

Messenger Community News
Mortgage Choice

GOLDEN GAVEL 2009

INCORPORATING
SCHOOLS
AUCTION IDOL

SHOWCASING SOUTH AUSTRALIA'S FINEST AUCTIONEERS



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POSITIONING STATEMENT

The Society of Auctioneers and Appraisers (SA) Inc. is the professional body representing the specialist interests of Auctioneers and Appraisers.

VISION STATEMENT

The Society will continue to develop a profile of such dimension that the Public, Members of the Professions, Politicians, Government Departments and the media will look to the Society for leadership and direction in all matters relating to the specialist fields of Auctioneering and Appraising.

SOCIETY OF AUCTIONEERS & APPRAISERS S.A. INC. 2009 BOARD OF MANAGEMENT



Mark Forde, President



Oren Klemich, Vice President



Joe Ienco



Andy Edwards



Brad Allan



Sharon Grey



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Showcasing and Educating

In its 16th year the Messenger Community News~Mortgage Choice Golden Gavel is all about **showcasing and educating the skills and professionalism of our auctioneers and appraisers** in the fields of plant and machinery, antiques and fine arts, livestock, general chattels and real estate including residential, commercial, industrial and rural.

Combined sales across our membership are estimated to total in excess of \$3 Billion every year.

The **Messenger Community News~Mortgage Choice Golden Gavel Competition** was created in 1993 to give profile to our local auctioneers and appraisers and it has become the benchmark for the Australasian competition and other auction competitions within the real estate and livestock industries within Australia and New Zealand.

In 2007 we introduced the **Schools Auction Idol Competition** where the concept had evolved after we were given the charter of succession planning by introducing high school students to the real estate industry via the Art of Auction.

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

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

The Society views the School's Idol Competition coupled with the Golden

Gavel Awards as a strategic **long term promotional vehicle and this Event is evolving as a major part of the Society's Statewide Training program.**

In keeping with the theme of the competition this year of **TRADITION, STATUS, PROFILE & HISTORY** I will reaffirm past winners:

Phil McMahon	1993
Brett Roenfeldt	1994, 95, 96, 2001
Rob John	1997 & 2003
Leo Reddin	1998, 99
Oren Klemich	2002
Rod Adcock	2003, 04, 2008
Lindsay Warner	2005
Paul Henry	2006
Phil Harris	2007

I would also like to acknowledge a true champion and ambassador for our profession, the inaugural School's Auction Idol winner, **Mia Vassallo** and 2008 Auction Idol now trainee auctioneer at Toop & Toop, **Tom Hector**.

The Society of Auctioneers & Appraisers (SA) Inc. is the professional body representing the specialist interests of Auctioneers and Appraisers in South Australia.

WELCOME to the 2009 Messenger Community News~Mortgage Choice Golden Gavel Awards and School's Auction Idol!

At the Awards we were honoured to have the following special guests officiating:

- **Ms Frances Bedford MP**, Member for Florey representing the Premier of South Australia
- **The Shadow Member for Education Mr David Pisoni MP**



Mark Forde

- **Councillor Richard Hayward** representing the Lord Mayor of Adelaide Mr Michael Harbison
- **Wayne Johnston**, Immediate Past President, Society of Auctioneers & Appraisers
- **Real Estate Institute CEO Mr Greg Troughton**
- Past Presidents (Garry Topp, Brett Roenfeldt, Jonathon Moore, Phil Rogers, Nick Baranikow, Lindsay Warner, Paul Henry and Rod Adcock), and our valued Sponsors:
Louise Small from Mortgage Choice, John Turner representing Messenger Community News and Luke Bowden, Bowden Printing, Sharryn Martin, Connectnow, Chris Hartley, HC Communications, Paul Johnston, Lexus of Adelaide, Peter Grzesch, Adcorp, Felicity Wood and Angela Olero, Property Enhancers, superb wines from Tania Matz, Kirrihill Wines, John Gordon, The Advertiser and Corsers Solicitors.

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It is always lovely to reflect on the **solid foundation our past membership has laid for our current and future members.** This year's theme of "The **Grand Order of Auction**" reflects this foundation for our Society and the following words of **Tradition, Status, Profile, History** are key words that we believe summarize our culture.

I must say quickly that those four words came out of a brain storming sessions held with the **Rostrevor Students** who competed in the School's Auction Idol competition of 2008, and I must acknowledge the teachers and students from Rostrevor who have embraced the significant benefits that learning *the Art of Auction* has bought to their students and school.

RISING STARS

The Rising Stars of our industry are those auctioneers who have completed less than 10 auctions in the field. As our future senior auctioneers we thank the significant effort this group has put into taking that first step out of their comfort zones to compete at this level. The Rising Star competitors for 2009 are:

AJ Coleman
Sandra Berry
Tom Hector
Craig Stokes
Karen Green
Patricia McKibbin
Brendon McAlicee

GENERAL AUCTIONEER

The General Auctioneers may be considered the working bees of our industry. Auctioning millions of goods and chattels in regional centres, the countryside and in the outback nearly every day of every year. How do we judge this effort was the question?

To achieve this we have gone "into the field" with our hidden cameras and recorded these outstanding characters at work. From the entries received this year, we have awarded the winning DVD to **Leo Redden**, Landmark Redden at Riverton. Leo was recognized by **Chris Hartley** from **HC Communications** to present the prize of a brand new Blackberry Storm compliments of **Vodafone and HC Communications.**

SCHOOL'S AUCTION IDOL

I can announce the Auction Idol is now a **registered trademark in Australia and New Zealand** and it is nice to know our competition is getting bigger and grander each year and that word is spreading. We have had strong interest from interstate and New Zealand to take this South Australian concept to the world.

It is now the benchmark for teaching real estate and auctioneering within our school system and recognized as a career pathway into our profession.

This competition does focus on the end result being the ability to perform an auction, but prior to this taking place, the students learn a significant amount about our industry and the behind scenes information associated with real estate marketing, legal requirements, negotiation and relationship building.

The auction itself teaches professional presentation, debating, thinking on your feet, clarity of thought and clear and precise oral delivery.

Let me give you a preview of our future Real Estate Leaders. The Finalists for 2009 are: **Fabian Andreoni** (Rostrevor), **Patrick Barry** (Endeavour), **Danny Clarkson** (Brighton), **Jasmina Cubelic** (St Dominics), **Kristian Prins**

(Concordia) and **Edward Gainer** (Concordia).



The Shadow Minister for Education, Mr David Pisoni MP who has supported this unique concept from inception was invited to present the winner with a cheque for \$500 and a plaque and he was assisted by Tom Hector (last year's winner).

And the winner of the 2009 School's Auction Idol is **Edward Gainer** from Concordia College. Edward will take his place with **Mia Vassallo** and **Tom Hector** as one of the first three winners of this developing high profile competition.

I thank all of these very fortunate individuals who have been involved in this year's event because they have, without any doubt, through this experience, become better negotiators and real estate practitioners than they ever thought possible.

To bring this event together, I would like to thank the judges, bidders, time keepers, event coordinators, brochure makers and all helpers from both the heats and finals. I thank you on behalf of the Society for making this event possible.

TOP 10 PRINCIPALS AND SALES CONSULTANTS

Our first award for the evening is to recognize the Top 10 Principal and Sales Consultant Auction Marketers who market and sell the most properties utilizing the auction method of sale in the last 12 months. The results are collated and decided from *The Advertiser* and *Messenger Community News* each month in the Society's feature. They are the leaders in promoting auction as the ultimate marketing strategy to ensure vendors receive the best possible price in the shortest possible time. The top 10 Sales Consultant Auction Marketers for the year 2008 are:

SALES CONSULTANTS

Nick Baranikow, Brock Harcourts Adelaide
Rory Butterworth, Brock Commercial
Kris Casey, Smallcombe Southern Real Estate
John Ewer, Century 21 Central
Anthony Fahey, Ray White
Phil Harris, Toop & Toop
James Juers, Brock Commercial
Kay Morris, Toop & Toop
Nicole Neil, Toop & Toop
Andrew Welch, LJ Hooker Kensington



Lindsay Warner, Tom Hector, Phil McMabon, Brett Roenfeldt, Leo Redden, Paul Henry & Rod Adcock



Felicity Wood and Angela Olero from Property Enhancers presented the prize which is a \$500 home presentation voucher and the winner was Kris Casey from Smallacombe Southern and accepting the award on her behalf, as Kris was overseas, was Georgie Todd who had worked with Kris and had contributed to this outstanding result.

And the Top 10 Principal Auction Marketers are:

PRINCIPALS

**Frank Azzollini,
LJ Hooker - West Lakes**

Peter Economou, LJ Hooker - Unley

Peter Kiritsis, Ray White - Woodville

**Patricia McKibbin,
McKibbin Real Estate**

**George Noicos,
George Noicos Real Estate**

**Bronwyn Petherick,
Ray White Plympton**

**Alf Talotta
Ray White Colonel Light Gardens**

**Richard Thwaites,
LJ Hooker Kensington**

**Robin Turner
Turner Partners Adelaide**

**Steve von der Borch,
Brock Harcourts - Semaphore**

Paul Johnston from Lexus presented the prize which is a Lexus for the weekend to you guessed it, Peter Kiritsis, Ray White Woodville, what a great achievement!

