



FEBRUARY 2024 - CELEBRATING 43 YEARS

"The Society of Auctioneers & Appraisers, Agents & Property Managers"



**THE OFFICIAL
NEWSLETTER OF
SOCIETY OF AUCTIONEERS
& APPRAISERS (SA) INC**

Representing:

Auctioneers, Appraisers,
Agents, Sales Consultants,
and

Property Managers

- Real Estate
- General
- Livestock



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Visit our Website
auctioneers.com.au

The Society of
Auctioneers and
Appraisers (SA) Inc.

THE
INDUSTRY
CHOICE OF
PROFESSIONALS

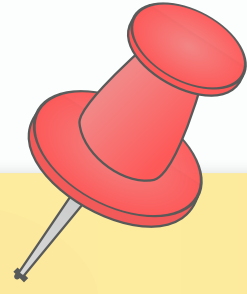


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**Nominations in by
Thursday 29th of
February, please.**

**Senior Real Estate
Rising Star
General
Livestock**

**Golden Gavel Awards 2024 to be held at The HWY
Wednesday 8th May 2024.**

We will recognise:

*Golden Gavel Senior Finalists and Winner
Rising Star Finalists and Winner
General and Livestock Finalists and Winner*

*Top 15 Gold Club Auctioneers
Top 10 Sales
Top 10 Principal*



“THE SOCIETY”

GOLDEN GAVEL LIVE

2024

The **Society’s GOLDEN GAVEL** Competition and Awards was created by Past President, Anthony Toop F.S.A.A. (Life) in 1993 and has been passionately supported by the Auctioneering professions since inception. The concept evolved as a means 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, General and Livestock professions within Australia and New Zealand.

The **Society’s GOLDEN GAVEL** has developed and evolved to recognize excellence for all Auctioneers and Appraisers by encouraging especially young performers to enter the Rising Star category as a follow on to the Society’s Nationally Accredited 2 Day Real Estate Auction Academy.

The **Society’s GOLDEN GAVEL** for Real Estate, General, and Livestock Auctioneers & Appraisers is the longest running Auctioneering Competition in the Southern Hemisphere and has unquestionably raised the standards of Auctioneering in South Australia and has been the spring board that has fast-tracked the careers of many South Australian Auctioneers & Appraisers!





SOCIETY'S GOLDEN GAVEL LIVE 2024



By nominating for the competition, you agree to the following conditions:

Senior Real Estate, General & Livestock:

- This year you will be judged in the field by doing a live real Auction by live streaming and uploading your Auctions to the Society's Golden Gavel Live event on the Society's Facebook page <https://bit.ly/3q1TGK0>.
- You will need to nominate (<https://bit.ly/2THRgUD>) to enter and pay the appropriate nomination fees prior to performing or no later than 29th February 2024 (**Nominations close 29th February 2024.**)
- Auctions to be judged **must be performed between 1st May 2023 and 30th April 2024.**
- **The same rules will apply to Senior Real Estate, General & Livestock.**
- Candidates for Senior Real Estate, General and Livestock will submit a live Facebook feed from a smartphone which is streamed live onto the Society's Facebook event - One camera only, no editing – **we suggest you film in landscape on a tripod** as this gets a better video quality for viewing and judges.
- **The camera is to be on the Auctioneer - No filming of the crowd or bidders** (to stop potential intimidation) If the Auctioneer leaves the spot where they are conducting the Auction to go inside or to approach a bidder etc., let the camera run on facing the spot where the Auctioneer was standing.
Penalties will apply if this is not adhered to.
- After the auction, you have the flexibility to submit or discard the recording. **You can upload as many auctions as you like** provided they meet the terms and conditions of the competition and they are also visible on the Society's 'Upcoming Auctions' app. **The last auction uploaded will be the one judged, unless prior to the closing date, you advise us which Auction you would like judged.**
- Questions and Answers will not be judged.
- **All entrants must like and follow the Society Facebook page prior to entering.**
- **All Auctions must be posted on the Society 'Upcoming Auctions' App, prior to conducting the auction, and the results entered post Auction.**
- **When choosing which Auction to be judged, don't be impressed by the sale price, submit your best performance as it will be your Auction that will be judged - not how far above reserve.**



Senior Real Estate:

- You can upload as many Auctions as you like and by the closing date - please let us know via email which auction you would like judged otherwise the last auction you upload to Society's Golden Gavel Live 2024 event on the Society's Facebook page will be the one that is judged.
- This year please supply for the Judges:
 - The Reserve and any amended reserve
 - How many registrations
 - How many actually bid
- There will be no final for the Senior Real Estate category, however, the Top 5 Finalists will be announced and awarded at the Awards which will be held in May 2024.

General & Livestock:

- General & Livestock Auctioneers are to submit the opening terms & conditions and at least 10 minutes of selling from any part of the auction but each segment must be continuous and unedited.
- All entrants must like and follow the Society Facebook page prior to entering.
- Please complete a booking form for the Golden Gavel Live Awards in May 2024.

Rising Stars

- Rising Stars will perform at a designated location and will be judged on-site.
- The Rising Stars will perform by auctioning a property from a brochure and details supplied with the Finalists and or Outright Winner to be announced at the Awards in May 2024.
- To be eligible, you must have performed no more than 10 Real Estate Auctions in the field prior to the 29th of February 2024 and you have not won this award previously.
- Rising Star Heats will be held on Wednesday, May 1st 2024, and nominations for Rising Star must be in by 29th February 2024.
- All participants will auction the same property.
- The subject property will be provided to you several days prior to the event to allow for preparation.



All Categories

All Candidates in all categories must be a fully paid Member of the Society with no outstanding monies to the Society.

Each candidate must 'like' and 'follow' the Society's Facebook page, and details of the Auction to be submitted for judging must appear on the Society's 'Upcoming Auctions' App.

Entrants agree that video content submitted may be used by the Society and its affiliates for promotional purposes or otherwise during and beyond the competition.

Entrants must make themselves available for photos and promotion.

All participants must reside in South Australia to be eligible to enter.

All Auctions must be conducted compliant with South Australian Legislation current at the time of your performance.

There are strict criteria as to how you can advertise and promote your status in the competition and in all instances where you promote your participation, being a finalist or a winner, the Society must be mentioned and the award credentials must include the full description 'The Society' Golden Gavel Awards'.

Award Winners can only promote or refer to winning any award while being current members of the Society. If at any time membership of the Society is terminated, the member resigns or membership is canceled or lapses, no further reference can be made to any awards previously won or awarded.

