

GAVEL & GLASS

AUGUST 2022 - CELEBRATING 40 YEARS

"The Society"

Representing
Auctioneers
Appraisers
Agents
Sales Consultants
Property Managers

- Real Estate
- General
- Livestock

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





'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**



CONTENTS

**The Society of
Auctioneers and
Appraisers (SA) Inc.**

THE
INDUSTRY
CHOICE OF
PROFESSIONALS



*Look for the logo
– its your guarantee*

auctioneers.com.au

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President



Andrew Monks

**Vice
President**



John Morris

THE BOARD Board Members



Sarah Bower



Anthony DeMarco



Vincent Doran



Vincent Wang



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Visit our Website
auctioneers.com.au



Follow us on Instagram
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'MAJOR ANNOUNCEMENT'

GOLDEN GAVEL Feeder into the AUSTROS Competition

AUSTRALIAN AUCTIONEERING CHAMPIONSHIPS



The Australasian Championships is an annual event representing the most skilled and professional auctioneers that Australia and New Zealand has to offer.

The Society is pleased to announce we have negotiated with REIA to provide the South Australia entrants into the Australasian Auction Championships for 2022 and 2023.

The rules of the competition require all South Australian Auctioneers to be invited to participate in the Feeder Competition to be held on Tuesday 30th August 2022.

Our competition will follow the Australasian format and judging criteria with participants being held in lock-up prior to performing in front of Judges and Bidders.

The 2 top point scorers will be the South Australian AUSTROS representatives.

**Please book for the lunch and attend the
performance of our 8 Auctioneers.**

Gavel & Glass

SA REIA Feeder Into

THE "AUSTRALASIAN AUCTION CHAMPIONSHIPS"

VENUE: The Arkaba Hotel, 150 Glen Osmond Road

TIME: Doors Open 8:45am for 9:00am start

Date: Tuesday 30th August

[DOWNLOAD
TIMETABLE
HERE](#)



9.00

**ANTHONY
DEMARCO**



9.20

**JOHN
MORRIS**



9.40

**TRENT
GODFREY**



10.00

**BRONTE
MANUEL**

10.40 - Break Time



10.20

**AJ
COLMAN**



11.00

**VINCENT
DORAN**



11.20

**SHARON
GRAY**

12.20 - Lunch Time

Phones on Silent | NO bidding please

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REIA Feeder Competition Into
The "Australasian Auction Championships"
LUNCH

The Arkaba Hotel
150 Glen Osmond Road
Fullarton

Tuesday 30th August
At 12 noon



Book by Friday 19th August
Performances from
9.00 am - in the Top Room

Dress Code Office Attire
or Smart Casual
Cost \$65.00 each for
lunch and drinks.



THE SOCIETY
REPRESENTING
AUCTIONEERS
APPRAISERS
AGENTS
SALES CONSULTANTS
PROPERTY MANAGERS
REAL ESTATE, GENERAL AND LIVESTOCK

ALL
MEMBERS
INVITED

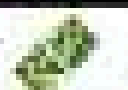


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KEY SPONSORS

ALSO SUPPORTED BY

PARTNERS



Credit Card Authority for Expenses **TAX INVOICE** ABN: 82 855 149 245

Please post with cheque or fax to Society of Auctioneers & Appraisers(SA) Inc.
Telephone (08) 8372 7830 22 Greenhill Road, Wayville SA 5034
Email: admin@auctioneers.com.au

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

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TRAINING - WE COME TO YOU

'THE SOCIETY'

AGENTS AND AUCTIONEERS UNDER THE PUMP
Challenges Agents and Auctioneers are facing

TRAINING AT
YOUR OFFICE
NOW AVAILABLE.
PRESENTERS
WILL COME TO
YOUR OFFICE.



Brett Roenfeldt



Chris Gill



Garry Topp

Q+A session addressing
issues that can arise
during an Auction or
opening inspections and
how to handle situations
and questions and
difficult scenarios.

DO YOU KNOW THE ANSWER TO THE FOLLOWING:

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- One of your vendors informs you on the morning of the Auction that they intended to register and bid on the own property, what do you do?
- Does it alter your response if the vendor that is bidding is privy to the reserve price or any amended reserve price?
- As Auctioneer, you become aware 30 minutes before the auction of a possible encroachment of the subject property over the neighbours land, or an existing structure encroachment over an easement and this is not disclosed in Form 1 or contract, what do you do?
- There has been a violent death at the property, do you have a duty to disclose?
- A person calls the Sales Agent 20 minutes before the Auction and wants to register over the phone, can they do it? And what protocols need to be in place?
- A person wants to register with no identification 5mins before the Auction, what can you do?
- After the property is sold, at the point of signing the contract what happens if the purchaser wants to alter either the deposit or settlement and the vendor agrees, can you do it?
- Are there any white ant or pest problem with this property?
- If I buy today I want to put the contract in joint names with my wife, but she is not here - what can I do?
- Have all the building and improvements located on the property been approved by council?
- A person assumed to be in a state of intoxication asks, I have had a few drinks - will you accept my bid?
- I'm a beneficiary or executor, can I bid as a purchaser?
- An agent stands next to the registered bidder and bids for the registered bidder using that persons biding number, is it ok?
- You are aware that one of the buyers does not have F.I.R.B. approval, but wants to bid , what is your best course of action?
- Online Auctions - what are the potential problems?
- If you are under reserve and the vendors are not there, how can they communicate acceptance of a figure below your reserve?
- If a purchaser bids by telephone with a person in the employee of the agent handling the sale, is there a conflict of interest? And what are the ramifications?
- If an underage person wants to bid without a parent or guardian with them, what are your options?
- Announcing on the market, what are the ramifications?
- Auctioneer is aware forms have only been on display for 20 minutes, not the required 30 minutes, what should you do?
- After the Auction the buyer asks for an extra name to put on the contract as a purchaser, can you do it and what are the ramifications?
- Can I pay the deposit by deposit bond?
- A rambling 20 room home that is currently empty but has previously used as a nursing home, a buyer asks, is GST applicable to today's auction? What is your answer?

