *PROBLEM SOLVING*
- *DEALING WITH CONFLICT*
- *DISPUTE RESOLUTION*
- *PITFALLS*
- *CRITICAL THINKING*
- *SACAT ISSUES AND OUTCOMES*
- *ADDING CONDITIONS TO A LEASE*
- *MAINTENANCE ISSUES*
- *APPLICATION FORMS*
- *COUNCIL ISSUES*
- *THINKING OUTSIDE OF THE SQUARE*

**ALL PROPERTY MANAGERS AND
SUPPORT STAFF SHOULD ATTEND**

**Tuesday 22nd February 2022
8.30am for 9.00am start until 12.00noon
Arkaba Hotel
150 Glen Osmond Road, FULLARTON
\$55.00 each (groups of 2 or more from
the same office \$44.00 each)
Bookings by: Monday 14th February**

**OPEN DISCUSSION ON
CRITICAL ISSUES
CURRENTLY AFFECTING
PROPERTY MANAGERS**

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du Plessis



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BusinessSA
South Australia's Chamber of
Commerce and Industry

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Society of Auctioneers & Appraisers(SA) Inc - 22 Greenhill Road, Wayville SA 5034
Telephone (08) 8372 7830 - Email: admin@auctioneers.com.au

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

Credit Card Type (Please tick) ☐ Visa ☐ Mastercard ☐ Amex

Card No.

Amount \$ **Expiry** / **CVV/CVC**

Name on Card

Names Attending

NON-MEMBERS Please advise Address

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HAPPY NEW YEAR

Despite Covid, 2021 was a very successful year for the Society holding all major events including the Golden Gavel and extensive training on the new Planning Development & Infrastructure Act, we held many social events during the year as well with Drinks nights at the Marion Hotel, Grange Hotel and the Golden Gavel Launch as a breakfast at the Highway.

We experienced the new trendy Plant 4 at Bowden for the Golden Gavel Awards which ran to a new format which was very well attended, receiving a lot of positive feedback from members. Chris Gill chaired our new Q&A Training Workshops in Adelaide, Coonawarra & Berri, and in January 2022 we will go to Port Lincoln.

Another new initiative in 2021 was Agents & Auctioneers Under the Pump Workshops chaired by Chris Gill, Brett Roenfeldt & Garry Topp where we answer all the difficult questions that Agents and Auctioneers can face at Open Inspections and Auctions.

We have written a new Electronic Bidding Guide soon to be released where we highlight the pitfalls of selling to Interstate buyers sight-unseen, where terms and Conditions of sale differ from State to State & Territory, so we have a checklist now to attempt to avert the pitfalls that have so far emerged in this booming market.

The Society Golf Classic saw 16 teams compete for the trophy and get a chance at the \$50,000 prize for a hole in one on the 4th, and on December 3rd we retraced our roots and held the 40th Anniversary of the Society (Established on 3rd December 1981) at the Redlegs Club Norwood. The event was booked out and a celebration of the Society's 40 years, including a wonderful address from our founding President John Fereday and notable awards and recognition of many long stranding supporters, contributors and members of the Society.



Gavel & Glass

HAPPY NEW YEAR

The Society is forging ahead, we have formed working relationships with REISA, the Institute of Conveyancers and Politicians, the Society has money in the Bank and a record number of members. Sponsorship is secure with 5 new sponsors this year. The future is bright as the Society keeps up its tradition of enhancing the professional standards of members through training, technology, innovation, and representation.

Now for 2022, we have a vibrant Board of top class practitioners currently planning Training and Social Events for the year. To all Auctioneers please take up the challenge and enter the Golden Gavel, the longest and most respected Auction Competition in the Southern Hemisphere.

Many Finalists and Winners have forged a new career on the back of gaining notoriety by entering the GOLDEN GAVEL. All auctioneers should enter and be part of the fun either as a Rising Star (Under 10 Live auctions in the field), or the Senior Category for Real Estate General and Livestock.

The Board and myself look forward to seeing you at Society Events & Training during 2022 and in keeping the fellowship and cooperation amongst members alive and prospering.



Andrew Monks M.S.A.A. (President)
0414 340 399

Gavel & Glass

President 1985/87

I don't think that I have Thanked and Congratulated You on what was achieved at our 40th Anniversary Luncheon.

You should be very proud of what has been achieved.

Nearly everybody who is involved in Auctioneering in South Australia was there.

All were able to mix, despite their possible differences.

Feel very proud of what you have done.

'Thank You So Much '

Best Wishes for Christmas and the New Year!

Best Wishes Christopher

Christopher McLaughlin F.S.A.A



40TH YEAR BIRTHDAY

Click here and watch the 40th Birthday Luncheon Highlights
<https://www.youtube.com/watch?v=LvoQcdLMCSo>

Welcome to 40 Years of Society history

We are here after 40 years with memories of good times and bad, we have survived recessions, takeovers, legislation, government interference, CBS office raids, and John Rau.