By nominating, you agree to the Conditions of Entry set out by the Society of Auctioneers & Appraisers (SA) Inc.

Non-members are invited to join the Society prior to competing.

Nomination Form: <https://bit.ly/3yb7oAe>

Make sure you're familiar with the submission process found on the email you will receive the following nomination and will have easy access to the Facebook App on the day of the auction. We strongly recommend that you familiarise yourself with Facebook live streaming prior to your auction. **Scan the QR code to go straight to the Facebook event.**



For Senior Real Estate, General and Livestock and Rising Stars

10 or more entrants	- 5 Finalists
5-9 Entrants	- 3 Finalists
Under 5	- Winners only



✓ CHECKLIST!



SENIOR REAL ESTATE, GENERAL, LIVESTOCK

Fill in the nomination form & make payment **prior to your Auction or by 28th February 2023** (whichever occurs first) to be eligible.

- ☆ Are you a fully paid member of the Society with no outstanding monies?
- ☆ Send a brochure of your property together with advice of the reserve price, how many registrations and how many actually bid to admin@auctioneers.com.au (Real Estate only).
- ☆ Post Auction details on the Society's 'Upcoming Auctions App' prior to your Auction and post subsequent result.
- ☆ 'Like' & 'Follow' the Society of Auctioneers & Appraisers (SA) Inc. on Facebook Click 'attending' on the Society's Golden Gavel Live 2024 event page.
- ☆ Book for the Golden Gavel Live Awards by sending in your booking form with payment by Monday 6th May 2024.
- ☆ Test live stream on Facebook BEFORE performance, test landscape mode.
- ☆ Live stream your Auction between 1st May 2023 and 30th April 2024.
Suggestion: Use a tripod, camera **not** facing the sun & close to the Auctioneer and film in landscape mode (please test this prior to the Auction, contact us at 8372 7830 if you need help).
Reminder 1: NO filming/panning of the crowd or bidders at any point of the video.
Reminder 2: The camera has to be on the Auctioneer at all times. If the Auctioneer goes to talk to a bidder, let the camera run on facing the spot where the Auctioneer was standing.
Reminder 3: Subsequent entries are permitted. We will **judge the last entry**, unless you advise us which Auction you would liked judged.
- ☆ **Advertising:** Being a finalist or a winner, 'The Society' must be mentioned and the Award credentials must include the full description 'Society's Golden Gavel Awards' (more details under All Categories in Conditions of Entry).

RISING STARS REAL ESTATE

- ☆ Fill in the nomination form & make payment before 29th February 2024 to be eligible.
- ☆ Are you a fully paid member of the Society with no outstanding monies?
- ☆ I have not won this award previously.
- ☆ I have not performed more than 10 Real Estate Auctions in the field prior to 29th February 2024
- ☆ 'Like' & 'Follow' the Society of Auctioneers & Appraisers (SA) Inc. on Facebook.
- ☆ Click 'attending' on the Society's Golden Gavel Live 2024 event page.
- ☆ I can attend the Rising Star Heats on Wednesday, May 1st, 2024.
- ☆ I can attend the Awards in May 2024.

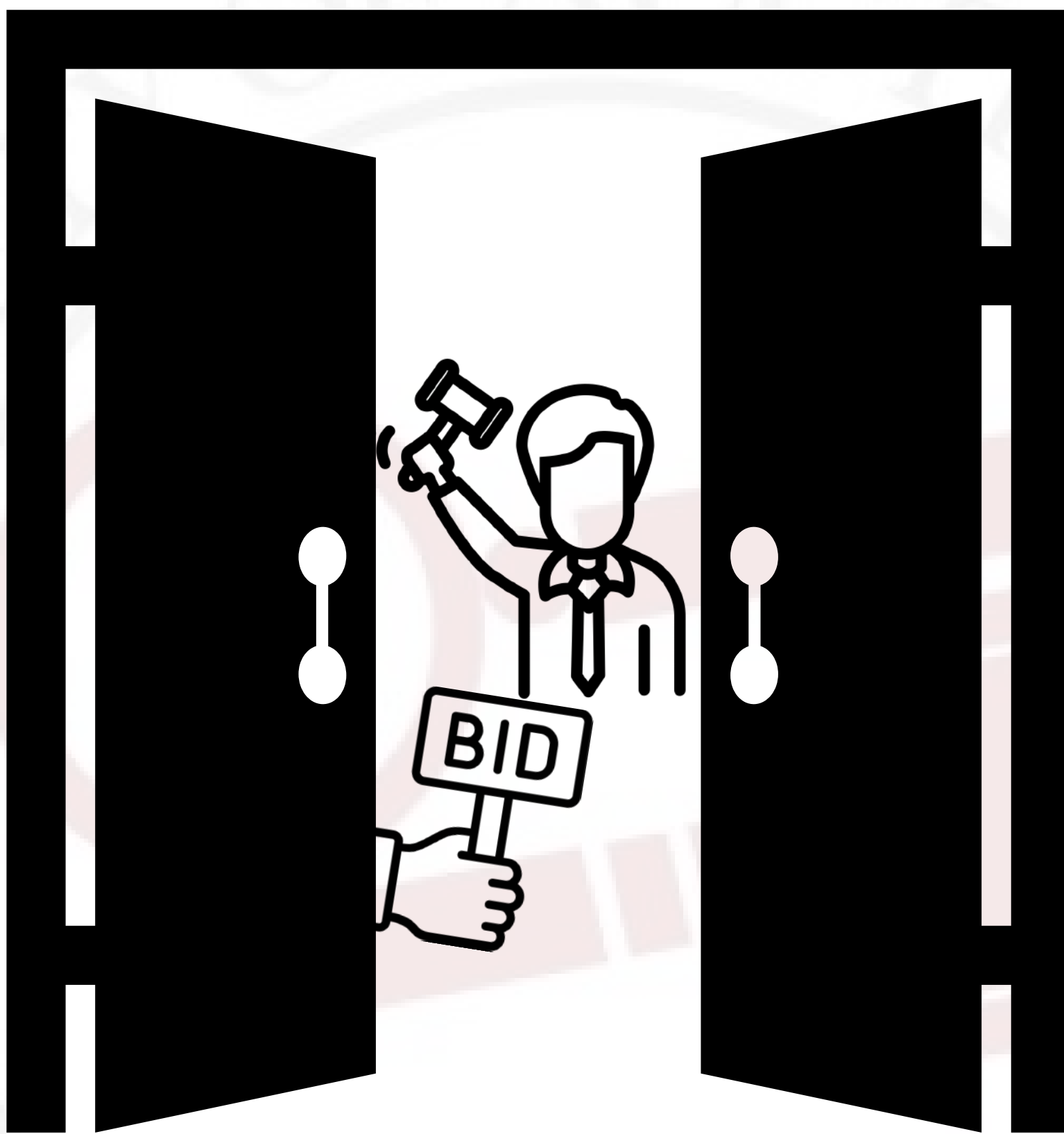
Advertising: Being a finalist or a winner, the Society must be mentioned and the Award credentials must include the full description 'The Society' Golden Gavel Awards' (more details under All Categories in Conditions of Entry).



