



Auctioneers Launched in Grand Order in 2009

THE 2009 MESSENGER COMMUNITY NEWS~ MORTGAGE CHOICE GOLDEN GAVEL LAUNCH THEMED THE GRAND ORDER OF AUCTION – Tradition, Status, Profile and History WAS ONE TO REMEMBER ON WEDNESDAY 18TH FEBRUARY

Held at the historic Freemasons Hall the evening was attended by over a hundred of SA real estate's best and was officially opened by Society of Auctioneers & Appraisers (SAA) Vice President Oren Klemich, a past Golden Gavel Winner himself.

Society of Auctioneers & Appraisers Trustee Lindsay Warner was happy that the event showcased the Top Ten Principals, and Top Ten Sales Consultants Auction Marketers of the Year in SA as well as incorporated the launch of the 2009 Schools Idol Competition, "It was great to see our finest recognised and celebrated in front of their peers in a market that's extra competitive."

Last year's Messenger Community News~ Mortgage Choice Golden Gavel winner Rod Adcock of L.J. Hooker is keen to see how the young Idols, as well as his leading auction team, will perform against the hot competition as he has now moved into the role of mentor after winning his third title in 2008. Rod said "L.J. Hooker have won the Auction Agency of the Year for the past four consecutive years and we're looking forward to another solid team performance in 2009."

Messenger Community News General Manager John Turner announced his company will continue its long-time support of the Messenger Community News~Mortgage Choice Golden Gavel Awards. This marks the 16th consecutive year that Messenger has sponsored the awards.

In announcing the partnership commitment, Mr Turner acknowledged the current tight economic climate and real estate auction clearance rates, saying "Times are very tough and are going to get tougher. We are extremely supportive of the Society of Auctioneers & Appraisers and the hard work that they do within the industry and are pleased to reaffirm our commitment to the Awards."



Society Trustee Lindsay Warner FSAA

He said experienced agents in Adelaide were reverting to a "back to basics" approach to selling, with renewed emphasis on community advertising, profiling and auctioneering. "The auction process is becoming more relevant to agents in order to clear vendor properties within a finite time," he said.

"Increasingly we are seeing instances where, even though properties may not be sold at auction, it is clearly the auction process that is attributed to the sale. Auctions can assist in managing vendors' expectations around true market value, and creating a sense of urgency for purchasers" commented Mr Turner.

Mr Turner said South Australia's housing market was better placed than its counterparts interstate, "Interest rate reductions, the First Home Owners Boost and affordable housing mean South Australia is well placed to tackle the challenging year ahead," he said.

Louise Small, Mortgage Choice State Manager (SA/NT), agreed with Mr Turner on the market and also about being extremely proud to again be associated as a major sponsor of the Golden Gavel and School's Auction Idol for 2009.

Ms Small said, "our local network of mortgage brokers operating throughout South Australia are keen supporters of

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Major Announcement



Chris Hartley

The Society has been seeking a telecommunications Sponsor to provide specialist plans to our members and we are pleased to announce that we have formed a strategic alliance

with Vodafone representing HC Mobile Mr Chris Hartley and Marketing Executive Rebecca Osborn. Chris Hartley can deliver Tailored Packages for Small to medium businesses being from 4-100 mobiles. HC are not retailers but Small to Medium Business telecommunications specialists. We will give you all the opportunity to have your current phone bills assessed to show you how you can increase efficiency and save plenty. ●

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the auction process and value the skill and experience that is put on display each year through the Messenger Community News~Mortgage Choice Golden Gavel Awards.

"On a home finance note, we've seen a marked increase in the level of inquiry to

our local Mortgage Choice offices over the past few months, with many local people keen to get a foothold in the market.

For more information on the Messenger Community News~Mortgage Choice Golden Gavel Awards visit www.auctioneers.com.au/golden.asp ●





Top 10 Auction Marketers in SA

As the Trustee of the Golden Gavel competition, I am charged with the responsibility of maintaining the integrity of this high profile event, but more than that, at the grass roots level of our membership, ensuring that all auctioneers and others involved with our industry, are trained, educated and informed to ensure our professional standards are of the highest level to cover any event or changes in legislation that may and will come our way.