TOP 10 REAL ESTATE AUCTIONEERS FOR THE YEAR

From 2009 we will recognize our hard working Auctioneers by recognizing the Auctioneers who sell the most properties under the hammer from the previous year.

A new award this year recognizes the **top guns of auctioneering** in the field who have conducted the most amount of auctions for the year. These hard working professionals often work 7 days a week, always on call, performing in all weather to deliver their craft to the world.

The top 10 high performers are:

**Michael Brock
Peter Coltman
Peter Economou
Phil Harris
Jonathon Moore
Jeff Robinson
Brett Roenfeldt
David Smallacombe
Richard Thwaites
Lindsay Warner**

Councillor Richard Hayward representing the Lord Mayor presented the prize which is a \$500 marketing package from Bowden Printing to independent Auctioneer and Past President of the Society, Mr Jonathon Moore (Moore & Moore Auctions).

AUCTIONEER AGENCY OF THE YEAR

Auctioneer Agency of the Year Award recognises the Real Estate Group that competes as a team in the Messenger Community News-Mortgage Choice Golden Gavel competition with the top three point scorers from the group being taken into consideration.

Sharryn Martin from Connectnow presented the prize which is a specially made framed golden gavel for the fifth consecutive year to none other than the auction team from LJ Hooker represented by **Josh Biggs, Peter Economou, Michael Fenn and Mark Sharaglazov.**

RISING STARS

Greg Troughton from REISA presented the plaques to the male and female winners of the Rising Star competition, namely **Sandra Berry, S.J. Berry Pty Ltd and AJColman, Independent.**



Schools Auction Idol Finalists Kristian Pins, Fabian Andreoni, Patrick Barry, Edward Gainer & (front) Danny Clarkson & Jasmina Cubelic



2009 GOLDEN GAVEL FINALISTS

Ms Frances Bedford MP, Member for Florey representing the Premier came to the stage to present our finalists' plaques.

The high achievers who are the 2009 Finalists are: **Nick Baranikow, Josh Biggs, Michael Fenn, Phil Harris and Matt Smith**, and the rest is now history with a magnificent win by **Josh Biggs MSAA** from LJ Hooker Stirling-Blackwood.

The first official duty of the Messenger Community News~Mortgage Choice Golden Gavel winner and the Schools Auction Idol winner is to conduct a two lot charity auction for **Camp Quality**, a charity introduced to the Society by **Greg Campbell** from Mortgage Choice.

Senior Winner will auction a **Crows Football signed by Neil Craig and Simon Goodwin** and the School's Auction Idol winner, a West Indian T-shirt Beach Cricket one of 'never released to public' signed by Darren Lehman subsequently sold to Brett Roenfeldt for \$700. ■



Michael Fenn

KIRRIHILL WINES

cool wines from cool climates



As President of the Society, I am proud and honoured to officiate over the grand final of the 2009 Messenger Community News~Mortgage Choice Golden Gavel and Schools Auction Idol.

Mark Forde

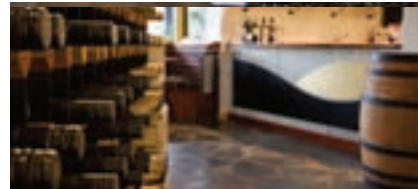


An event of this nature and quality is not possible without the long term relationship and commitment from our wonderful sponsors.

We sincerely thank and acknowledge Major Sponsors Messenger Community News and Mortgage Choice for their foresight and commitment in forming this strategic alliance with the Society and its Members to participate with us in raising the standards of Auctioneers & Appraisers in South Australia, not to mention ongoing assistance from Adcorp, Property Enhancers, Lexus of Adelaide, HC Communications and Vodafone, Connectnow and Bowden Printing and support by Kirrihill Wines, Miller Insurance, Lawsoft, Corsers Solicitors, REISA and *The Advertiser*. ■

MARK FORDE FSAA

Kirrihill Wines is an award winning critically acclaimed winery, located in the South Australia's famous Clare Valley wine region. We are a young brand making some of Australia's most renowned Riesling, Sauvignon Blanc and Shiraz. We source grapes for our two ranges Single Vineyard Series & Companions from some of the best growers in the Clare Valley and the Adelaide Hills. With an emphasis on real wine made by real people. Kirrihill aims to produce a fresh range of cool climate wines.



Cellar Door

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 P 08 8842 4087
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 E cellardoor@kirrihillwines.com.au
 W www.kirrihillwines.com.au

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THE GRAND ORDER OF AUCTION TRADITION STATUS PROFILE HISTORY





Finalists

Josh Biggs, Phil Harris, Frances Bedford MP, Nick Baranikow, Michael Fenn, Matt Smith



Nick Baranikow



NICK BARANIKOW

Always a bit reluctant to enter again but enjoyed participating as it 'forces' you to review and enhance your process.

Given I am not a corporate nor contract Auctioneer, it was not only good to qualify again as a Finalist but the best part was a really significant improvement in my Auction 'style', which has already resulted in a more confident and smoother approach in the field.

As always the Society and the Golden Gavel, driven by Garry and Lindsay, did a first class job.

The format and structure this year was excellent ... as fair and even as it has ever been.

Only suggestion/improvement is to avoid being too tricky in relation to Vendor bids ... make it a good, tough test but make it realistic as well, not just an attempt to trip the Auctioneer up. ■

Michael Fenn



MICHAEL FENN

This year's Messenger Community News~Mortgage Choice Golden Gavel competition was again another test, featuring a good diversity of property and testing auction skills. Myself personally, I enjoyed the final property as it was the first rural property I have auctioned and was a great learning experience.

I look forward to next year's competition and maybe fourth year lucky. See you all in 2010. ■

Phil Harris



PHIL HARRIS

After having a couple of years off from the competition it was great to be back in the ring. This year's final was quite challenging and once again has undoubtedly improved my skills as an auctioneer. I can't wait for the Australasians! ■

Matt Smith



MATT SMITH

Once again an exciting and challenging experience. From a personal development perspective the Messenger Community News~Mortgage Choice Golden Gavel competition has launched my auctioning career. The confidence and experience I gained by winning the Rising Star competition in 2007 then reaching the finals in 2008 and 2009 in the Senior category could not have been achieved in the field.

I particularly enjoyed the camaraderie this year. Three contestants returned for consecutive years, so it was great to catch up with them (and the other contestants) again. The walk from the Town Hall to the Methodist Hall was dubbed, "The Green Mile". While only it only took 2 or 3 minutes to travel the distance each step was considered, knowing full well what Lindsay (The Gavel Patron) had in store ... and he didn't disappoint. A gruelling auction with staged interruptions, complicated bidding (\$3 million range) and a difficult property (72 acre Executive Farm in Echunga) was tough for us city folk, yet Josh Biggs from LJ Hooker Stirling was like a pig in whatever that smell was coming from the farm's broiler sheds during our site inspection. I did wonder, so I asked Lindsay if the Society was fresh out of single fronted bluestone cottages in Norwood ... perhaps next year!

An extremely well run competition by dedicated professionals committed to excellence within our profession. Thank you for the opportunity and thanks to Michael Fenn, Nick Baranikow (self titled, 'the old man of the comp'), Phil Harris and Josh Biggs for making the experience enjoyable. Congratulations Josh! ■

SEE ALL PERFORMANCES ON THE WEB PAGE www.Auctioneers.com.au

Josh Wins Golden Gavel with Smooth and Professional Performance

It was announced at the **Messenger Community News~Mortgage Choice Golden Gavel Gala Dinner** at the Hyatt on Friday 29th May that the 2009 GOLDEN GAVEL winner is **Josh Biggs from LJ Hooker Stirling-Blackwood**.

The Golden Gavel finals were held on 29th May from 12:30pm at the Old Methodist Meeting Hall and featured the top five senior finalists who competed to win the coveted

This is sensational, congratulations need to go to our Schools' Auction Idol contestants who have reminded us Senior Auctioneers we can have fun with auction. And thank you to my mentors Don Blows, Brett Roenfeldt, Rod Adcock and Paul Henry, this is thanks to them!

Golden Gavel – two of the finalists were from LJ Hooker including our winner **Josh Biggs** of LJ Hooker Stirling-Blackwood, and the talented **Michael Fenn** of LJ Hooker Greenwith (who won the 2009 LJ Hooker Auction Icon Competition this month).

Judges for the 2009 Messenger Community News~Mortgage Choice

Golden Gavel Competition run by the Society of Auctioneers and Appraisers SA included industry legends and supporters: **Daniel Canny** from Messenger Community News, **Louise Small** from Mortgage Choice, REISA's **Greg Troughton**, Shadow Minister for Education **David Pisoni** MP, **David Cocks** of Cocks Auld Real Estate, **Chris Weston** of Raine & Horne, Peter Taylor and **Tony Tagni** of Elders.

