



THE SOCIETY

Representing:

Auctioneers, Appraisers,
Agents, Sales Consultants,
and Property Managers

- Real Estate
- General
- Livestock

AUGUST 2024





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The Society of
Auctioneers and
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CHOICE OF
PROFESSIONALS



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THE BOARD



Anthony DeMarco
President



Trish Johnson
Vice President

.....

Board Members

.....



John Raptis



Trent Godfrey



Jacob Kinsman



John Young





Training New Recruits CREATED TO MEET HIGH INDUSTRY DEMAND

START SMART – REAL ESTATE SERVICES

- Do you have NEW recruits, rookies, beginners, assistants or sales?
- Do they have the necessary qualifications but require practical skills and real estate know-how?
- Do you want them to hit the ground running, increase their comprehension, 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 support, but don't have the time to hold their hand?

If you answered yes – Book in below and move YOUR team forward...

WHAT: Newly created 'PRACTICAL – FACE TO FACE' professional development interactive workshop START SMART covering:

- Basic legals & documents
- Contractual & fiduciary duties
- Appraisal to Sale to Settlement timelines
- Marketing, target markets, methods of sale, PMAP, VPA
- Lead generation to conversion ratios
- Client interaction and communications
- Statutory Searches
- Creating & Closing Business
- Appraisal to Listing Conversion Ratios
- CMA & Listing Presentation
- Marketing Implementation
- Contract to Settlement
- Conveyancers & Beyond
- Typical Weekly Sales Diary

WHO: Designed for NEW salespeople, support team members, sales assistants and sales administrative team members

HOW LONG: 1 day - 8:30 for 9am start -4pm (minimising hours of in-house mistakes, misunderstandings, supervision, training time AND risk)

WHEN: Tuesday 20th August, 2024

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

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

COST: \$160 pp or (\$120 each if two or more from the same office)– includes light lunch

Booking: By Wednesday 14th August please



Trish Johnson

[Download Brochure](#)



Mid-Year Drinks



Who would want to go out for drinks on a cold winter night when the day started off near freezing?

Answer: We all did! And Geoff Schell even came down from Claire for the occasion and I believe took a small party of guest into the city afterwards to listen to music and assumed have few more drinks. As usual the HWY was vibrant, and the beer garden was cozy thanks to their outdoor heating.





The comraderies as usual was evident with Society member's sponsors and guests, enjoying oysters, dips, hot chips, and on the whole it was a memorable night.

If you haven't been into one of our drinks nights, please attend the next one and I'll bet you'll love it!

Cheers!



Garry Topp F.S.A.A (Life)
CEO
Society of Auctioneers & Appraisers
(SA) Inc.



A blast from the Past

Christopher McLaughlin MSAA (Life) was Society President 1984-1987


On Tuesday 9th of July Society Past President Brett Roenfeldt and Past President and CEO Garry Topp paid a visit to Christopher at home in Myrtle Bank.

We took a copy of the Society's "Celebrating 40 years 1981-2021" and whilst recognising Chris' huge contribution to the Society in the early days and even today in retirement, Christopher still attends Society events and Presidents lunch and keeps a finger on the pulse of what is happening in the Society and the market place in general.

Christopher for years was the Corporate Auctioneer for Woodham Biggs when at that time all property was advertised in the Sunday mail and Woodham Biggs had the centrefold every Sunday.

We remember fondly Christopher conducting auctions with his associate Bruce Maros who always dressed for the occasion in his Safari suit.

It's great to catch up in an informal environment for us to reinforce the creativity and ingenuity and purpose and commitment of Past Presidents and Boards to ensure this passion from our creation is propelled into the future. Christopher is 84 and still healthy and to this day provides a sounding board to the current Board when a challenge arises where we get some sound advice from our founding Presidents.



THE AUCTIONEER AND APPRAISER

The Newsletter published by the Society of Auctioneers and Appraisers (S.A.) Incorporated, 57 Barton Terrace, North Adelaide 5006

Hon. Editor: Robin du Plessis

OCTOBER 1986

Volume 2, No. 3


FROM THE PRESIDENT

Tough times never last but tough people do. Many members have shown in recent times that they are able to adjust to a changed market place and for this they are to be congratulated. 1986 is well on the way to drawing to a close and we simply point out that this Society is very conscious that we are here to support you to make this year one that will be considered in history very worthwhile and significant.

The Annual General Meeting will be held at the Adelaide Hilton on Thursday, 30th October at 6.00 pm. We want you all to be there—the business side of the meeting will be as brief as possible, **there will be no guest speaker** and a meal will follow.

Important proposed amendments to the Constitution in reference to the creation of **Associate** and **Corporate Membership** have been before our Solicitors and should these items be completed in time it is the Committee's intention to deal with these matters at this meeting.

Directory of Members
At long last the **New Directory of Members** will soon be available. A great deal of restructuring of classifications have been



President — Christopher McLaughlin

New Members
We welcome aboard the following recent members.

T. S. Andrew of Baillieu Knight Frank, P. F. Chisolm of Associated Grocers, E. C. Doolette of Jones, Lang Wooton, C. J. Dix of Dix Real Estate, D. L. Kaesler of Malin Russell, A. M. Greenwood of Gordon Franklin, W. H. Hann of Kearns Bros Pty Ltd, S. A. Kincaid of Theodore Bruce, B. W. McMurtrie of L. J. Hooker, I. S. Murray of Ian Murray Real Estate, Peter Panagaris of Parkview Motors, S. K. Sinclair of Theodore Bruce, D. C. Webber of Megaw & Hogg Auctions, C. P. McRostie of Edwards Real Estate.

Ⓢ

The auction of a seven room villa conducted by L. J. Hooker-Unley, at 26 Clifton Street, Hawthorn attracted about 80 people. Auctioneer, Peter Economou, reports the bidding was very spirited and the property sold under the hammer for \$177500. Most importantly both Vendor and Purchaser were delighted.

Ⓢ

ANOTHER MILLION DOLLAR SALE

Two S.A. Real Estate Records were topped on October 18th when an estimated 1200 to 1400 people turned out in inclement weather to witness a single private residence being sold for a record auction price of \$1.21 million.

For auctioneer, Bernard H. Booth, it was an emotional day and full credit is due to him. As it was stated by another Real Estate auctioneer who witnessed the historic achievement "Bernard deserves it — he gives his all".

The property at 20 Victoria Avenue, Unley Park, has great affiliations with the S.A. auctioneering scene. Hopefully the entire industry will take heart from this sale.

Editor's Note: Both myself and, in my opinion, another "great" S.A. Auctioneer (who would wish to remain anonymous) personally congratulate and thank Bernard and Mostyn Button along with their wives. The wives, in particular, being the unsung heroines of the profession.

(Mostyn — we can now stop meeting at odd hours.)

Editor.





Property Management at Coonawarra



COONAWARRA on Friday 12th July

Brett Wheatland and Bianca Langham travelled to Chardonnay Lodge to deliver a property management workshop on critical issues currently affecting Property Managers with reference to the tenancy reforms and new legislation. The workshop was well attended from Mt. Gambier, Naracoorte, Bordertown, Millicent and Penola

When asked: Did you gain anything from this presentation? Answers were:

Yes – great overview and breakdown of the issues; Yes, it was very informative and answered all of my questions; yes, clear clarification of the legislation updates and the changes made to the regulation; Yes, information regarding prescribed documents; Yes, it clarified a few points I was unsure of; Clever understanding on where and how to guide a landlord when they wished to terminate a lease; Yes, this was very helpful presented in a way that was easy to understand; Brett was informative and engaging; Yes, good understanding of the new forms available and circumstances of which to use them; Yes, actual real-life examples; Yes, it was very insightful going in-depth on all the forms and how we can use to our advantage; Yes, I gained some ideas for internal processes; Yes, a lot more clarifications about the legislation and things we can and cannot do; I love the Q&A format and open discussion on relevant issues; Yes, details on housing standards and what we can't request on application forms;





What did you like the most? Answers were:

Brett's detailed explanations; The way new rules were explained; Was easy to understand; Ending fixed-term agreements and the evidence required and the process of photos taken on routine inspections; I am the only property manager at my agency so it was good to see how other agencies do things; I loved the interactive presentation; The presentation had a good amount of depth in the information; Entertaining and relatable humour with clear explanation; Delivery is interactive and easy to follow; I fully understand the new updates; It was a focused presentation on key items which wasn't long or confusing; The information is very thorough; Explanation regarding section 76-B and 67A; I now see changes in a more positive light; I like the reality of the information provided;



What else would you like covered? Answers were:

Gray areas; Checklists; All covered; More information on how can an owner sell a property with a tenant; Summaries of the new legislation to provide to landlords and tenants; Copies of checklists; I believed you covered it all; Nothing additional required;

What would you tell others as a main benefits of this workshop? Answers were:

In-depth explanation; Good answers to questions; Very knowledgeable; Making property managers comfortable about the changes; The fact that the presenter himself is a property manager; The opportunity to ask questions during the presentation and discussed issues as they popped up; I loved the real-life examples; Easy to follow; Good information; Delivered naturally.