As I say every year, the bar is continually raised, and there is no doubt in my mind that the testing of our skills in front of our peers by taking part in the Golden Gavel auctioneering competition is the ultimate way to maintain, test and improve our standards, no matter how many auctions the individuals may conduct in the field.

Now onto Messenger Community News~ Mortgage Choice 2009 Golden Gavel. The theme of this year's Golden Gavel is **The Grand Order of Auction – Tradition, Status, Profile, History** and I believe these words embrace our Society.

The Auction Idol Competition continues to go from strength to strength. At this early stage of the year we have had 23 schools from the public and private sector registered to be involved in this competition.

Two Idol competitors from last year are now employed within our industry, being **Tom Ratcliffe** and **Tom Hector**, and we welcome them both here tonight.

We would now like to recognize the hardworking principals and sales consultants who continue to drive the auction as a preferred method of sale for Real Estate in



Top 10 Principal Auction Marketers: Peter Economou, George Noicos, Bronwyn Petherick, Alf Talotta and Robin Turner. Absent were Frank Azzollino, Peter Kiritsis, Patricia McKibbin, Richard Thwaites and Steve von der Borch

South Australia. These Top10 auction listing principals and consultants are possibly responsible for up to 70% of all auctions listed during the last 12 months and it is their skill and expertise which will educate all of us for years to come.

There are some familiar faces from years gone by and there are some new faces making their way to the podium for the first time.

The Society of Auctioneers & Appraisers (SA) Inc. pays tribute to its high achievers and each year recognizes and awards Principals & Sales Consultants who market and sell properties by Auction. Each year the Society will profile the top 10 Principals and the top 10 Sales Constant Auction Marketers and the winner will be announced at the Gala Dinner as part of the Messenger Community News~ Mortgage Choice Golden Gavel Awards on 29th May.

These high profile Agents are a testament to research that shows that properties that are marketed utilising the Auction system sell significantly quicker than a property simply just listed for sale.

Renewed confidence in the Auction system has seen resurgence in the number of properties taken to Auction as Vendors are once again recognizing the enormous benefits of using this powerful marketing process as part of their overall marketing strategy.

With the new best practice procedures put into place by the Society of Auctioneers

& Appraisers last year, purchasers now have a renewed confidence when buying at Auction – they can simply see what their competition is and get an instant response to their offer, as opposed to sometimes waiting days after making an offer on a private treaty sale. ●



Top 10 Sales Consultant Auction Marketers: Nick Baranikow, Rory Butterworth, Anthony Fahey, Phil Harris, Kay Morris, Nicole Neil, Andrew Welsh, Jon Ewer and James Juers. Absent: Kris Casey.

Oren Klemich – Society Vice President



Oren Klemich

Oren Klemich welcomes guests to the Messenger Community News~Mortgage Choice Golden Gavel Launch at the Freemasons Hall with an acknowledgement

of special guests, namely, The Shadow Minister for Education Mr David Pisoni, The Director of Public Prosecutions, Mr Stephen Pallaris, The Mayor of Port Adelaide Enfield Mr Gary Johansen, Past Presidents of the Society, Mr Christopher McLaughlin, Mr Paul Henry, Mr Brett Roenfeldt, Mr Garry Topp, Mr Rod Adcock, Mr Jarrod Tagni, Mr Nick Baranikow, Mr Peter Economou, Mr Lindsay Warner and Mr Phil Rogers, and the current Messenger Community News~Mortgage Choice Golden Gavel Winner, Mr Rod Adcock, Rising Star Winner Ms Sharon Grey and the current Schools Auction Idol Winner, Mr Tom Hector.

Major Sponsors

Messenger Community News, our long standing major sponsor and naming rights sponsor, have been reporting local news to Adelaide residents since 1951. Messenger has 11 suburban publications which allow readers right across the State to connect with their community. Messenger have been instrumental in assisting us to raise the bar of professionalism within our Industry through the Golden Gavel Competition. Represented tonight by General Manager Danny Canny and Glen Kirkpatrick and 6 other representatives.