Society of Auctioneers & Appraisers President Mark Forde said "This year it's all about the Grand Order of Auction with a focus on tradition, status, profile and history and the 2009 competition exemplified that. **Our competitors showed courage, conviction and professionalism flavoured with their great characters and personal style.** Our finalists were the best in our profession as well as the best of our new breed of auctioneers it was such a joy to watch them perform and shine today. Josh's performance was smooth and professional and handled all the many challenges in this year's competition with great style."

Josh Biggs LJ Hooker Stirling/Blackwood was excited to win auctioneering's highest honour in SA - the Messenger Community News~Mortgage Choice Golden Gavel saying "This is sensational I can't believe it! Congratulations need to go to our Schools Auction Idol contestants who have reminded us Senior Auctioneers we can have fun with auction. And thank you to my mentors Don Blows, Brett Roenfeldt, Rod Adcock and Paul Henry this is thanks to them." ■



JOSH BIGGS

I started in Real Estate in Property Management in 1994, and began selling in 2001. Having won the Novice section of the Golden Gavel in 2002 I began auctioning in the field and reached the final in 2004. In 2006, I was appointed SA/NT Auction Chapter for LJ Hooker being responsible for growing the auction culture and numbers within the network.

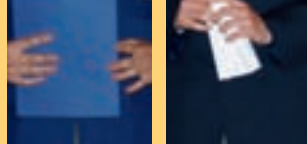
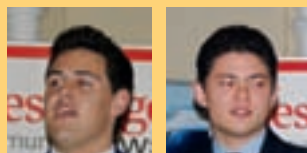
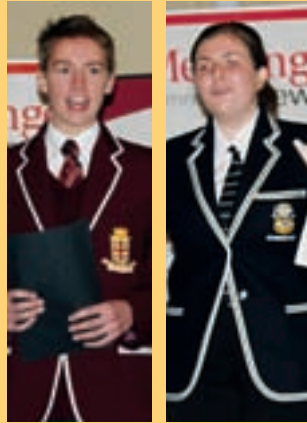
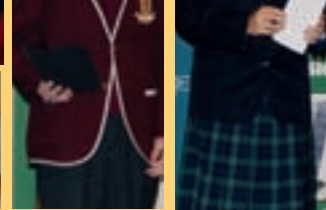
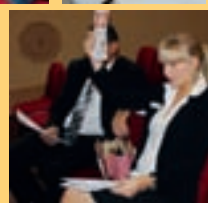
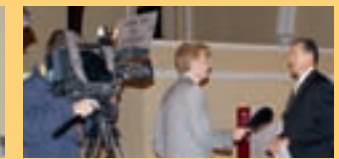
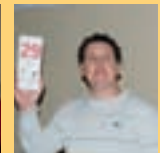
In this role I have facilitated training in both states for both Auctioneers and Auction Marketers, and also coordinated and run our annual LJ Hooker Icon and Idol Competitions.

I now conduct auctions for half a dozen LJ Hooker offices as well as a couple of independent country offices.

Although operating in an area which does not have a high auction culture, my salespeople and I continue to increase our Auction numbers and promote the process as the Best Method of Sale. ■

Josh will enjoy an exotic holiday compliments of the Society and sponsors.





The Grand Order of Auction

This year's theme of "The Grand Order of Auction" and our theme words of Tradition, Status, Profile, History came out of brainstorming sessions held with the **Rostrevor College** students who competed in the Idol competition of 2008, so I must acknowledge the teachers and students from Rostrevor who have embraced the significant benefits that learning the Art of Auction has brought to their students and school.

The Schools Auction Idol is starting to stretch its reach into more and more schools as it continues to be the benchmark for teaching real estate and auctioneering within our schools.



Fabian Andreoni, Danny Clarkson, David Pisoni MP, Patrick Barry, Kristian Prins & Edward Gainer

The Australian CEO of LJ Hooker (Mr Alan Lambert) was present and

he was so impressed he donated \$500 to be added to the prize pool for



Danny Clarkson, Brighton High School

Edward Gainer, Concordia College

Fabian Andreoni, Endeavor College

Jasmina Cubelic, St Dominic's Priory College

Kristian Prins, Concordia College

Patrick Barry, Endeavor College

The Society must be congratulated for creating this world leading, entry class system for our future Real Estate professionals to enter our industry.

the finalists. Also present was the Managing Director of Harcourts Australia (Mr Mike Green) who was similarly impressed that students can reach this standard in such a short period of time.

This competition does focus on the end result being the ability to perform an auction, but prior to this taking place, the students learn a significant amount about our industry and the behind scenes information associated with real estate marketing, legalities, negotiation and relationship building.

The auction itself teaches professional presentation, debating, thinking on your feet, clarity of thought and clear and precise oral delivery.



SEE ALL PERFORMANCES ON THE WEB PAGE www.Auctioneers.com.au



David Pisoni MP, Edward Gainer & Tom Hector

WHAT A GREAT RESULT FOR THE SOCIETY!

Brett Roenfeldt witnessed some sensational performances at the Messenger Community News~Mortgage Choice Schools' Idol Finals this year. Brett said "Congratulations to the Society on this unique and innovative initiative. The whole day ran extremely smoothly, a wonderful effort from all concerned." ■

Students are put through the same training and expectation as when we train our Rising Stars and practicing auctioneers and the final result continues to amaze with the bar being raised every year.

The final outcome however is greater than just this competition. It is very clear that the "Art of Auction" and "Sale of Real Estate via Auction" will be an elective subject within schools within the next two years. One school has given us the following feedback:

"Next year we are trialling the Research project for Year 12s. I would like to develop the Auction Idol Competition into a Research Project worth one SACE 10 credit unit for Year 12s. . . . the Research Project will be a compulsory subject in Year 12 starting in 2011".

The Society of Auctioneers & Appraisers must be congratulated



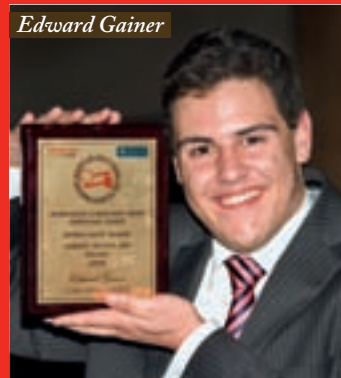
Brett Roenfeldt & Edward Gainer

for creating this world leading, entry class system for our future Real Estate professionals to enter our industry. ■

LINDSAY WARNER

The Concordia Realty Gavel got me through, proving as my colleague Kristian Prins says that size doesn't matter! We look forward to passing the mantel on to the next batch of Concordia Realty in 2010. Thank you to my mentor Brett Roenfeldt, that master of auctions.

SCHOOLS AUCTION IDOL WINNER



Edward Gainer

For me the Messenger Community News~Mortgage Choice School's Auction Idol was a fantastic experience. I thoroughly enjoyed the competition in 2008 and was excited to make it to the finals in 2009. Seeing the Golden Gavel participants perform and viewing the sample property meant I had an exciting glimpse into the world of Adelaide's real estate industry. Together with my fellow Idol, Kristian Prins, we called ourselves Concordia Realty and made use of my now famous miniature gavel. Working with our mentor, Mr Brett Roenfeldt, we were able to hone our performances and, quickly, I became excited about the upcoming performance, if not a bit nervous! The final performance was challenging with unexpected questions from the audience and a few colourful bidders but it, none-the-less, gave me a lot of satisfaction. It was very rewarding to see my efforts and those of my mentor, pay off.

Competing in the School's Auction Idol has given me far greater confidence as a public speaker and opened my mind up to exciting opportunities beyond school. I appreciated the opportunity not only to learn a new skill, but also to have a glimpse into the real estate industry. The School's Auction Idol competition is a fantastic opportunity and I look forward to encouraging others to enter. ■

EDWARD GAINER
CONCORDIA COLLEGE

Rising Stars Shine Brightly

Our Rising Stars are our future Messenger Community News~Mortgage Choice Golden Gavel winners of the future and across the board this year the standards, ingenuity and professionalism was sensational to say the least, so I won't be surprised if next year, we see some familiar faces in the Senior competition as finalists and winning contenders. The Rising Star category (sponsored by REISA) is **designed to encourage and seek out a new wave of professionals** who take up the challenge of training, practicing and critiquing to provide the winning performance, and whilst any type of competing in this environment is gruelling, the super high achievers seem to always rise to the occasion. Seven contenders lined up this year and all did us proud with the honours being taken by **Sandra Berry and AJ Colman.** ■



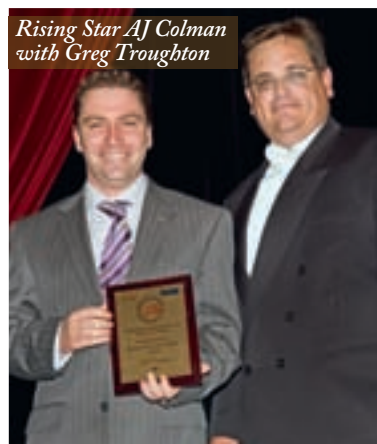
AJ Colman

It was an honour to be named the **Messenger Community News~Mortgage Choice Golden Gavel Rising Star Auctioneer for 2009.**

I would like to thank **Mr Brett Roenfeldt** for playing a huge part in my development as an auctioneer as well as the Society of Auctioneers and Appraisers, especially the CEO **Mr Garry Topp**, who has been a wonderful support.