GOLDEN GAVEL LIVE 2024



Nominations are now open!



[Conditions of Entry.](#)

[Nominate online](#)

[Nomination Form](#)

Let the Auctions begin!



We suggest you upload every auction you conduct as you will never know which will be your best performance until after the event and don't be impressed if you get a really good price because the judges will judge your performance and not the sale price.

Nominations close 29th February 2024



THE BOARD



Anthony DeMarco
President



Trish Johnson
Vice President

.....

Board Members

.....



John Raptis



Trent Godfrey



John Young



THE BOARD

REPORT

The Society of Auctioneers and Appraisers goes beyond traditional real estate bodies by deeply embedding its members within the fabric of Adelaide's community.

Our network extends far beyond mere transactions; it fosters genuine connections with local residents, businesses, and organisations, creating a wealth of opportunities unparalleled by any other real estate entity.

As we evolve, we recognise the importance of instilling the values of successful agents within our industry. While expertise in auctioneering and appraisals is essential, we understand that true success stems from a high level of understanding across various facets of the field. Thus, our focus extends beyond technical proficiency; we aim to cultivate well-rounded professionals equipped with the knowledge and skills necessary to thrive in a dynamic market.

Our commitment to our members extends beyond mere association. We believe in providing tangible benefits that directly contribute to their success.

I am excited to announce we can now offer exclusive access to our membership perks, including complimentary entertainment opportunities for clients. We not only elevate the experiences of our members but also strengthen their client relationships, ultimately driving business growth.

Ensuring you're with the correct partner to establish a flourishing real estate career is pinnacle to your success. The Society of Auctioneers and Appraisers understands that the next generation is our future generation and we're here to ensure we create the best opportunities for our members to succeed in this highly competitive environment..





[Download Brochure](#)

2 Day Auctioneers Licence Workshop

Including Nationally Accredited Auction Training Module

CPPREP4162 (CONDUCT AND COMPLETE SALE BY AUCTION)

Society of Auctioneers & Appraisers (SA) Inc. Real Estate Auction Academy

This is the only Auction Academy run by five times Golden Gavel Winner Brett Roenfeldt, giving participants an insight into his experience in conducting over 16,000 Real Estate Auctions in South Australia

WEDNESDAYS, 20th and 27th MARCH

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

VENUE: The Arkaba Hotel
150 Glen Osmond Rd,
Fullarton SA 5063

COST: \$1,250 for members requiring license
COST: \$850 for members already licensed

(Non members are invited to join prior to attending)



This Training Package is available to train Participants on how to conduct a Public Auction of Real Estate and qualify for Registration as an Auctioneer in South Australia.

***For further information about this dynamic program, talk to the presenters personally
Brett Roenfeldt 0411 180 960
Garry Topp 8372 7830***



**Nationally Accredited Trainer
Brett Roenfeldt F.S.A.A. (Life)**



Agents and Auctioneers Under The Pump

[Download Brochure](#)



Brett Roenfeldt



Chris Gill



Garry Topp

Q+A session addressing issues that can arise during an open inspection and or at an auction and how to handle situations and questions in difficult situations.
+ Drinks Afterwards

THURSDAY 15TH FEBRUARY AT 4:00 PM

**Arkaba Hotel
150 Glen Osmond Road, FULLARTON**

COST: \$33 Each



START SMART Real Estate Services

[Download Brochure](#)

- Do you have new recruits, rookies, trainees, beginners, assistants in sales?
- Do they have necessary qualifications but require practical skills and real estate know-how?
- Do you want them to hit the ground running, increase their competence, understanding and confidence in all PRACTICAL areas of sales so they can go it alone?
- Do you want to minimise your risk, maximise their productivity, catapult their comprehension and send them swiftly along the path of sales success and/or sales support but don't have the time to hold their hand?

WHAT: Newly created “PRACTICAL – FACE TO FACE”, interactive, professional development **START SMART workshop** – key areas covered:

- | | |
|-------------------------------|--|
| * Basic Legals & Documents | * Appraisal to Sale Timelines |
| * Statutory Searches | * Contractual & Fiduciary Duties |
| * Creating & Closing Business | * Appraisal to Listing Conversion Ratios |
| * CMA & Listing Presentation | * Target Markets, Methods of Sale, PMAP, VPA |
| * Marketing Implementation | * Contract to Settlement |
| * Conveyancers & Beyond | * Typical Weekly Sales Diary |

WHO: Designed for new salespeople, executive assistants and sales administrative team members

HOW LONG: Just 1 day - 8:30AM for 9AM start to 4pm (minimising hours of in-house mistakes, misunderstandings, corrections, training time and risk)

WHEN: Thursday, 22nd February 2024

WHERE: Arkaba Hotel - 150 Glen Osmond Rd, Fullarton SA 5063

CREATED & PRESENTED: The Property Village – Principal/Trainer – Trish Johnson
(Society Board Vice President)

- 30 years industry experience as Principal and RLA holder
- 20 years accredited senior real estate trainer and assessor - Diploma, Cert IV, Cert III
- Industry board representative and consultant

COST: \$400 each
Invest in your team to invest in your business

Book by Wednesday 14th February please



Trish Johnson





[Download Brochure](#)

Legislation and Best Practice Update

- Form 1 Q+A session
- Sale Agency and Pricing Compliance
- New Form 1 Changes
- Sales Agency and associated issues
- Subsequent and extended agencies
- Vendor and Agent pricing in reference to what to put in the Agency Agreement
- Compliant dialogue in reference to pricing and advertising
- Price Guides given verbally at open inspections and over the phone
- Learn where everyone gets it wrong
- Clarify market confusion regarding legitimate price disclosure and industry practices that may conflict with legislation
- and more!

