Symphony of AUCTION

Messenger Community News
Mortgage Choice

GOLDEN GAPEL

2008

incorporating Schools Auction Idol

SHOWCASING SOUTH AUSTRALIA'S FINEST AUCTIONEERS
Positioning Statement
The Society of Auctioneers and Appraisers is the professional body representing practitioners in the specialist fields of Auctioneering and Appraising in South Australia.

Vision Statement
The Society will continue to develop a profile of such dimension that the Public, Members of the Professions, Politicians, Government Departments and the media will look to the Society for leadership and direction in all matters relating to the specialist fields of Auctioneering and Appraising.

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Enhancing the perception!

Every year we attempt to set new bench marks for our auction industry!

In attempting to do this we also create what some may call a “Rod for our own back” however much this setting of new levels of achievement may at times appear a daunting task, may I suggest the end result is more than worth it.

In 2008, 51 Real Estate auctioneers competed in the heats of the Messenger Community News-Mortgage Choice Golden Gavel competition. I understand this will easily be a record in the history of this event.

But more that just sheer numbers, the wide range of experience from young to old and from experienced to Idol has left me with no doubt our chosen profession is in a very healthy state.

In my closing statement after the heats two weeks ago, I noted that all the Real Estate judges in the Auction Idol competition were previous Rising Star winners or Rising Star competitors.

The Schools Auction Idol competition attracted its highest number of competitors, with 20 competing in the semi finals and six going onto the grand final, but more than this there have been over 300 students who have received valuable coaching and education of the very real life skill of Real Estate negotiation and education which I am sure they will take into their adult lives.

We had 17 Rising Stars, those auctioneers with less than 10 auctions under their belt, compete this year in a strong indication of the willingness for those with less experience looking to extend themselves to the next level.

And then there was the senior competition which, may I suggest, was the strongest and most even for many years.

This is clearly shown where the six finalists were made up of two past Golden Gavel winners, three who have competed at Australasian level, two past Young Gun winners and four very senior Real Estate practitioners who have over 80 years of Real Estate experience.

I thank all of these very fortunate individuals who have been involved in this year’s event because they have, without any doubt, through this experience, become better negotiators and real estate practitioners than they ever thought possible.

To bring this event together, I would like to thank the judges, bidders, time keepers, event co-ordinators, people who designed brochures and promotions, both for the heats and finals. I thank you on behalf of the Society for making this event possible.

Lindsay Warner FSSA, Trustee

Winning this coveted Messenger Community News-Mortgage Choice Golden Gavel is highly sought after and in this, its 15th year, we would like to reflect upon its past winners.

Phil McMahon 1993
Rab John 1997 & 2003
Brett Roenfeld 1994, 95, 96, 2001
Leo Reddin 1998, 99
Oren Klemich 2002
Rod Adcock 2003, 04
Lindsey Warner 2005
Paul Henry 2006
Phil Harris 2007

continued overleaf . . .

The Messenger Community News-Mortgage Choice School’s Auction Idol grand final was held on Friday 29th May at the Art Gallery of South Australia in the Radford Auditorium.

Six students, six future leaders of our community gave us a glimpse into how well our community will be managed in years to come.

At the present time they are studying Year 11 or 12. Irrespective of what their current desires or dreams are in relation to a future career or profession may be, I am very comfortable that the experience they have gleaned from competing in this event will add significantly to their future endeavours.

In the grand final of the Messenger Community News-Mortgage Choice Schools Auction Idol, we had six students creating a piece of their own history and legacy.

In an environment they would not have even imagined just three months ago they have performed and entertained to a supreme level.

They auctioned a delightful home at Felixstow and all achieved a fabulous price for the vendor.

At the Awards, the Shadow Minister for Education and Small Business, Mr David Pisoni, presented each of the finalists with a $50 cheque and a Certificate.

They were:

Kaitlin Ouell (Torrens Valley Christian College)
Megan Bleaze (Pedare College)
Edward Gainer (Concordia)
Adam Forte (Rostrevor College)
Billy Mitchell (Rostrevor College)
Tom Hector (Rostrevor College)

Of course, we could never have reached this moment if it was not for the hard working members of the respective schools and the student’s auction mentors, Simon Tait, Steve Redden, Brett Roenfeld, Andrew Simpson, Paul Henry and yours truly. Of course it goes without saying we thank our major sponsors Messenger Community News and Mortgage Choice who have embraced this high profile opportunity with enthusiasm and gusto.

Mia Vassallo, the inaugural Schools Auction Idol winner from last year, announced the 2008 winner and presented a $1000 cheque for their school and a $500 cheque for themselves to the 2008 Winner, Tom Hector from Rostrevor.

Hannah Tucker (School’s Idol Entrant from Torrens Valley Christian College)

Now before I move onto the Rising Star competitors I would like to pause for a moment of thought and consideration.

I consider myself very fortunate to be involved with and meeting with students as they develop from no Real Estate experience in a classroom environment to the Grand Final of the Auction Idol as we witnessed. All the students I have met have brought something to the table and added to my life experience. However, I would like to share one special meeting.

At my first meeting with the students from Torrens Valley Christian College, I observed the class was a mixture of boys and girls, some quiet, some loud, some listening, some not. I normally call for a volunteer from the class for the first time to come forward and be the first to try and conduct the opening statement of the auction. It some times hard to get this volunteer with the eyes of classmates upon them in this foreign environment.