Mortgage Choice has 28 offices in South Australia represented by **Louise Small** as State Manager of SA/NT and **Ryan Sheppard** as Franchise Development and Marketing Manager.

As members please introduce yourselves to as many Mortgage Choice consultants here tonight and let them tell you about what they can do to make selling Real Estate easier by:

- Sharing referral business
- Having a high level of understanding and awareness
- Being accredited and competent
- Giving personal service and personal contact at every stage of the loan through to settlement
- And settling on time!

Please show your support for Mortgage Choice who strongly supports you and the fantastic industry of ours.

Key Sponsors

Bowden Printing are proud to be an ongoing sponsor of the Society. Imagine how easy it would be to pick up the phone when you get a listing and get your photography, floor plans, brochures and sign done at a one stop shop. Bowden Printing offers this service to you.

Give Bowdens a call and Luke, or one of their other representatives will be out to see you in a flash Represented tonight by Luke Bowden.

Lexus of Adelaide providing the World Car of the Year in 2007. Lexus In the United States, Lexus is the highest-selling brand of luxury car. In 2006, Lexus was named the most reliable brand in the U.S. based on its Vehicle Dependability Survey, a measure of over 47,000 vehicles.

From its inception, the motto of Lexus has been "The Relentless Pursuit of Perfection."

Lexus are the leaders in hybrid technology which will make them the world leader in motor vehicle production. Next time you want a new vehicle have a look at Lexus Perfection Personified.

Adcorp specializes in property marketing, they consistently deliver innovative, integrated and break through property campaigns. Represented by Jenni Tassell in Peter Grzesch's absence.

REISA represented by President Robin Turner, the person that does everything – Emma Slape and CEO Greg Troughton. REISA Sponsors the categories of Rising Star Male & Female.

Property Enhancers will turn any dull and boring house into a stunning home with appeal. Represented by **Felicity Wood** and **Angela Olero**.

ConnectNow: What a fantastic service you can now offer your clients both Vendors and Purchases a like. **Sharryn Martin**, the **Business Development Manager** for ConnectNow who is here tonight. Their service is unique, simple and saves hours on the phone listening to music and recorded announcements.

Have your clients fill in one simple form and Connect Now will organise Electricity, Gas, Water, Telephone, Internet, Pay TV, Newspaper Subscriptions, security. Even renovators and cleaning if you want them to. And their service is free to you and your clients. ●

Shadow Minister for Education backs Schools Idol Concept



David Pisoni MP

In 2007 the Society of Auctioneers & Appraisers (SA) Inc. introduced the **SCHOOL'S AUCTION IDOL COMPETITION** where the concept had evolved after they were given the charter of succession planning by introducing the fantastic profession of Auctioneering to school students.

In consultation with Catholic Education, Education SA and TAFE they developed the format and workbooks so that students who participate receive credits towards their SACE certificate.

As part of this Event, students appeared conducting auctions at The Adelaide Fringe and live on 5AA with Amanda Blair and received media coverage on Channel 10 News and continual coverage in Messenger Community News from the Launch in February right through to the Finals in May and beyond!

A team of Senior Auctioneers worked with students as mentors **"Supporting excellence in vocational and technical education in schools"**.

Once again, the Society of Auctioneers & Appraisers (SA) Inc. leads Australasia in auction innovation.

The Grand final of the Auction Idols saw 3 students creating a piece of history and legacy representing their Schools, Brighton High, Rostrevor College and St Dominic's where we were witness to our up and coming community leaders.

This fantastic concept will form an integral part of the Golden Gavel Awards from now on and students from years 11, 12 & 13 are eligible.

As Shadow Minister for Education and Shadow Minister for Employment, Training & Further Education, I would like to congratulate the Society on this fantastic initiative in as I understand that two participants of the School's Idol have recently commenced a career in Real Estate, one with Brock Harcourts and one with Toop & Toop. ●

The Synergies in Transparency



Louise Small

BY LOUISE SMALL



On behalf of Mortgage Choice and our local network of business owners I would like to reiterate our ongoing support as a major sponsor of the

Messenger Community News~Mortgage Choice Golden Gavel Awards.