We are still here alive and prospering.
After 40 years we have a record number of members, and we are in profit with money in the bank.

Do you remember the old days?

Standard schedule of commission, everyone charged the same, the real estate contract was one A4 page and the writing didn't even go down to the bottom of the page. Sales consultants were commission only no retainer. Agents paid the advertising, there was no cooling off there was no form 1. General Auctions, no buyer's premium, in rooms the auctioneer paid the advertising.

How did we survive!



Society President Mr Andrew Monks.

As we start with looking back on our 40yr old history, from back in the 80's to reflect upon what life was like back when the Society was created in 1981.



The first automated teller machine
1983 Ash Wednesday bushfires
Lindy Chamberlain holding baby Azaria on Ayers Rock
The first O-Bahn Busway being used
SA Premier John Bannon inspects land for the Multi-Function Polis

We played a news item from the 7 news in 80's. The Channel 7 news reader with thick black hair, it was none other than channel 7 sports commentator Bruce Mcavaney.

The Society of Auctioneers & Appraisers was incorporated on 3rd December 1981.
The Government at the time had decided to repeal the Auctioneers & Appraisers Act as part of their Industry self-Regulation platform.

At the time the Real Estate Institute Council were not interested in representing Auctioneers & Appraisers, so they appointed Mr John Fereday to form a new body to represent the previously Licenced Practitioners.

The Society developed to be a vibrant Body of top Professionals who banded together to raise the standards of professionalism in South Australia.

Gavel & Glass

40TH YEAR BIRTHDAY



Gavel & Glass

40TH YEAR BIRTHDAY

Accomplishments have been:

1. Created the Constitution code of Conduct and Membership criteria by Founding President John Fereday.
2. Christopher McLaughlin drafted the Auction Conditions of Sale, still in use today.
3. Published Auction Results in the Advertiser as a full page at the time.
4. Original Auction Schools convened by Michael Jenkins and Christopher Coles and with the assistance of the golden voice of the ABC, Bob Coldicott.
5. Created Real Estate Auction Schools of Excellence jointly with the REI with Brett Roenfeldt & Rod Adcock
- 6. Produced a Video Training Film which Anthony Toop personally sold all over Australia**
- 7. In 1988 we held the first what's it's worth Appraiser Day at the Art Gallery then held them at The Showgrounds, a marquee in Hindmarsh Square, at Fernleigh Lodge and in the West Lakes Shopping Centre.**
8. We fine-tuned the Membership and excluded Second-Hand Dealers when Collin Gaetjens was President in 1990-1992.
9. We were instrumental in working with Messenger Newspaper to create and build their Real Estate section.
- 10. In 1983 Ross Deere was appointed secretary and in the next 17 years attended over 200 meetings and 17 AGM's.**



- 11. Created the longest running Real Estate Auction competition in the Southern Hemisphere, known as the Golden Gavel, when Anthony Toop was president in 1993.**

12. We have held the Golden Gavel in marquees in Victoria Square, Hindmarsh Square, Year of the Outback in a marquis at Adelaide Oval with a live Camel in the room, at the Adelaide Symphony Orchestra with a 21-piece live Orchestra playing as the guests arrived.

- 13. We created the School Auctions Idol competition, where school students conducted a Real Estate Auction and competed in a state-wide competition with points to their SACE Certificate, created by Society Life Member Lindsay Warner.**

14. First in South Australia to release computerized Real Estate forms.

- 15. We ran a Livestock competition as part of the Golden Gavel at Dublin and Murray Bridge for sheep and cattle Auctioneers, created by Society Patron Paul Henry.**

16. The Society is recognised internationally with delegates attending our 2 Day Auction Academy, run by Brett Roenfeldt from Beijing, New Zealand, Singapore, Hong Kong, Malaysia, France, and most states in Australia.



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40TH YEAR BIRTHDAY



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40TH YEAR BIRTHDAY

17. The Society has been recognised internationally with a delegation from the Supreme Court in Beijing, in China. They came to South Australia and met with the Society to learn more about the Auction process.

18. We created the first Upcoming Auctions APP in Australia, where the public can search upcoming Real Estate and General Auctions, posted by Society Members.

19. Wrote a property auction selling guide as a template from listing and marketing to auction with scripts and dialogues.

20. Introduced Agents and Auctioneers best practice procedures for auction.

21. Introduced Accreditation and Elite Accreditation for Real Estate Auctioneers and Auction Marketers.

22. Held breakfast of champions with Director of Public Prosecutions Stephen Polaris, Foreign Affairs Minister Alexander Downer, Leader of the Liberal Party Isobel Redmond, member of the Legislative Council John Darley, Speaker of the House Vincent Tarzia, special guests at events including Melbourne Cup jockey John Letts and actor Michael Caton.