Self-Defence Female Fighting Forward

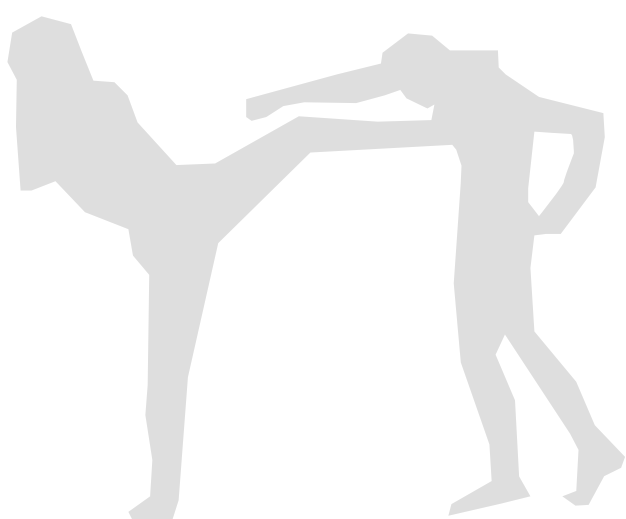


On Monday, July 22 at Arkaba Hotel, A keen group of women in the industry took the opportunity to learn some very valuable and empowering self-defence techniques taught by two very experienced and professional trainers – Margy and Sharky from Females Fighting Forward.

Over the 90 minute session, the girls got physical, practising the various techniques in a number of simulated attacking scenarios. All of the attendants gave it a 5 out of 5 with an array of positive comments.

I can highly recommend the real estate industry engaging Females Fighting Forward given our vulnerabilities in our day to day activities, to hone skills, network amongst the industry and gain valuable empowering self-defence skills in general.

This is not exclusive to women. The organisation provides the same training for males, so guys, consider coming along next time. We are sure you will benefit, just as we did.



Trish Johnson M.S.A.A
Vice President



In Memorium

The Society acknowledged two long standing members **Trevor White (Trevor White Converyancers)** died on 18th June 2024 (Joined the Society 14th Nov 2019)

Peter Brown (Real Estate Serries Pty Ltd) died 26th June 2024

Joined the Society 30th March 1994 (Member for 30 Years)

Our sincere condolences to family and friends. Thank you for your contribution to the Society of Auctioneers and Appraisers (SA) Inc. over the many years.



Peter Brown



Thank You





From the Archives



THE AUCTIONEER AND APPRAISER

The Newsletter published by the Society of Auctioneers and Appraisers (S.A.) Incorporated, 57 Barton Terrace, North Adelaide 5006

Hon. Editor: Robin du Plessis

MARCH 1986

Volume 1 No. 1

“STRATEGIES THAT WILL WORK TODAY TO SELL YOUR HOUSE” — The \$100,000 p.a. mis—take?

The following are excerpts from Malcolm Newell's article appearing in the finance pages of the Advertiser, December 16th 1985 ...

... The market is tough because interest rates are high so, for some people at least, it is cheaper to rent than buy at the moment. With real estate sales turning down, the vendor who must sell will have to try that much harder ...

... As an estate agent works on commission and may want you to pay for advertising as well, why not have at least one crack at selling the property yourself? Have a look through the house ads in the Advertiser on Wednesday or Saturday and pick out one that attracts (and holds) your attention. Then model your own effort on that ...

... You could even get two or three local agents to visit and put a price tag on the house but — if you take this course — be wary. There are agents who over-price to attract a listing and have little chance of making a sale at anywhere near that figure. They intend to beat you down when a buyer shows up. And there are those who argue convincingly that your price is wrong, putting a much lower figure on the property to get a quick turnover.

Beware, there can be thousands of dollars of difference between these rule-of-thumb valuations ...

If all else fails then consult an agent.

Printed below is a letter from a member to the Editor of the Advertiser in response to the above article.

A contrary view as put by the member in writing, should be deserving of publication or some form of acknowledgement. At the time of writing the letter was neither published nor acknowledged by the Advertiser.

16th December, 1985

The Editor
The Advertiser
121 King William Street
ADELAIDE SA 5000

Dear Sir,

We refer to your article 'Strategies that will work today to sell your house' appearing in the Advertiser Monday December 16th.

Whilst recognising the right of citizens to sell their own house property, we nevertheless take issue with your reporter, Malcolm Newell, on a number of points raised by him.

Mr Newell comments that the market is tough because interest rates are high. We would suggest that the market is quieter principally because the Adelaide residential scene has been artificially overheated for the past two years. The greatest contributing factor to this has been the advent of a multitude of small investors who have bought residential real estate with the hope of capital gains.

With the exodus of this type of buyer predominantly because of higher interest rates and capital gains tax it is natural that the market has come back to what any real estate professional would consider to be more normal in that owner/occupiers constitute a bulk of buyers.

Your correspondent states 'why not have at least one crack at selling the property yourself'. He may not realise it is this 'first crack' at selling a property which is critical. A wrong move at this time can seriously jeopardise any future marketing of the property. If a professional real estate agent considered the property should be put to auction, then any disclosure of price prior to this exercise would be self defeating.

Mr Newell further states that an owner should 'try to arrive at a realistic price'. He then goes on to suggest that people contemplating the sale of their own property should 'get two or three local agents to visit and put a price tag on the house'.

Having suggested this morally dubious exercise he then goes on to warn such a person that they should beware of an agent who 'intends to beat you down when a buyer shows up' or the agent who 'argues convincingly that your price is wrong, putting a much lower figure on the property to get a quick turnover'.

It is difficult to follow the morality of your correspondent who suggests people should call in agents simply to get their advice with no intention of using their services and then questions the integrity of these agents who apparently manipulate property owners with high or low prices. Mr Newell then goes on to suggest that if people prefer to commit their property to an agent from the outset that they should 'let three or more agents work to convince you they have the capability to get a sale at the right price'.

It is a well known fact that in the real Real Estate world that for the best service to be achieved by any vendor in the sale of their property it is imperative that one agent be given that responsibility. It is a matter of common sense that if two or three or more agents are given the task of disposing of a property that they will each be less committed to that sale knowing that perhaps after spending hundreds of dollars on advertising that another agent may sell the property. It is a matter of commercial expediency as well as mutual loyalty between vendor and agent that this situation prevail.

I fully recognise the quite separate activities of the editorial and advertising sections of your paper, but nevertheless register my strong protest against what seems to be the whimsical attitude adopted by the Advertiser.

As one whose Company spends well in excess of \$100,000 per annum in real estate advertising with your newspaper, I am disappointed, not so much in the article itself, but the apparent slur on real estate agents generally.

I have read similar and more pointed articles over many years in your newspaper and have grown tired of the anachronistic attitude towards real estate agents.

We would remind you that since the advent of real estate education, the promotion of many public seminars by the Real Estate Institute of South Australia, and a continuing programme in the Secondary Schools of this State teaching young people the benefits of home ownership, this industry has acquitted itself well as far as community involvement and in the vast majority of cases, integrity in dealings with the public.

We trust this letter will be brought to the attention of Mr Malcolm Newell and that it may be of some service to him in future reporting.

Yours faithfully,

(NAME SUPPLIED)
Member of our society

Letters to the Editor
may be sent
c/o The Secretary
57 Barton Tce. North Adelaide
S.A. 5006



FROM THE PRESIDENT

Despite big changes in the economy, 1986 has already proven that Members are able to adjust to change and we envisage in this important Sesquicentenary, that the Society, by its Members, can look back and be confident of our achievements as being a very significant and worthwhile contribution to South Australia.

Auction Schools

Eight people have just successfully completed an Auction School on the 5th and 6th March with Tutors being Messrs Ian Maitland, John Little and Bob Caldicott. Two more Auction Schools are scheduled for the 2nd and 3rd July and the 1st and 2nd October. For further details contact the Chairman of the Auctioneers' Sub-Committee, Christopher Coles, on 272 2577 or the Real Estate Institute on 212 7200.

Wine and Liquor

An entertaining evening will be had by all who attend the Theodore Bruce Group of Companies premises at 279 Grote Street, Adelaide, on Wednesday 23rd April at 6.00 p.m. Well known

Adelaide wine Auctioneer and Appraiser Colin Gaetjens, will talk on "Appraisal and Auction of Wine". Hotel Broker Fred Moller has chosen the subject "Characteristics and Characters of the South Australian Hotel Industry".

Following Questions and Answers time, Members and guests will adjourn to the King's Head hotel 353 King William St., Adelaide.

Leading Sydney Auctioneer

Mr Barry Ryan, a Director in charge of the Auction Department of L.J. Hooker in Sydney and described as the "Knight of Auction", will be guest speaker at an evening to be held on Wednesday, 13th August.

Annual General Meeting

The date for the Society's Annual General Meeting has been set down for Thursday, 30th October at 6.00 p.m.

Steeves Agnew

— Professional Indemnity Insurance
It has been confirmed that Members of the Society would be able to purchase Professional Indemnity cover early in 1986. The rating structure has been finalised. The proposals will soon be available from the printers for distribution to Members.