ALL SALES AND
ADMINISTRATION
STAFF SHOULD BE
INVITED TO ATTEND

Cost: \$550 for
up to 15
delegates

KEY SPONSORS



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BusinessSA

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UP COMING EVENTS

'THE SOCIETY' Real Estate Auction Academy

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



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



**DOWNLOAD
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HERE**



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

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

*Prior accreditation is required in CPPDM4019A (Prepare Auction and Complete Sale). Prior registration as a Sales Representative or Agent is a prerequisite
You will receive specific training on:

- | | |
|---|---|
| ✓ Inspire trust in your bidders | ✓ How to utilize Best Practice Procedures |
| ✓ Build excitement in your presentation | ✓ Answering questions |
| ✓ Delivery Techniques | ✓ Legislative questions |
| ✓ Voice Projection and Modulation | ✓ Auction Documentation |
| ✓ How to design your open and welcome | ✓ Closing |
| ✓ Body Language | ✓ Dialogue with Vendor |
| ✓ What Conditions of Sale to highlight | ✓ Highest Bidder Negotiation |
| ✓ Taking Bids | ✓ Effective use of the 3 calls |
| ✓ Crowd Control | |

Each participant will receive a comprehensive workbook including Best Practice Procedures, Auction Essentials Handout and PowerPoint Presentation.
Assessment of Competency will be by a Workplace Trainers and Assessors and competency in all segments of the Auction performance will be required for certification.
National Statement of Attainment issued on successful completion.

- 3.5 decades as a Real Estate Auctioneer
- 16,000+ Auctions of farms, vineyards, hotels, motels, and commercial and industrial - including all South Australian Hungry Jack's outlets, Red Roosters, Pizza Huts, major iconic farms in the mid-north, sheep stations, Lindsay Park Stud, residential homes, and vacant landholdings.
- The only trainer to win five 'The Society' Golden Gavels and represent SA in the Australasian Auctioneering Championships as a contestant and judge

Brett will impart intricate knowledge gained over the last 35 years to give participants the best possible knowledge to commence their career or enhance current skills.

The training is all about bringing out your own natural personality into your performance and painting emotional pictures of lifestyle benefits to ensure your performance is powerful and unique.

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

Next Workshop

**FRIDAY 19TH AUGUST AND
THURSDAY 1ST SEPTEMBER
8AM for 8:30AM to 6:00PM**

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

COST: \$1,150 for members requiring licence

COST: \$650 for members already licenced

(Non members are invited to join prior to attending)

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

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

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

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22 Greenhill Road, Wayville SA 5034

Gavel & Glass

UP COMING EVENTS

AGENCY SALES BUSINESS STRUCTURING FOR SURVIVAL

PRESENTED BY WAYNE JOHNSON

HOW TO RUN A VIABLE BUSINESS WITH A LONG-TERM FUTURE

For Principals, Sales Consultants and Support Staff

BULLET PROOF YOUR BUSINESS

- Now, more than ever, it is critical to understand the profit drivers of the business and how to determine what action needs to be taken to ensure the business emerges from the current storm with the structure and tools to survive and thrive.
- The '**Structuring For Survival**' Workshop will examine the unique financial structure of the Real Estate agency business, the critical measures (particularly the margin of gross profit) and how to examine the current profit status of your business and to design a more robust structure.

THURSDAY 25TH AUGUST 2022

8.30am for 9.00am start to 11.00am

Arkaba Hotel | 150 Glen Osmond Road,

Fullarton SA 5063

Members and Employees \$69 each

OR \$59 each for two or more from the same office

RSVP BY FRIDAY 12th AUGUST 2022



WAYNE JOHNSON

Society of Auctioneers & Appraisers (SA) Inc President in 2008, Wayne has 30 years of experience in Real Estate including Sales and Property Management, multiple office agency ownership, National franchise CEO, and risk management consultancy.

Wayne has an MBA - Bachelor qualification in property and is a qualified workplace trainer.

LEARN HOW TO

- Calculate the thresholds for costs and commissions to breakeven
- Calculate activity necessary to maintain breakeven point - client contacts, listing opportunities, listings, sales
- Set targets & forecasts based on your average commission
- Shows what you need to do to make a profit & to be successful
- Look at a typical scenario analysis
- Desk cost per sales person
- Break-even point for sales
- Look at strategies to improve the bottom line
- Determine what commission rate you should walk away from
- Change your existing model to your advantage
- Discover the break-even point for each transaction

[DOWNLOAD
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HERE](#)

With multiple disruptors all looking for their share of a decreasing commission pie, the industry is facing intense competition with enormous pressure on professional fees.

All attendees will gain free access to "profit planner" for 3 months

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UP COMING EVENTS

2022 GOLF CLASSIC FRIDAY 25th NOVEMBER

@ MOUNT OSMOND GOLF CLUB

Sponsored by Chris Gill

†The Form 1 Company™



**WIN \$50,000 CASH!
JUST GET A HOLE IN
ONE ON THE 4TH**

For teams fully booked to play prior
to Friday 4th November.
Supported by Cowden SA Insurance
Brokers & Read Brothers Signs
Underwritten by Lloyds of London
Plus other prizes including \$500 cash
closest to pin on 4th

TIMELINE

11.30AM - LUNCH

12.30PM TEA OFF

5.00PM PRIZES AND AWARDS

PRICING

\$99.00 FOR GOLF, ON-COURSE DRINKS
AND SNACKS, BARBECUE LUNCH AND
SNACKS AFTER THE GAME AND PRIZES
SPONSORED BY †The Form 1 Company™



ONLY \$99.00 PER PERSON (*Mount Osmond Members please deduct \$10)

SPONSORED BY CHRIS GILL - THE FORM 1 COMPANY

PLEASE BOOK ALL TEAMS BEFORE FRIDAY THE 5TH NOVEMBER

TEAMS OF 4 PLAYERS - AMBROSE WITH SHOTGUN STARTD BY THE FORM 1 COMPANY

[**DOWNLOAD
BROCHURE
HERE**](#)

Only 15 minutes from the centre of CBD, Mount Osmond Golf Club is blessed with glorious views of the city of Adelaide, Mount Loft Rangers and coastline. The wide undulating fairways, challenging greens and stimulating course layout will always make for a memorable round. Our beautiful heritage clubhouse and welcoming membership will give you a golfing experience thats been delighting our members since 1927.

Our Golf Professional Ian Pritchard was awarded the joint winner of the 2015 National Club Professional of the year. This follows his recognition as 2014 and 2015 PGA Professional of the Year at the SA Golf Industry Awards.

Golf Carts: Please book direct Pro Shop - Tel.: 8379 1673



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Credit Card Type (Please tick)

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Visa

☐

Mastercard

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Amex

Card No.

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NON-MEMBERS Please advise Address _____

Ph _____ **Email** _____



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Agents and Auctioneers Under the Pump Workshop

Agents and Auctioneers under the pump is the new initiative of the Society of Auctioneers and Appraisers and addresses challenges that Agents and Auctioneers face on a daily basis at open inspections and auctions.