This has been a fantastic opportunity to realise my passion for auctioneering.

I have attended most of the courses offered by the Society and they have been very important to my success. I would also like to thank two trainers in particular, **Mr Rod Adcock and Mr Paul Henry**, both highly successful LJ Hooker auctioneers. Their advice, critiquing of my performance and support have shaped me as an auctioneer.



In my career as an auctioneer, I am following the road less travelled. Whilst I have had extensive experience in general goods, automotive and large charity events, **I think the Golden Gavel Awards would be a fantastic opportunity to launch my Independent Property Auctioning business.** I am looking forward to servicing the Real Estate Industry with my powerful, engaging but entertaining auctioning style and achieving the best possible price on the day. Please visit www.ajcolman.com.au to find out how I might be of service to you, or phone **0411 554 262.** ■

SANDRA BERRY

Rising Star Sandra Berry with Greg Troughton



This recognition is great and I hope it will improve the perception of auction in the Adelaide Hills region as well as encourage other females to enter this rewarding competition in the future.

General Auctioneer of the Year

It's great to still be involved with the Messenger Community News~Mortgage Choice Golden Gavel competition through the general auctioneer section and even better to be recognised with an award. The live filming concept was good, as it was a good prompt to get some valuable, professional footage for future marketing use and also created the ideal judging scenario. Having competed previously in the Real Estate, Livestock



Chris Hartley & Leo Redden

Appreciate everything the Society of Auctioneers and Appraisers does for me and the industry. The Society has single-handedly lifted the professionalism of auctioneering not just in SA, but in Australasia.

& General sections of the Golden Gavel, and currently still practising in these three areas, two things have become apparent:

1. That these three styles of auctioneering each require a very different mindset and approach
2. That the best parts of each style can complement and improve the others.

As always, the most important quality is a 'sense of urgency' in every sale.

Congratulations once again to the Society for leading the nation in the development of professional auctioneers that the whole industry can be proud of.

There are a number of passionate Society members who can be credited with the dramatic improvement in professional conduct that has occurred in the last 10 years, including Messers Topp, Adcock, Henry, Warner and others, however I would like to make a special mention of Brett Roenfeldt for his passionate efforts to coach and improve so many individuals and thereby lift the whole industry. Thanks for the coaching back in 1998 Brett and by the way "Do you still charge the same rates?"

Cheers to all involved and looking forward to 2010. ■

LEO REDDEN MSA (MASTER)

ANOTHER FIRST IN 2009!

This year as a totally new concept, we sent a cameraman into the field to observe and film our General Auctioneers as they conducted onsite general clearing sales and what a fantastic idea it turned out to be. The instructions were to randomly film and then edit and produce a 3-minute promotional video of that Auctioneer which would in turn be featured on the Society's webpage and can be used by the Auctioneers as a promotion of themselves and their services on their own corporate web pages.

Take a look at the results! On our web page (Auctioneers.com.au) you can see the winning video – none other than two times Messenger Community News~Mortgage Choice Golden Gavel Winner from 1998 and 1999, Leo Redden M.S.A.A. from Landmark Riverton. A panel of Industry Judges adjudicated over the entries and the winning DVD was shown at the dinner. Congratulations Leo Redden, as usual well done! This concept will be continued in 2010. ■

Mobile Phone Solutions



The Society has been seeking a telecommunications Sponsor to provide specialist plans to our Members!

And we are pleased to announce we have formed a strategic alliance with Vodafone, representing HC Mobile Mr Chris Hartley. Chris 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 is 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. They can assist small to medium businesses with 4-100 mobiles find a mobile solution that is best suited to your business.

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 or email: Chris.Hartley@hcmobile.com.au

For more information about a business cap for your business visit www.vodafone.com.au/business



Principal Auction Marketer

It was a great honour to be awarded Top Principal Auction Marketer. To have received this award for three years running I guess shows my true commitment to the auction process. 2008 was an interesting year with all markets being so volatile and the challenges of having to adapt to the new legislative changes. My team and I backed off from auctions from July to October, just trying to come to grips with all of the changes. However, excessive days on market made us re-assess very quickly. With a bit of advice and training from Jonny Moore we were able to get back on track by adding some simple procedures to ensure our clients understood the process and had the same belief in auctions as we did. And since doing this **have achieved 95% success under the hammer. "Lets all keep the faith" ■**

Mark Forde, Peter Kiritsis & Paul Johnston of Lexus



Sales Consultant Auction Marketer

"I think the market had everyone very challenged this past twelve months, especially with the change to legislation and pricing property. I think that change brought great confusion into the market place for buyers, vendors and agents, which in turn slowed down the number of sales. While everyone felt this change, I could see that trying to price property in a changing market place, and engage hope for an outstanding outcome was best achieved through auctioning. **Creating a time frame and urgency into a reluctant market place** and soliciting for unconditional interest is best

achieved through Auctions, and while the auction clearance rates plummeted, and most vendors nervous to head that direction, **my belief in the system had me passionately present my vendors with this as a choice to consider.** You have a great opportunity to assess buyer interest and feedback prior to setting a reserve, as opposed to trying to price property before any buyer feedback. If you are good at buyer follow up, and presenting vendors with truth, I believe for anyone seriously looking to sell, it will deliver the best possible outcome in the shortest possible time." ■



Kris Casey

I love working with Kris Casey because she is so passionate about the Auction process.

As an Auctioneer you know that when you're standing in front of the house with Kris and her assistant Georgie, there are registered Bidders ready to compete, in the price zone and a sale is imminent.

This doesn't happen by accident.

It's the hard work that goes in prior. The buyer follow-up, the Vendor reports and the pre-Auction meetings with Auctioneer and vendor.

When the faint hearted deserted auctions in the tougher market, Kris had the determination to stick with **au ct i o n s** and she has reaped the rewards.

**DAVID
SMALLACOMBE**



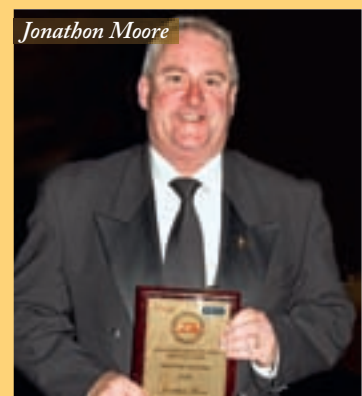
Mark Forde, Angela Olero, Georgie Todd & Felicity Wood



Real Estate Auctioneer of the Year



Mark Forde, Councillor Richard Hayward & Jonathon Moore



Jonathon Moore

After 29 years being involved in Auctions, I still find it very exciting and rewarding. A huge bonus is being involved with the people who do exceptional work in the field, helping both buyers and sellers and I would like to thank them for their support and loyalty.

I am still amazed by the popularity of public attention towards Auctions as only 10% of property transactions in SA are sold by Auction. People love to ask me every day "How's the auction clearance rate"? Who really cares as those in the know appreciate auction as a process. **Auction is the purest form of marketing and everyone loves to talk about real estate**, especially auctions that's why a TV show was created. I can't see a TV show called "Hot Private Treaty" coming soon.

Special thanks to *The Advertiser* and *Messenger Community News* who publish the Auction results each month and Bowden Printing.

Auction is the second oldest profession in the world and I am extremely proud to be a small part of it. ■

As a new initiative this year we will recognize our hard working Auctioneers by recognizing the Auctioneers who sell the most properties under the hammer from the previous year. The Real Estate Auctioneer of the Year recognizes the

in all weather to deliver their craft to the world. Results are determined by collating information from the reported Society Real Estate Auction Results in *The Advertiser* and *Messenger Community News* published monthly.

It's good for the Society of Auctioneers and Appraisers to bring in this award to represent the auctioneers in the field who are continuously working to bring vendors the best possible price.

The top 10 are Michael Brock, Peter Coltman, Peter Economou, Phil Harris, Jonathon Moore, Jeff Robinson, Brett Roenfeldt, David Smallacombe, Richard Thwaites and Lindsay Warner. Mark Forde, Society President,

together with Councillor Richard Hayward made a presentation to the inaugural winner, Mr Jonathon Moore independent Auctioneer (Moore & Moore Auctions). ■

top guns of auctioneering in the field who have conducted the most amount of auctions for the year. These hard working professionals often working 7 days a week, always on call, performing

Top 10 Real Estate Auctioneers

In its inaugural year, Jonathon Moore will be recognised as conducting the most sales as auctioneer under auction conditions for the previous year. As the Society of Auctioneers & Appraisers (SA) Inc. it is fitting that we bring profile to our Auctioneers who conduct the vast majority of our Residential, Rural and Commercial & Industrial Auctions each year so from now on that's exactly what we will do. ■



Mark Forde, Brett Roenfeldt, Jonathon Moore, Michael Brock, Phil Harris, Jeff Robinson & Lindsay Warner

Auctioneer Agency of the Year

Winning the Inaugural “Auctioneer Agency of the Year” Award was a huge accolade for our LJ Hooker Auctioneers. “This gave us the confidence to re-group and focus on further training through our Auction Chapter, with the aim of consecutive Award wins,” said LJ Hooker State Manager SA/NT Rod Adcock, himself a three times Messenger Community News~Mortgage Choice Golden Gavel winner.