Auction continues to have great relevance in our declining housing market. It brings urgency to the sales process, vendors and buyers to the negotiation table in a timely manner, and importantly, can assist in setting sensible, market-driven, expectations on price.

As Australia's leading mortgage broker, Mortgage Choice is a fervent supporter the auction marketing process and the Golden Gavel Awards, which are designed to promote and reward our top local auctioneers, at the same time providing growth and development for young adults and a springboard for potential auctioneers of the future through the Schools Auction Idol.

What we have seen over the past six months is tightening in lending criteria from our major financial institutions.

For business owners like yourselves – this has increased the average time on market, reduced auction clearance rates and the impacted on number of genuine buyers who can access home finance to purchase your vendors' property.

The need for a meaningful partnership between your real estate brand and your local Mortgage Choice broker has never been more important than it is in our current economic climate.

We provide choice (access to Australia's leading lenders and literally hundreds of home loans) impartial advice, delivered by professional hard working small business owners just like yourselves.

Fostering this relationship and providing both parties with an opportunity to build meaningful marketing and networking opportunities is a key reason why we have partnered with the Society of Auctioneers.

One of the realities of today's economic climate is that the value of sponsorships, and in many cases the relinquishing of those sponsorships. The fact that we stand here tonight endorsing our support for the Society shows we are more committed than ever to drive mutually beneficial outcomes for both our organizations.

One of the key reasons for this, is the confidence I take from the synergies in transparency of our propositions – those of the auction process and our advice process – both customer centric, clear, informative and delivered by an groups of competent professionals – a standard both groups strive to raise every year.

We look forward to the successes of the Golden Gavel event and the partnering of members within our respective organizations. ●

Messenger Community News



Daniel Canny

BY DANIEL CANNY

Messenger
communitynews

Messenger Community News is delighted to be involved once again as a Major Sponsor of the 2009 Golden Gavel and Schools Auction Idol Competition, which we

have been in partnership since 1993. It is also great to share this partnership with Mortgage Choice. In these challenging times ahead for this industry, anything that Real Estate businesses can do to give an edge from their competitors is absolutely vital and no doubt the **Auction process is one of these crucial ingredients in delivering a return to their vendors.**

In addition, any Industry or public recognition for their business is essential

and in 2009, the Messenger Local Business Awards is back, bigger and better than ever before. We will launch our City and Eastern Region at the National Wine Centre on 3rd March. This launch night will give an overall insight into the running of the Messenger Local Business Awards and I would encourage all Real Estate businesses to attend.

Messenger Community News is very proud of the relationships we have forged over the past 16 years we have been involved in the Golden Gavel Awards and the partnerships are second to none.

I would like to thank all of the past and present presidents, and a huge thank you to the CEO, Garry Topp, who is relentless in making this Awards Program beneficial for all involved. ●

A Record Crowd

BY SHARRYN MARTIN
connectnow.



Sharryn Martin

I attended the launch of the Messenger Community News~Mortgage Choice Golden Gavel Competition on Wednesday evening, **there was a record crowd and it was**

great to catch up with the movers and shakers in the Real Estate industry of South Australia. Congratulations to all the winners on the night as Top 10 Principals and Sales Consultants.

I am sure this year's competition is going to be the best ever with the amount of enthusiasm displayed by the large enthusiastic gathering.

I am very much looking forward to being involved in the heats again in 2009. How often do you get to be a successful bidder on 35 properties in 3 days... If you have some spare time I am sure they would appreciate any offers of assistance.

Garry Topp, Brett Roenfeldt and Lindsay Warner should be congratulated for all the efforts they have and will continue to put towards this year's competition. ●

Marketing Excellence

BY PETER GRZESCH

adcorp
MARKETING COMMUNICATIONS



Peter Grzesch

Adcorp Marketing Communications is proud to be a long-time supporter of the Golden Gavel Awards and once again congratulates those finalists named at the launch.