We have recently changed to an interactive forum where we discuss each issue in depth as we go in a question-and-answer format. One of the main advantages of attending this workshop is that the training is delivered in plain English from trainers who are agents, auctioneers and conveyances, namely, Garry Topp, Brett Roenfeldt and Chris Gill.

We have written a Property Auction Selling Guide as a reference manual covering all aspects of an auction from listing, marketing, via scripts and dialogues-everything you need to know about Auction. We are in the process of adding a section on electronic bidding as we are experiencing an upsurge in interstate buyers buying property sight-unseen. There are many pitfalls being uncovered, especially with interstate buyers not realising the South Australia legislation and conditions of auction different to the eastern states.



Agents and Auctioneers Under the Pump Workshop



There was brisk discussion from the gallery on all issues and when asked what did you gain from this presentation? Answers were: Yes - picked up plenty. Yes, excellent presentation - This session really opened my eyes to what's currently happening in the marketplace. Yes - I learnt far more new information. Yes - I now know how to handle some auction curved balls. Yes - I'm three months into real estate and found this very valuable.

What did you like the most? Answers were: The Free and easy format. The interaction between presenters and the gallery - the only way to go. Yes - Specific scenarios explained. Yes - never sign an auction contract after the event varying the original terms and conditions.

What else would you like covered? More questions of a similar content, was so in-depth could've had an extra half an hour.

What would you tell others as the main benefits of this workshop?

Answers were: Topical insight clarification from experienced, authoritative figures in [BR, CG and GT]

I loved how we covered real-life issues that were personalised to the current market, not just general information as is usually the case in training workshops. We will hold another one of these sessions later in the year, and if you would like to attend, please let us know.



Garry Topp F.S.A.A (Life)

CEO - society@auctioneers.com.au | 0427 667 112

Gavel & Glass

Auctions: Do we, or don't we?



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 at that time in an open, transparent and public forum.

Real Estate Auctions have become one of the most popular methods of buying and selling property in Australia with substantial benefits to both Vendors & Purchasers.

Auction puts the negotiations into the public forum and a time limit on negotiations.

Property Sold by Public Auction is the most transparent method of sale ever!

As the transaction is conducted entirely in the public forum, it's open, honest and genuine for both Vendors and Purchasers.

Committed Vendors auction their properties and Buyers know it!

Let's deal with the cash buyers first.....

Auctions: Do we, or don't we?

Basically Auction allows you to deal with cash buyers over a 2-3 week period then if the property doesn't sell at Auction, you can commence a Private Treaty Sale with an asking price and deal with conditional buyers.

If a property has been for sale by Private Treaty and has not sold, converting to Auction can re-ignite previous leads as it creates urgency – especially if no price is quoted in the campaign.

What are the Advantages to me as a Vendor?

- Control, as Vendor you set the terms and conditions.
- You get a cash unconditional contract.
- 10% deposit on the fall of the hammer.
- No cooling off period applies.
- Allows 3 opportunities to sell – before, at Auction or immediately after – and reduces the overall selling time in the market.
- Creates a sense of urgency, which motivates purchasers to action. Puts a timeline on negotiations.
- Allows all potential buyers to compete amongst themselves to offer the vendor the best price.
- Can be used as part of a total marketing package where auction is the component that gets the buyers to act.
- Forces buyers to make decisions to a deadline of the auction date and brings negotiations to a head.
- The Auctioneer's skills, enthusiasm and techniques can maximise the price.
- Vendors control their reserve price and settlement date and accept or reject varied terms and get cash contracts, which usually settle in 30-45 days.
- 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.
- 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.
- Your home is only open at times that suit you with a predetermined schedule of opens.
- The level of market interest will help you gauge your reserve price.
- The competitive Auction environment offers the greatest chance for a premium price.
- On the fall of the hammer the Vendor becomes a cash buyer (subject to settlement of their property only).
- 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.

Auctions: Do we, or don't we?

So, what happens?

Basically the Agent conducts a series of open inspections, data base marketing, media promotion and on auction day all interested parties register to bid and buyers compete to be the purchaser.

Society of Auctioneers and Appraisers (SA) Inc. Members can also promote auctions on the “Upcoming Auctions App” which can be downloaded from the App Store. Members of the public can search for upcoming auctions by Suburb, Agent, and Date or Auctioneer so please ensure your auctioneer is a member of ‘The Society’ so they can utilize this powerful marketing tool.

Some say that Auction is stressful and they are right – but the stress only lasts for 10-15 minutes while the auction is in progress where in some other methods of sale the stress can last for weeks with not knowing what the outcome will be.

Are there any advantages for buyers?

From a buyer’s perspective also, the transaction pans out right in front of their eyes, they can see their competition and react accordingly.

These days buyers can get pre-approval for finance which gives them the same opportunities as a cash buyer at an Auction.

In no other method of sale a potential buyer can be privy to other offers and by bidding at Auction you get to see those other offers and then participate in the bidding to hopefully purchase and you don’t get that dreaded phone call “Sorry you missed out the property has been sold to someone else”

For more information see Auctioneers.com.au and when selling by Auction make sure your Auctioneer is a practicing member of The Society of Auctioneers and Appraisers (SA) Inc.



Garry Topp F.S.A.A (Life)
CEO - society@auctioneers.com.au | 0427 667 112

Auctions: Do we, or don't we?



WORDS **GARRY TOPP**
PHOTOGRAPHS **JORDAN BRIGANTE, JB MEDIA**

Auctions: do we, or don't we?

Selling a home can be a stressful time, but choosing the right type of marketing campaign is a vitally important decision for every vendor.

What is an auction?

An auction is a process that allows interested parties to make competitive bids in real time, establishing the current market value of the property in an open forum.

Real estate auctions have become one of the most popular methods of selling property in Australia and offer substantial benefits to both vendors and purchasers.

Auctions put sale negotiations into the public realm and are effectively the most transparent method of sale. They also put a time limit on negotiations, preventing the process from becoming convoluted.

As the transaction is conducted entirely openly, it's honest and genuine for both vendors and purchasers. Committed vendors put their properties to auction and buyers know it.

An auction allows vendors to deal with cash buyers (or those pre-approved for finance) over a two-to-three-week period. Then, if the property doesn't sell at auction, you can commence a private treaty sale with an asking price and deal with conditional buyers.

If a property has previously been for sale by private treaty and has not sold, converting to auction can re-ignite previous leads as it creates urgency – especially if no price is quoted in the campaign.

Reprinted from **SA LIFE Premium Property 2022**

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SOCIETY'S AUCTIONS

SOLD!