And so this year’s Messenger Community News~Mortgage Choice “Auctioneer Agency of the Year” Award for the 5th consecutive year is **testimony to hard work, focus and driving the auction method of sale within our Group so that our LJ Hooker Auctioneers are ‘out there’ conducting as many auctions as they can.**

“And it doesn’t stop here, in fact our

Mark Forde, Sharryn Martin, Josh Biggs, Michael Fenn & Mark Sharaglazov



goal is 10 consecutive wins, by which time I probably would have hung up the gavel myself,” Rod said.

Competition auctions are by far the best method of refinement and professional development and LJ Hooker are grateful to the Society and its Major Sponsors, Messenger Community News and

Mortgage Choice and Key Sponsors for continually providing the platform for our Auctioneers to compete.

Congratulations to Trustee Lindsay Warner and all those brave Auctioneers that put their skill to the test. See you next year! ■

Sara McIluff, Don Blows, Joanne Candido, Daren Morris, Josh Biggs, Michael Fenn, Alan Lambert, Rod Adcock, Vicki Henry & Paul Henry



This fifth consecutive win is amazing and unprecedented and is the result of our continued hard work in promoting auctions and training in our network - it's a great honour and shows the strength of our team and our brand.

ROD ADCOCK, STATE MANAGER SA/NT

Top 10+10 Auction Marketers

Mark Forde with Phil Harris, Bronwyn Petherick, Patty McKibbin, Steve von der Borch, George Noicos, Nick Baranikow, Peter Kiritsis, Frank Azzollini & Georgie Todd











Messenger

communitynews

Messenger Community News Applauds Golden Gavel Winners

Messenger Community News General Manager **John Turner** has commended all entrants in this year's Messenger Community News~Mortgage Choice Golden Gavel Awards.

"This (2009) is the 16th consecutive year that Messenger has sponsored the awards, which are run by the Society of Auctioneers and Appraisers," Mr Turner said.

"And I have to say that 2009's competition was of an exceptionally high standard.

"The Schools' Auction Idol, won by **Edward Gainer, of Concordia College**, was especially exciting. Everyone involved with the awards was blown away by the confidence and poise of the senior secondary students involved."

Mr Turner also singled out **Josh Biggs of LJ Hooker Stirling-Blackwood**, the overall Golden Gavel winner, for congratulations.

"Josh was a worthy winner. He certainly throws a bit of showmanship into his auctioneering and knows how to keep a crowd entertained," Mr Turner said.

"**Josh is a great ambassador for auctioneering in our State**, with a bright future ahead of him. I wish him the best of luck in the National competition."

Mr Turner acknowledged the Global Financial Crisis had created some challenging times for all industries, but said recent activities in the real estate and auctioneering markets looked promising.

"The first week in April recorded a fantastic 60% clearance rate, and we have seen SA Real Estate auction clearance rates holding up in their high 50s for numerous weeks also in May," he said.

"Auctioneering is an age-old, highly skilled profession. Messenger continues to support our auctioneers because they play a vital role in stimulating our real estate industry, which turn stimulates the wider economy." ■



JOHN TURNER

A Passion for Perfection

As July rolled around it was time to kick start the planning of the **2009 Messenger Community News~Mortgage Choice Golden Gavel Awards**, the event of the year for the Society of Auctioneers and Appraisers, honouring and awarding real estate, general and livestock auctioneers throughout South Australia. With three Golden Gavel Dinners on the books for Bridge Events, it was crucial the 2009 event lived up to its predecessors.

First step – get the committee together for our first Wednesday afternoon meeting at Greenhill Road. Event dates were in place and a detailed critical path in production, the time had come to search for the perfect venue. The Committee were excited about staging the event in the **Adelaide Masonic Centre** on North Terrace. The Hall of Fame; with its amazing columns, marble floor and staircase, was perfect



for the launch. The Great Hall had huge potential for the dinner – if only it wasn't being demolished! The Hyatt was eventually selected as the 2009 venue based on previous experience, as well as, the history and status of the hotel to complement the theme, "**the Grand Order of Auction – Tradition, Status, Profile, History**".

Inspiration for the theme of the 2009 dinner came from the Masonic Centre but was finalised during a brain

storming session with students from Rostrevor College when training for the 'Schools' Auction Idol' Competition. "**The Grand Order of Auction**' was born and it was over to **Jenni Tassell from Adcorp** to bring the theme to life graphically for the invitations, signage, powerpoint slides and the menu for the big night.

Entertainment is always a very important part of the Annual Golden Gavel Awards Dinner. Traditionally, the guests love to dance and have a good time. After presenting the committee with a few different options for the final party band, a suggestion came from a passionate member to use 'Spank you Very Much'. They were one of the most popular Adelaide cover bands from the 90s and agreed to get back together for the Auctioneers event of the year.





Auction Continues to have Great Relevance

Mortgage Choice is delighted again to be a major sponsor of the Messenger Community News~Mortgage Choice Golden Gavel Awards.

Auction continues to have great relevance in an uncertain 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 of 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 a springboard for potential auctioneers of the future through the Schools Auction Idol

program. This **pursuit of excellence** both within in the real estate industry and through learning and education in schools is paralleled at **Mortgage Choice** in our own drive to educate and guide consumers through the confusing and challenging process of home ownership.



Louise Small

The rewards from such an alliance with the Society of Auctioneers and Appraisers continue to strengthen, and reap rewards for members of both organisations. ■

LOUISE SMALL

As the big day drew closer, Bridge Events finalised the detailed run order and distributed it to all relevant parties while Garry was busily finalising guest numbers and table allocations. Elsewhere, the script for the night was written, revised and revised again, leaving small adjustments for the rehearsals on the day. The powerpoint presentation was put together and a technical run order produced detailing lighting cues, DVD timing and audio cues.

On 29th May, while the Senior and Auction Idol Finals were taking place at the Town Hall, the Hyatt Ballroom was a hive of activity. The day started with the technical set up at 9am, followed by the table positioning, theming, final venue meetings, technical run throughs, band and speaker rehearsals and the awards, trophies and prizes laid out, ready to be awarded.

As 7pm rolled around guests were welcomed to the Hyatt Hotel by bagpipers on the foyer stairs, setting the mood for the night ahead. **The doors opened revealing the grand Regency ballroom** - crushed velvet chair covers with gold tassels, gold mosaic centrepieces and

a gorgeous red curtain used to dress the stage along with a well thought-out lighting design gave guests a sense of the night to come.



Tracy Flynn

AV technicians, entertainers, key speakers, talent wrangler and stage managers were on stand by and ready for the show to start. The edited DVDs from the day's performances had arrived and been tested and the powerpoint was finalised. There was familiar branding displayed on the screens and the room was buzzing as guests found their seats and made themselves comfortable for another memorable night ahead. Special thanks to Mark Griffin for his impersonations, which added real relevance to the evening.

With another successful Golden Gavel dinner under its belt, **Bridge Events are very excited about 2010 and the possibilities for another outstanding night.** ■

TRACY FLYNN
EVENT ORGANISER

SPONSOR SPOTLIGHT



This competition is about showcasing the profession's very best and this year was definitely no exception. All finalists were fine performers and did their respective agencies very proud. As a judge, it was an extremely tough day due to the outstanding skills of all five finalists.

REISA's association with the Golden Gavel is an important commitment to raising the bar on professionalism and we definitely believe this program achieves this. ■



Greg Troughton



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First of all I would like to commend Garry Topp, Tracy Flynn and all involved for the excellent organisation of not only the night but also the entire competition. It's hard to keep everyone happy but they seem to be able to keep coming up with the goods year after year.

Bowden Printing is proud to once again be sponsoring the Society and the awards for an eleventh year. This platform allows us to showcase our business to the wider real estate community and continues to elevate our presence within the membership base.

Congratulations to the winner Josh Biggs and runner up Phil Harris and best of luck in bringing the Australasian trophy back to Adelaide. Also to be commended for their efforts are all the winners on the night and all those who participated.

I thoroughly enjoyed my role as judge in the preliminary rounds of this year's Auction Idol and congratulate all who participated and all who made it through to the final – well done to the eventual winner

Edward Gainer and best of luck in your chosen future career, hopefully within the industry. ■

Luke Bowden



LUKE BOWDEN

Bowden Printing commenced as a sponsor with the Society eleven years ago and now provides printing and associated services to in excess of 50% of the land agents in South Australia evidencing that strategic alliances of this nature really do work. ■

GARRY TOPP FSA LIFE, CEO

Judges Final Call



PAULINE KELLY
MSAA

This was my first year of judging the Novices and Seniors for the Golden Gavel.

I enjoyed it immensely and after having competed many times in the past, or observing from the audience or being the bidder to set the scene for the contestants, **judging was the only aspect of this competition left to experience.** As judges we are given a sheet to score each contestant on various aspects. It was important to me to keep a tally on each contestant so as to be consistent and mark each one fairly based on the previous performances. The very first participant became the benchmark for each contestant that followed thereby making it easy to be consistently fair.