23. In 2001/2 Jonathon Moore bolstered SA Livestock Members to the National stage and saw representation of our best young stock Auctioneers to the Royal Easter Show in Sydney.

24. Launched inaugural Livestock Training School with 12 Elders Livestock Auctioneers in April 2004.

25. We launched Schools Auction Idol internationally in 2015 won by Grace Nankivell from Pulteney Grammar School coached by David Cocks and Sharon Gray.

26. And now written history with pictures to record our achievements and highlights of each Presidential Year and produced a 55-page booklet as a formal recognition of our beginning and our first 40 years.

27. The Society has continually punched beyond its weight and has been innovative and creative in showcasing the industry not just in South Australia but in Australia and Internationally.



Gavel & Glass

40TH YEAR BIRTHDAY

We would like to recognise the Society's great contributors over the last 40 years.

John Fereday co-wrote our Constitution, Code of Conduct and Membership Criteria, and organised the first public meeting of the Society, and was the first editor of the journal.



Chris Gill who co-wrote the original Society's computerised Real Estate Forms known as "AucDocs". Chris conducts a series of workshops for members on legislation, sales agency and pricing compliance, form 1 preparation, dispel the myths workshops and auctioneers under the pump.



Brett Roenfeldt OAM has won the Society's Golden Gavel five times. He was the first Auctioneer to be awarded Elite Master Accreditation and we present this tribute to you for training and mentoring Society members with your extra ordinary knowledge and practical delivery of auctions and for delivering the Society's Real Estate Auction Academy Auctioneers Licence workshops.



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40TH YEAR BIRTHDAY



Oren Klemich founder and Managing Director of Klemich Real Estate and past winner of the Prestigious Golden Gavel Award & trustee of the Golden Gavel competition. We are honoured to present life membership to Oren. Oren joins a select group recognised for his part in taking the Society and the Golden Gavel to new heights and continuing in this role to the current time. Oren, we thank you for your inspiration and commitment to the Society of Auctioneers and Appraisers (SA) Inc.

Mark du Plessis General Manager of du Plessis Auction Gallery, past President of the Society and Multi-award-winning auctioneer & appraiser. I am proud to give Mark this fellow award. As President of the Society in 2014-15 Mark faced a very challenging time. REISA decided to run its own competition in competition to the Golden Gavel and proposed a merger of the two bodies. After an inordinate amount of passionate deliberations, the decision of the Board at the time was to reject the proposal although news of the merger caused sponsors to drop off and unrest with our members.



Gavel & Glass

Official Gavel Order Form

This lovely gavel and striker plate the 40th birthday logo would be a fine addition to any collection as a memento of your society membership and commemorating 40 years.



ONLY
\$120
EACH

KEY SPONSORS


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†The Form 1 Company


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South Australia's Chamber of Commerce and Industry

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

Email: admin@auctioneers.com.au

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Card No.

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

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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Peace of mind

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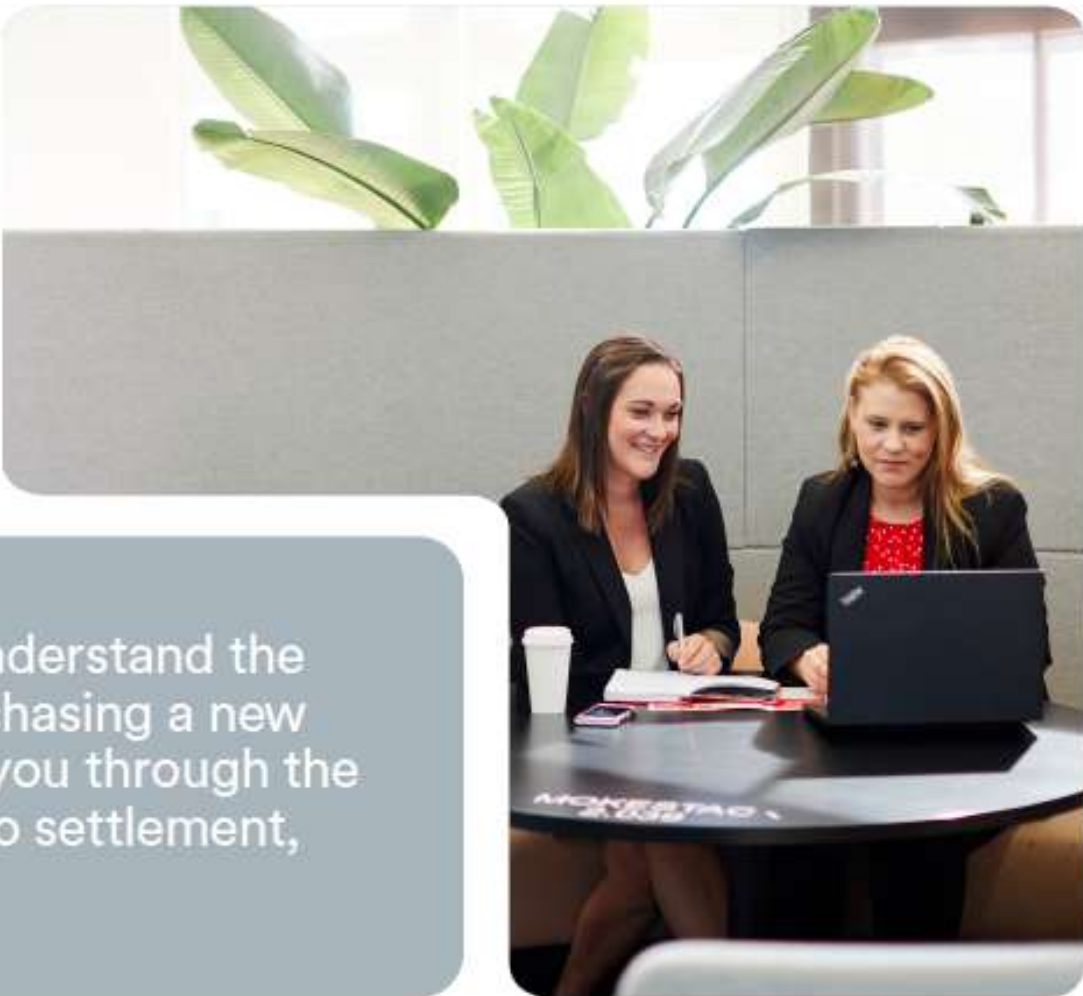
* For Terms and Conditions visit directconnect.com.au/terms-conditions