New Members

We welcome aboard the following new Members who have been received into the Society this year:

Mr J. Slattery of B.W. Carey (Real Estate) Pty Ltd, Mr N.P. Wallis of Barmera Co-op Packing Co. Ltd, Mrs C.A. Ludlow and Mr D.W. Purslow, both of K.R. Byerlee and Associates, Mr E.S. Vabolis of House of Cabachon and Mr V. Scali of Vincent Scali and Co.



Happy Easter

I take this opportunity to extend on behalf of the Committee, our very best wishes for the Easter season.

Christopher McLaughlin
President

DRAFT CODE OF ETHICS

The Code of Ethics of the Society of Auctioneers & Appraisers (S.A.) Incorporated of South Australia is intended to offer a general guide for the conduct of members. It is believed that a strict adherence to the Code will ensure the prestige of the Society and the profession and the setting of a high standard of practice in business, both as between members and the public and as between member and member.

It is obviously not possible to draw up a Code of Ethics applicable to all cases and circumstances, and the following therefore must not be regarded as defining all acts or defaults which would be regarded as conduct discreditable to a member of the Society.

1. A member must do nothing contrary to the standard of ethics and professional practice from time to time established by the Society and observe the highest principles of professional probity and business practice.
2. A member must do nothing to bring the Society into disrepute or to lessen the confidence of the public in the Society or in the profession.
3. A member must do all in his power to increase the confidence of the public in the profession; to promote good feeling and friendly intercourse amongst members, advance the interests of the profession, maintain its integrity and status, suppress dishonourable and unprofessional conduct or practice, and protect and promote its interests generally.

4. A member must not attempt to supplant or compete with another member by any unfair or improper means.
5. A member is remunerated solely by his proper commission and fees and is prohibited from receiving remuneration from any other source in connection with the performance of his duties as an Auctioneer and an Appraiser.
6. A member must not place after his name any words, letters or other matter indicating that he has held or is holding office in the Society.
7. In all cases the member must act in an impartial manner and with entire fairness to all parties.
8. Members must not advertise or circulate in any manner exaggerated praise or description of property or goods placed in their hands for sale, but to offer such without any form of misrepresentation.
9. A member shall not act as an arbitrator or umpire to settle disputes in any matter in which he has an interest.
10. Members must strictly observe all statutory obligations imposed upon them and must observe them not only in the letter, but in the spirit.
11. A member giving an appraisal must not do so unless he has ascertained and considered all relevant facts.
12. A member in the possession of information that or suggesting that another member has been guilty of malpractice or of any other action injurious to the interests of the Society or that he has been guilty of a breach of the rules or of the Code of Ethics, shall report the facts without delay to the Society in order that they can be acted upon by the Committee of Management.
13. A member's relationship with his client or customer should always be confidential.
14. In the event of a controversy between members such controversy must be submitted to the Society for adjudication in accordance with the Constitution of the Society. Such Constitution must allow for a right of appeal to a superior body being not less than the Complaints Committee or equivalent or being not less than the Committee of Management or equivalent or being a mutually acceptable independent arbitrator at the cost of the appellant, the appellant to have the right to choose either method of adjudication. The decisions in such adjudications shall be accepted as final and binding on the members concerned.

It shall be a breach of the Code of Ethics for a member to resort to action at law before first submitting the controversy to the Society and or during adjudication.
15. A member shall at all times be responsible for the actions of his employees and anyone acting on his behalf in their business relations with fellow members, clients and the public in accordance with this Code of Ethics.
16. In the best interests of the public, of the Society and its members and of his own business, a member must always be loyal to the Society, and active in its work and he should willingly share with his fellow members the lessons of his experience.

Members are invited to comment or suggest further classes or amendments to those drafted. A time limit of one month will be placed on replies to the Editor, after which the proposed Code of Ethics will be submitted to the Trade Practices Commission and the Department of Consumer Affairs for their approval.



IT'S NOT ALL DOOM AND GLOOM!

Good properties are still selling well, despite some negative talk and newspaper reports.

This is the feeling of Michael Brock from Brock Younger & Co. Real Estate.

At the time of writing, 100% of the 24 properties offered by auction by Brock Younger & Co. since Christmas have sold.

Of these, 75% have sold under the hammer, the balance either before or after auction.

Much of the depressed climate comes from the members themselves. Surely the industry would prosper more if agents said "Sure, the market is not as strong as it was last year, but properties are still selling" rather than complaining to the public that the market is not good.

The combined effect of negative gearing, interest rate rises (and therefore lack of availability of mortgage funds), plus the fact that S.A. real estate has just gone through a boom period, all led to a downwards readjustment of prices through November and December.

These months were certainly difficult, as vendors had to be made aware that the prices they were hoping for were simply not achievable.

Since late December, however, vendors are more aware interest rates appear to have peaked, and there are a lot more buyers around. 150 people came through an open inspection last week at St. Peters in just one hour.

On January 3rd a crowd of over 200 people attended an auction at Hyde Park of a six roomed villa which required some upgrading. It was sold by Brock Younger & Co. for \$222,000 with five bidders competing.

The main point is to pick the properties you recommend to auction. Certainly home units and townhouses, first home buyer properties north and south of the city and even small attached cottages, are not attracting enough buyers for auction.

However, better homes close to the city are still in strong demand, especially those in the \$150,000 to \$450,000 price bracket.



Michael Brock
from Brock Younger & Co.

The upper end of the market is particularly strong, with people looking for the tax sanctuary of their own family home.

Two further points are worth mentioning. For an auction programme to be successful, a property does not necessarily have to be sold on the day. Either it can be sold prior to auction, or afterwards. Even if it is passed in, at least the vendor can be made to realise what the market feels the home is worth, and a sale should quickly follow. Vendors should be made aware of this from the outset.

The last point is one that is sometimes overlooked. It is very easy for an auctioneer to claim the credit when he conducts a sale which runs in excess of the owner's reserve price. He should never lose sight of the fact, however, that a strong and professional sales team is crucial for success. If the sales team have not convinced several people that they should bid for the property and nurtured them to the extent that they are there on the day with their cheque books, then even the best auctioneers cannot create something out of nothing.

Brock Younger & Co. are optimistic about the future. Although things will probably remain reasonably static over the next six months or so, we believe that towards the latter part of the year, there will be a return of confidence and therefore an increase in prices. There are already signs that this trend has started.

— Michael Brock

S.A.'s 3rd LARGEST INDUSTRY SHOWS GOOD GAINS ON LAST YEAR'S YEARLING SALES

Horse racing enthusiasts from all around Australia gathered in Adelaide recently for South Australia's annual yearling sales. The two day Auction of young horses was conducted at the Morphettville Racecourse and attracted 500 entries from thoroughbred breeders. The yearling sales are the traditional source of new young racehorses and the sales act as the front window for the Thoroughbred Breeding Industry in this State. Not many people realise that the racing industry is the 3rd largest industry in South Australia and creates over 11,000 employment opportunities. The yearling sales themselves apart from providing the annual income to many stud breeders also bring many millions of dollars into the South Australian economy.

Top price paid at the sales was \$110,000 for a filly by the Lindsay Park Stud Stallion, Godswalk. Purchased by Bart Cummings, the trainer of many Melbourne winners, the filly will be raced in Sydney. Star of the yearling sales was in fact the progeny of Godswalk. Two other Godswalk yearlings made \$100,000 whilst a third made \$90,000. In total 11 yearlings by Godswalk went under the auction hammer at an average price of \$69,000. This may seem an incredible average, which it is, but other yearlings by him averaged \$160,000 in New Zealand recently and one sold in Ireland last year for 400,000 pounds.



Lot 147, a filly by Vain Papa, was purchased by The Coles Corporation, Adelaide, for \$23,000 on behalf of New Zealand interests.

The world record holder, Without Fear, was represented by 14 yearlings in the sale and these sold to \$90,000 at an average price of \$47,300. Third in the list of average prices was the French-bred stallion Twig Moss. His draft of 14 yearlings sold to \$80,000 at an average of \$43,208.

The two day sale turned over \$5.2 million at an average of \$13,890. This result was most pleasing as it showed good gains on the corresponding sale last year. Spare a thought for the Auctioneers who operated 11 hours straight on the first day and 8 hours the second day!