GLEN OSMOND, 10 Leslie Street
SOLD for \$1,500,000

Agent: Leon Yuan
Auctioneer: Brett Pilgrim



FULHAM GARDENS, 5 Debney
Street
SOLD for \$920,000

Agent: Thomas Crawford
Auctioneer: Vincent Doran



BETHANY, 215 Bethany Road
SOLD for \$1,355,000

Agent: David Braunack
Auctioneer: Brett Roenfeldt



CAMPBELLTOWN, 35 Meadow
Avenue
SOLD for \$1,660,000

Agent: George DeVizio
Auctioneer: Troy Tyndall

Gavel & Glass

SOCIETY'S AUCTIONS

SOLD!



ROSTREVOR, 3 Heyes Crt
SOLD for \$1,225,000

Agent: Alex Parzis & Hayley Parzis
Auctioneer: Bronte Manuel



ROSTREVOR, 16 Karrawirra Ave
SOLD for \$1,062,000

Agent: Gary Musolino
Auctioneer: Tony Tagni



MALVERN, 3 Dover Street
SOLD for \$1,410,000

Agent: David Smallacombe & Sadie White
Auctioneer: David Smallacombe



ALLENBY GARDENS, 8 Barham St
SOLD for \$875,000

Agent: Grant Wills
Auctioneer: Tim Thredgold

Gavel & Glass

SOCIETY'S AUCTIONS

SOLD!



HALLETT COVE, 10 Ramrod Avenue
SOLD for \$5,000,000

Agent: Tim Pozza
Auctioneer: Simon Lambert



BROADVIEW, 129 Galway Avenue
SOLD for \$955,000

Agent: Heather Dunn
Auctioneer: Jarrod Tagni



BELAIR, 11 Culley Ave
SOLD for \$882,000

Agent: Sharon Gray
Auctioneer: Sharon Gray



GREENACRES, 20 Manoora Street
SOLD for \$1,172,500

Agent: Stefan Siciliano
Auctioneer: John Morris

Gavel & Glass

SOCIETY'S AUCTIONS

SOLD!



GREENWITH, 136 Green Valley Drive

SOLD for \$1,500,000

Agent: Sam Doman

Auctioneer: Sam Doman



KENSINGTON PARK, 23 May Tce

SOLD for \$1,180,500

Agent: Nathan Fox

Auctioneer: John Raptis



GLENELG NORTH, 144 Augusta Street

SOLD for \$1,400,000

Agent: Rod Smitheram

Auctioneer: Rod Smitheram



PROSPECT, 4 Moore St

SOLD for \$1,200,000

Agent: David & Beverly Philpott

Auctioneer: Jonathon Moore

Gavel & Glass

SOCIETY AUCTIONEERS REPORTING THEIR AUCTIONS ON THE SOCIETYS UPCOMING AUCTIONS APP



Troy Tyndall



John Morris



Tony Tagni



Jarrod Tagni



Aj Colman



Tim Thredgold



Simon Lambert



Rod Smitheram



Geoff Schell



Jonathon Moore



Michael Cavuoto



Anthony DeMarco



Peter Economou



Richard Thwaites



Sam Doman



John Raptis

SOCIETY AUCTIONEERS REPORTING THEIR AUCTIONS ON THE SOCIETYS UPCOMING AUCTIONS APP



Bronte Manuel



Nathan Casserly



Brett Roenfeldt



Nick Ploubidis



Matt Smith



Paul Arnold



Hamish Mill



David Smallacombe



George Kargiotis



Sarah Bower



Vincent Doran



Sharon Gray



Marc duPlessis



Richard Ward



Mark Griffin



Joshua Bagley



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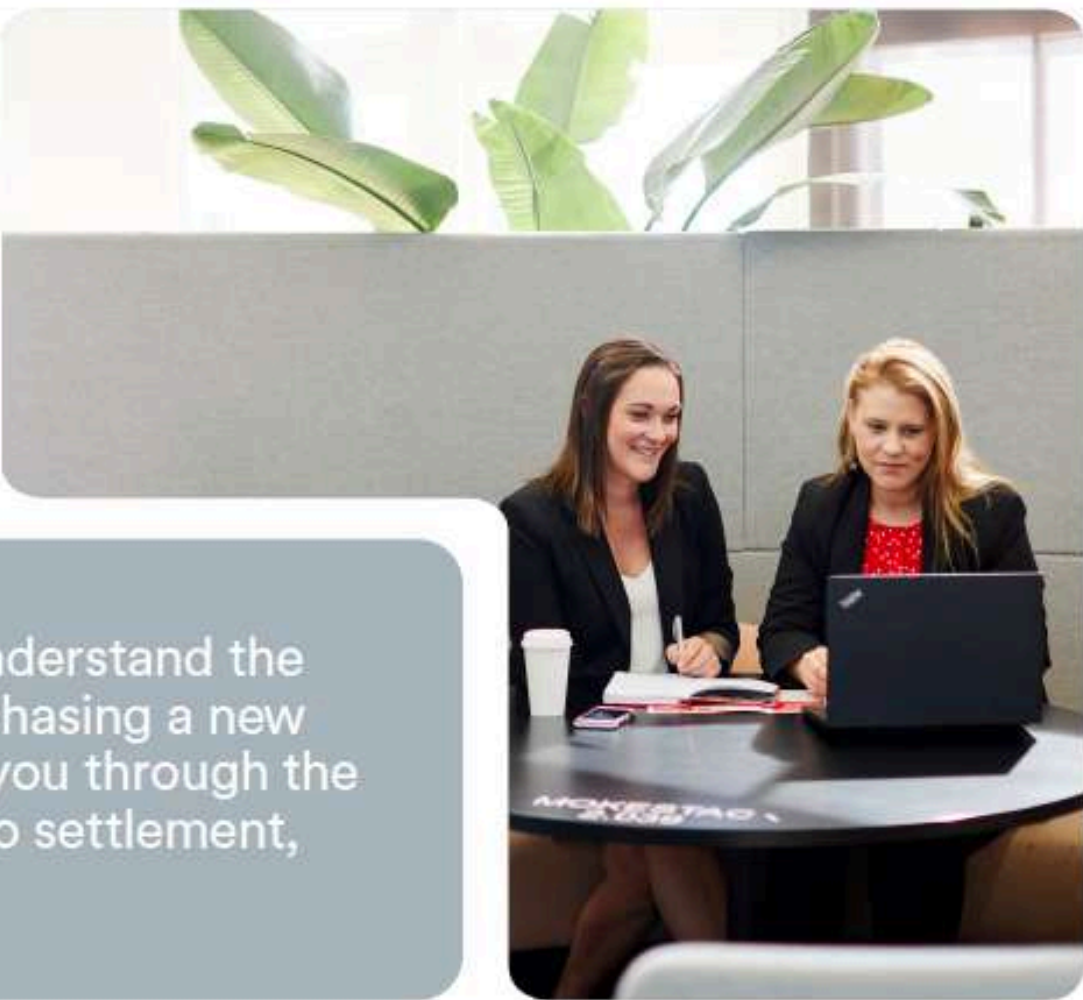
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We understand the moving process



