

# Market Returns to Auction

by JOHN ADCOCK MSAA

Whilst I believe the market has returned to a more sedate pace, this may provide advantages for both property sellers and buyers to return to the auctions system. Buyers can take time to seriously consider their purchase, and then bid, in a very transparent process, without the previous intense pressure.

Property owners can now have full confidence that their most valuable asset will be well exposed in the marketplace to genuine buyers who have taken the time to arrange their finances and can bid with certainty. This will ultimately allow the property to sell at the best available offer, on an unconditional settlement.

Adelaide has recently shown resilience in the auction market, and traditionally is less likely to be affected by the extremes of the eastern states. However, not every property is suitable for auction. It is critical when considering selling, that all options are weighed, and the method of sale is chosen

appropriate to the circumstances.

Our members are very well versed in the auction process, and are able to provide a balanced and sound recommendation for property sellers. ●

*“Auction always has been and always will be the best way to get an indication of the true market value of a property. The right property marketed in the right way will sell through the auction process. The Adelaide market is continuing to see the auction culture grow as sellers and buyers recognise the true value of auction. I believe that the popularity of auction will continue to grow into the new year and beyond.”*

GREG MOULTON MSAA



## TAFE Launches Online E-training

by GARRY TOPP FSAA (Life)

Approximately eight months ago, high profile Society Head Trainer Brett Roenfeldt was invited by TAFE SA to become involved in a pilot on line learning program for property services through the TAFE Network. This pilot program was designed to educate Trainers in the benefits and techniques of conducting on line learning sessions. This system allows for distant students to be able to log on through the internet to a dedicated llado TAFE Website and hear the Trainer deliver his session and also participate by typing questions which appear on a large multi media presentation screen alongside there name and these questions are then answered immediately by the Trainer.

All PowerPoint presentations are loaded on the llado site so that distant students will view identical presentation to what is seen by the students in the classroom. Brett has found this method of presentation a real challenge because you need to structure your presentation to involve distant students as well

as the classroom. Conduct Property Sale by Auction PRD RE 26A was presented by Brett for the very first time Australia-wide on Tuesday, 18th October and was the first of a 4-week program.

Already TAFE SA are getting great comments from distant students who see this new form of E-Learning as an enormous benefit as they can sit at their desk at home while they participate live into the classroom and have the ability to record the entire session for review later. Congratulations Brett Roenfeldt and TAFE SA for this innovative Training technology breakthrough! ●



Brett Roenfeldt delivering the inaugural presentation

## SAA celebrates Christmas in the rain

The boat was cancelled due to rough weather and strong winds, it rained all night - but we had a wow of a time with over 100 members, sponsors and guests enjoying fine South Australian seafood and wines. See inside and the back page for more photos. ●



Society Patron Paul Henry with Messenger's Danny Kenny



Vicky Henry and Leanne Grzesch



Society President Phil Rogers and wife Jo



Ian Newell, Karley Forster and current Messenger Newspapers-Adelaide Bank Golden Gavel Winner Lindsay Warner



John Oliver from Adelaide Bank, Robert Harding HIA and Geoff Sandow from ??????????

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# SAA appoints international company

## augment™

The Society has formed a strategic alliance with international company – augment™ is a full service below-the-line marketing, sales and corporate communications agency with vast in-house delivery capabilities throughout the world.

Their newly appointed Client Services Manager, Jack Horton, will oversee and manage the Society's Events including the high profile Messenger Newspapers~Adelaide Bank Golden Gavel Awards, Competition and Launch and will co-ordinate media releases and raise the profile for the

Society and its Sponsors relating to these Events.

augment™ has offices in Sydney, Melbourne, Adelaide, Brisbane, Auckland, Singapore, Bangkok, Kuala Lumpur, Beijing, Hong Kong, Tokyo, New York and Johannesburg. ●



Jack Horton



# Messenger Community Newspapers

The power of *Messenger Newspapers*:

- 72% believe their Community Newspaper is the voice of their community.
- 77% say it's the most important source of information about their area.

Source *'The New Communities' Research Colmar Brunton November 2004.*

- 18.3% of the Australian population moved house in 2001/2002.
- 43% per cent involved moves of less than 5 kilometres;
- 65% per cent were between 1 and 14 kilometres.

Source *"HILDA survey" University of Melbourne Institute of Applied Economic & Social Research 2003*

## DID YOU KNOW?

Messenger reaches 74.8% of all metropolitan Adelaide residents aged 14+. That's 709,000 readers in total. In fact, Messenger Newspapers have more readers in metropolitan Adelaide than any other newspaper!

Source: *Morgan Readership Survey: April 2003 – March 2005*



Andy Stenton

# Enhanced Sale by Auction

by **BROWYN PETHERICK MSAA**

## FIRST IMPRESSIONS

Having recently finished renovations on our home the time had come to sell. It was the obvious choice to market by way of auction to ensure we achieved a premium price with our goal of getting it sold by Christmas. With several houses on the market in the general area, some having been on the market for many months, we wanted to make sure that our home would "stand out from the crowd".

Knowing the importance of creating a good first impression we enlisted the services of Jo Lambert from Property Enhancers to get the home ready for the market. From our initial meeting with Jo we felt completely at ease and felt she understood the buyer we were trying to attract and tailored the decorating to suit. She certainly exceeded our expectations and worked with us every step of the way to ensure that the property looked fantastic throughout the marketing program.

Jo even came along to the auction to ensure that everything was okay all the way to the fall of the gavel.

For anyone needing a bit of advice or help with home presentation I would highly recommend you contact her on (0439) 992 221. ●



Bronwyn Petherick and Jo Lambert celebrating the sale