SOCIETY'S AUCTIONS



ST AGNES
128 Tolley Road
SOLD for \$2,695,000

Agent: McGees Property
Auctioneer: Simon Lambert



PARAFIELD GARDENS
9 Magnolia Cres
SOLD for \$702,000

Agent: Edge Realty
Auctioneer: Brett Roenfeldt



PROSPECT
9 Charles Street
SOLD for \$910,000

Agent: TOOP+TOOP
Auctioneer: Glenn McMillan



PLYMPTON
4 Eric Street
SOLD for \$1,380,000

Agent: Harcourts Sheppard
Auctioneer: Jarrod Tagni



SOCIETY'S AUCTIONS



KILBURN

10 Kintore Ave

SOLD for \$1,010,000

Agent: Ray White Henley Beach
Auctioneer: Jonathon Moore



KENSINGTON GARDENS

20 Peroomba Avenue

SOLD for \$1,850,000

Agent: LJ Hooker Adelaide Metro
Auctioneer: Troy Tyndall



GREENACRES

14A Bridgeford Street

SOLD for \$746,000

Agent: Ray White Prospect
Auctioneer: John Morris



LOCKLEYS

24/2 Rowells Road

SOLD for \$470,000

Agent: Adcorp Property
Auctioneer: AJ Colman



SOCIETY'S AUCTIONS



ENFIELD

27 Barrington Avenue
SOLD for \$862,000

Agent: Smallacombe Real Estate
Auctioneer: John Raptis

ROSEWATER

20 Charles Street
SOLD for \$724,000

Agent: Ray White Port Adelaide &
Largs Bay
Auctioneer: James Pedlar



AULDANA

28 Patrick Auld Drive
SOLD for \$1,371,500

Agent: TOOP+TOOP
Auctioneer: Bronte Manuel



NEWTON

43 Lomman Avenue
SOLD for \$1,090,000

Agent: LJ Hooker Kensington Unley
Auctioneer: Paul Arnold



JULY

AUCTIONS RESULTS

Suburb	Address	Date	Agent	Auctioneer	Sold Price
ROSEWATER	20 Charles Street	Monday, 01/07/2024	Ray White Port Adelaide & Largs Bay	James Pedlar	P.N.D.
SEMAPHORE	1/39 Dudley Street	Monday, 01/07/2024	Ray White Semaphore	John Morris	\$730,000
ST AGNES	17 Gordon Avenue	Tuesday, 02/07/2024	Ray White Kensington	John Morris	\$770,000
ELIZABETH VALE	29 Rollison Road	Wednesday, 03/07/2024	Ray White Salisbury	John Morris	\$712,000
LONSDALE	12 Somerset Circuit	Thursday, 04/07/2024	Commercial SA	Jonathon Moore	\$1,600,000
PETERHEAD	112A Flectcher Road	Thursday, 04/07/2024	Ray White Semaphore	John Morris	\$730,000
SALISBURY DOWNS	54 Spains rd	Thursday, 04/07/2024	KAIDE Real Estate	Jonathon Moore	\$625,000
SEMAPHORE PARK	29 Kingfisher Drive	Thursday, 04/07/2024	Ray White Port Adelaide & Largs Bay	James Pedlar	P.N.D.
DAW PARK	94 Kingston Ave	Thursday, 04/07/2024	Commercial SA	Jonathon Moore	\$958,000
FIRLE	96 Gage St	Friday, 05/07/2024	Ray White Woodville	Jonathon Moore	\$1,275,000
GLEN OSMOND	10 Lewis Avenue	Friday, 05/07/2024	Ray White Prospect	John Morris	\$1,262,000
HAMPSTEAD GARDENS	23 Orlando Ave	Friday, 05/07/2024	Ray White Prospect	John Morris	\$660,000
ATHELSTONE	26 Kirkevue Road	Saturday, 06/07/2024	Ray White Prospect	John Morris	\$727,500
AULDANA	28 Patrick Auld Drive	Saturday, 06/07/2024	TOOP+TOOP	Bronte Manuel	\$1,865,000



JULY

AUCTIONS RESULTS

Suburb	Address	Date	Agent	Auctioneer	Sold Price
ELIZABETH PARK	6 Waytown Street	Saturday, 06/07/2024	All Adelaide City Edge	Brett Roenfeldt	\$540,500
FULHAM	26 Ashburn Ave	Saturday, 06/07/2024	Ray White Henley Beach	Jonathon Moore	\$1,550,000
GLANVILLE	143A Hart Street	Saturday, 06/07/2024	Ray White Port Adelaide & Largs Bay	James Pedlar	P.N.D
GLENUNGA	22 Queen Street	Saturday, 06/07/2024	LJ Hooker Adelaide Metro	Troy Tyndall	\$1,980,000
GREENACRES	14A Bridgeford Street	Saturday, 06/07/2024	Ray White Prospect	John Morris	\$746,000
HIGHBURY	7 Rosewood Road	Saturday, 06/07/2024	All Adelaide City Edge	Brett Roenfeldt	\$912,000
INGLE FARM	10 Amundsen Drive	Saturday, 06/07/2024	DB Philpott Real Estate	Jonathon Moore	\$714,500
LARGS BAY	52 Mary Street	Saturday, 06/07/2024	Ray White Port Adelaide & Largs Bay	James Pedlar	P.N.D
LEABROOK	7/20 Rochester Street	Saturday, 06/07/2024	LJ Hooker Adelaide Metro	Troy Tyndall	Sold Prior
LOCKLEYS	24/2 Rowells Road	Saturday, 06/07/2024	Adcorp Property	AJ Colman	\$470,000
PARA HILLS WEST	500 Bridge Road	Saturday, 06/07/2024	Ray White Norwood	John Morris	\$662,000
MODBURY HEIGHTS	276 Milne Road	Saturday, 06/07/2024	McLachlan and Martin Property Consultants	Brett Roenfeldt	\$740,000
PAYNEHAM	15 George Street	Saturday, 06/07/2024	Presidential Estates	AJ Colman	P.N.D.
POORAKA	32 Wheeler Avenue	Saturday, 06/07/2024	Ray White Prospect	John Morris	\$660,000



JULY

AUCTIONS RESULTS

Suburb	Address	Date	Agent	Auctioneer	Sold Price
PROSPECT	11 Linley Ave	Saturday, 06/07/2024	Scott Murphy Real Estate	Brett Roenfeldt	\$1,390,000
SALISBURY	20 Rositano Drive	Saturday, 06/07/2024	Ray White Salisbury	John Morris	\$662,000
ST CLAIR	26 Actil Ave	Saturday, 06/07/2024	Ray White Woodville	Jonathon Moore	\$1,255,000
WOODFORDE	4/25 Norton Summit Road	Saturday, 06/07/2024	TOOP+TOOP	Bronte Manuel	\$575,000
WOODVILLE PARK	30 Radstock St	Saturday, 06/07/2024	Ray White Woodville	Jonathon Moore	\$1,300,000
WOODVILLE SOUTH	15 Cedar Ave	Saturday, 06/07/2024	Ray White Woodville	Jonathon Moore	\$1,520,000
BLAIR ATHOL	6 Jaffrey St.	Sunday, 07/07/2024	Ray White Prospect	John Morris	\$925,000
FLINDERS PARK	14 Brentwood Rd	Sunday, 07/07/2024	Ray White Henley Beach	Jonathon Moore	\$1,045,000
KENSINGTON GARDENS	20 Peroomba Avenue	Sunday, 07/07/2024	LJ Hooker Adelaide Metro	Troy Tyndall	\$1,850,000
MARION	11b George St	Sunday, 07/07/2024	KAIDE Real Estate	Jonathon Moore	\$990,000
NORWOOD	36 Coke St	Sunday, 07/07/2024	Bronlea Real Estate	Jonathon Moore	P.N.D.
PARADISE	19 Packer Crescent	Sunday, 07/07/2024	Refined Real Estate	Brett Roenfeldt	Sold Prior
SEMAPHORE SOUTH	30 Military Road	Monday, 08/07/2024	Ray White Port Adelaide & Largs Bay	James Pedlar	P.N.D
ENFIELD	18 Taunton Avenue	Wednesday, 10/07/2024	Edge Realty	Brett Roenfeldt	\$1,135,000



JULY

AUCTIONS RESULTS

Suburb	Address	Date	Agent	Auctioneer	Sold Price
ETHELTON	193 Bower Road	Thursday, 11/07/2024	Ray White Port Adelaide & Largs Bay	James Pedlar	0
MAGILL	31 Bunday St	Thursday, 11/07/2024	Julianne Price Real Estate	Brett Roenfeldt	Sold Prior
PROSPECT	180 Main North Rd	Thursday, 11/07/2024	Colliers International	Jonathon Moore	\$1,250,000
SALISBURY DOWNS	5 Hornsby Avenue	Friday, 12/07/2024	Ray White Port Adelaide & Largs Bay	James Pedlar	0
BURNSIDE	25 Nilpinna Street	Saturday, 13/07/2024	TOOP+TOOP	Glenn McMillan	\$1,010,000
ENFIELD	27 Barrington Avenue	Saturday, 13/07/2024	Smallacombe Real Estate	John Raptis	\$862,000
GILLES PLAINS	3 Gay Avenue	Saturday, 13/07/2024	All Adelaide City Edge	Brett Roenfeldt	\$740,000
EVANSTON PARK	7 Sunnyside Drive	Saturday, 13/07/2024	All Adelaide City Edge	Brett Roenfeldt	\$560,000
FULLARTON	57 Woodfield Avenue	Saturday, 13/07/2024	TOOP+TOOP	Glenn McMillan	Sold Prior
GILLES PLAINS	3 Gay Avenue	Saturday, 13/07/2024	All Adelaide City Edge	Brett Roenfeldt	\$740,000
HIGHBURY	59 Beckman Avenue	Saturday, 13/07/2024	TOOP+TOOP	Glenn McMillan	\$799,000
HOPE VALLEY	38 John Ramsay Cct	Saturday, 13/07/2024	Christine Marotti Real Estate	Brett Roenfeldt	\$900,000
KILBURN	10 Kintore Ave	Saturday, 13/07/2024	Ray White Henley Beach	Jonathon Moore	\$1,010,000
KLEMZIG	30 Wellington Street	Saturday, 13/07/2024	All Adelaide City Edge	Brett Roenfeldt	\$925,000