SERVICES WE CONNECT

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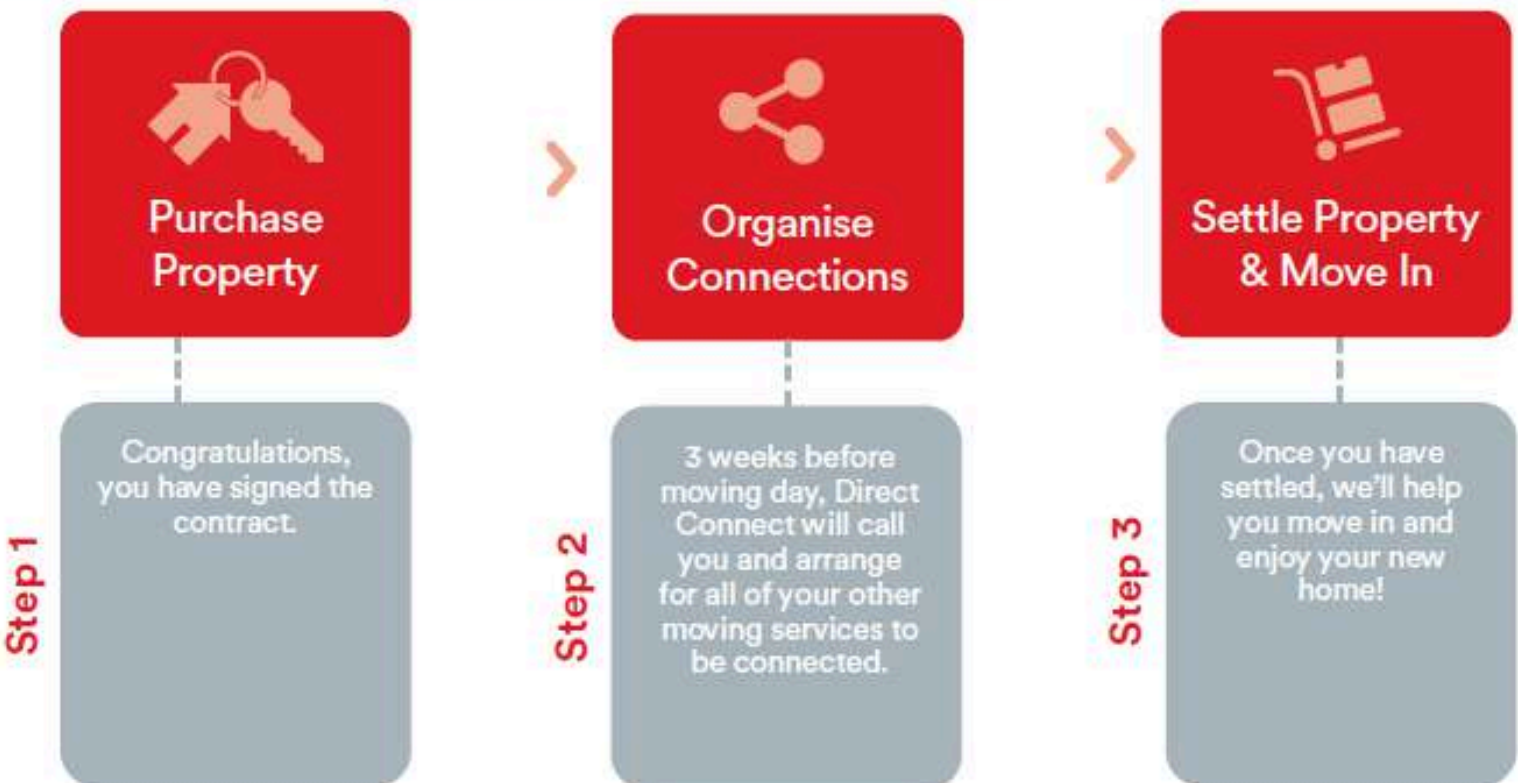
Our telecommunication experts can advise you on a great range of phone, broadband and mobile solutions, tailored to suit your needs.



