



AGENTS AND AUCTIONEERS ACCREDITATION

For Real Estate Auctioneers & Auction
Marketers



**SOCIETY OF
AUCTIONEERS
AND APPRAISERS
S.A. INC.**



A guide to Society of Auctioneers & Appraisers (SA) Inc.

Auction Accreditation

**(For Society Members - Property Auctioneers
& Auction Marketers)**

Auctions have played a major role in the shaping of the real estate profession and will continue to have a significant impact as a preferred method of sale.

The auction process provides many unique benefits for vendors, buyers, real estate offices and sales teams.

Auction is conducted in the public forum which makes the process the most transparent method of selling real estate.

The expertise and professionalism of a Company can be seen by the public in Auction day performance where the Sales Agent and the Auctioneer work to achieve the best possible price for the Vendor while affording every courtesy and opportunity to perspective Purchasers.

It is often as a result of a professional and impressive auction performance, the Agent and Auctioneer are chosen by Vendors.

Media gauge market conditions by the clearance rate at auctions.

Auction Accreditation

Auctions are the face of the real estate profession.

The Society of Auctioneers & Appraisers (SA) Inc. recognises this and provides **specific Nationally Accredited Training for Auctioneers & Auction Marketers** in the pursuit of excellence.

Accreditation formally recognises these elite performers.

If the process is handled professionally and expertly by the listing salesperson, the sales team, and administration staff and of course the Auctioneer, then great results will follow. From this platform, **the public will have total confidence to both list and buy through the Auction method of sale.**

There is no coincidence that a major percentage of the top achieving offices and salespersons right across this country have the auction process as a preferred method of sale and work hard at being proficient with Auctions.

Education, training, practice and accountability all combine to ensure success in any field of business or endeavour – there is no difference with the auction process.

Accreditation programs encourage all these key elements.

The Society of Auctioneers & Appraisers (SA) Inc. aims to ensure that we demonstrate to the public and industry in general, a specific level of professionalism and expertise in the auction process; with Auction Accreditation aiding our achievement of this goal.

The Society publishes brochures and marketing collateral in support of using Auction as Your Preferred Marketing Process, encourages Members to post their Auctions on our first in Australia **“Upcoming Auctions App”** promoting Auctioneers and Auctions to the marketplace, and provides support and encouragement favouring Auction as the most transparent method of conducting a Sale.

LEVELS OF ACCREDITATION

Accredited Practising Auctioneer

- Hold current Practising Membership with the Society
- Hold a current Auctioneers License in South Australia
- Hold a current Agents or Sales Consultants License in South Australia
- Consistently displays a high level of performance as a Real Estate Auctioneer
- Have been recognised consistently as a Top 15 Real Estate Auctioneer in the Golden Gavel Awards (Metropolitan Real Estate Auctioneers only)
- Consistently have Real Estate Auctions posted on the Society's "Upcoming Auctions" App
- Regularly attend the Society's Training and Events
- Minimum of 2 consecutive years' experience and practice as a Real Estate Auctioneer prior to application
- Minimum of 2 consecutive years as a Member of the Society of Auctioneers & Appraisers (SA) Inc. prior to application
- Have conducted more than 50 property Auctions (Metropolitan only)
- Demonstrate an intricate knowledge of the Legislation in South Australia
- Successfully completed the Society's 2 Day Auction Academy or equivalent
- For Regional Auctioneers:** will need to demonstrate the amount and highlight significant Auction's they have conducted (Country only).

Accredited Master Auctioneer

- Hold current Master, Fellow, or Life Membership with the Society
- Hold a current Auctioneers License in South Australia
- Hold a current Agents Licence in South Australia
- Consistently displays a high level of performance as a Real Estate Auctioneer
- Have been recognised consistently as a Top 15 Real Estate Auctioneer in the Golden Gavel the Awards (Metropolitan Auctioneers only)
- Consistently have Real Estate Auctions posted on the Society's "Upcoming Auctions" App
- Regularly attend the Society's Training and Events
- Have won or been a Finalist in the Golden Gavel Awards
- Minimum of 5 consecutive years' experience and practice as a Real Estate Auctioneer prior to application
- Minimum of 5 consecutive years as a Member of The Society of Auctioneers & Appraisers (SA) Inc. prior to application
- Have conducted more than 250 property Auctions (Metropolitan only)
- Demonstrate an intricate knowledge of the Legislation in South Australia
- For Regional Auctioneers:** will need to demonstrate the amount and highlight significant Auction's they have conducted (Country only).