I observed one girl in the class who was sitting quietly just at the end of the row of desks, hands clasped in front of her and appearing to be above the normal chatter of the class. She appeared to have a certain maturity about her. When I asked her to be my first auctioneer, she hesitated slightly but then came forward and performed her first auction introduction. Her name is Hannah Tucker and she went on to compete in the Auction Idol for her school. Hannah suffers from a one in a million heart malfunction. It is terminal. No doctor will say how long or how short she has to live. Every day of her life is a new opportunity. She has been on the donor list for the last 10 months and is an immediate standby to be flown to Melbourne should a suitable donor recipient become available and a transplant is possible. When she came to the Auction competition she struggled to climb the steps of the auditorium, there was a wheelchair on standby.

Hannah has been an inspiration to me. She is an inspiration to her family and...
school mates. Many headlines and medical professionals talk about the need for more organ donors. It may be a tough decision to make but it is a tougher decision for Hannah Tucker who has to take every new day as a possible miracle.

Rising Stars

The Rising Star segment of our event had the largest field ever with 17 budding auctioneers stepping forward to be recognized as the new top guns. Moving from top performing sales consultants to being upfront as an auctioneer takes a substantial amount of courage and effort and in being part of this process they have all developed new skills and increased confidence.

Greg Troughton CEO, and Robin Turner President of the Real Estate Institute of South Australia sponsor the Rising Star and presented the Awards and welcomed our 2008 Rising Star semi-finalists to receive an acknowledgement of their performance.

Rod Trengove, Brocks Harcourts
Nathan Casserly, Brock Harcourts
Paul Arnfield, L.J. Hooker - St Peters
Mike Spurling, Brocks - CLG
Ben Moncrieff, Elders - City Plus
Mark Sharaglazov, L.J. Hooker - Prospect
Sharon Gray, Jock Gilbert Real Estate
Scott Endersby, Lin Andrews Real Estate
Sam Auld, Cocks Auld RE
Brad Allam, Gary J Smith First National
Brendan McAliece, Century 21
Johnson & Fullgate
Paul Clifford, Elders - Kangaroo Island
Matthew Bombardieri, Brock Harcourts - Playford
Gus Campbell, First National - Mount Barker
Sean O’Hara, L.J. Hooker - Port Adelaide
Emma Slope, REISA
Craig Stokes, Cocks Auld Real Estate

Kirrihill Wines

Kirrihill Wines is an award winning critically acclaimed winery, located in the South Australia’s famous Clare Valley wine region. We are a young brand making some of Australia’s most renowned Riesling, Sauvignon Blanc and Shiraz. We source grapes for our two ranges Single Vineyard Series & Companions from some of the best growers in the Clare Valley and the Adelaide Hills. With an emphasis on real wine made by real people, Kirrihill aims to produce a fresh range of cool climate wines.

Cellar Door
open daily 10am – 4pm
Wendouree Road
Clare SA 5453
P 08 8842 4087
F 08 8842 4089
E cellardoor@kirrihillwines.com.au
W www.kirrihillwines.com.au

250

Lexus of Adelaide
50 Glen Osmond Road Parkside 5063, Ph 8177 8000 A/H Paul 0417 838 417
lexusofadelaide.com.au

Contact Paul Johnston for test drive bookings
Assistant Manager
0417 838 417
pjohnston@lexusofadelaide.com.au
The Symphony of Auction

The 2008 Messenger Community News-Mortgage Choice Golden Gavel Awards and Gala Dinner incorporating the Schools Auction Idol - I would like to thank all of you for attending and participating!

We acknowledged the following people who helped create the 2008 Symphony of Auction:
- David Pisani MP, State Member for Unley and Shadow Minister for Education and Children’s Services
- Glenn Kirkpatrick, Messenger Community News
- Louise Souter, State Manager, Mortgage Choice
- Mark Sumich, Current Australasian Winner from Auckland New Zealand
- Robin Turner, President, Real Estate Institute SA
- Greg Troughton, CEO, Real Estate Institute SA
- Carmelo Scoleri, Property Enhancers
- Paul Johnstone, Lexus
- Luke Bowden, Bowden Printing
- Sharyn Martin and Scott Kessler, Connectnow
- Tania Matz, Kirillh Winies
- John Gordon and John Gallahger, The Advertiser
- Robyn Le Douff, SA Life

We acknowledged Past Presidents who were at the Dinner:
- Paul Henry, Jarrod Taggi, Garry Tagg
- Rod Adcock, Lindsay Warner, Phill Rogers, Brett Roenfeldt and Nick Baranikow.

We acknowledged the Board:

Wally Karpuk, Steve Redden, Sharon Gray, Mark Forde and Paul Henry and Lindsay Warner, past Messenger Community News-Mortgage Choice Golden Gavel Winner and Trustee for third year in a row, establishment and management of the Schools Auction Idol Competition etc. The first of our major sponsors who I would like to thank is Messenger Community News represented by Glen Kirkpatrick. Messenger have been connecting with readers since 1951 and have developed enduring relationships with local communities throughout Adelaide’s metropolitan area. With eleven community newspapers plus their monthly lifestyle magazine, Adelaide Matters, Messenger breaks local news stories, keeping readers informed, engaged, and connected. Our joint Naming Rights Major Sponsor with Messenger is Mortgage Choice, represented by Louise Souter. We are thrilled to have them on board as a Major Sponsor this year.