**THURSDAY 29TH FEBRUARY
8:30 AM FOR 9AM TO 12NOON**

**Arkaba Hotel
150 Glen Osmond Road, FULLARTON**

**COST: \$44 Each or \$38 each for two or more
from the same Office**

***For further information, please contact
Chris Gill 7221 4908
Garry Topp 8372 7830***



Chris Gill (Form 1 Company)



Industry Icon Celebrates **70 YEARS**



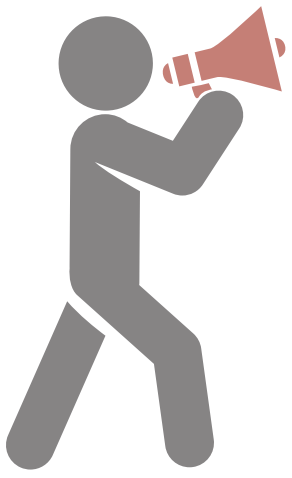
Brett Roenfeldt celebrated his 70th Birthday with Garry Topp and Paul Henry at Meat & Wine Co at Adelaide CBD on Friday, 19th January 2024

Thank you Brett for your friendship and support of the the Society.

We Wish you all the joy and success you deserve in the upcoming year. May this birthday be just the beginning of a year filled with happy memories, and enduring business relations.

Sign up for Brett, 5 times Golden Gavel winner for his 2 Day Real Estate Auction Licence Workshop on 20th and 27th, March 2024

[Download Brochure](#)



Call for Nominations
AUSTROS 2024 Australian and New Zealand Auctioneering Championships

Dear Auctioneers,

Save the Date - AUSTROS 2024 South Australian State Competition

Hosted by the Real Estate Institute of South Australia (REISA) in collaboration with the Society of Auctioneers and Appraisers, AUSTROS 2024 promises to be a significant event with the National finals to be held in Hobart mid May.

Stay Tuned for the Official Call for Entries:

Formal invitations for entries will be announced in the New Year. Be prepared to participate in a competition that recognises talent and marks a historic moment in the auctioneering community.

Save the Date: Thursday, March 14 2024

Key Details:

State South Australian Competition Date: Thursday, March 14, 2024

Venue: [To be Announced]

Format : Auctioneers will perform an Auction in front of a panel of Judges and Bidders and will be scored using the Australasian Judging format.

The top two point scorers will be the South Australian Representatives in the AUSTROS finals to be held in Hobart from May 14-16, 2024.

Early Expression of Interest:

We welcome early expressions of interest. For any queries, please reach out to:

- Andrea Heading: reisa@reisa.com.au
- Garry Topp: society@auctioneers.com.au

AUSTROS 2024 will be a important event as we celebrate the 100 year milestone of the REIA.

The championship will coincide with the National Awards for Excellence for the first time and there will be a significant industry presence at next year's awards.

Looking Ahead to 2025:

REISA are delighted to announce that South Australia will be the host state for the National Championships in 2025.

Best regards,

Andrea Heading CEO REISA

Garry Topp CEO Society of Auctioneers and Appraisers





Memories



Golden Gavel award a sell-out

By Craig Mallin
 Clare real estate agent Mark Forde has won the Golden Gavel Award's country section — judged by Stock Journal markets reporter Tom Rogers — for the second year in a row.

A sell-out audience of 300, including Deputy Premier Graham Ingersoll, attended a presentation dinner at Adelaide Town Hall on Friday night.

Sponsored by the Stock Journal, the Society of Auctioneers and Appraisers competition went to rural South Australia for the first time this year — holding heats in Barri, Port Lincoln and Coonawarra.

Mr Rogers awarded the Mid North prize to Mr Forde, while Steven Kemp won the West Coast zone and David Herbert was the South-East's top auctioneer.

After winning the overall country auctioneer title, Mr Forde congratulated all the entrants for trying to improve their skills by competing for the Golden Gavel.

Mr Forde started as an agent in Bordertown in 1989 and started his own business

in Clare five years later. He now trades as Ray White Rural.

Top novice auctioneer was Leo Redden, who runs Westfarmers Dalgety outlets in Gawler and Riverton with his two brothers. He won the country and overall novice sections.

Mr Redden has been auctioneering livestock for eight years but has not yet auctioned a property.

Winner of the Gold Gavel state prize was Adelaide agent Rob John.

Society president Brett Rosenfield said the novice entrants were particularly enthusiastic, one of them driving four hours to take part and others getting personal tuition to prepare for the contest.

He said 50 auctioneers entered the contest, a record number for the Golden Gavel.

"The Gold Gavel improves auctioneering skills, so the public ultimately benefits," Mr Rosenfield said.

"Auctioneering is about painting pictures, creating the desire for people to make that extra bid."

Adelaide valuer Colin Gaejens won the Golden Pen award. His speciality is the wine industry.



ABOVE: At the Golden Gavel award presentation are Stock Journal promotions manager John Hsieh, winning country auctioneer Mark Forde, top novice auctioneer Leo Redden, and Stock Journal general manager Neil Hallhouse.



RIGHT: Stock Journal promotions manager John Hsieh congratulates Garry Toop for winning with general auctioneer award.

BELOW: Steve and Tom Redden congratulate their brother, Leo, for winning the Golden Gavel novice award. The real estate trio run Westfarmers Dalgety outlets at Gawler and Riverton.