JULY

AUCTIONS RESULTS

Suburb	Address	Date	Agent	Auctioneer	Sold Price
PARADISE	13A Melinda Crescent	Saturday, 13/07/2024	LJ Hooker Adelaide Metro	Troy Tyndall	\$840,000
PARALOWIE	11 Dyson Court	Saturday, 13/07/2024	All Adelaide City Edge	Brett Roenfeldt	\$806,000
PARALOWIE	12 Sucre Crt	Saturday, 13/07/2024	Ray White Mawson Lakes	Jonathon Moore	\$790,000
PLYMPTON	4 Eric Street	Saturday, 13/07/2024	Harcourts Sheppard	Jarrod Tagni	\$1,380,000
ROSEWATER	41 Margaret Tce	Saturday, 13/07/2024	DB Philpott Real Estate	Jonathon Moore	\$669,500
ST AGNES	255 Smart Road	Saturday, 13/07/2024	All Adelaide City Edge	Brett Roenfeldt	\$830,000
ST CLAIR	40 Hill Smith Blvd	Saturday, 13/07/2024	Ray White Woodville	Jonathon Moore	\$740,000
VALLEY VIEW	32 Maidos Grove	Saturday, 13/07/2024	All Adelaide City Edge	Brett Roenfeldt	\$970,000
PARAFIELD GARDENS	9 Magnolia Cres	Sunday, 14/07/2024	Edge Realty	Brett Roenfeldt	\$702,000
PROSPECT	9 Charles Street	Sunday, 14/07/2024	TOOP+TOOP	Glenn McMillan	\$910,000
ROYAL PARK	11/3A Wattle Avenue	Tuesday, 16/07/2024	Ray White Port Adelaide & Largs Bay	James Pedlar	P.N.D
NEWTON	43 Lomman Avenue	Wednesday, 17/07/2024	Real Estate Partners SA	Paul Arnold	\$1,090,000
LIGHTSVIEW	15 Goodall St	Thursday, 18/07/2024	Ray White Woodville	Jonathon Moore	\$660,000
ST AGNES	128 Tolley Road	Friday, 19/07/2024	McGees Property	Simon Lambert	\$2,695,000



JULY

AUCTIONS RESULTS

Suburb	Address	Date	Agent	Auctioneer	Sold Price
MAGILL	137 Arthur Street	Saturday, 20/07/2024	Keeping It Realty	Brett Roenfeldt	Sold Prior
VALLEY VIEW	18 Derwent Terrace	Saturday, 20/07/2024	All Adelaide City Edge	Brett Roenfeldt	Sold Prior
WINDSOR GARDENS	43B Brookvale Road	Saturday, 20/07/2024	LJ Hooker Adelaide Metro	Troy Tyndall	Sold Prior
WATTLE PARK	23 Cooper Angus Grove	Saturday, 20/07/2024	Peter McMillian & Glenn McMillian	Glenn McMillan	\$2,051,000
FINDON	1/3A Barker Avenue	Saturday, 20/07/2024	Ray White Port Adelaide & Largs Bay	James Pedlar	P.N.D
SEMAPHORE PARK	49 Plover Grove	Saturday, 20/07/2024	Ray White Port Adelaide & Largs Bay	James Pedlar	P.N.D
ROSEWATER	7 McNicol Terrace	Saturday, 20/07/2024	Ray White Port Adelaide & Largs Bay	James Pedlar	P.N.D
PORT ADELAIDE	32 Cannon Street	Saturday, 20/07/2024	Ray White Port Adelaide & Largs Bay	James Pedlar	P.N.D
MAWSON LAKES	69 Isla Circuit	Saturday, 20/07/2024	Harcourts St Peters	Jonathon Moore	\$1,250,000
LARGS BAY	16 Seafield St	Saturday, 20/07/2024	Weeks & Maklin Real Estate	Jonathon Moore	\$970,000
NEWTON	25 Liascos Avenue	Saturday, 20/07/2024	Refined Real Estate	AJ Colman	Sold Prior
FERRYDEN PARK	26 Willoughby Street	Saturday, 20/07/2024	All Adelaide City Edge	Brett Roenfeldt	\$790,000
FLINDERS PARK	59 Barker Avenue	Saturday, 20/07/2024	Peter Ravese Real Estate	Brett Roenfeldt	\$1,050,000
CAMPBELLTOWN	69 Ann Street	Saturday, 20/07/2024	All Adelaide City Edge	Brett Roenfeldt	\$917,000



JULY

AUCTIONS RESULTS

Suburb	Address	Date	Agent	Auctioneer	Sold Price
WINDSOR GARDENS	43B Brookvale Raod	Saturday, 20/07/2024	LJ Hooker Adelaide Metro	Troy Tyndall	Sold Prior
PARKSIDE	11 St Helen Street	Saturday, 20/07/2024	Jump Property	Brett Roenfeldt	\$661,000
ABERFOYLE PARK	30 The Oaks Parade	Saturday, 20/07/2024	Harcourts Tagni	Jarrold Tagni	P.N.D.
VALLEY VIEW	18 Derwent Terrace	Saturday, 20/07/2024	All Adelaide City Edge	Brett Roenfeldt	Sold Prior
ROYSTON PARK	76 Lambert Road	Saturday, 20/07/2024	LJ Hooker Adelaide Metro	Troy Tyndall	P.N.D.
TORRENS PARK	62 Princes Road	Sunday, 21/07/2024	Peter McMillian & Glenn McMillian	Glenn McMillan	\$2,145,000
LOCKLEYS	2/432 Henley Beach Road	Sunday, 21/07/2024	LJ Hooker Flinders Park	Brett Roenfeldt	\$765,000
LONSDALE	28 Donegal Rd	Monday, 22/07/2024	Ray White Morphett Vale	Jonathon Moore	\$800,000
SALISBURY PLAIN	2/51-53 Stanbel Rd	Thursday, 25/07/2024	Commercial SA	Jonathon Moore	\$1,350,000
POORAKA	80 Henderson Avenue	Thursday, 25/07/2024	Ray White Para Hills	John Morris	Sold Prior
ROSTREVOR	4 Reid Ave	Friday, 26/07/2024	Hi Five Real Estate	John Morris	Sold Prior
SALISBURY	3/46 York Terrace	Saturday, 27/07/2024	Ray White Salisbury	John Morris	\$540,000
MITCHAM	115 Princes Road	Saturday, 27/07/2024	Peter McMillian & Glenn McMillian	Glenn McMillan	\$1,925,000
GOLDEN GROVE	5 Waltham Forest Trail	Saturday, 27/07/2024	Sharee Redic	Bronte Manuel	Sold Prior



JULY

AUCTIONS RESULTS

Suburb	Address	Date	Agent	Auctioneer	Sold Price
GILLES PLAINS	82 Lurline Avenue	Saturday, 27/07/2024	All Adelaide City Edge	Brett Roenfeldt	\$915,000
MODBURY	3B Princess Drive	Saturday, 27/07/2024	LJ Hooker Adelaide Metro	Troy Tyndall	\$820,000
VALLEY VIEW	10 Snowy Drive	Saturday, 27/07/2024	LJ Hooker Adelaide Metro	Troy Tyndall	\$870,000
ELIZABETH PARK	33 Beaminster Road	Saturday, 27/07/2024	All Adelaide City Edge	Brett Roenfeldt	\$591,000
GILLES PLAINS	2 Karratta Street	Saturday, 27/07/2024	All Adelaide City Edge	Brett Roenfeldt	\$630,000
ADELAIDE	203/83 South Terrace	Saturday, 27/07/2024	All Adelaide City Edge	Brett Roenfeldt	\$500,000
GILLES PLAINS	685 NE Road	Saturday, 27/07/2024	Ray White Para Hills	John Morris	\$700,000
LIGHTSVIEW	23 Bradley Terrace	Saturday, 27/07/2024	Ray White Norwood	John Morris	\$940,000
WEST CROYDON	72 Aroona Road	Saturday, 27/07/2024	Ray White Norwood	John Morris	\$1,027,000
ROSTREVOR	2 Swan Ave	Sunday, 28/07/2024	Hi Five Real Estate	John Morris	\$1,395,000
ATHELSTONE	10B Burnbank Grove	Sunday, 28/07/2024	All Adelaide City Edge	Brett Roenfeldt	\$805,000
ANDREWS FARM	9 Bredford Grove	Sunday, 28/07/2024	Ray White Angle Vale	John Morris	\$590,000
INGLE FARM	64 Wright Rd	Sunday, 28/07/2024	Ray White Prospect	John Morris	\$715,000
GLANVILLE	15 Stewart Street	Sunday, 28/07/2024	Century 21 Beachside and Lakes	Brett Roenfeldt	\$801,000