Mortgage Choice are experts in home loans – that’s all they do. With Mortgage Choice, all financial requirements are delivered accurately, customer service is exceptional and they provide a personalized service through an accredited and award-winning booking system. Mortgage Choice have 28 offices in South Australia.

With Mortgage Choice:
- You deal with the business owner
- You get a straight Answer
- The job gets done
- You get impartial advice
- You get the best loan offers from 25 lenders
- They can handle difficult loans
- All settlements on time and
- It’s a fantastic brand

I would also like to acknowledge our Key Sponsors being:
- Lexus of Adelaide, the exclusive Lexus dealer in South Australia and the official Auction Idol and Golden Gavel vehicle, being used to visit schools and transport our finalists around Adelaide. Paul Johnstone represents Lexus of Adelaide here tonight and we join with Lexus in the relentless pursuit of perfection.

Property Enhancers represented by their proprietor, Carmelie Scarfi and with well know Felicity Wood and Angela Oliver. They put trendy furniture into any home to enhance the appeal and then it sells like a hot cake.

Adcorp specialises in property marketing, they consistently deliver innovative, integrated and break through property campaigns. Adcorp is represented by Peter Grzesch State Manager as well as Jenni Tassell, the person who is responsible for the innovative graphic design which has been instrumental in taking the society to the forefront of the industry.

Bowden Printing for all your printing Solutions - Bowden Printing now does printing for approximately 50% of all land agents and auctioneers in South Australia and they are hoping to increase that to 100% in the near future. All you need to do when you get a listing is pick up the phone and Bowden will organise your photography, floor plans and brochures all at a one stop shop. Their service and quality is unbeatable. Bowden are a family business and proud of it. Represented by Luke Bowden here tonight.

Connectnow. What a fantastic service you can now offer your clients – both vendors and purchasers alike. Their service is unique and simple and saves hours on the phone. Have your clients fill in one simple form and Connect Now will arrange electricity, gas, water, telephone, internet, pay TV, newspaper subscriptions and virtually anything to do with moving – and their service is free to you and your clients.

Real Estate Institute of South Australia represented by their President Robin Turner and CEO, Greg Troughton have worked closely with the Society to promote the Rising Stars and this year we have a record 17 contestants which will ensure our succession plan is well on track.

Our supporters include:
- Kirillh Winies for their beautiful wines that were enjoyed at the Dinner, represented by Tania Matz, Sales and Marketing Representative. There is an order form on the society website offering a substantial discount to Society members.
- The Advertiser represented by John Gallahger and John Gordon

Lateral Communications, represented Bridget Van Huerck who has does a brilliant job of the public relations for the Society. The auction idol and Golden Gavel competitions.
- LawSoft
- Livestock Markets
- Carriers Solicitors
- Miller Insurance Brokers as the endorsed Professional Indemnity and business insure for Society Members

The first prize categories, based on the results published in the Advertiser and the Messenger are to acknowledge the efforts of agents who promote Auction programs as a marketing strategy in particular open to all franchise groups and major independents. The criteria for this award is:
- Each auctioneer will need to nominate to enter the heats for the Messenger Community News-Mortgage Choice Golden Gavel Awards
- A minimum of 3 Auctioneers is required for each group
- If more than 3 enter than the top three point scorers will qualify for the award

Sharyn Martin from Connectnow presented a plaque to the Auctioneer Agency of the year, L.J. Hooker and received by Paul Henry, Michael Penn and Rod Adcock.

A special award that was made was which is the President’s Award for advancing the profession. Luke Bowden from Bowden Printing and Paul Johnstone from Lexus presented the award to an outstanding Member.

We make this award to recognise a Society Member who was a major contributor in assisting the society lobbying the government in relation to the real estate industry reform bill. The Society made numerous submissions to the Government on numerous working parties and committees and we were able to make a number of appointments with many politicians in both houses of continued on page 7...
I'm thrilled to be through to the finals. That's the reason I'm back. It's obviously something that's pretty loose or draw - this will be my final year of competition. I know I said that putting together the best team we could. It's a bigger challenge for South Australian title since 1993 and, I think, it's becoming a bigger challenge for South Australian auctioneers to compete at that level. My goal is to finish in the first two. Then I will have achieved everything I wanted to.

I last entered (the competition) three years back. What motivated me to take part this time? I think it's always good to put yourself under the pump; raise levels all the time; get better. As J.F. Kennedy said: You don't do it cos it's hard! It's a good mixture of youth, experience, old school and new. A superb blend of company representation from North, West, East and Central. They auctioned a very special home at "Jarrah Cottage" - Iconic beach house - C1900 561 ESPLANADE GRANGE, SA. The top 6 Auctioneers who competed in the final were:

1. Rod Adcock  L.J. Hooker
2. Nick Baranikow Brock Harcourts
3. Mark Griffin Griffin Real Estate
4. Paul Henry L.J. Hooker
5. Michael Fenn  L.J. Hooker
6. Matt Smith Klemich Real Estate

I thank all the stakeholders, both seniors and novices coming through, so it will be interesting on the day. It's a shame Phil's not in it but I'm sure he will be back in the next year or so. I still think there's a truck load of finest export quality beef, lamb and wool to the world.

The annual value of these Stud Stock auctions is in excess of $25 million.

In 2008 the Elders and landmark commercial auctioneers in SA will sell 3.9 million sheep and lambs for gross value of $253 million. They will auction nearly 300,000 cattle for a gross value of $300 million.