SOCIETY'S AUCTIONS



GLENGOWRIE
5 MOCALTA STREET
SOLD for \$980,000

Agent: Ray White Glenelg
Auctioneer: Rod Smitheram



MORPHETTVILLE
12 Newberry Avenue
SOLD for \$1,096,000

Agent: McCammon Real Estate
Auctioneer: Brett Roenfeldt



WEST LAKES SHORE
33 ASHBURTON AVENUE
SOLD for \$1,105,000

Agent: Ray White Glenelg
Auctioneer: Rod Smitheram



GLENELG SOUTH
2/81 Penzance St
SOLD for \$997,000

Agent: Belair & Hills
Auctioneer: Jonathon Moore



SOCIETY'S AUCTIONS



BEVERLEY
37 Main St
SOLD for \$1,060,000

Agent: Ray White Woodville
Auctioneer: Jonathon Moore



HALLETT COVE
20 ALFONSO DRIVE
SOLD for \$925,000

Agent: Ray WHITE
MORPHETTVALE
Auctioneer: Rod Smitheram



CAMPBELLTOWN
5 Cabarita Ave
SOLD for \$880,000

Agent: Ray White Woodville
Auctioneer: Jonathon Moore



UNDERDALE
10 Samuel Lewis Ave
SOLD for \$1,360,000

Agent: Bronlea Real Estate
Auctioneer: Jonathon Moore



SOCIETY AUCTIONEERS REPORTING THEIR AUCTIONS ON THE SOCIETYS UPCOMING AUCTIONS APP



Troy Tyndall



John Morris



Tony Tagni



Jarrod Tagni



Aj Colman



Brett Roenfeldt



Bronte Manuel



Rod Smitheram



Geoff Schell



Jonathon Moore



Michael Cavuoto



John Raptis



Simon Lambert



Peter Economou



Richard Thwaites



Brett Pilgrim



SOCIETY AUCTIONEERS REPORTING THEIR AUCTIONS ON THE SOCIETYS UPCOMING AUCTIONS APP



Anthony DeMarco



Vincent Doran



Angus Barnden



Trent Godfrey



George Kargiotis



Hamish Mill



David Smallacombe



Nathan Casserly



Mark Griffin



Michael Fenn



Sam Doman



James Wardle



Sam Grover



Vincent Wang



SOCIETY AUCTIONEERS REPORTING THEIR AUCTIONS ON THE SOCIETYS UPCOMING AUCTIONS APP



Marc duPlessis



Simon Tanner



Tim Thredgold



Andy Edwards



Scott Newton



Matt Smith



Paul Arnold



Sharon Gray



Glenn McMillan



James Pedlar



Paul Kilby



'40 YEARS OF HISTORY'

Highlighting 40 years of achievements celebrating and recognising the dedication and passion of The Society Family.



[CLICK HERE AND WATCH THE VIDEO](#)

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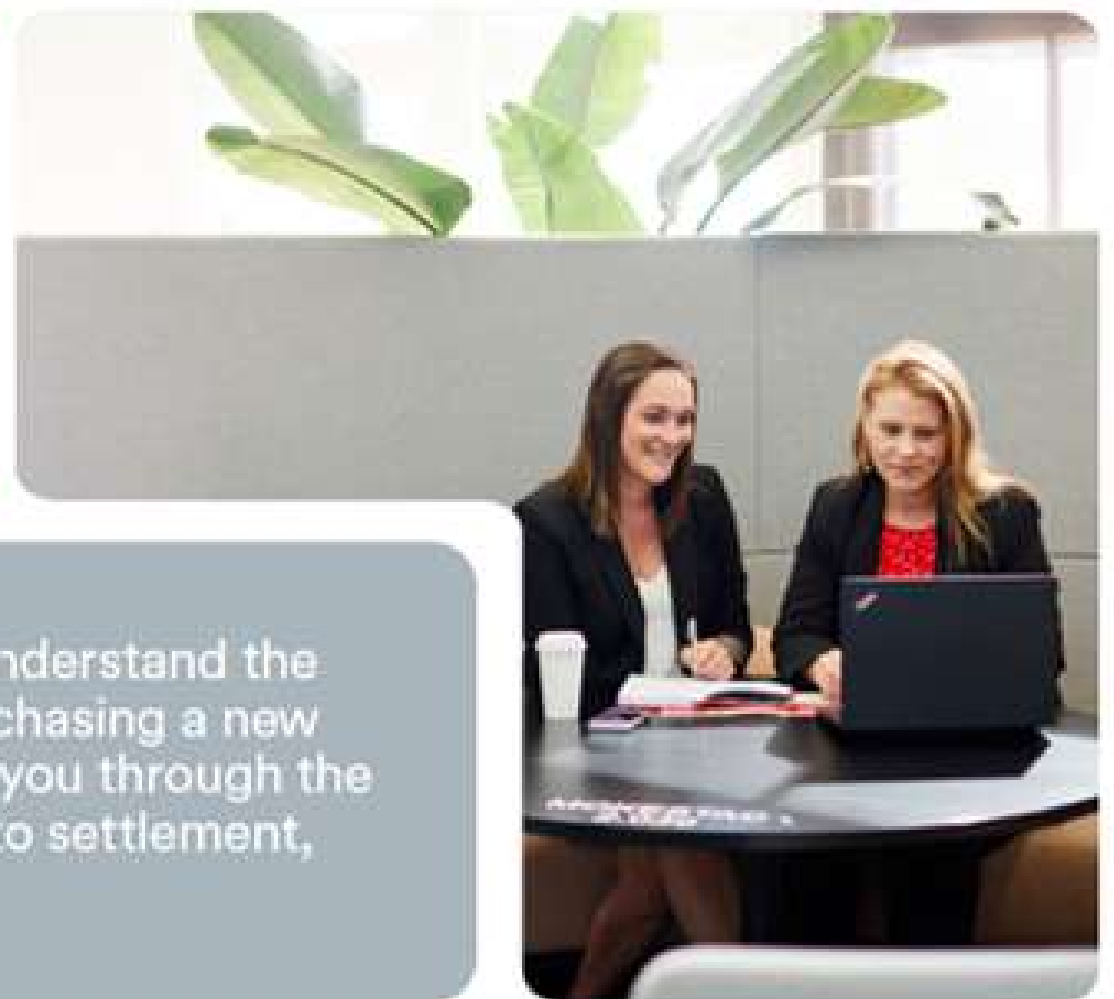
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* For Terms and Conditions visit directconnect.com.au/terms-conditions