Accredited Auction Marketer

This Accreditation determines that the listing area specialist has reached a certain level of expertise and professionalism in listing, marketing and managing Vendors and Buyers throughout the auction process including a minimum volume of auctions handled.

- Hold current Practising, Master, Fellow or Life Membership with the Society
- Have been recognised consistently as a Top 10 Real Estate Auction Marketer in the Golden Gavel in the Golden Gavel Awards (Metropolitan Auctioneers only)
- Consistently have Real Estate Auctions posted on the Society's "Upcoming Auctions" App (Auctioneer must be a Society Member to post results)
- Regularly attend the Society's Training and Events
- Minimum 2 consecutive years Practice as a Real Estate Auction Marketer prior to application
- Minimum 2 consecutive years as a Member of The Society of Auctioneers & Appraisers (SA) Inc.
- Demonstrate an intricate knowledge of the Legislation in South Australia

Accredited Auctioneer Elite Master Status

- Hold Accredited Master Auctioneer status with the Society
- Have won a Golden Gavel OR be a Life Member of the Society
- Have conducted a minimum of 2000 Real Estate Auctions.

Accreditation Status

On completion of the following requirements, the individual will receive Accreditation Certificate and due recognition.

Accreditation will be ongoing subject to an annual assessment by the panel to ensure each candidate continues to meet the criteria.

If at any time the criteria cannot be met, the Accreditation will be withdrawn and the candidate is entitled to reapply when the criteria is again met.

Accredited Auctioneers and Auction Marketers will be recognised on the Society Web page and a certificate of Accreditation will be issued.

It is envisaged the Accredited Auctioneers or Auction Marketer will include this status in listing kits and self-promotion.

Marketing your Auction Accreditation Status

There are a number of ways in which to approach the marketing of your Accreditation status.

- Display your Accreditation certificate in view of the public
- Include Accreditation status on relevant promotional materials
- Take time to explain to your clients about the Accreditation process and let them know how they will benefit with your specialist skills – a real point of difference from your competitors
- When you are introduced to new clients, start the conversation with 'Hello, I'm John Smith, I am Accredited Real Estate Auctioneer (or) Accredited Real Estate Auction Marketer' by the Society of Auctioneers & Appraisers (SA) Inc.
- Obtain the brochure '21 Advantages of Auction' from the Society's web (www.auctioneers.com.au) and use in prelisting and listing kit.

APPLICATION FOR PRACTISING AUCTIONEER ACCREDITATION

Applicant: _____

I hereby certify the following (please tick where appropriate)

- Hold current Practising Membership with the Society
- Hold a current Auctioneers License in South Australia
- Hold a current Agents or Sales Consultants License in South Australia
- Consistently displays a high level of performance as a Real Estate Auctioneer
- Have been recognised consistently as a Top 15 Real Estate Auctioneer in the Golden Gavel Awards (Metropolitan Real Estate Auctioneers only)
- Consistently have Real Estate Auctions posted on the Society's "Upcoming Auctions" App
- Regularly attend the Society's Training and Events
- Minimum of 2 consecutive years' experience and practice as a Real Estate Auctioneer prior to application
- Minimum of 2 consecutive years as a Member of the Society of Auctioneers & Appraisers (SA) Inc. prior to application
- Have conducted more than 50 property Auctions (Metropolitan only)
- Demonstrate an intricate knowledge of the Legislation in South Australia
- Successfully completed the Society's 2 Day Auction Academy or equivalent
- For Regional Auctioneers:** will need to demonstrate the amount and highlight significant Auction's they have conducted (Country only).

I confirm that I am conversant with the Society of Auctioneers and Appraisers (SA) Inc "Guide to Auction Accreditation". I also confirm that I believe the accreditation requirements have been met and I attach evidence of compliance. I acknowledge that this application is subject to endorsement by the Society of Auctioneers and Appraisers (SA) Inc Auction panel.

Please send/fax to Society of Auctioneers & Appraisers (SA) Inc.