In many of these auctions the auctioneer will assess/value and complete the transaction in less than 20 seconds!
History in the Making

Third Win for Rod Adcock

The reality of winning the Messenger Community News-Mortgage Choice 2008 Golden Gavel Award for the 3rd time took a couple of days to sink in – but on reflection, this win is probably the most significant for me. Not only am I the ‘oldest winner’ (I’m not sure whether that’s good or bad!) but I’m the only 3 times Winner, and am honoured to sit under the mantel of 4 times Winner and Legend Brett Roenfeldt. Having publicly stated after my 2004 win that ‘the days’ of Brett Roenfeldt. Being a Rubber Gum Tree in 2004 was not on my ‘to do’ list – but two of our Senior Competitors were competing again in 2008: Rod Adcock and Brett Roenfeldt. Returning to work on the Monday I began to see what was possible for me. I conducted the previous week. Maybe this year the lack of ‘thinking about it’ resulted in a lack of nerves, and I felt pretty confident when I went in to perform. It was a great experience, the training and all, but it has certainly helped my confidence and my auctioneering skills. I would encourage others to try this out, especially for public speaking. It’s great for the confidence levels. It was just a great experience overall.

ZACH REVERUZZI - ROSTREVER

This is the second year you’ve been in it. How did you feel about the competition? It was good. It was a lot different to the competition last year because of the venue but I think we practiced a lot more in front of our peers. It was a lot better than last year. I’ve loved it. It’s helped with my confidence, standing in front of people talking. My teacher said I was loud enough in class and now I could be loud enough in something that needed me to be loud in.

KAYLIN DUELL – TORRENS ALLEY

I’ve loved it. It’s helped with my confidence, speaking in front of people. Talking to John about the auctioneering with antiques. This year the boys have been a lot more committed and the bar has been raised. They’ve seen it in previous years, so they know what to expect and I think they’ve done a really good job, and I’m very proud of them.

KAITLIN DUELL – TORRENS ALLEY

It wasn’t meant to be. I think it was just a bit of bad luck. It was just so nice and inviting. Just sitting around with Bridget and talking before. He’s already done work experience. I’m thinking of trying to nick a job with Steve, actually at Landmark. He’s very thorough and it was a good experience. I’d certainly do it again.

BELINDA DE CONNO – (VET CO-ORDINATOR) – ROSTREVER

This year the boys have been a lot more prepared and the bar has been raised. They’ve seen it in previous years, so they know what to expect and I think they’ve done a really good job, and I’m very proud of them.

KRYSTIAN PRINS – CONCORDIA

It was a lot of fun. Lots of fun. I’m in this for fun and I had a lot of fun out there. Got a lot of laughs. I’m going to be a stand up comedian.

EDWARD GAINER – CONCORDIA

The preparation. Because we’ve been going for so many weeks, I knew it so much better than I thought I did. I was quite confident when I started talking. I loved it.

SIMON NICHOLAS – PEDARE

Fairly easy. They weren’t prepared to bid anything high. The prep paid off. I think we’d do it again.

HOLLY SHERRIF – WILLIAM LIGHT

Really fun and exciting. I probably will go into it. I’ve done work experience with two auction houses. I’d like to combine auctioneering with antiques.

DANIEL ROWE – Gawler

From the Bush!! Steve’s a good teacher, better than some of the ones we’ve got at school. He’s very thorough and it was a good experience. It’s probably reinforced my public speaking. It will help at the Adelaide Show and when it comes down to doing judging. I’m thinking of trying to nick a job with Steve, actually at Landmark. He’s already done work experience.

LISA-RENEE TULA – PEDARE

Definitely worthwhile. Great for public speaking and confidence.

MEGAN BLEEZE – PEDARE

I felt really relaxed because everyone was just so nice and inviting. Just sitting around with Bridget and talking before hand was really relaxing and I was looking forward to it. Just a bit of bad luck. It wasn’t meant to be.

2008 Golden Gavel Award

2008 Messenger Newspapers-Mortgage Choice Golden Gavel Winner Rod Adcock and wife Brenda

2008 Messenger Newspapers-Mortgage Choice Golden Gavel Winner Rod Adcock

Young, brave Auctioneers. You guys were absolutely fabulous and the future of the Auctioneering profession. To Trustee Lindsay Warner – well done again and thank you for your tireless work ethic and commitment to the Auction method of sale. To the judges, bidders and Finals gallery thank you for your support and acknowledgement. To our valued Sponsors again thank you for making this wonderful auction event possible. The ‘bar’ just keeps getting higher and I wait in anticipation in the years to come to see more of the incredible young talent emerge as Golden Gavel Winners.

RICHARD “BRETT” ROENFELDT

The reality of winning the Messenger Community News-Mortgage Choice 2008 Golden Gavel Award for the 3rd time took a couple of days to sink in – but on reflection, this win is probably the most significant for me. Not only am I the ‘oldest winner’ (I’m not sure whether that’s good or bad!) but I’m the only 3 times Winner, and am honoured to sit under the mantel of 4 times Winner and Legend Brett Roenfeldt. Having publicly stated after my 2004 win that ‘the days’ of Brett Roenfeldt. Being a Rubber Gum Tree in 2004 was not on my ‘to do’ list – but two of our Senior L.J. Hooker Auctioneers were unable to compete this year as part of the team for the “Auctioneer Agency of the Year” Award. 2006 Winner Paul Henry made it impossible for me to say ‘no’ – as he knew how precious I was about my diary. I intended to ‘withdraw’ from the competition as the time was 11.00am – I had prepared nothing and wasn’t dressed for an auction performance. CEO - Garry Topp said ‘turn up’ anyway and see what happens – so I did and threw an auction script in the car from an auction I conducted the previous week. Maybe this year the lack of ‘thinking about it’ resulted in a lack of nerves, and I felt really comfortable and ‘in control’ during the Heats performance. I honestly didn’t expect to make the ‘Finals’ after all those years of not being competition ready. Well I did – the Finals performance happened – and I left ‘the stage’ for the last, last, time.