I would like to acknowledge all the hard work and energy that the people behind the scenes consistently put into the organization and the running of this competition. **I take my hat off to them.** If you have never entered, watched or participated in this Golden Gavel Competition I suggest you do so – if not for the buzz it gives you but simply for the experience of putting you out of your comfort zone. Until you have competed you will never know just how difficult it is to be judged by your peers. It is worse than calling your first auction, so it is much easier out in the field – **so if you can compete in this Competition just think what a breeze it will be for you when you conduct a real auction.**



JARROD TAGNI
MSAA
PAST PRESIDENT

It's really interesting to be on the "other side" now for a few years. Even to be asked to be a judge

for the Golden Gavel **is an honour that I do not take lightly.** I know exactly what the contestants are going through and what they have given up and the preparation they have put in, just to get onto the stage, I respect that.

I was blown away this year with the standard of the rising star competition! Once upon a time contestants in the rising star (novice competition) were sweaty, bumbling, nervous wrecks, myself included. However what I

experienced from contestants in this year's competition was, **prepared, polished and professional.** All of them would sit very comfortably in the Senior competition. There is no doubt I would be happy to have any one of them, sell my own home.

The Society and its trainers must take the credit for "lifting of the bar" and only need to watch these performances to see the fruits of their labour. The standard now permeates through the competition with the experienced Auctioneers feeling the breath on the back of their necks from these outstanding "Virgin Auctioneers". It's a fantastic thing for the profession, as like a football team with great depth, **it makes you lift your own game** so you don't get dropped in favour for a "young gun" pushing for selection.



LUKE BOWDEN
BOWDEN
PRINTING

I would once again like to congratulate Golden Gavel Trustee **Lindsay Warner**, Society CEO **Garry Topp**

and all support staff **for once again running an outstanding competition** for the States' Auctioneers to showcase their talent and for the industry to be proud of.

The students in the Schools Auction Idol have once again this year raised the bar and performed at a very high level – It would not surprise me to find that one or more of the contestants end up with roles in the Real Estate Industry like last years' winner **Tom Hector** who is now employed at **Toop & Toop.** I think the standard shown is reflective of how seriously the schools, students and also the mentors treat the competition, it is now only 3 years old but is attracting **a very high standard of competition** – I wish all of this years' contestants every luck in their future endeavours.



JONATHON MOORE
MSAA
PAST PRESIDENT

Certainly, the Society has taken the presentations to the next level. The

young ones coming through showed good competency and confidence.

Be mindful that in the real world anyone can be an order taker rather than an Auctioneer who works 100% for the vendor to get the last dollar out of the buyer.



LEO REDDEN
MSAA

2009 Golden Gavel heats have provided **another increase in the overall professionalism of Adelaide's**

auctioneers. A real highlight for me was the quality of the 'Rising Stars' auctioneers, and it would be no surprise to see some of them feature in the Golden Gavel final. Professional training from **Brett Roenfeldt** continues to put 'old heads on young shoulders' & this alone does a great deal to give the public the quality of auctioneer they deserve. Overall a great day of heats. Bring on the finals!



ANDY EDWARDS
MSAA

As a judge in this year's Golden Gavel heats I was **impressed on many fronts** especially with the quality of

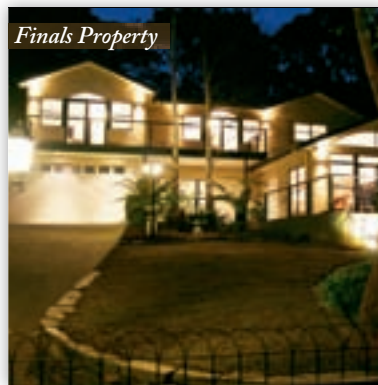
the participants in the Rising Star category.

While judging is never easy, much of the day was an excruciating (and often impossible) process of differentiation **given the even competency across the criteria.**

Equally pleasing were the overall number of participants and the increasing level of representation by female auctioneers.

Given that the scoring now allows the Rising Stars to compete equally for honours amongst the seniors, I would not be surprised if a couple of the rookies are well and truly in the mix. **Their polish and poise was exceptional, evidenced by a beaming Brett Roenfeldt looking on like a proud dad from up the back.**

Being a Golden Gavel participant has never been easy. It is a soul bearing exercise with the subtlety of a shooting gallery and given the current auction legislation, there's plenty of ammo for the usual plants in the gallery.



Apart from a few near misses, there were certainly no 'sitting ducks' and given the new levels of auction compliance, **all participants did an outstanding job of engaging, entertaining and completing the task.**

Again, the heats **were an excellent snapshot of the talent we have in our industry.** All participants should be congratulated on their obvious level of preparation and overall performance.

Garry Topp, Paul Henry & Trustee Lindsay Warner are again to be congratulated for facilitating *such a well oiled event that continues to be a great vehicle of improvement and recognition within our great industry.*



EMMA SLAPE,
REISA

Judging the Messenger Community News-Mortgage Choice Golden Gavel is important as it allows the

profession to develop benchmarks and understand where further training may be valuable across the field.

This year, it was clear that our auctioneers had embraced the legislative changes of 2008 and were **working hard to hone their finer auctioneering skills.** The quality of the Rising Stars was also very high this year which shows we have a great future ahead! **Congratulations to Sandra Berry and AJ Coleman** as the 2009 Winners of this category sponsored by The Real Estate Institute of SA.

REISA values our association with this high-profile event as it challenges even the best practitioners to hit new heights. We now wish **Josh Biggs and Phil Harris** all the best as they represent SA at the nationals in September. ■

SPONSOR SPOTLIGHT



All in all, the event certainly lived up to its previous high standards. It is great to see how the interest in the School's



Paul Johnston

Idol is growing and the fact that a past winner has gone into a career with a member of the Society is a great achievement. The idea of introducing the sponsors via a "Q & A" format was very good.

As for our part as a sponsor, the Society continues to provide us with a good means of getting our brand into the marketplace. ■

Lexus of Adelaide sponsors the Society through Paul Johnston. As CEO of the Society it is a real pleasure to deal with Paul. Since the relationship started, Paul has engaged our members by being involved in all professional activities, especially with the Messenger Community News-Mortgage Choice Golden Gavel and School's Auction Idol. His approach is friendly and genuine with several recent sales to members standing testimony to his professionalism and of course the product!

We have found Paul to be a warm, engaging individual who is easy to deal with, has a genuine concern thus building lifetime relationships. Paul is the personal connection to the Encore Service Program in all aspects of dealing with both him personally and Lexus. Paul Johnston is the perfect fit as a sponsor as he embraces the values and integrity of the Society ethos and his personal attributes extend his excellent business relationships even further. ■

GARRY TOPP FSAA LIFE, CEO



SPONSOR SPOTLIGHT



Established 26 years ago, Adcorp is the leading Australian-owned advertising agency in Australia with offices in every mainland State and in four locations across New Zealand. The agency has dedicated property account service teams specialising in residential and commercial property marketing, who consistently deliver integrated and breakthrough property campaigns.

Our property division delivers numerous innovative and successful campaigns every day. Campaigns that encompass high-end creative brochures, targeted direct mail, impactful signage, interactive websites and strategic print advertising to a number of our blue chip clients nationally.

Some of our key clients include: Jock Gilbert Real Estate, Colliers, Landmark, RE/MAX, Ray White, George Noicos, First National, Raine and Horne and CommercialSA.

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From the creation of brands, individual identities for luxury apartment residences through to the development of unique, cut-through marketing campaigns for office and industrial spaces, our campaigns for large multinational corporations and small boutique agents and developers consistently deliver measurable results, every time.

One key area of differentiation over other agencies is Adcorp's brand and strategy methodology which leverages the performance of creative ensuring all campaign communications are Simple, Compelling, Relevant, Unique and Measurable. This is the "checklist" by which all our property marketing and communications solutions are developed, uniquely positioning your brand against competitors. ■

Peter Grzesch



Brett Roenfeldt wins National Recognition

Brett Roenfeldt was awarded with the profession's highest honour at the Real Estate Institute of Australia's national Awards in April.

The President's Award recognizes outstanding contribution to the real estate profession over many years and there has never been a better deserving winner than South Australia's Brett Roenfeldt.

Brett won the Award against top competition – John McGrath (NSW), John Minns (ACT) and Tony Lennon (WA) were also nominated for this prestigious title.

But Brett's incredible contribution over three decades shone through to see him take out this most esteemed Award.