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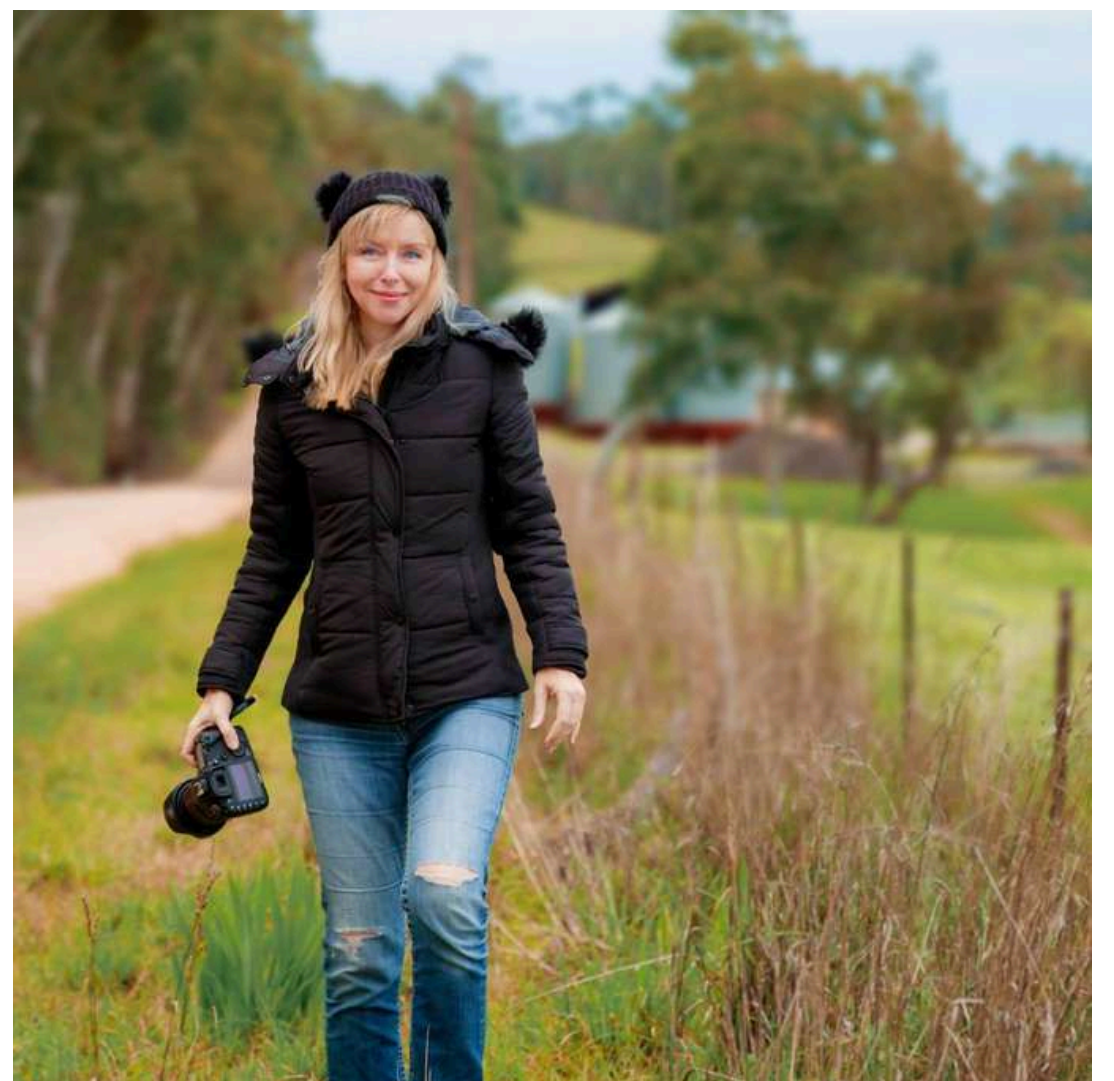
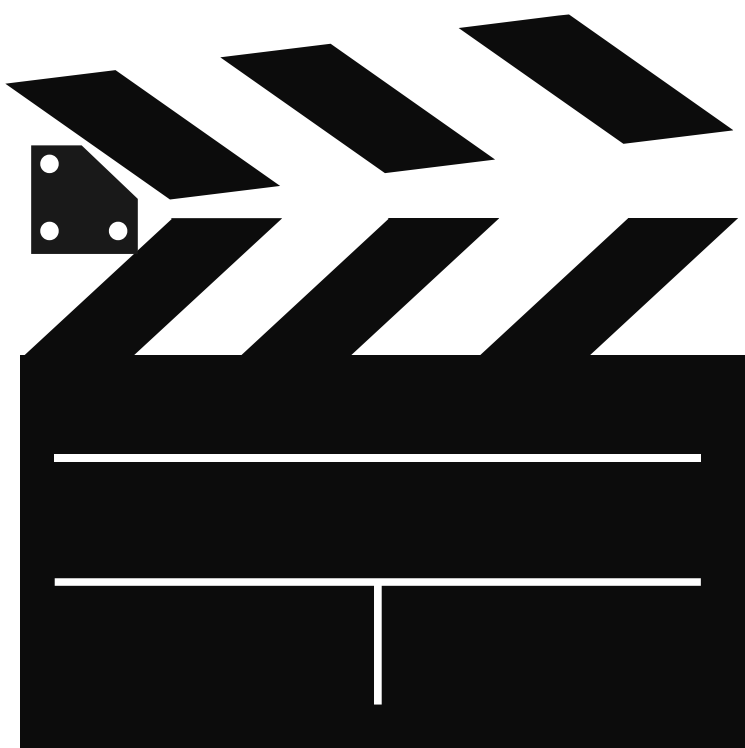
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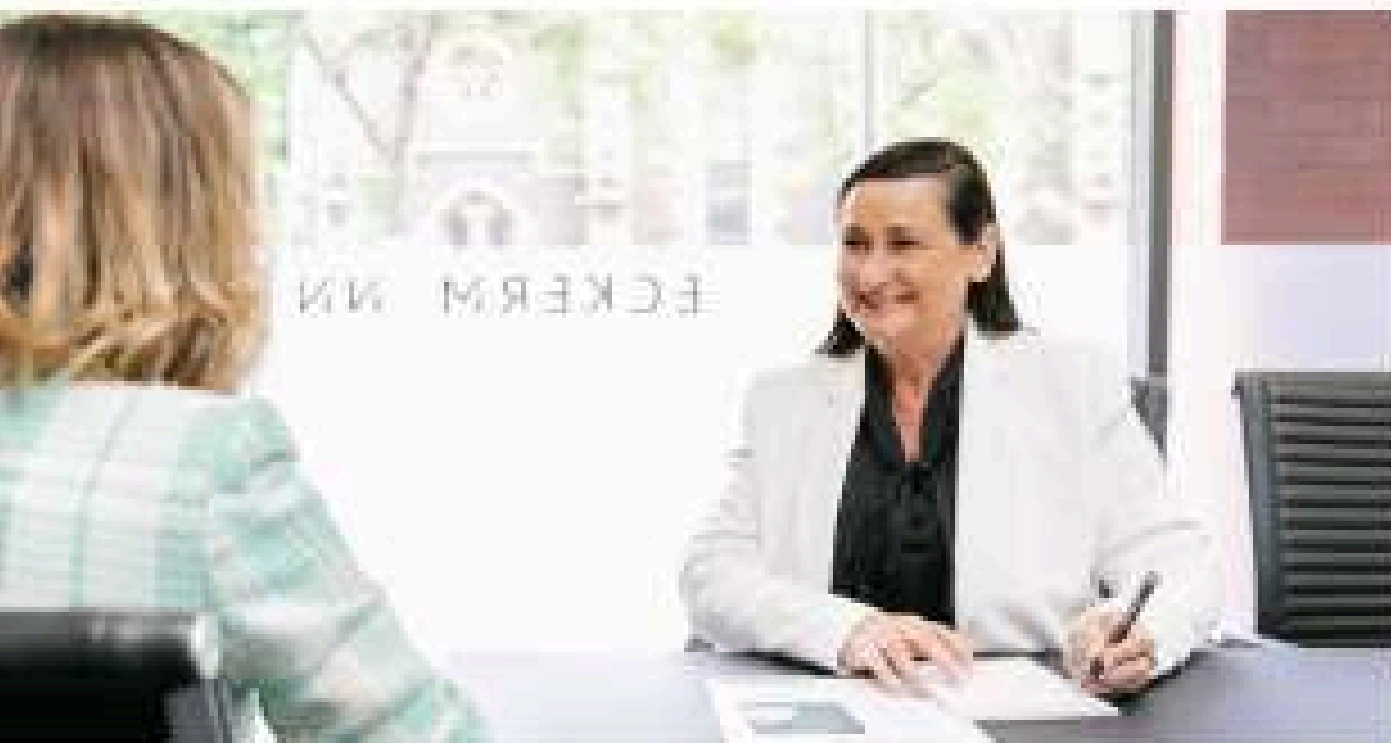