When the announcement was made at the Gala Dinner, I was totally numbed. I had given little thought to winning and was humbled to be again acknowledged by my Peers. I think this year more than other years I was more relaxed, went with ‘the flow’ and tried not to ‘over-auction’ to deliver a natural and powerful performance.

Congratulations to the other five Finalists, to runner-up Paul Henry and a special congratulations to the Rising Star and Schools Idols winners I dedicate this Award to all you
I'd never really thought about auctioneering as a profession but this competition has opened my eyes widely and I'm now considering going to Uni and doing a Bachelor of Business Property.

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Kaitlin Duell
SCHOOLS AUCTION IDOL FINALIST
I've really enjoyed it. If I don't get into medicine it would be something I'd look at doing — real estate and auctioneering in particular.

Megan Bleeze
SCHOOLS AUCTION IDOL FINALIST
It's a different type of public speaking, it certainly gives you a different type of experience. It gives you different options.

Billy Mitchell
SCHOOLS AUCTION IDOL FINALIST
I'm thinking about going into real estate. I was looking at legal studies but this has kind of grabbed my attention.

Adam Forte
SCHOOLS AUCTION IDOL FINALIST
Before this competition I didn't really know much about auctioneering, but the competition has really opened my eyes and it's a future career path definitely.

Edward Gainer
SCHOOLS AUCTION IDOL FINALIST
I'd never thought about auctioneering before but it's definitely interesting. Even if I don't follow this path, it's been fantastic for public speaking and I love that, with the auctioneering competition, it's not just about giving speeches. There's much more to it than that; there's emotional feeling and improvisation, and that's really important! And I think that's what makes it unique.
dinner and awards
dinner and awards
The Schools Idol competition has added another very exciting and sponsors key sponsor of the Society of auctioneers and appraisers. Herself was excited about being involved with the golden gavel heats and mingle with new and prospective business partners . . . Sharryn has been fantastic with lots of opportunities to mix. I found myself looking at the industry with fresh eyes. (With these fresh eyes, that I was fortunate enough to have been involved in the judging process for the awards as well as the Schools Auction Idol competition. I can say that as a sponsor and purchaser, it encourages me greatly to see the volume and calibre of talent coming up through the ranks as well as the strength of experienced auctioneers providing mentoring in the art of effective auctioneering. This is all about team work. Speaking of team work, I would also like to recognise our co-sponsor of the awards, Mortgage Choice. Over the past few months, I have personally been witness to not only the support and commitment that Mortgage Choice and their clients provide to us and our clients, but the support they offer within the community. Over the next few months, you too will see the level of Mortgage Choice’s commitment to the local community through your local Messenger newspaper. In our current buyers’ market, agent credibility and integrity will only become increasingly important in the success of moving properties along with the need for local market presence. I thank each of you for your support to the community, and for our papers, and look forward to being able to assist you and your vendors toward successful promotional campaigns in the future. ●

Bowden Printing is proud to be in its 10th year as a Key Sponsor of the Society and pleased to once again be involved in the Messenger Community News-Mortgage Choice Golden Gavel Awards.

We would like to commend all of the various awards winners on the night with congratulations to Rod Adcock of L.J. Hooker, operations on a well deserved win. But best of all, we would like to take the opportunity to pass on congratulations to all concerned for another very successful Golden Gavel. Each year the event seems to grow in stature and the recent introduction of the Schools Idol competition has added another very exciting and innovative aspect to the event.

First, I would like to take the opportunity to pass on congratulations to our inaugural year and through to 2008, has been fantastic with lots of opportunities to mix and mingle with new and prospective business partners . . . Sharryn herself was excited about being involved with the Golden Gavel heats and finals. The professionalism and enthusiasm of the competitors was a true indication of the talent South Australia possesses within the Real Estate industry. Congratulations to the winner of the Golden Gavel Rod Adcock and runner up Paul Henry, both stalwarts within the L.J. Hooker Group. Congratulations to the Schools Idol winner Tom Hector from Rostrever College a very polished performance all the way through the competition. Last but not least the winners of the Rising Star Awards, Sharon Gray and Paul Clifford, were most deserving winners. Congratulations to all involved.

This all culminated into the fantastic Golden Gavel Awards Gala which was a great way to celebrate the end of the year and the Gold Gavel Awards 2008. We look forward to a long successful association with the Society for many years to come.

ConnectNow is a FREE utility connection service which offers a choice of providers to your tenants, buyers and sellers. This great FREE time saving service enables your clients to connect their Electricity, Gas, Telephone, Internet, Pay TV and phone line. We can also help with quotes on insurance, cleaning and removalists. ConnectNow would like to take this opportunity to extend an offer to all Real Estate offices, any office that joins as a connectnow partner will after their first successful application receive six premium Bottles of wine delivered to the office, perfect for Friday afternoon drinks.