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

We understand the moving process



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



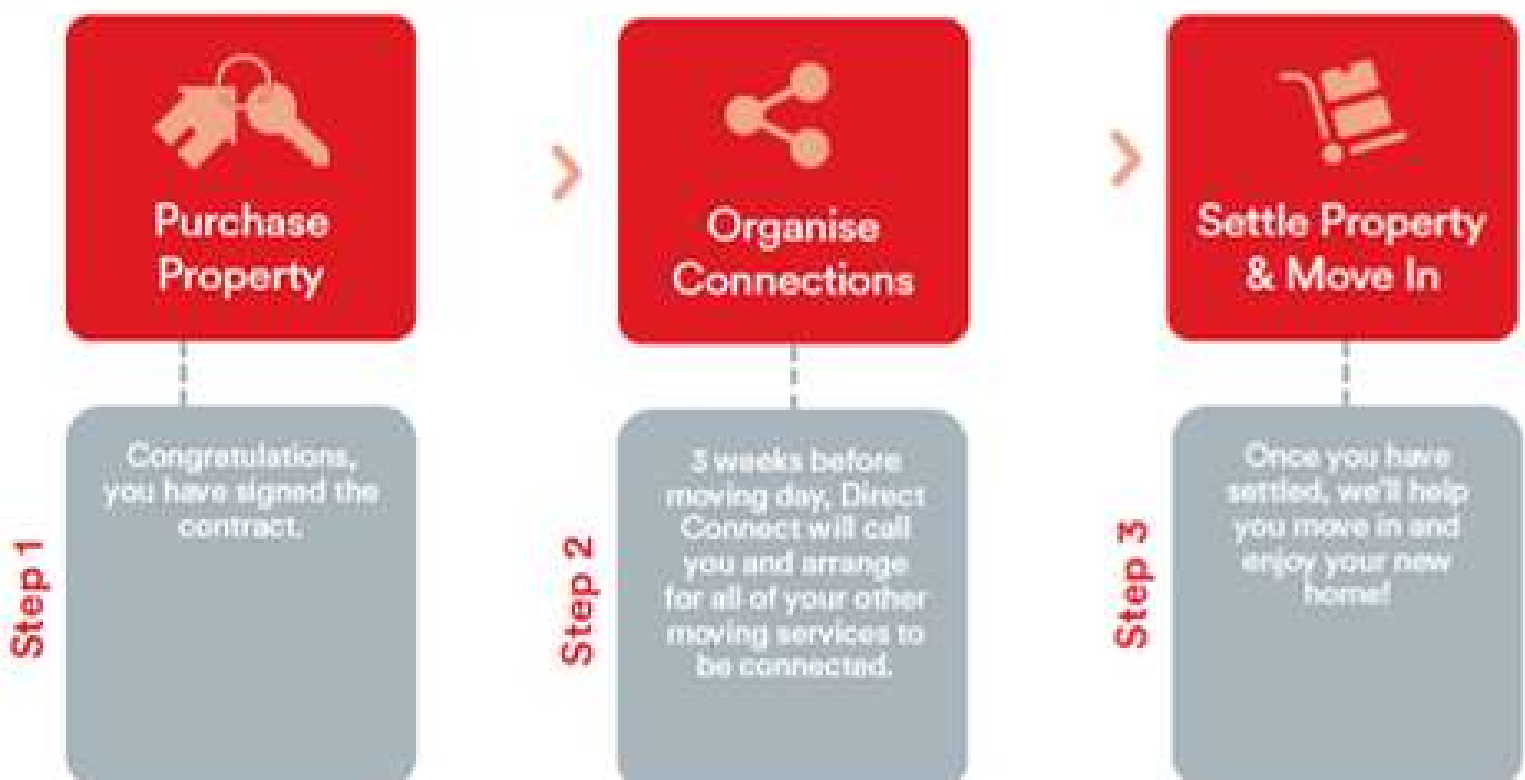
Our telecommunication experts can advise you on a great range of phone, broadband and mobile solutions, tailored to suit your needs.



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



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Complete Real Estate Sign Management

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- Manufacture, printing, installation and removal of your real estate signs.
- Easy online ordering, and tracking.
- Attention to detail meeting client's needs.
- Versatile print options including photos.
- Fast efficient service.

Services

3D Signs

Banners

Commercial Signage

Illuminated Signs

Vehicle Signs

Signage Projects



Darren Read
Director

T: 8443 3400

E: darren@readbros.com.au

w: www.readbros.com.au



READ BROTHERS

SIGNS | GRAPHICS | DISPLAYS

To partner with
Read Brothers
please contact
Darren Read

eight at the gate



Exclusive Members Only Special Offer

All members of The Society of Auctioneers & Appraisers (SA) receive **30% off any wine purchase!** Select from our multi-award winning range, whether it's our best selling Single Vintage Chardonnay 2018 or gold winning 94pt Single Vintage Cabernet Shiraz 2016 - we have a wine to suit any occasion.

THIS OFFER INCLUDES

- Available to any variety or vintage 6 bottle order minimum
- No capped orders Only while stock lasts
- Free shipping Australia wide

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COUPON CODE: **SOLD**

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Wine Showcase
Magazine Awards



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E. hello@eightatthegate.com.au

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WHAT WE OFFER

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- Support a local family run business
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- Gift packaging included

GET IN TOUCH

Send your enquiry to jane@eightatthegate.com.au
or give us a call on 0447 805 262



RRP \$50⁰⁰
SOCIETY
MEMBERS \$30⁰⁰

Single Vineyard
Gift Pack



Eight at the Gate

FMB 46 Wrattenbully Rd
Wrattenbully SA 5271

E hello@eightatthegate.com.au

P 0447 805 262

eightatthegate.com.au/society-offer



PerspectiveMedia

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

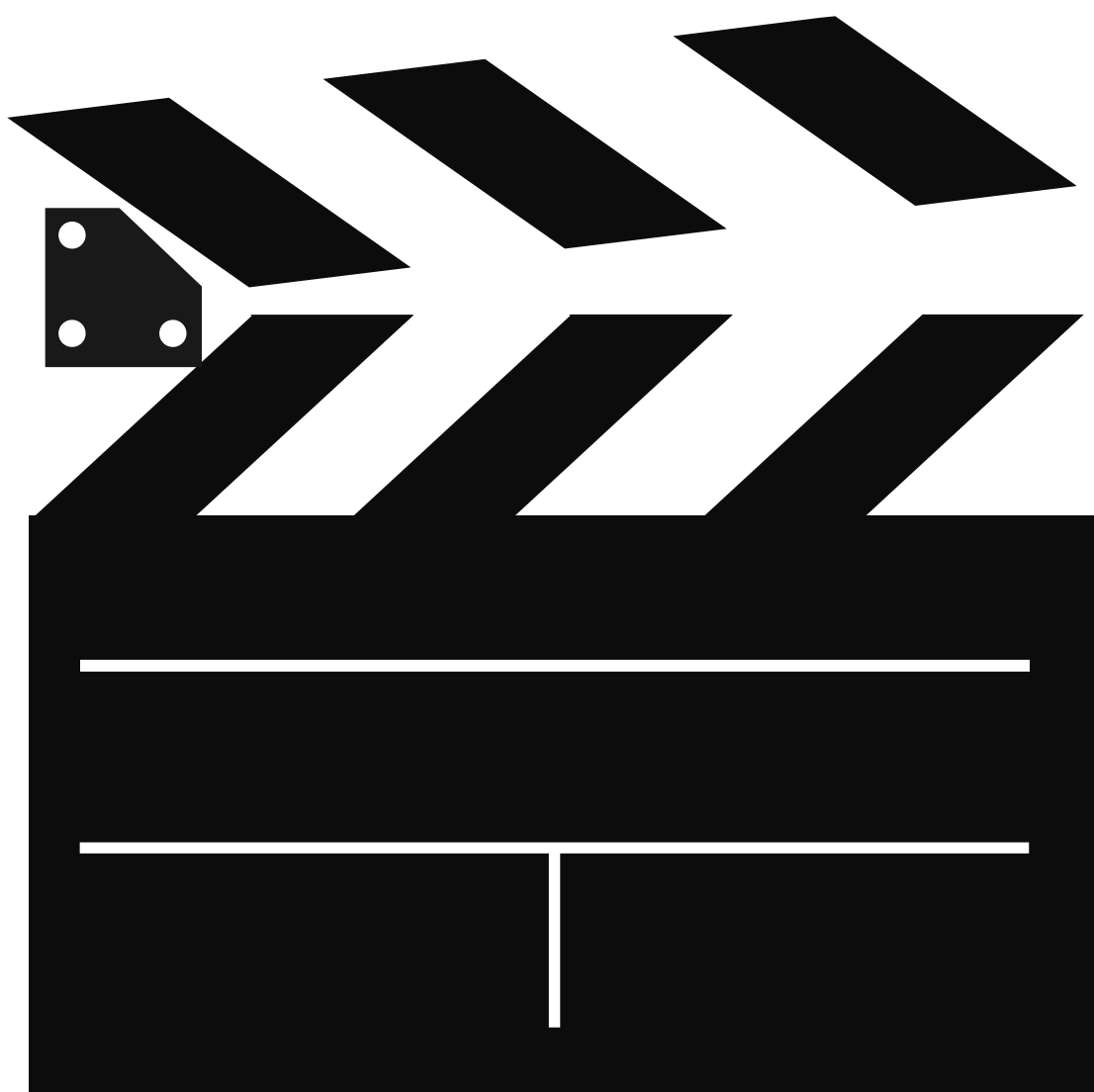
Everything is here, from our unparalleled ability to obtain imaginative footage from any angle (including the air) through to our SFX (special effects) department, where with the latest software we can make the surreal become real.