WE'VE GOT YOU COVERED

Direct Connect's free home buyer service provides you a personalised service with a dedicated contact person to guide you through every aspect of your move. You can choose to use as many or as few of our services as you require and we'll ensure that everything is covered and connected, ready for the day you move in.

We understand the moving process



SERVICES WE CONNECT

We can connect you with a wide range of market leading gas and electricity suppliers. With our Always On Guarantee* you can be assured that your electricity and gas will be connected on the day you move in!



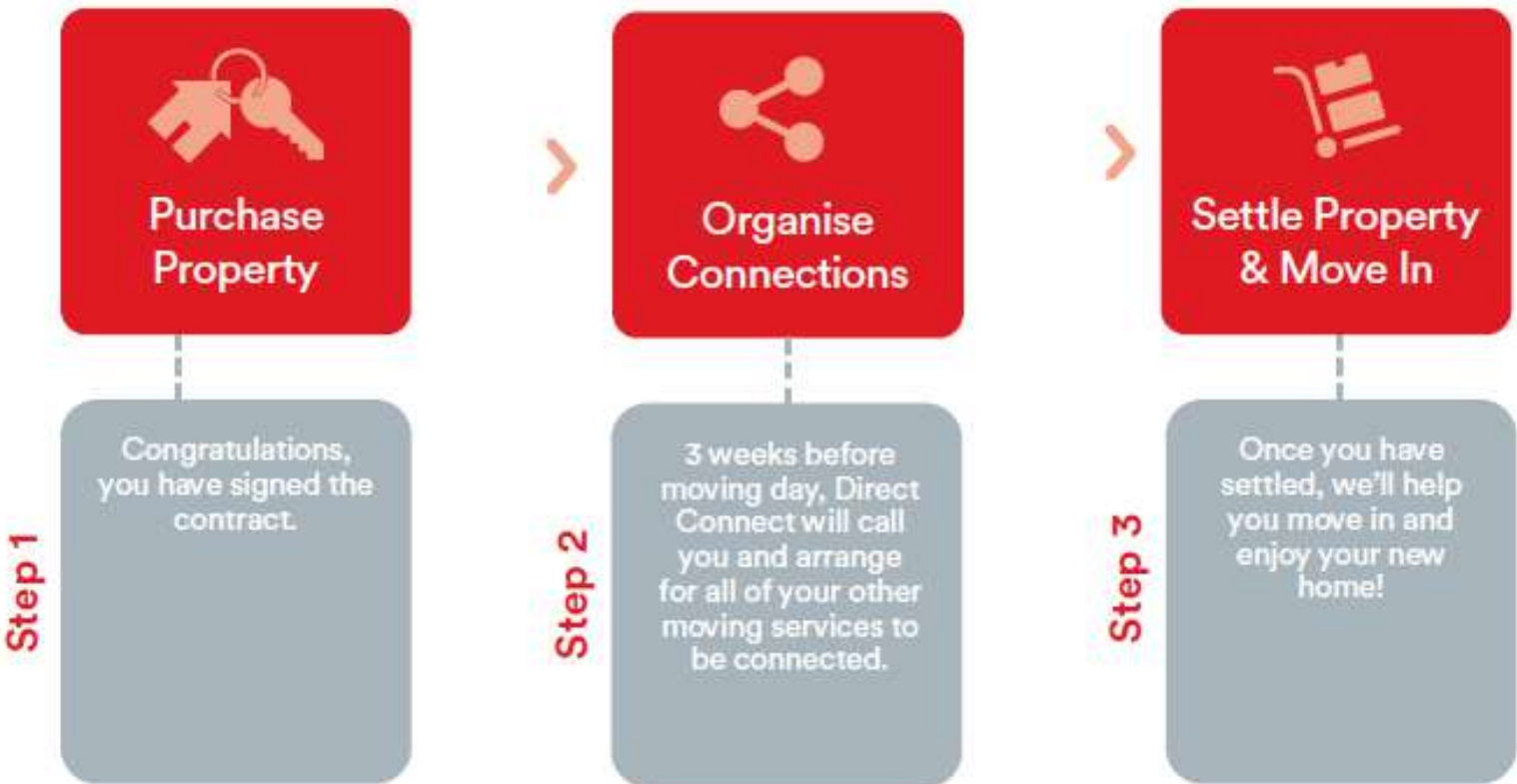
Our telecommunication experts can advise you on a great range of phone, broadband and mobile solutions, tailored to suit your needs.