Some of our key clients include: Jock Gilbert Real Estate, Colliers, Landmark, RE/MAX, Ray White, George Noicos, First National, Raine and Horne and CommercialSA.

Property Enhancers would like to congratulate the winners, contestants and everybody who assisted in bringing the heats and the Gala together.

A big well-done must go to Lindsay Warner and Garry Topp for their efforts throughout the competition. The Team from Property Enhancers thoroughly enjoyed their involvement in both the heats and the Gala. We found the heats to be well run with the highest level of professionalism displayed. The Gala past four years. This common pursuit of excellence is one of the key reasons for our partnership with the Society. Another is the transparency of our business offerings. The legislative changes to the Auction process are centred on providing the consumer with transparency of information, opportunities and responsibilities, driving a positive and professional selling or purchasing experience. 

REISA is particularly pleased to Sponsor the Rising Star Category of the Messenger Community News-Mortgage Choice Awards because of the importance of our youth in promotion, innovation and succession. The Competition is unique and provides those with the heart and belief a wonderful opportunity to refine their skills in a mentored and competitive environment. ●

I found the competition very enlightening. I can’t say that I’ve ever been to forty auctions in one day but I thoroughly enjoyed it! I guess the biggest issue is - with all the new legislation - how will it impact on (auctions) moving forward. We’ll be announcing the bidders’ number along with the bid. I think it will be hard to get your tongue around that one!

Established 26 years ago, Adcorp is the leading Australian-owned advertising agency in Australia with offices in every mainland State and in four locations across New Zealand. The agency has dedicated property account service teams specialising in residential and commercial property marketing, who consistently deliver integrated and branded promotional campaigns.

Our property division delivers numerous innovative and successful campaigns every day. Campaigns that encompass high-end creative brochures, targeted direct mail, impactful signage, interactive websites and strategic print advertising to a number of our blue chip clients nationally.

Peter Graszcz

CAMPAIGNS FOR ALL BUDGETS From the creation of brands, individual identities for luxury apartment residences through to the development of unique, creative and communications solutions are developed, uniquely positioning your brand against competitors. This is the “checklist” by which all our property marketing and communications solutions are developed, uniquely positioning your brand against competition.●

We look forward to continued support from the Society of Auctioneers and Appraisers and look forward to being able to assist you and your clients toward successful promotional campaigns in the future. ●

Golden Gavel Journal 2008 18
David Pisoni MP

SHADOW MINISTER FOR EDUCATION SPEAKING AT THE GALA DINNER

I would like to thank the Society of Auctioneers & Appraisers for inviting me to the Messenger Community News-Mortgage Choice Golden Gavel Awards, which of course incorporates the wonderful Schools Auction Idol Competition.

Representing well over 300 Members and employing thousands of south Australians, with combined sales of $3 billion a year, the Society of Auctioneers and Appraisers is recognized as an important and valued cog in the economic wheel of the South Australian economy.

With real estate, livestock, antique and fine arts, the Society Members and their staff make a significant business and social contribution.

As Shadow Minister for Education, Small Business and Youth, I am particularly impressed by your commitment to the Free Enterprise philosophy and our youth, shown by the Society’s introduction of the School Auction Idol Competition and involvement in the SACE. It shows a positive benefit for enterprise and education.

The partnership with education, community and the media has created an innovative contest which is sure to be of ongoing benefit to the industry and our young entrepreneurs, and will no doubt produce some confident business leaders for South Australia’s future.

Once again, I thank you for the opportunity to be here this evening at this event.

PRINCIPAL & SALES CONSULTANT AUCTION MARKETERS

The Principal and Sales Consultant Auction Marketers Awards are made to the top 10 Principals and the top 10 Sales Consultants who market and sell the most properties utilising Auction in the preceding 12 months, collated and decided from results reported in The Advertiser and Messenger News each year in the Society’s feature.

We acknowledge these high achievers and recognize their passion for the most transparent form of marketing and encourage them to continue to promote Auction as the ultimate marketing strategy to ensure that their Vendor’s receive the best possible price in the shortest possible time and to enable their Vendors to negotiate from a position of strength.

Paul Henry

REAL ESTATE AUCTIONEER AGENCY OF THE YEAR

As a long-standing member of the Auctioneering profession, being part of L.J. Hooker’s success as “Auctioneer Agency of the Year” for the fourth time was a big thrill. Michael, Rod and I had two goals, firstly to win ‘Agency of the Year’ and secondly make the Golden Gavel final. The camaraderie amongst us is unbelievable as we sparred each other on. Our training and strong auction culture has once again paid dividends and there are more young auctioneers on the way through 2009 our goal at L.J. Hooker is to make five in a row.

Michael Fenn

L.J. HOOKER GREENWITH

To win the Auction Agency for the fourth year in a row shows that we, L.J. Hooker, are doing something right. With the addition of our strong novice auctioneers coming through, and a dedicated auction group, it is proving that we are leading the way with the auction method of sale. Personally, it was another excellent experience to compete in the Golden Gavel Finals but to compete and share success with two other L.J. Hooker auctioneers only added to the experience. It is fantastic to see L.J. Hooker well represented in Rod Adcock and Paul Henry at the forthcoming Australasian Senior Auctioneering Championships and I am sure that the company aim will be to make it five in a row “Auctioneer Agency of the Year” in 2009!