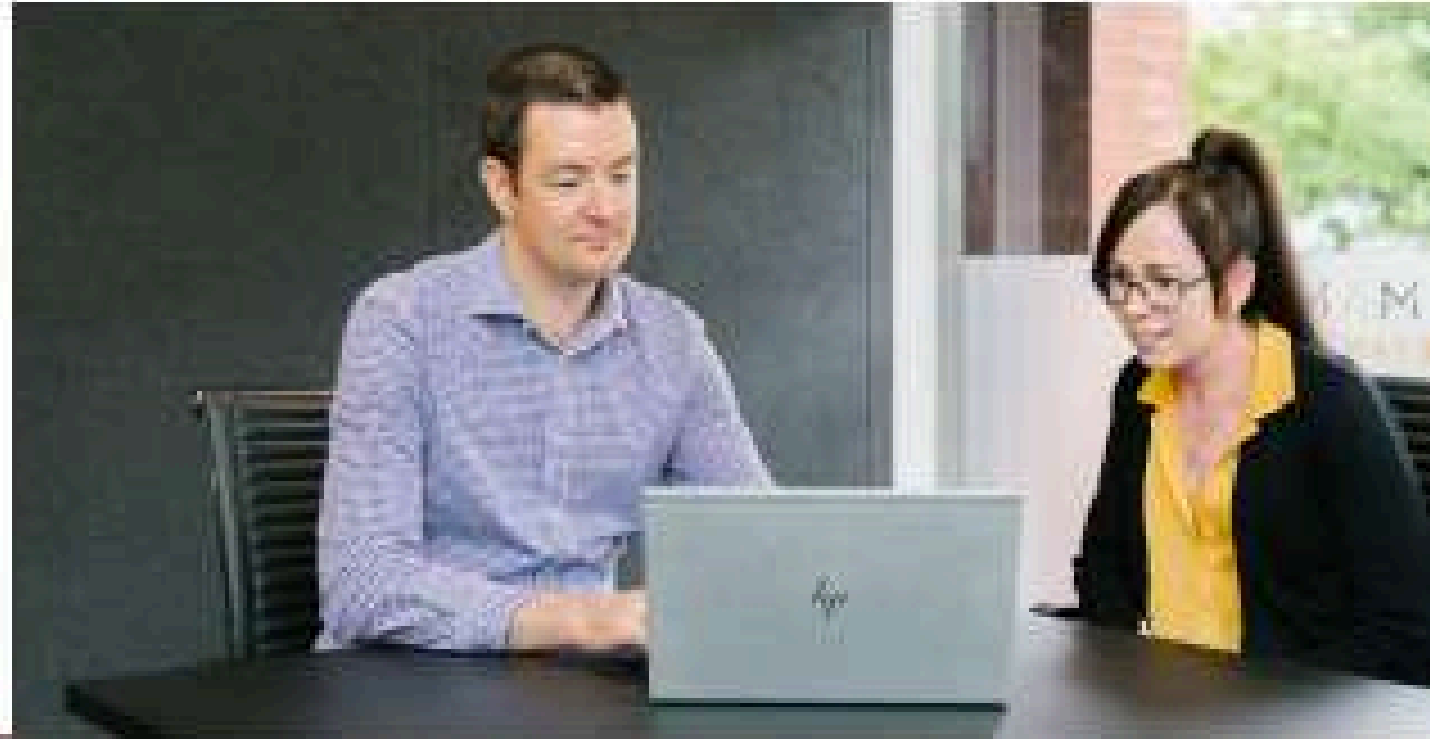
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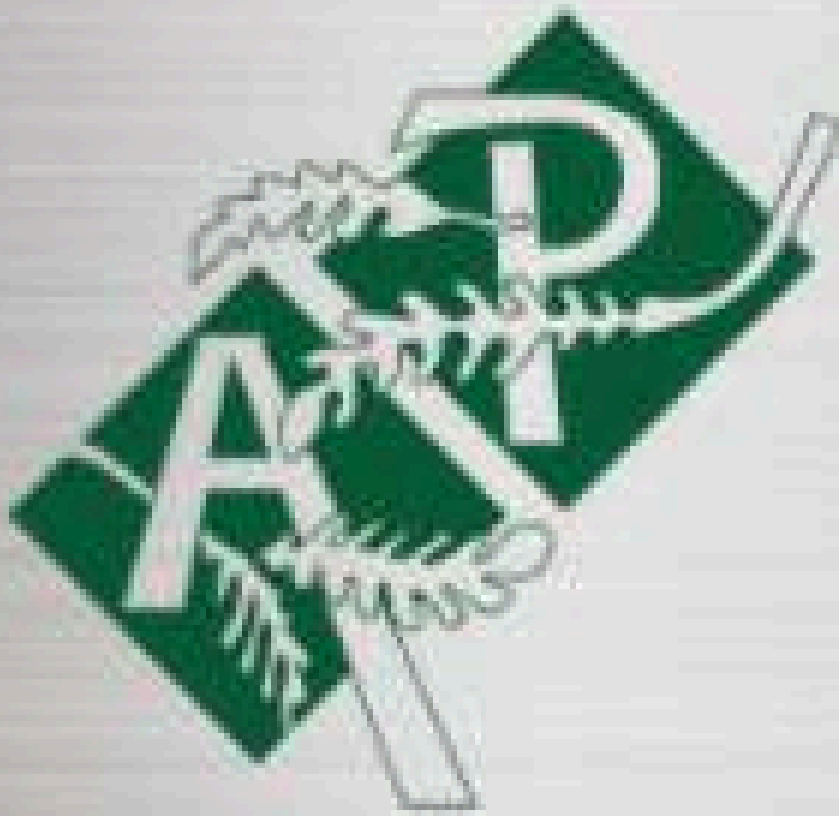
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21 ADVANTAGES OF AUCTION