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



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Anthony DeMarco



Vincent Doran



Angus Barnden



Trent Godfrey



George Kargiotis



Hamish Mill



David Smallacombe



Nathan Casserly



Mark Griffin



Michael Fenn



Sam Doman



James Wardle



Glenn McMillan



Vincent Wang



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Simon Tanner



Andy Edwards



James Pedlar



Scott Newton



Matt Smith



Paul Arnold



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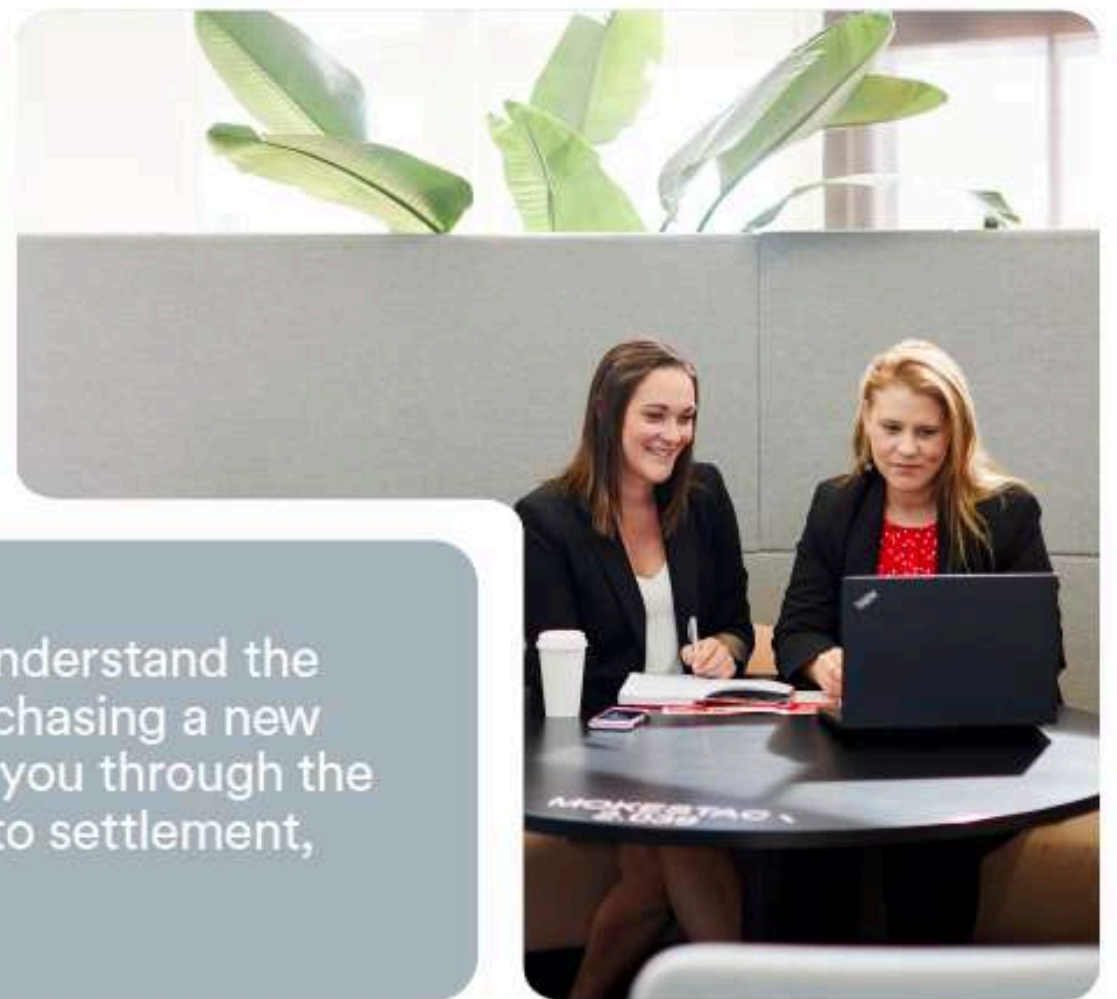
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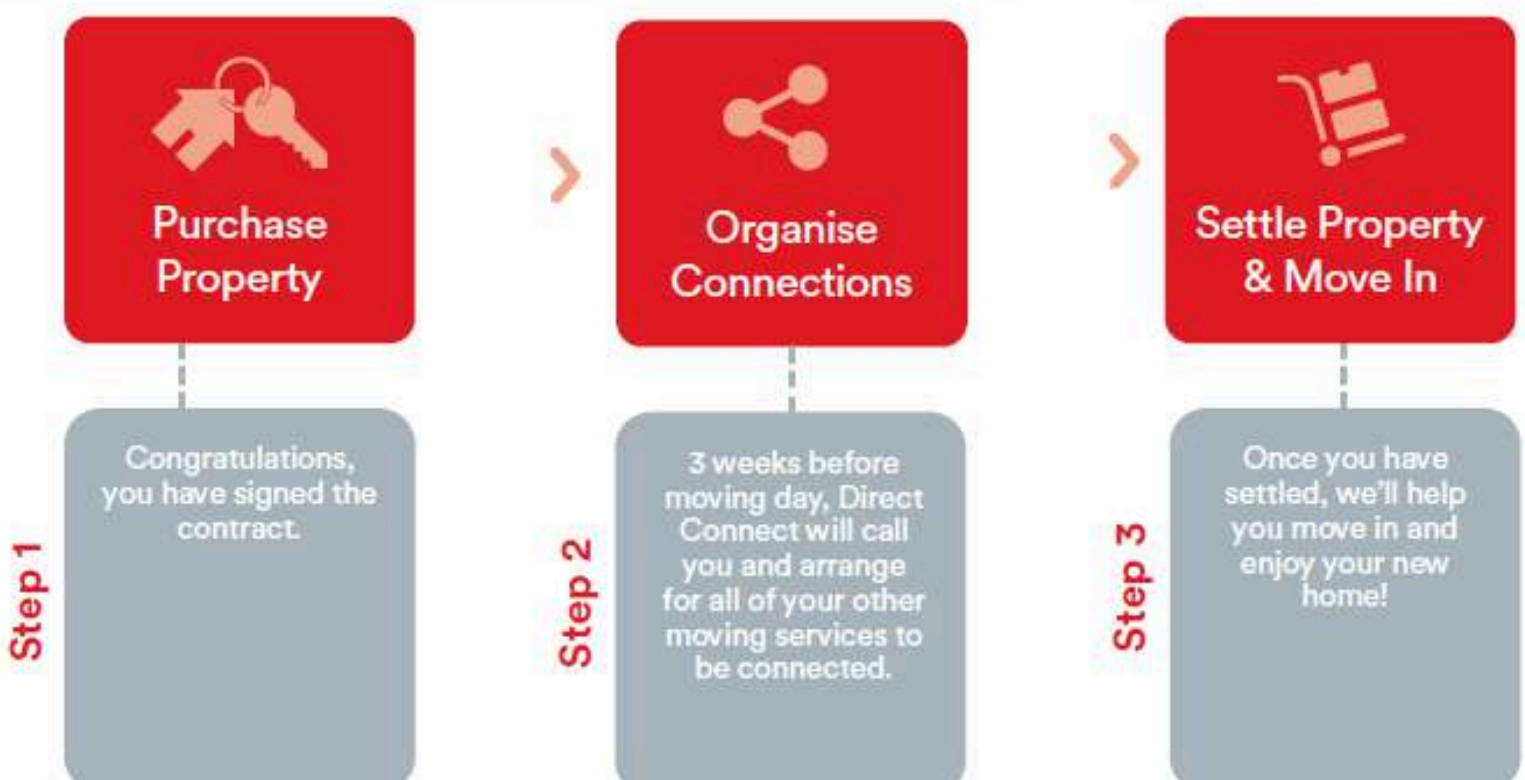
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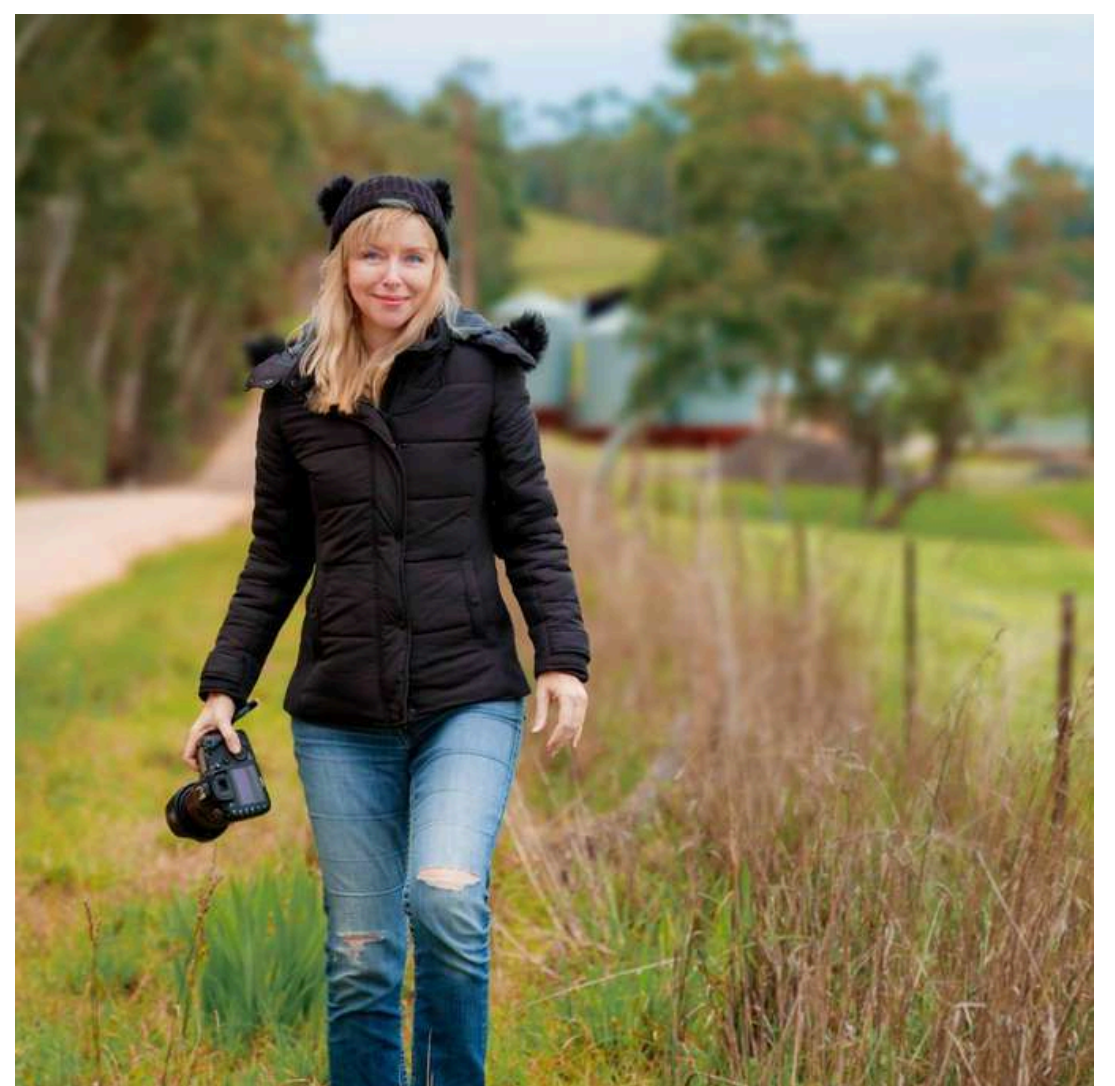
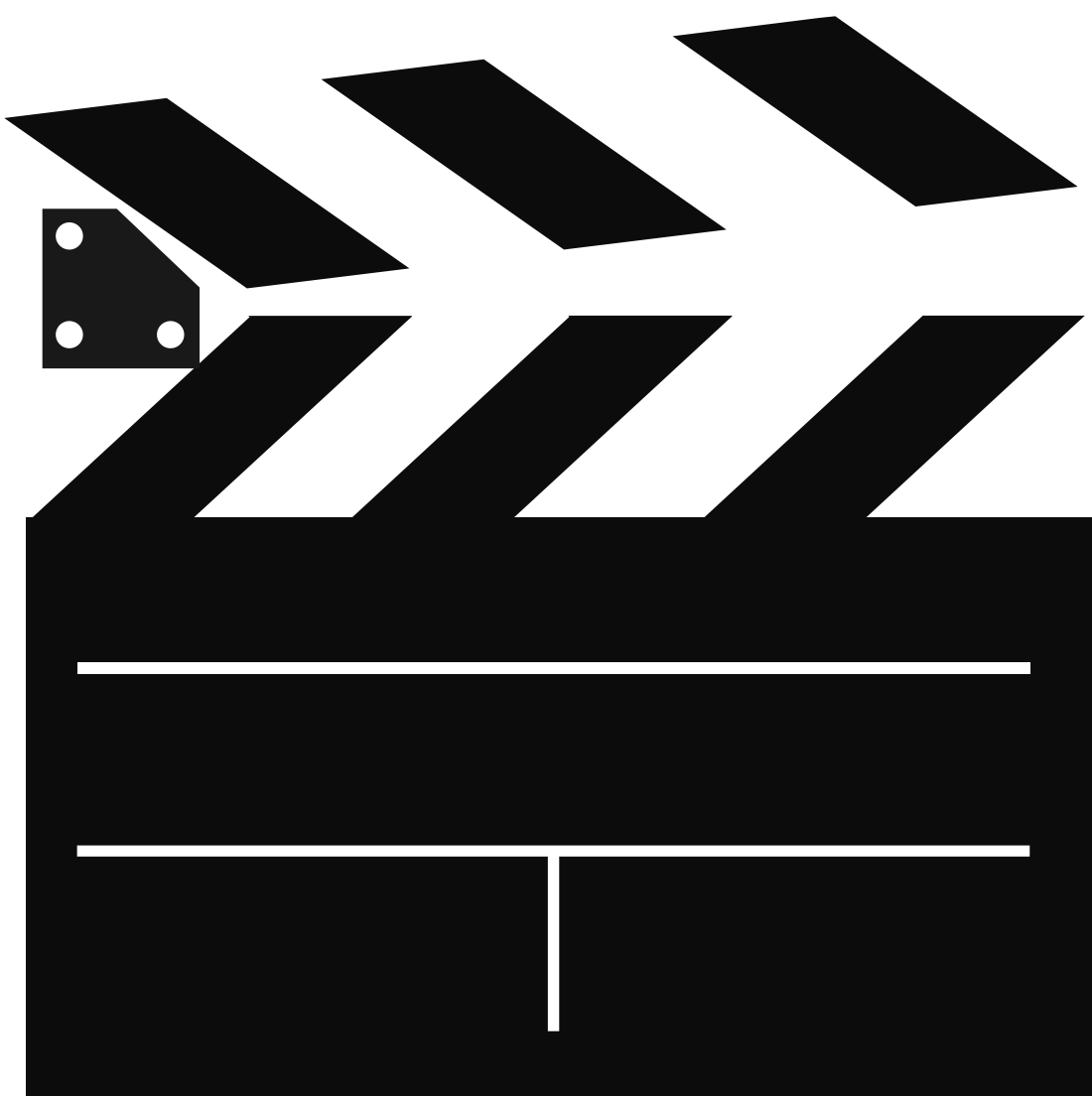
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Chris has been involved with the Society of Auctioneers & Appraisers as a trainer and board adviser since 1995 and has been conveyancing since 1985.