Rod Adcock

STATE MANAGER L.J. HOOKER SA/NT OPERATIONS

The personal satisfaction of winning the 2008 Messenger Community News-Mortgage Choice Golden Gavel was matched by being part of the L.J. Hooker Team to ‘pull off’ our fourth successive “Auctioneer Agency of the Year” Award. The leverage that this award gives our group in the marketplace is significant and a huge point of difference when our guys are conducting listing presentations.

Congratulations go to my other team members Paul Henry and Michael Fenn for not only making the Senior Golden Gavel Finals but for contributing so brilliantly to our Team’s win.

Lindsay Warner

SALES CONSULTANT AUCTION MARKETER

In a very competitive auction market it is with a great deal of satisfaction I made the top 10 for Auction Listing sales consultant in 2008. To be named the Number 1 auction listing consultant for South Australia was very much a surprise however my simple thoughts on real estate is that selling by auction is the most effective and best performing manner of selling Real Estate. Vendors may initially be nervous of the process but with an informed education process they soon believe it is the way to go. An auction campaign will do one of two things; it either sells the home cash unconditional in a very short times or it assists very quickly in determining what a home is really worth. I look forward to listing many more homes for sale by auction into the future irrespective of legislative changes or economic climate.
Peter Kiritsis

PRINCIPAL AUCTION MARKETER OF THE YEAR

It was a great honour to receive the award once again. A back-to-back win is always exciting in anything that we do. If you are passionate about auctions and believe in systems and processes it is not hard to make your clients aware that it’s the best method to realise a premium price.

Joe Ienco

PRESIDENT’S AWARD FOR ADVANCING THE PROFESSION

I am writing a few words to express my heartfelt gratitude for the Award that was presented to me at the Society of Auctioneers & Appraisers S.A. Inc. Golden Gavel Awards Dinner on 30th May 2008, being the President’s Award for Distinction for Advancing The Profession of Auctioneers & Appraisers. May I say it was a real surprise and certainly unexpected.

The proposed changes to the Real Estate Industry and in particular the effects on the auction process were really going to cause problems for the industry, unless we put our views forward.

I contacted Garry Topp, who is always readily available to take a call, to discuss my concerns as a Member of Parliament. We organised several meetings with the Shadow Minister Terri Stephens, Nick Xenophon and Dennis Hood for the Society to present our views and submissions.

I feel privileged and honoured to have been able to assist and work with such professionals and icons of the Real Estate Industry such as Brett Roenfeldt, Lindsay Warner and our CEO Garry Topp in meeting and placing submissions to the various Members of Parliament so they could better understand the Real Estate Industry and the Auction Process and other goods, which has been an effective way of doing business since 1836 the settlement date here in South Australia.

The way that the submissions were prepared and presented by the Society of Auctioneers headed by Garry Topp and the delegation is to be admired by all, we as members are very fortunate to have people of such calibre to act on our behalf. Those submissions placed on our behalf were fully implemented within the changes of the new legislation.

I would like to thank the above members for allowing me to be part of their delegation and giving me the opportunity of working with them. A special mention goes to Garry Topp our CEO for the thoughtfulness of offering me this award, which is greatly appreciated with the warmest of thanks.

Luke Bowden, Joe Ienco, Paul Johnston and Wayne Johnson

An enjoyable experience...

Paul Clifford

RISING STAR AWARD

It is a great honour to win the Rising Star category of the Messenger Community News – Mortgage Choice Golden Gavel Awards 2008. Thank you Garry Topp, Lindsay Warner and the rest of the team at the Society plus all of the Sponsors for putting on a fantastic competition. A fantastic competition but a daunting one; I was surprised at how intimidating it is trying to sell a property in front of a panel of judges and peers. As difficult as it was, it was certainly a great learning experience and that’s what it is all about – learning and hopefully becoming a better exponent at auctioneering.

On a personal level I would also like to thank Peter Taylor, our State Manager, for getting me involved in the Real Estate industry some 2½ years ago, my offsider Colin Hopkins and Steve Davidson for getting behind me and being very supportive when I decided I should get involved in auctioneering. One of the big problems with life on Kangaroo Island is not being exposed to enough auctioneering and seeing enough auctions to improve your performance. In the last 12 months I have done a couple of long drives from the Island to Jamestown to sell a few pens of sheep to get some type of experience and exposure selling in front of crowds (thanks Andrew Bastion for being brave enough to let me have a crack). On occasional trips to Adelaide where my wife and kids would be thinking a break from real estate was on the cards – it always means getting in the car driving around watching the good guys like Brett Roenfeld, Jono Moore, Phil Harris, Paul Henry and Lindsay Warner in action, which I’m sure must drive them mad!

I believe auctioneering is a great skill to have but thought it was a bit of a dying art in our company through retirements etc, but it certainly seems to be having a revival with plenty of young and not so young guys like myself, getting involved in the industry. This type of competition is certainly helping this revival by encouraging the less experienced auctioneers to get out of their comfort zones, be judged and improve the way they go about their jobs.

We are the only agency on Kangaroo Island that does their own auctions, which we think is an advantage, and so it is important to us to constantly strive to improve how we do it. Winning this competition will be a big boost to the confidence – I feel I have hopefully earned the right to be out the front of an audience successfully auctioning and selling with skill of control. Reluctant at first about entering, I am obviously glad I did and now hope do get enough auctions in the future to warrant entering the ‘open’ one day and doing that category justice.