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

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

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For Form 1 preparation please contact Chris Gill on 7221 4908

Chris has been involved with the Society of Auctioneers & Appraisers as a trainer and board adviser since 1995 and has been conveyancing since 1985.

Chris runs specialist training workshops for sales agency, contracts and Form 1 and has an intricate knowledge of the legislation and agency practice.

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21 ADVANTAGES OF AUCTION

SOCIETY OF AUCTIONEERS & APPRAISERS S.A. INC.

The 21 Advantages of using Auction as Your Preferred Marketing Process



POWERFUL MARKETING TOOL

Auction puts the Focus on Your Property

What are the Advantages to me as a Vendor?

1. **Control**, as Vendor you set the terms and conditions.
2. You get a **cash unconditional contract**.
3. **10% deposit** on the fall of the hammer.
4. **No cooling off period** applies.
5. **Allows 3 opportunities to sell** – before, at Auction or immediately after – and reduces the overall selling time in the market.
6. **Creates a sense of urgency**, which motivates purchasers to action.
7. **Allows all potential buyers to compete** amongst themselves to offer you the best price.
8. Can be used as part of a **total marketing package** where auction is the component that gets the buyers to act.
9. **Price is usually not disclosed** so you remove the objection factor.
10. **Forces buyers to make decisions** to a deadline of the auction date and brings negotiations to a head.
11. **The Auctioneer's skills, enthusiasm and techniques** can maximise the price.
12. **Vendors control their reserve price** and settlement date and accept or reject varied terms and get cash contracts, which usually settle in 30 days.
13. In every other form of marketing the buyer is in control. The buyer will dictate the offer, terms, subject to finance, subject to sale, subject to building inspection etc. and get a cooling off period. The buyer will negotiate from a position of strength. **With Auction the Vendor dictates the terms.**
14. **Auction opens the door** to more motivated buyers.
15. The Auction marketing campaign that you choose will be tailored to deliver maximum exposure within the first few weeks on the market – the time frame during which it is most likely to sell.
16. Your home is only open at times that suit you with a predetermined schedule of opens.
17. **The level of market interest** will help you gauge your reserve price.

What is an Auction?

Auction is a process which allows interested parties to make competitive bids which establishes the current market value of the property in an open, transparent and public form utilising the skills of an experienced auctioneer.

18. **The competitive Auction environment** offers the greatest chance for a premium price.
19. **Auction negates the need for commissioner's approval** when dealing with associates under legislation saving valuable time.
20. Unlike other marketing methods where buyers generally negotiate down from the asking price, at Auction buyers increase their offers commensurate with the skills of the Auctioneer.
21. **On the fall of the hammer** the Vendor becomes a cash buyer subject to settlement only.

Why Auction Real Estate?

Real Estate Auctions have become one of the most popular methods of buying and selling property in Australia with substantial benefits for both Vendors and Purchasers. Auction is used as the preferred method of sale by Beneficiaries, Governments, Banks, Administrators, Executors & Trustee Companies, Corporations and Private Vendors and has been proven to be the best method of establishing true market value.

Committed Vendors sell their property by Auction!

If you're not auctioning your property you are missing out on the highest bid – it costs no more to have Auction as part of your marketing strategy

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Just search "upcoming auctions"