Plus, ask our expert team about other services we can help with such as truck hire, removalists and cleaning.



At Direct Connect we understand the stress involved with purchasing a new property and can guide you through the process from purchase to settlement, and beyond.



Gavel & Glass

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.

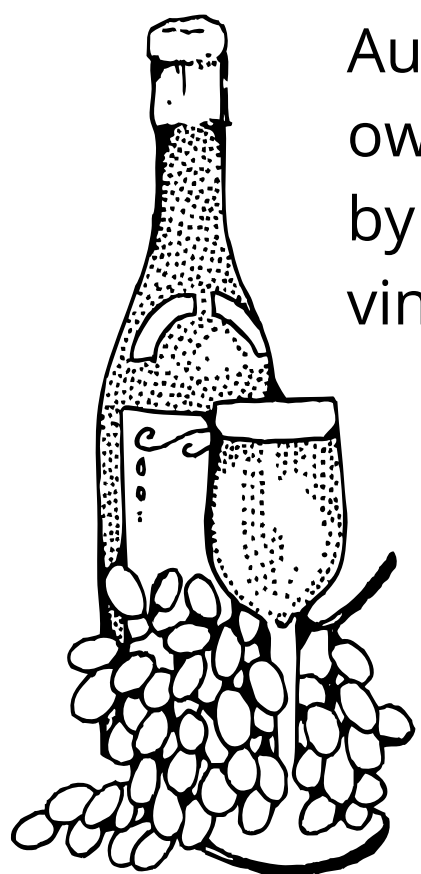
Claire, a Roseworthy graduate, is Lanacoona's vigneron. After graduating from Roseworthy, Claire worked as a viticultural consultant with some of the best vineyard consultants in Australia.

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

Eight at the Gate Wines



**Society of Auctioneers
and Appraisers**

30% discount

use the code

SOLD

at checkout

eight
at
the gate

SINGLE VINEYARD · PREMIUM WINES

WRATTONBULLY · SOUTH AUSTRALIA

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Perspective Media



Video is the most powerful marketing tool a business can have. Perspective Media specialize in corporate, promotion and real estate video.