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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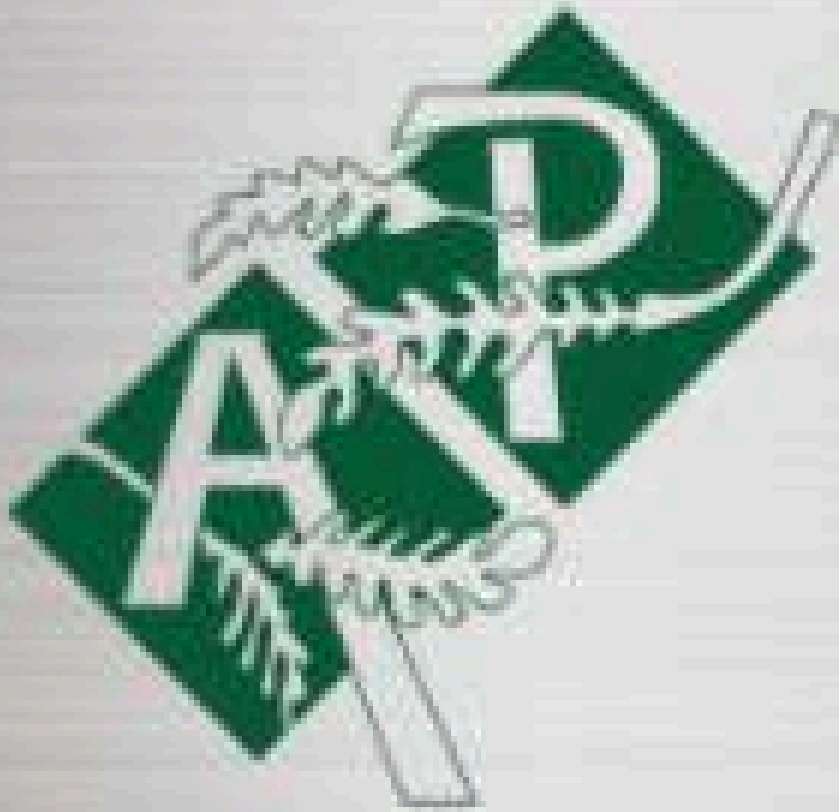


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21 ADVANTAGES OF AUCTION

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.