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

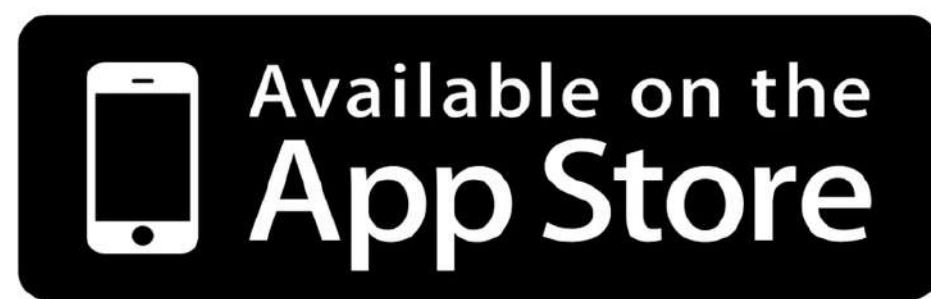
INSTANT UPDATE

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

LIST

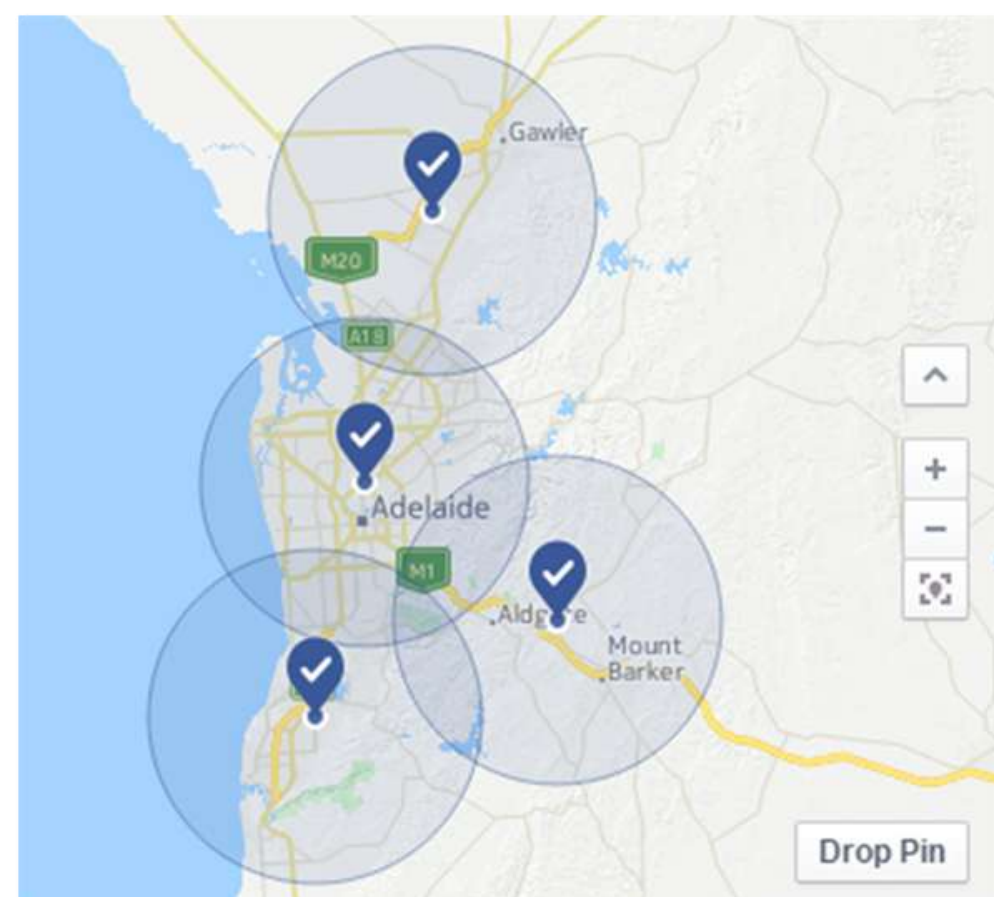
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All auctions submitted to the website will automatically be uploaded to the phone app, ABSOLUTELY FREE!



We're targeting Everyone in the mapped out areas 25 years old+, using both Apple and Android phones.

What this means for our members...
MORE BUSINESS! With so much more exposure, downloads of our app, and awareness of auctions around Adelaide and maximise your benefit by submitting all your auctions to our website!



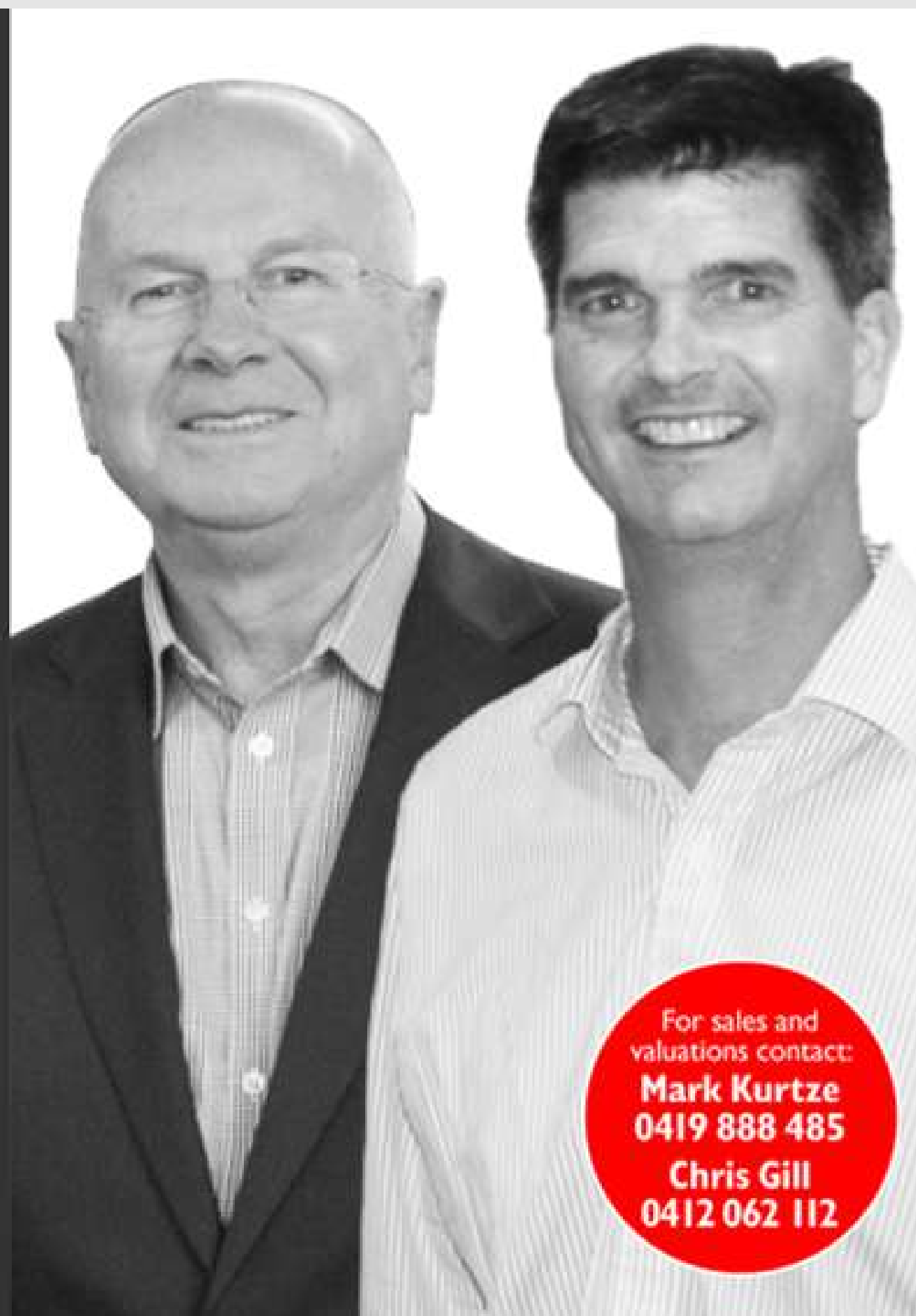
Make sure you tell your vendors that their auction will be advertised to thousands of the general public for free through this Smartphone app!

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