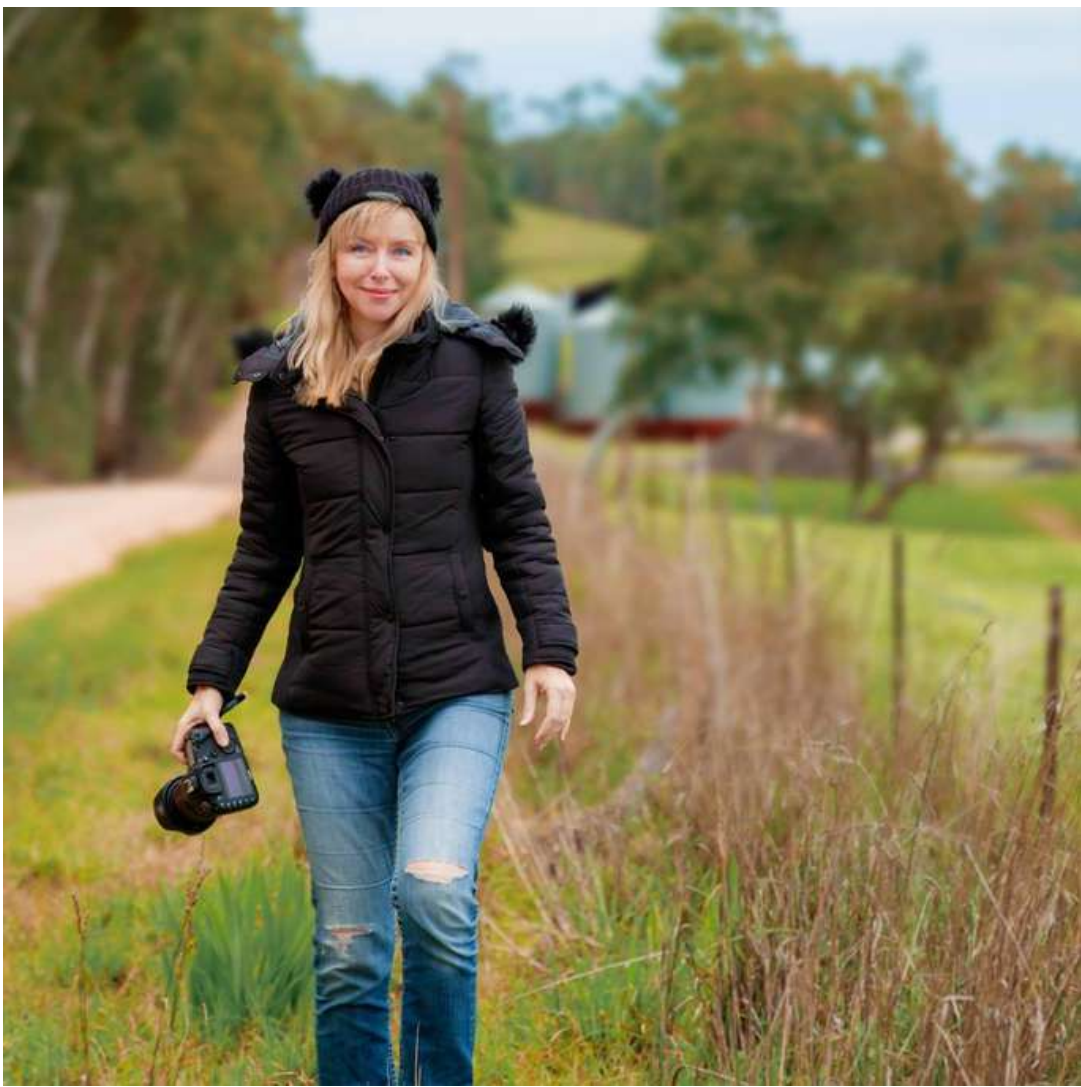
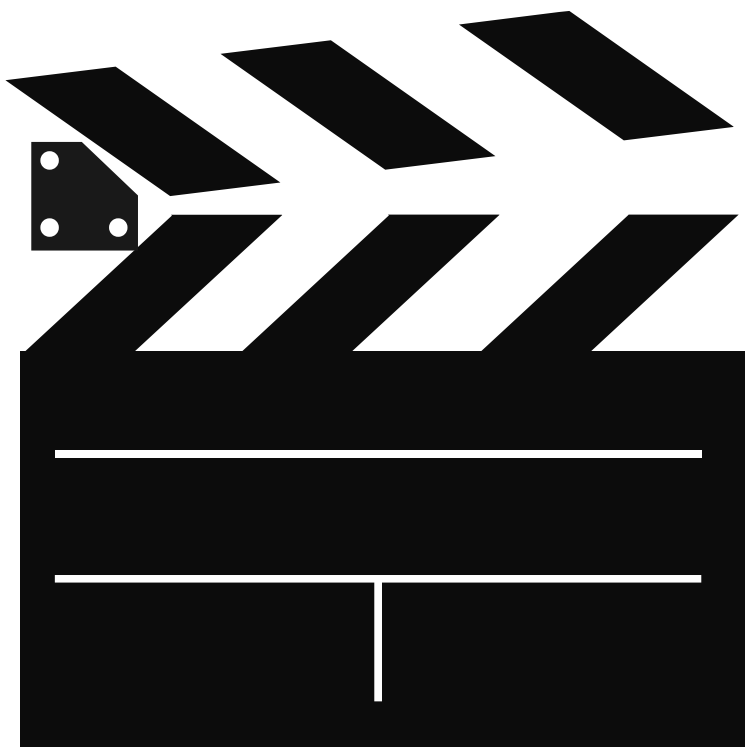
Everything is here, from our unparalleled ability to obtain imaginative footage from any angle (including the air) through to our SFX (special effects) department, where with the latest software we can make the surreal become real.

We will make the entire video creation process easy, time efficient and fun.

We utilize a variety of filming techniques to present a dynamic finished product.

Ask us about various other resources we have available to get amazing footage, very cost effectively.

Perspective Media uses that intense blend of creative filming and appropriate music to inject interest into your project.