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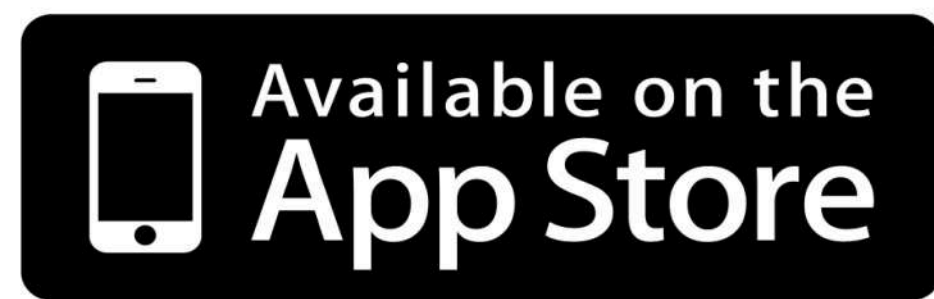
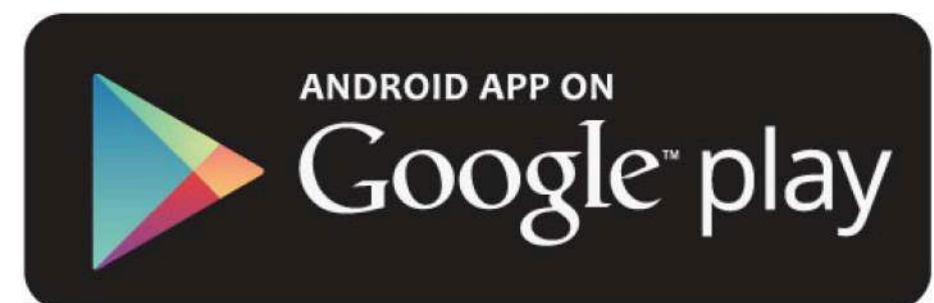
INSTANT UPDATE

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

LIST

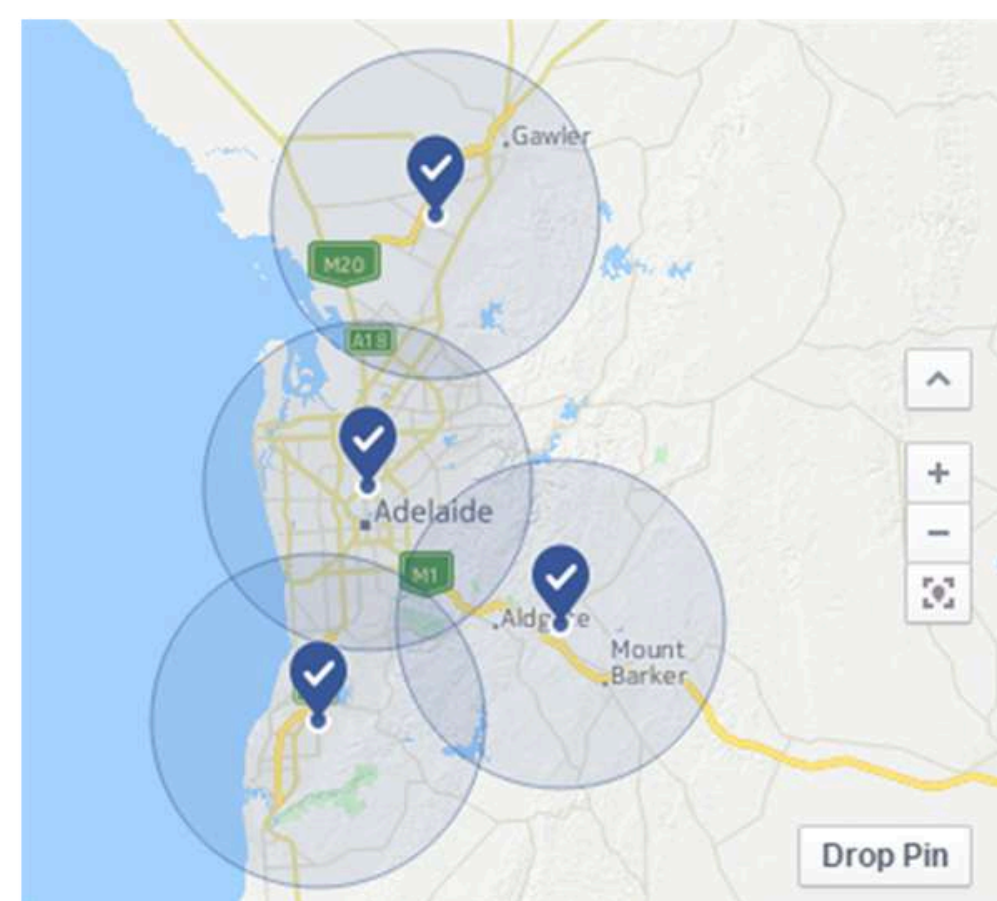
Please ensure all Upcoming Auctions are posted on our web site the minute they are listed!

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!



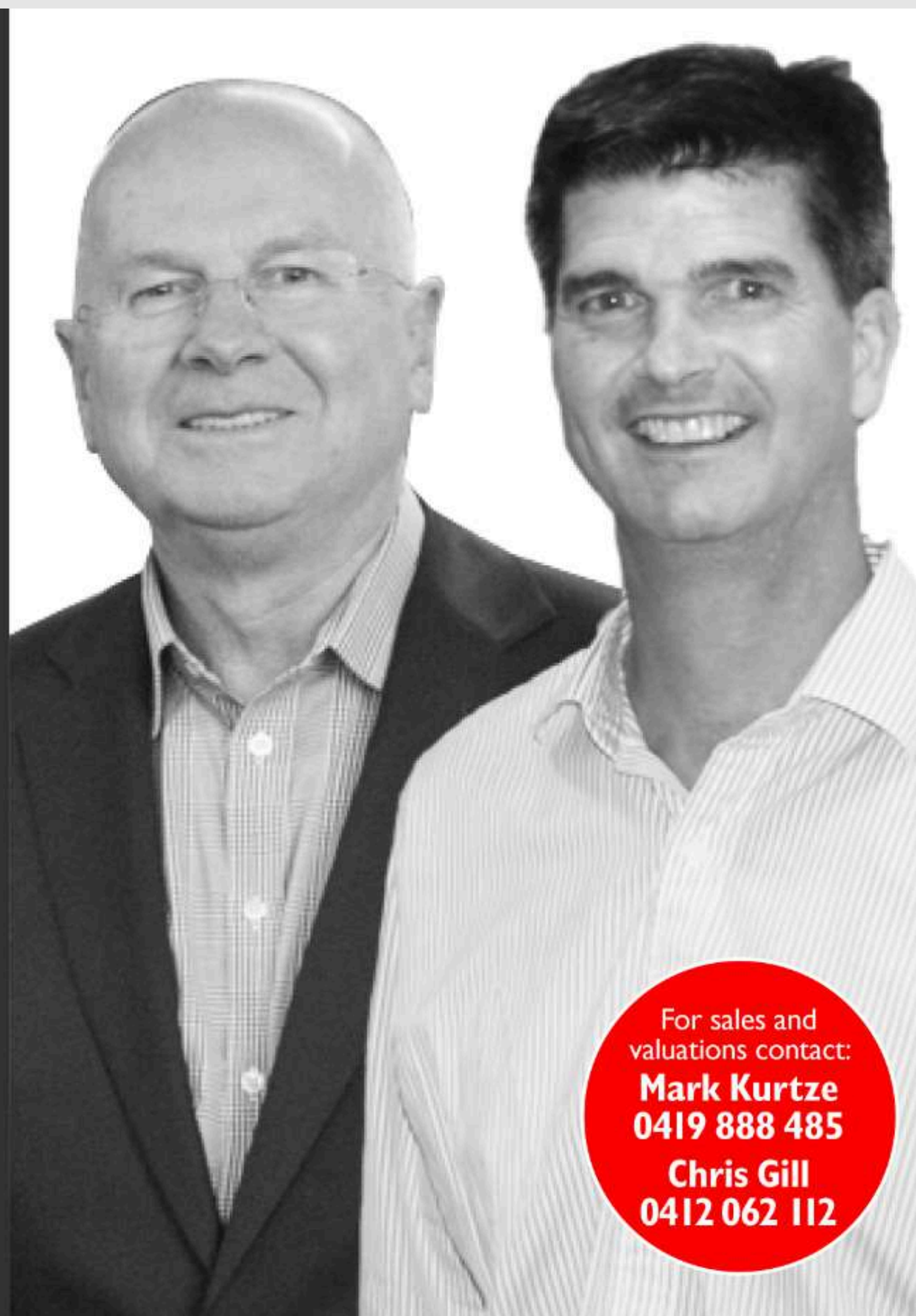
Make sure you tell your vendors that their auction will be advertised to thousands of the general public for free through this Smartphone app!

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