As an advertising agency with a diverse range of clients including a strong stable of real estate – Colliers International, Ray White, Raine & Home, Jock Gilbert, CommercialSA, George Noicos, Smallacombe and EldersNT to name just a few – our commitment to service excellence is built upon our strong marketing focus. Innovative print, web, email, radio and TV campaigns ensure our customers achieve maximum brand recognition and our business is proud to have grown through word of mouth recommendation. ●

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Adrian Colman Passion Personified



Adrian Colman

The Messenger Community News~Mortgage Choice Golden Gavel Launch on Wednesday was great, I am working hard with Brett, and I am looking forward to competing.

I thought I would let you know about a great result, on Friday night. I managed and conducted a **fundraising auction for 107.9 Life FM**. We had 100 guests and 18 lots to auction.

The auction went for one hour, and raised \$15,000. It was a great night, everybody had fun, I was also proud to wear my MSAA lapel pin, and am looking forward to doing my next auction.

Just thought you should know what one of your passionate members is doing in the community. ●

ADRIAN COLMAN MSAA

Meet Chris Hartley



Chris Hartley is a Director and Co-founder of **HC Mobile Communications**, a business that specialises in telecommunications and wireless information technology for Small to Medium Enterprise (SME). HC Mobile was established in 2003 to deliver personalised mobile phone and technology solutions to help businesses grow by minimising their effort and expense.

HC Mobile are the Premium Business Channel delivering Vodafone products and services to over 700 business in South Australia. HC Mobile in partnership with Vodafone has helped businesses decrease costs by up to 50% while also helping them mobilise their sales teams. We can assist in the set up of BlackBerry and Windows Mobile solutions and Mobile Data Cards.

Vodafone and HC Mobile are excited to partner with the Society of Auctioneers and Appraisers for 2009. To discuss how Chris can help tailor a mobile solution for business and save you money contact him today on 0414 210 393. ●

60 Society Members get latest Documentation and Legislative update



Chris Gill

The fully booked Training Workshop conducted by Chris Gill from Corsers Solicitors was both informative and interactive and highlighted some of the issues that are arising given the changing nature of the real estate market.

The Society has embarked on a series of Workshops for Real Estate Consultants and support staff on Completion of Agency, Contract and Form 1 with emphasis on the accuracy of completion of all current Society documentation. Chris received healthy applause at the end of the session and had many congratulatory comments along the lines of "its good to know what the common practical problems are and where others have been getting into hot water and then to receive practical advice and examples of what to do and not what to do".

Major issues that surfaced were the completion and reliance of Form 1s and Finance Clause when finance is conditional i.e. when a financier approves the finance subject to a condition or conditions. This was discussed at length as this situation is arising and complicating settlements. One comment was "It was great to have some training in the real everyday problems that we face rather than receive an overall technical update relevant to the legislation".

Many specific issues were debated and many participants realised their practice now needs updating as a result of the Workshop. **The next one has been booked for Friday 3rd April.** Booking Forms on the web at Auctioneers.com.au ●



Kirrihill sensational wines enjoyed at the Messenger Community News~Mortgage Choice Golden Gavel and School's Idol Launch



Society Members, Sponsors and Guests enjoyed the absolute best wines as usual from the Clare Vineyards courtesy of Tania Matz, Sales & Marketing Executive at Kirrihill, they were:

2008 Single Vineyard Series Chardonnay Brut

This wine positively glows in the glass with its pale straw yellow colour, fine bead and persistent mousse. The nose is bursting with vibrant apple and lemon aromas and the palate is crisp and fresh, yet at the same time fine and delicate. The finish is clean, dry and persistent with a lingering, mouth-watering acidity.

2008 Single Vineyard Series Sauvignon Blanc

Pale straw-yellow in colour with archetypal Sauvignon Blanc aromatics on the nose

of cut grass, citrus fruits and tropical fruit scents. There is an abundance of sweet fruit on the palate with pineapple, passionfruit and honeydew melon balanced with herbaeous undertones.

2008 Single Vineyard Series Chardonnay

Pale straw yellow colour and hints of green. The nose is bursting with juicy peach and nectarine aromas and the palate has a delightfully rich and creamy finish.

2006 Single Vineyard Series Baile An Gharrai Shiraz

A vibrant deep purple in the glass and a nose bursting with dense plum and blackberry fruit and cedary oak.