**Call Larissa on 0422235442
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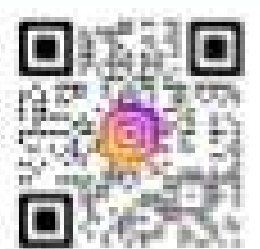
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The Official Newsletter of the Society of Auctioneers & Appraisers (SA) Inc

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.

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.

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.

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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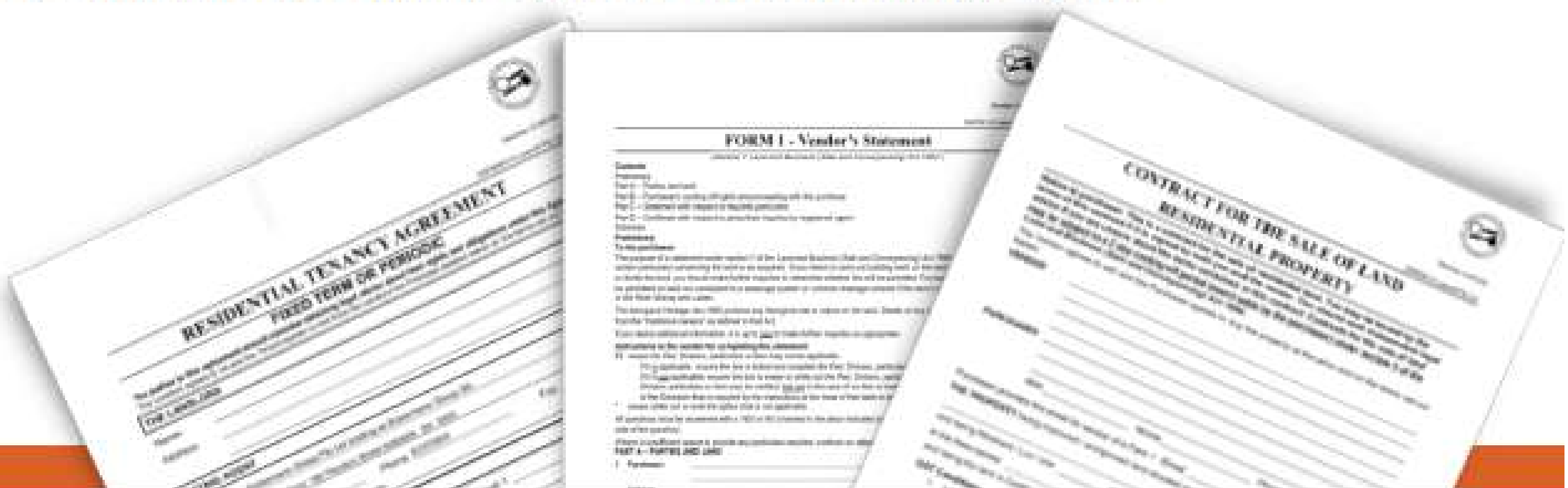
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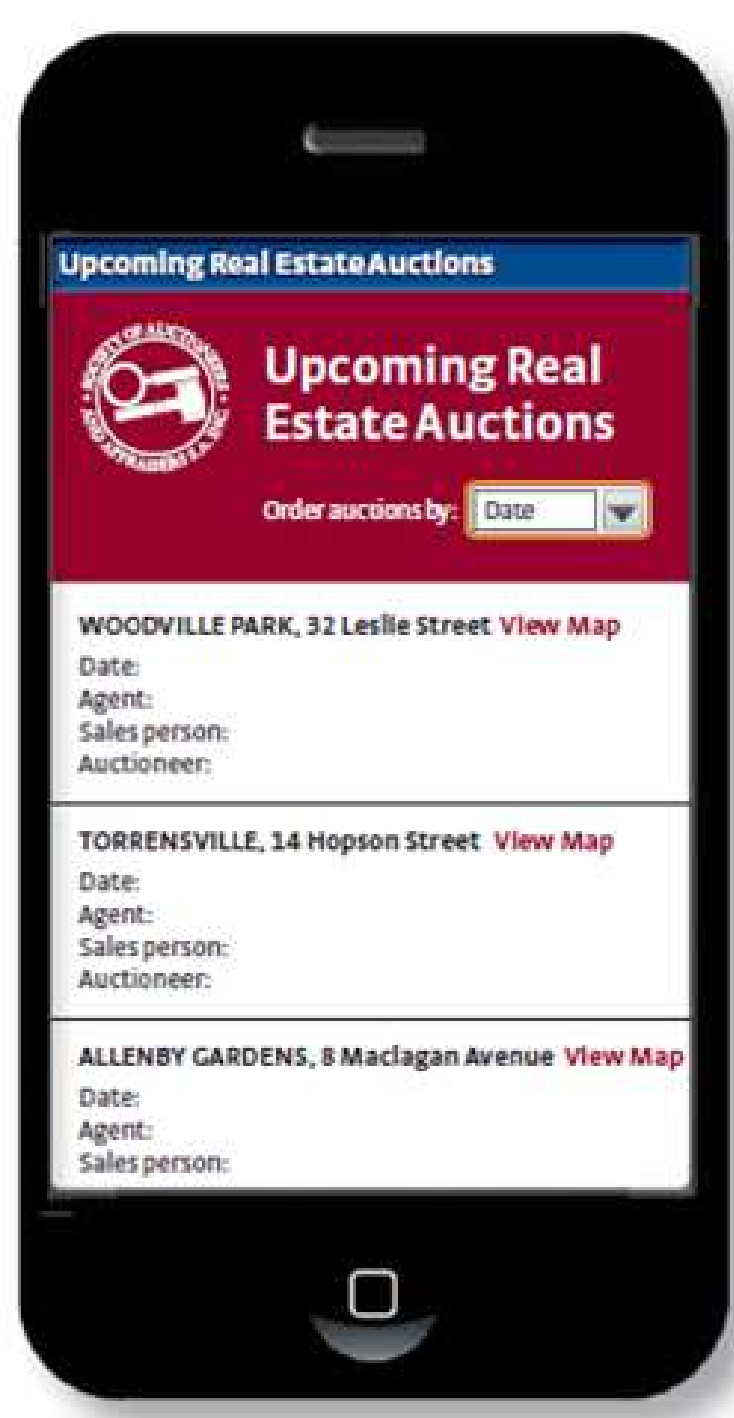
Our pricing tiers are extremely competitive and in many cases much lower than the cost of comparative providers once membership fees and other incidental subscriptions are considered. Please call us for further detail.