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. Committed Vendors sell their property by Auction!

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

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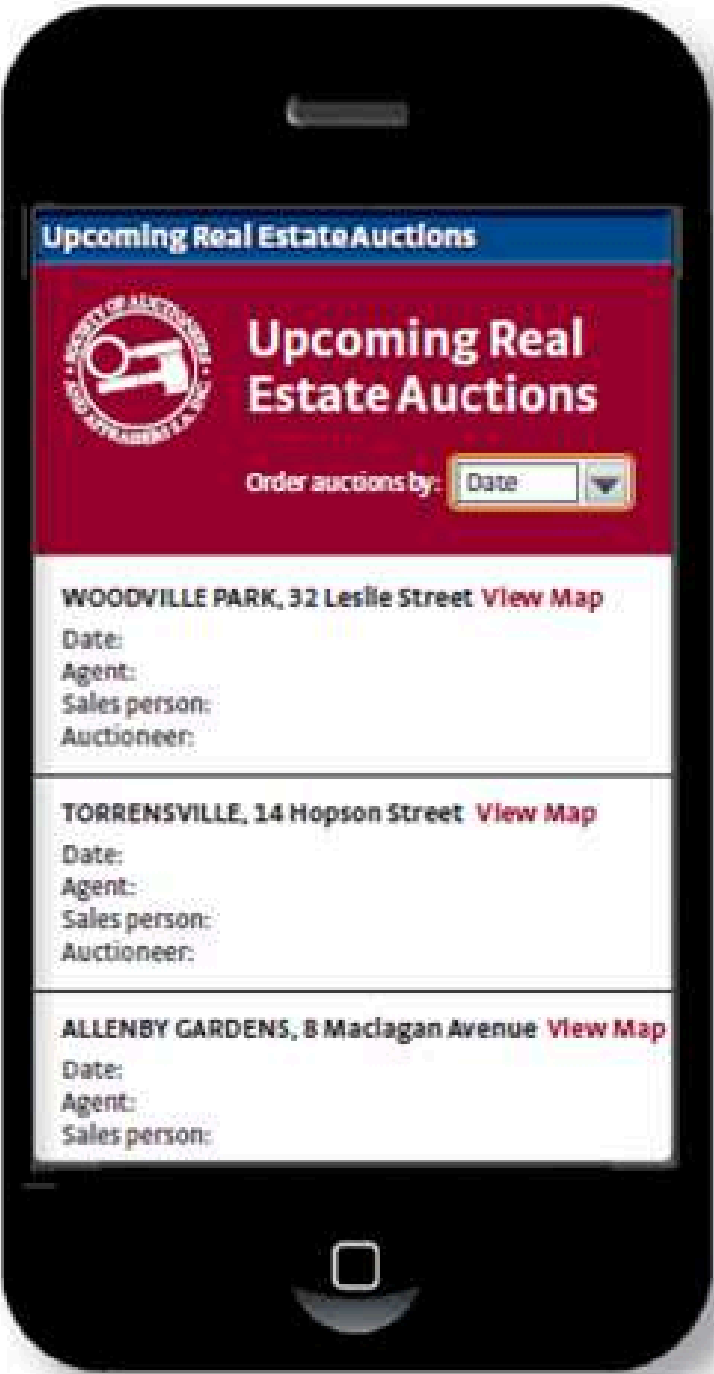
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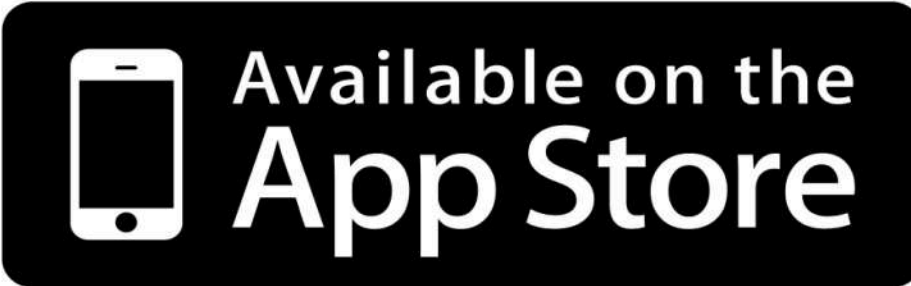
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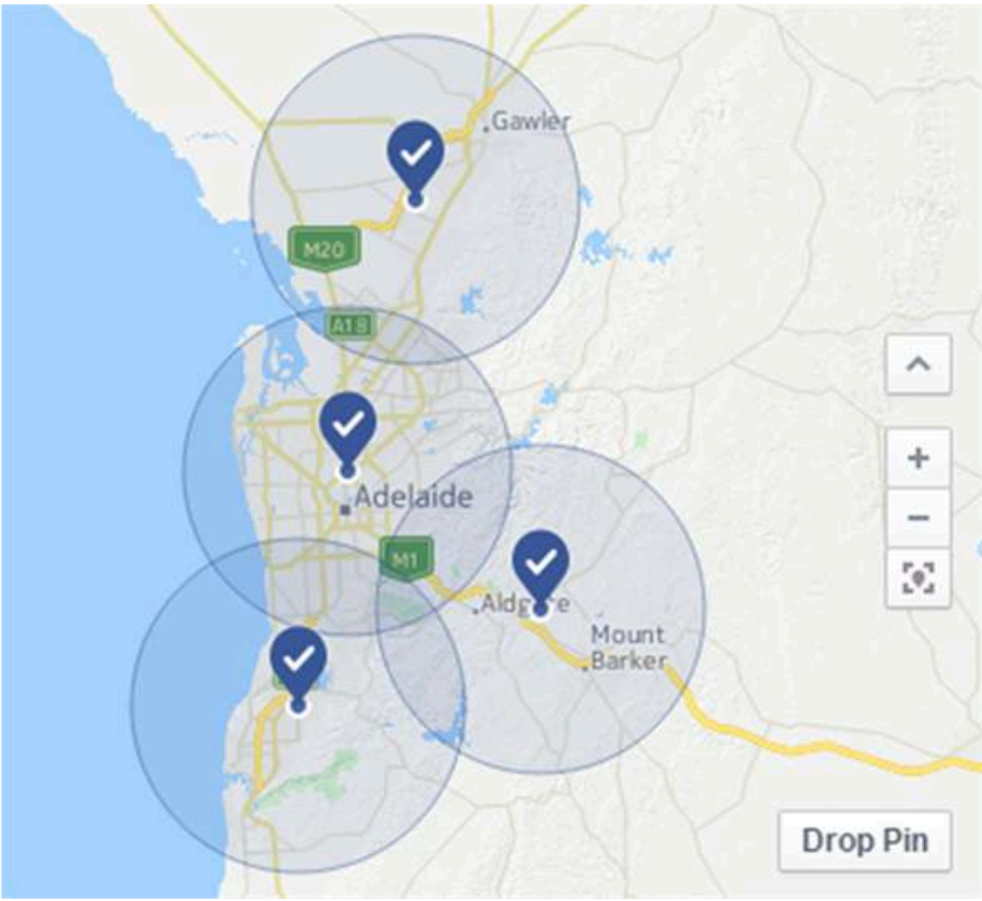
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For Form 1 preparation please contact Chris Gill on 7221 4908

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

www.form1.net.au



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