KIRRIHILL WINES



The opulent palate is brimming with sweet cassis and plum fruit with hints of fruit cake, mocha, mint and exotic spices.

2006 Single Vineyard Series Shiraz Mourvedre Grenache

A vibrant deep purple in the glass and a nose bursting with dense plum and blackberry fruit and cedary oak. The opulent palate is brimming with sweet cassis and plum fruit with hints of fruit cake, mocha, mint and exotic spices. ●

Mortgage Choice are Endorsed Home Loan Specialists by the Society of Auctioneers & Appraisers (SA) Inc.



Mortgage Choice are experts in home loans – that's all they do!

With Mortgage Choice:

- ✓ All financial requirements are delivered accurately
- ✓ Contact with the client during every stage – right through to settlement
- ✓ Exceptional customer service (9/10 clients would refer Mortgage Choice services)
- ✓ Selecting the right loan from hundreds of products from a range of lenders
- ✓ A referral-marketing ethos based on service and quality advice
- ✓ Personalised service through an accredited and award-winning broking system

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Auction Idol Progress Update



Lindsay Warner

What a great week for Auction Idol. I met with students from William Light High School and three students have registered their interest in competing this year. Even more exciting is that **Holly Sherriff** who competed last year is going again. She says she is excited to be competing because her experience from last year will make it much easier this year. **Brad Allan** and **Simon Tate** from Gary J Smith are mentoring at this school and we look forward to a great result for them this year.

Another student is also competing for the second time this year. **Simon Nicholas** from **Pedare Christian College at Golden Grove** (mentored by Andrew Simpson of Brock Harcourts Golden Grove) has nominated again and knowing Simon's natural flair for telling a story and good "stage" presence I am sure he is looking for a grand final berth this year.

Hamish Mill is now assisting with mentoring at **Adelaide High School** and I know this experience will also help him with his quest for another Golden Gavel senior finals berth in 2009.

St Dominics shall remain the school which produced our first ever Auction Idol Champion and after a meeting this week they may have some strong contenders this year.

Obviously **Mia Vassalo** set the bar very high in our first year so we wish these students the best in maintaining this tradition.

Registration numbers have now exceeded our 2007 and 2008 entrants with some schools fine tuning their participants and "hopefully" about to enter.

I look forward to bringing you a further update soon. ●

LINDSAY WARNER FSAA TRUSTEE

Introducing Ngan Do



Ngan started work for the Society in January 2009, after completing her Certificate IV in Accounting. Crystal Lu had fulfilled the position prior to this but had moved on to further her career in accounting and is now employed by an accounting firm in Norwood. We wish Crystal all the best in her new career.

Ngan completed her education at **St Dominics Priory College** in 2006 then worked in retail and a family business while studying accounting. Ngan is responsible for accounts, invoicing, BAS, GST, banking and management of the member database, training and event bookings and all facets of Member services together with Board reporting, and input into the Messenger Community News~Mortgage Choice Golden Gavel and School's Auction Idol Competition and Awards.

You will no doubt meet her at upcoming Society Events and in the Heats and Finals for this year's Messenger Community News~Mortgage Choice Golden Gavel.

Ngan is great to work with and has a positive outlook and loves the fast paced Society hands-on office and just loves working with Garry Topp. ●

Turn Up the Heat



Peter Economou

The heat was literally turned up at a recent residential Torrens Park auction. "We were pleasantly surprised at the exceptional attendance given the 43°C heatwave conditions." said L.J. Hooker Unley agent **Roland Glazier**.

Having approximately 65-70 people present on the day made for a fantastic atmosphere and set the scene for a successful day.

Once again the power of auction was on display, as four keen bidders hotly competed for the property as the sun drenched Auctioneer and former Society President **Peter Economou** declared the property sold some 29 bids later. ●

Cancelling Agency Agreements before they expire and Signing up a New One

OCBA have confirmed to us that agents may cancel existing Residential Sales Agency Agreements and then enter in new sales agency agreements before they expire and do not have to wait the obligatory 90 days. AucDocs will put in a Cancellation new Agency Agreement in the next forms upgrade. ●

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