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adjust accordingly

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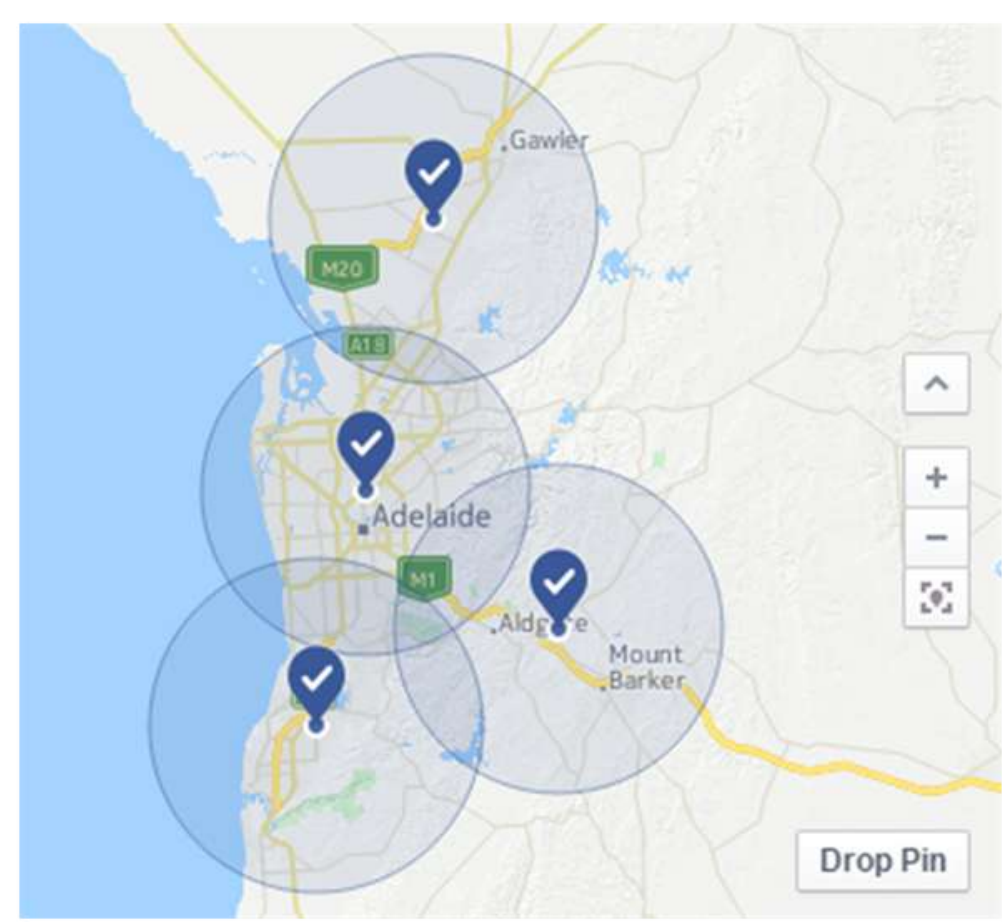
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For Form 1 preparation please contact Chris Gill on 7221 4908

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



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