Fax: (08) 8372 7833

Email: society@auctioneers.com.au

Applicant Signature: _____

Date of Application: _____

APPLICATION FOR MASTER AUCTIONEER ACCREDITATION

Applicant: _____

I hereby certify the following (please tick where appropriate)

- Hold current Master, Fellow, or Life Membership with the Society
- Hold a current Auctioneers License in South Australia
- Hold a current Agents Licence in South Australia
- Consistently displays a high level of performance as a Real Estate Auctioneer
- Have been recognised consistently as a Top 15 Real Estate Auctioneer in the Golden Gavel the Awards (Metropolitan Auctioneers only)
- Consistently have Real Estate Auctions posted on the Society's "Upcoming Auctions" App
- Regularly attend the Society's Training and Events
- Have won or been a Finalist in the Golden Gavel Awards
- Minimum of 5 consecutive years' experience and practice as a Real Estate Auctioneer prior to application
- Minimum of 5 consecutive years as a Member of The Society of Auctioneers & Appraisers (SA) Inc. prior to application
- Have conducted more than 250 property Auctions (Metropolitan only)
- Demonstrate an intricate knowledge of the Legislation in South Australia
- For Regional Auctioneers:** will need to demonstrate the amount and highlight significant Auction's they have conducted (Country only).

I confirm that I am conversant with the Society of Auctioneers and Appraisers (SA) Inc "Guide to Auction Accreditation". I also confirm that I believe the accreditation requirements have been met and I attach evidence of compliance. I acknowledge that this application is subject to endorsement by the Society of Auctioneers and Appraisers (SA) Inc Auction panel.

Please send/fax to Society of Auctioneers & Appraisers (SA) Inc.

Fax: (08) 8372 7833

Email: society@auctioneers.com.au

Applicant Signature: _____

Date of Application: _____

APPLICATION FOR AUCTION MARKETER ACCREDITATION

Applicant: _____

I hereby certify the following (please tick where appropriate)

This Accreditation determines that the listing area specialist has reached a certain level of expertise and professionalism in listing, marketing and managing vendors and buyers throughout the auction process including a minimum volume of auctions handled.

- Hold current Practicing, Master, Fellow or Life Membership with the Society
- Have been recognised consistently as a Top 10 Real Estate Auction Marketer in the Golden Gavel in the Golden Gavel Awards (Metropolitan Auctioneers only)
- Consistently have Real Estate Auctions posted on the Society's "Upcoming Auctions" App (Auctioneer must be a Society Member to post results)
- Regularly attend the Society's Training and Events
- Minimum 2 consecutive years Practice as a Real Estate Auction Marketer prior to application
- Minimum 2 consecutive years as a Member of The Society of Auctioneers & Appraisers (SA) Inc.
- Demonstrate an intricate knowledge of the Legislation in South Australia

I confirm that I am conversant with the Society of Auctioneers and Appraisers (SA) Inc "Guide to Auction Accreditation". I also confirm that I believe the accreditation requirements have been met and I attach evidence of compliance. I acknowledge that this application is subject to endorsement by the Society of Auctioneers and Appraisers (SA) Inc Auction panel.

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Fax: (08) 8372 7833

Email: society@auctioneers.com.au

Applicant Signature: _____

Date of Application: _____

APPLICATION FOR AUCTIONEER ELITE MASTER ACCREDITATION

Applicant: _____

I hereby certify the following (please tick where appropriate)

- Hold Accredited Master status with the Society
- Have won a Golden Gavel OR be a Life Member of the Society
- Have conducted a minimum of 2000 Real Estate Auctions –

Number of Auctions Conducted:.....

I confirm that I am conversant with the Society of Auctioneers and Appraisers (SA) Inc "Guide to Auction Accreditation". I also confirm that I believe the accreditation requirements have been met and I attach evidence of compliance. I acknowledge that this application is subject to endorsement by the Society of Auctioneers and Appraisers (SA) Inc Auction Accreditation panel.

Please send/fax to Society of Auctioneers & Appraisers (SA) Inc.

Fax: (08) 8372 7833

Email: society@auctioneers.com.au

Applicant Signature: _____

Date of Application: _____

Assessment of Suitability by a panel of 4 Patron, Hall of Fame, Fellow or Life Members of the Society as selected by the Board.



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

22 Greenhill Road

Wayville SA 5034

www.auctioneers.com.au

P: (08) 8372 7830

F: (08) 8372 7833

E: Society@Auctioneers.com.au