Highlights of Brett's work for the profession include:

- Training thousands of real estate professionals, both in SA and across Australia
- Mentoring and training many young auctioneers who have gone on to become the nation's best
- Working with Government to progress meaningful real estate legislative reform
- Being involved in the successful



introduction of the School's Idol Competition

- > Representing his peers on the Board of the Society and REISA
- > Working for many charities to assist them in fundraising

We sincerely congratulate Brett who has been previously recognized by winning the highest awards and recognition by the Society and REISA but now this award competing against the absolute best in Australia is the pinnacle of his career. **His energy, passion and relentless commitment to a profession he loves is admired by us all** and is now recognized by students as mentor as Brett has personally coached the last two winners of the Messenger Community News~Mortgage Choice School's Auction Idol competition. ■



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Mentors in Schools

As an integral component of the MessengerCommunityNews~Mortgage Choice School's Auction Idol each year, **Society of Auctioneers & Appraisers Auctioneers mentor students in Auctioneering**, and meetings are already underway to take the competition to the next level in 2010. As a Society Auctioneer, if you have an association with a School either in your area or as an old scholar, please ensure you contact Trustee, Lindsay Warner to register your interest as a mentor. The strength of you as an Auctioneer is based on your

ability to coach and mentor others and what a perfect opportunity to enhance your reputation as a practitioner and to have the opportunity to coach one of **our future Real Estate high achievers who are currently making career decisions at school.** ■



Rural Report

Decent and widespread rainfalls over much of the State have provided our farmers with a **very welcome start to the season.** While



follow up rains will dictate the eventual outcome, it has been a great start.

Generally, **buyer confidence and enquiry is high**, while listing activity is relatively low. This supply and demand imbalance has produced excellent sales results in some of the more reliable districts. **Steve and Leo Redden** have overseen two record auction results in the last month with country at both Freeling (\$4,300 an arable acre) and Giles Corner achieving in excess of \$5,000 an arable acre.

They report that both auctions provided high levels of enquiry and saw **fierce buyer competition on the day.** Yet again, auction undoubtedly provided a highest and best outcome for all concerned.

While now, maybe a great time to be selling, in a prevailing environment of low interest rates and reasonable commodity forecasts, the rural market is likely to remain tightly held until potentially, the Spring.

Other sectors of the market including viticulture and horticulture continue

to struggle for turnover as markets 'find their feet' in regard to current values. Several such properties, (many would suggest opportunities)

are on the market and could provide astute, longer term investors a purchasing 'occasion' like never before.

Perhaps the most significant viticultural activity will come via **Landmark Real Estate's offering of 20 of the Fosters vineyards throughout South Australia and Sunraysia.** It is a nationally significant property divestment by Fosters (31 vineyards in all), and likely to have a significant bearing on commercial values going forward.

Residential markets within the regions have varied and while 'time on market' has extended considerably in most, values have remained reasonably stable. Contributing to this has been excellent sales activity reported within the first home price range i.e. less than \$200,000 on the back of the FHO boost. This should be expected to continue (and likely spike) right up to the scheme's sunset. ■



ANDY EDWARDS MSAA

SPONSOR SPOTLIGHT

connectnow.

Sharryn Martin, Business Development Manager of Connectnow, now in its second year of sponsorship of the Society, once again had the privilege of being involved in the Messenger Community News~Mortgage Choice Golden Gavel Heats and Finals. Sharryn was astonished by the brilliant performances of both the contestants and the School Auction Idols. Congratulations to Garry Topp and Lindsay Warner on another brilliant competition.

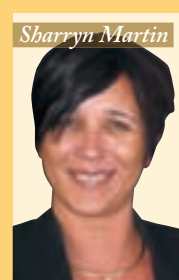
The Golden Gavel ball was an excellent, fun event. Congratulations to the winners and finalists of all categories once again showcasing the talent within the South Australian Real Estate Industry. Good luck to Josh Biggs in the national auctioneering championships which are being held in Hobart in September. I will be there to support you and Phil Harris and the Society in bringing the Australasian trophy back to South Australia, as we last saw it in 1993 when Brocky won it!

We look forward to a long successful association with the Society for many years to come.

Connectnow is a FREE utility connection service which offers a choice of providers to your tenants, buyers and sellers. This great FREE time saving service enables your clients to connect their electricity, gas, telephone, internet, Pay TV with one phone call. We can also help with quotes on insurance and removalists.

Connectnow would like to take this opportunity to extend an offer to all Real Estate offices. Any office that joins as a Connectnow partner will after their first successful application receive six premium Bottles of wine delivered to the office, perfect for Friday afternoon drinks.

Please call Sharryn Martin, Business Development Manager, on 0412 899 063 for further information. ■



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The Point of Difference

With 1,200 to 2,000 properties on the
market every week in Adelaide and
houses becoming harder to sell, the
question arises; "How can I get the
maximum exposure for my house and
get it sold quickly and easily? i.e. "How
can I ensure my property is viewed and
exposed to as many people as possible
to put my property at the top of the
Buyer's list?"

ANSWER: "Auction it!"

- **It costs no more to auction** and if it's
not sold at or before auction, you can
then offer it for sale in the same way
everyone else does
- **It gives you control**
- **You get a cash unconditional contract**
- **No cooling off period applies**
- **Auction puts a time limit on
negotiations**

At this time, 50-60% of homes sell
under the hammer in usually 21 days
and of the ones that don't sell at auction,
87% are sold within 2-3 weeks of the
auction, which results in nearly 90% of

homes auctioned selling in UNDER
HALF OF THE TIME it takes to sell
by private treaty.

SO WHY NOT AUCTION?

Purchasers know that genuine sellers
offer auction as their preferred marketing
strategy. **Utilise the skills of a Member
of the Society of Auctioneers &
Appraisers (SA) Inc.** – your guarantee
of a top class professional who is highly
skilled in ensuring that each Vendor gets
the absolute best possible price and best
conditions of sale.

**For a list of Society Members (both
Auctioneers and Sales Consultants
who are experienced in auction
marketing strategies) and the "21
Advantages of Auction" and "Buying
at Auction, How to get the edge!" go
to the website Auctioneers.com.au ■**

**GARRY TOPP FSAA
(LIFE)
CHIEF EXECUTIVE
OFFICER**





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Make up a team with
your colleagues

**\$77 for Golf
and Lunch**

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Garry Topp
8372 7830





Media Coverage

For the second time, **Channel 10** has acknowledged the Society by filming the heats at the **2009 Messenger Community News~Mortgage Choice School's Auction Idol**. On Wednesday 13th May, the Channel 10 film crew arrived with reporter Brett Clappis and interviewed students and Trustee, Lindsay Warner.



Lindsay Warner & Brett Clappis

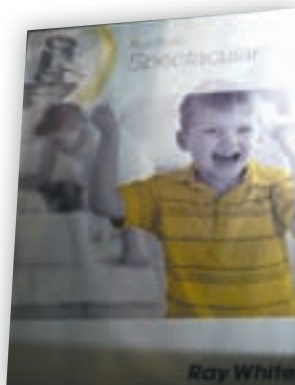


The Society initiative of taking the Auction component to schools has created enormous media interest confirming the popularity of this innovative concept. For the first time ever, Real Estate and Auctioneering is now considered by VET co-ordinators in Schools as a possible career path for students. ■

Ray White Auction Spectacular

Ray White has built a successful business selling Real Estate by Auction and on Sunday 29th May held an Auction Spectacular in the ballroom of the Hyatt where 36 properties were put under the hammer as part of an **Australian and New Zealand Auction Spectacular**.

With prices falling and days on market blowing out on the east coast of Australia, Ray White as a group



pulled together and conducted over **700 Auctions** in every major city and regional centres across Australia and New Zealand. Approximately 45% sold and since 85% are now sold and negotiations are well under way on the balance, the Auction process is well and truly alive. ■



SPONSOR SPOTLIGHT



Property Enhancers has been a sponsor of the Society of Auctioneers & Appraisers for four years now. Our team always thoroughly enjoys every aspect of the Messenger Community News~Mortgage Choice Golden Gavel, from assisting in the heats to the dinner itself. Congratulations to all the contestants, helpers and of course the winners. Once again the standard has been raised.

Over the years we have found the innovation in the running of the competition has been remarkable. From the originality of the Auction Idol competition to the ever evolving ways that the sponsors are promoted. Well done to the board!

Being a key sponsor to the Society has given Property Enhancers the opportunity to promote our company and expertise to our target market. We urge anybody who is thinking about becoming a sponsor to call Garry Topp and consider the many benefits that are awaiting you and your company.

All properties booked before 31st August will receive 1 week complimentary furniture hire package, so book in those up and coming properties now. ■

Felicity Wood



Property Enhancers
IN HOME FURNITURE RENTAL

Styling homes
to create . . .



Furniture hire or in-home consultations

Phone for a complimentary quote

Felicity Wood
0430 584 609

Angela Olero
0430 108 110

Education and Political Willpower

The foundation stone has been laid over the past few years with the **Society of Auctioneers initiative of promoting the next generation of industry leaders** through the Auction Idol competition and the array of young talent that is being discovered throughout the metropolitan schools who have been looking for ways of incorporating the schools auction idol into their curriculum.

The hard yards have already been done by the Society of Auctioneers and Appraisers and especially by our **Trustee Lindsay Warner who has taken up this challenge and is achieving tremendous results** each year with some of the students participating taking up positions within the industry.

This was further demonstrated at our recent Golden Gavel Championship for 2009 and the quality of the performances that were achieved by all the participating students with the winner being **Edward Gainer from Concordia College**.

With education and again political willpower great things can be achieved.

The program or template has now been tested and proven which is bringing out real enthusiasm from all the various participating schools and seeing the benefit for their students to have a further opportunity of employment

in such a rewarding and professional industry.

The next step that we would like to see as the Society of Auctioneers

and Appraisers is for the government to have the political willpower to embrace this concept and introduce it into the curriculum and prepare the students with the tertiary education which will allow them to have a head start in the very rewarding career for our youth. ■

**JOE IENCO, BOARD MEMBER
SOCIETY OF AUCTIONEERS & APPRAISERS**



Raising Hands for Charity



I was recently invited to be the guest auctioneer at a private fundraising event, raising money for **Variety Club**, the children's charity. Organised by **Car 52 named "The Wiggles"**, fundraising for the upcoming bash event, five ordinary guys who organised an extraordinary night of fun.

Around 400 people, 20 live auction items, in 35 minutes **we had raised \$25,000!** This was an increase of 150% on last year's result. The biggest difference being the auction was

conducted by a professional MSAA Auctioneer! With the global financial crisis, money is becoming harder to raise, it is so important that charities and fundraising organisations utilise every opportunity available to them. My passion is to lead by example and hopefully inspire other Society members to roll their sleeves up and get behind our local charity, and fundraising community. ■

**AJ COLMAN
INDEPENDENT AUCTIONEER**

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Presentation Skills Workshop

Brett Roenfeldt



As a follow-on from the highly successful Workshop conducted for Society Major Sponsor, **Mortgage Choice on Presentation**

Skills delivery and technique, this innovative program was offered to all other Society Sponsors. On Friday 19th June in the Osmond Room at the Arkaba, a delegation of **Messenger Community News, Property Enhancers and Connectnow** participated in a very interactive and informative 3 hour Workshop convened by Society Head Trainer **Brett Roenfeldt FSAA (Life)**.

Each participant was asked to prepare a 10 minute presentation to a Real Estate Office and was critiqued on their performance and then taken through a detailed program of how each of their presentations could be improved to transform them into a powerful and memorable presentation. The day was

broken up into a series of performances with everyone getting the opportunity to share their thoughts and **personalise their performance to match their own individual personality**.

There was no doubt everyone was impressed with the content and hands-on experience they all shared. Participants were asked to provide feedback as to what they learnt and some of the comments were: **“Great framework to establish the format of a successful presentation, tips on how to relax and present yourself to the audience”, “the use of language and how to communicate a message in a non threatening way”, “This workshop really opened my mind to how important it really is to be prepared before going into a meeting and giving a presentation”, “So glad I came, has inspired me to be a better public speaker”** “I found today fantastic, **Brett is a brilliant speaker** and I have learnt more today in how to present myself in front of any crowd.” “I believe with my next presentation I will feel more confident and relaxed.” **“Today has been extremely helpful in building**

confidence in my public speaking ability it has taught me how to focus on the content and deliver it in a very professional manner,” “Really excited about putting together a powerful entertaining presentation, got really good ideas as attention grabbers, learnt several techniques in commanding attention”.

Trainer’s comments: I believe most people deliver a presentation without thinking about what they are truly wanting to achieve. This has been so evident in not only what we have seen at this Workshop. **This program is vitally important to anyone who addresses a group.** Getting up on stage to deliver a three minute presentation with no preparation can be more detrimental to the individual and their company than not doing the performance at all.

Thanks to all those who took the trouble to attend and take themselves out of their comfort zones to move to the next level. Congratulations to **Lyn Adams, David King, Matt Edwards, Peter Mosley, Felicity Wood, Sharryn Martin and Angela Olero.** ■

Sharryn Martin



Felicity Wood



Angela Olero



Peter Mosley



David King



Lyn Adams



Matt Edwards



Livestock Auctioneers



Ben Finch

The **SA Junior Heifer Expo** is held in the second week of the July school Holidays and runs on the Tuesday, Wednesday and Thursday. The Tuesday is an educational day when the participants sit in on various different seminars throughout the day, one of which is my Auctioneering course where they take about 20 students at a time for an hour and teach them the basics of auctioneering. **Most of this is done by throwing them in the deep end and just getting them to sell straight up**, then critiquing them on where to improve. From this they select students that have potential to compete in an auctioneering competition that we hold

on the Wednesday evening at 5pm.

Society member, Ben Finch MSAA, who runs the program, identifies eight students and gives each about an hour of one-on-one time, teaching them about what to expect how to act and conduct themselves and of course they do some practice selling.

Each year the Society offers a full day Livestock Training Course to the eight best performers at the Expo. The Society makes a presentation on the Thursday night of a certificate entitling each student to the Training Workshop. ■

SCHOOLS TAKE UP AUCTION IDOL AS YEAR 12 SUBJECT

In 2010 the Society will trial a research project for Year 12 students where School’s Auction Idol will develop into a Research Project worth **SACE** points. School’s Idol will become a Community Learning Subject and will be a compulsory subject starting in 2011 in some schools.

This reconfirms that the School’s Auction Idol is now established as a benchmark subject for students to study real estate and auctioneering within the school curriculum, with the recognised life-time skills associated with real estate, but more than that, it helps to identify those students who are suited to a career choice that was not there before this concept was offered. ■

Auction Action Workshop

Held on Friday 8th May 2009, this workshop was sensational – rarely do you get the opportunity to hear first hand how five super achievers make such an impact in the South Australian market.

Chris McLaughlin



The performance of the Speakers together with the coordination by our President and Brett Roenfeldt was excellent and to be highly commended.

As Peter Taylor from Elders who attended said, if you only gain one thing from such a function then the whole thing is well worthwhile.

In addition, Andrew Flynn from Mortgage Choice presented a first class update of Money Market Conditions – something really any realtor should not have missed.

All I can say is that I am a better person for attending and applaud the efforts of those responsible for the event. ■

CHRISTOPHER McLAUGHLIN

This is by far the best value Society function I have ever been to!

The content blew me away . . . I picked up five high achievers' best advice on really important issues: Phil Rogers is unique in the way he treats his data base; Phil Harris certainly has the ace in the way that he sells auction; Jonathon Moore showed us exactly how the entire process conditions both vendors and buyers and you end up with a realistic price on the day . . . it only works with auction; Sandra Berry demonstrated how by going into virgin territory where they invariably don't auction and private treaty takes 180 days gave true life examples of . . . "Hey, this can really work"; and Brett Roenfeldt has perfected a process and yes . . . it really works also!

These are five of Adelaide's best – every salesperson should attend this absolutely excellent Society awakening, it is by far the absolute best two hours of innovation and motivation I have ever experienced! ■

WALLY KARPIUK MSAA

Wally Karpiuk



SELL 49% OF YOUR LISTINGS IN 21 DAYS

AUCTION ACTION WORKSHOP
AUCTION PUTS THE FOCUS ON THE PROPERTY AND AGENT


SANDRA BERRY


JON MOORE


PHIL HARRIS

GUEST SPEAKERS:


JON MOORE


PHIL ROGERS


BRETT ROENFELDT

Jon Moore
Should you remain silent on price or should you quote a price range? Why elite sales performers embrace auction.

Phil Harris
Listing presentation – How to sell auction as a marketing process

Brett Roenfeldt
Auction is all about the process of getting your Vendors to where the market is within 3 weeks, Brett will explain the process, set the scene – the do's and don'ts.

Phil Rogers
Promoting yourself and building a network and creating and servicing a data base around Auction.

Sandra Berry
A brand new agency promoting auction in a supposed non-auction area and winning the business.

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“The time it takes to go from sale contract to finance and settlement has become a concern for our business – it puts pressure on Vendors and Agents. Settlement times have been blown out and vary considerably between Financiers.

Dealing with a mortgage broker, like Mortgage Choice, who can provide information at contract signing has become imperative.”

Paul Henry, Proprietor of LJ Hooker Glenelg



The home finance industry has witness a significant tightening in lending policy from our major financial institutions.

Variations to what is “genuine savings”, tougher loan-to-valuation ratios, finance approval delays and problems with honouring pre-approvals have typified our market. For Real Estate agents this has meant:

- ✓ Fewer buyers who can access finance to purchase your vendor’s property
- ✓ First Home Buyers who don’t have the necessary savings to proceed
- ✓ Increased time on market due to delays in finance and deals that fail
- ✓ Reduced auction clearance rates and longer settlement times.

Can your business afford for deals to “fall-over” because a buyer can’t get finance through their lender?

Building a meaningful relationship with a qualified and influential mortgage broker is more important than ever given settlement times and buyer quality.

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When We Move, We Don't Move Far

Among Adelaide residents who have been in their current address for 5 years or less...

71% moved 5 kilometres or less.

So When We Look, We Look Local

81.6% of regular readers read the Real Estate section of their local community newspaper.

50.5% of community newspaper readers inspected a property or attended an open house, at some time, as a direct result reading an advertisement in their local community newspaper.



Source: 'Engaging Communities',
The Leading Edge, July 2008. Filter: Adelaide.

Messenger reaches more Adelaide readers than any other paper, 659,000 readers; or 66.8% of Adelaide residents (aged 14+).

Roy Morgan
Research

Source: Roy Morgan - March 2009.

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