Joe Ienco

Paul Clifford

Elders, Kangaroo Island

Australasian Judge

Golden Gavel Friday was a resounding success and it was a delight to be involved in such a well-organised, well-patronised series of events. You have built a tradition of quality and excellence, where previous winners are revered, and where the fellowship and kindred spirit of contestants is obvious. It is the elevating of our craft to this level of overall performance, which will ensure its longevity.

Your finalists were a credit to their industry and the winners are sure to make their presence felt in Darwin in September. The Auction Idol concept was staggeringly successful – do you have an opening for this next year? Congratulations again. ●

Mark Sumich – Judge
The Messenger Community News—Golden Gavel Golden Gavel competition is one of the best ways to challenge yourself in the auction arena and be judged by your peers. It is nerve wrecking, completely terrifying and unbelievably exhilarating — when it’s over.

I decided to enter this year, because basically I am a competition junkie and couldn’t help myself. Having represented Australia at the World Cup in touch football, and facing off against six enormous Mauri women, I can confidently report that irrespective of your training and experience that standing alone, centre stage, with six pairs of highly regarded industry experts judging every word and every movement is extremely daunting. I’d prefer to play against those Kiwi’s any day!

With my script prepared and rehearsed so much that my family of bidders knew it off by heart, I took to the stage and gave it all. Some of the judges seemed quite receptive and even encouraging, some of the judges were so granite faced and stern that I tried not to look at them in case I too turned to stone! And then the bidding starts and so does the fun! The hammer comes down, it’s over and the sense of achievement for just having taken part is overwhelming. It is truly a rewarding experience that makes any regular auction feel like a walk in the park. Whether you win or not the competition enhances your skills and I would recommend anyone serious about adding the Auctioneering string to their bow to jump in with both feet.

Sharon Gray

Sharon Gray

Miller & Associates

Gordon Tonkin

gordontonkin@millers-associates.com.au

Mike Finn

Phone: 08 8372 7904

Fax: 08 8372 7984

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8 Greenhill Road, Wayville SA 5034

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Gordon Tonkin

gordontonkin@millers-associates.com.au

Mobile: 0417 018 017

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For those of you that don’t know, the Messenger Home Buyers Guide publish a weekly article of all auction results.

If you have had a successful auction and want to let the public know then fax the details to the Auction Results 24 hours fax line 8341 2093.

As well as getting some free publicity this will also help us to promote the auction method of sale.

Garry Topp FSA (Life)

Sharon Gray

Golden Gavel Journal 2008

GOLDEN GAVEL JOURNAL 2008

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Real Estate Legislation Conferences

In July the Society jointly with REISA and OCBA convened a series of conferences at AAMI Stadium in Adelaide and at Murray Bridge, the South East, Port Lincoln, Victor Harbor, Berri and Port Pirie where some 2500 Practitioners attended to receive first hand instructions on how to best handle the requirements of the (Real Estate Industry Reform) Act 2007.

The delegates were told that this Legislation is the most significant change in Real Estate Legislation since the introduction of the Cooling off Legislation 20 years ago. We all thought Cooling off would be the end of Real Estate sales, but the opposite happened and Cooling off strengthened the contract and made it virtually impossible to rescind once the cooling off period had expired.

The new legislation has one major benefit. The Society and the Real Estate Institute are now genuinely working together for the benefit of the entire industry. We have released jointly badged documents for use by all Society and REISA Members including:

- Best Practice Procedures
- Public Auction of Real Property - Terms and Conditions
- Vendor reserve and instructions
- Auction Record
- Authority to act as an Auctioneer
- Proxy Bidders Authority
- Bidder Registration Forms

This came about as a result of a working party set up 2 years ago with 3 Members each from the Society and Real Estate Institute called the Auction Task Force. The most significant aspect of the new legislation is that we will have to live with the stringent requirements of price range advertising. John Rau once said he believed there are two ways for price range advertising.

For those of you that don’t know, the Messenger Home Buyers Guide publish a weekly article of all auction results.

If you have had a successful auction and want to let the public know then fax the details to the Auction Results 24 hours fax line 8341 2093.

As well as getting some free publicity this will also help us to promote the auction method of sale.

Garry Topp FSA (Life)

GOLDEN GAVEL JOURNAL 2008

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Woah! What an amazing car to experience!

The incredibly smooth ride is whisper quiet until you crank up the Mark LEVINSON 19 speaker sound system unless you want to get into the back and watch a DVD on the retractable LCD screen. Then while driving, you have the option of setting the radar controlled active cruise control which accelerates and then keeps at a safe distance behind the car in front.

Now for parking, all you need to do is engage the intelligent parking assist with ten parking sensors, the car parks itself and you can watch in the review camera.

I drove this car for three days and even though I turned my phone off Paul Johnston found me somehow and made me give it back.

If you want to experience what it feels like to drive to work in your home cinema surrounded by opulent luxury, protected with ten SRS airbags and the Vehicle Dynamics Integrated Management system, call Paul Johnston at Lexus 8177 8000.

The most innocent of intents

Just a quick note telling a little yarn that I thought might bring a smile to your face.

On 10th June 2008 I conducted an auction of a little lifestyle block of 27 acres including an old house and a large amount of historic goods spread all over the property (JUNK).

As I started the auction I gave a detailed description of the lifestyle property and it’s close proximity to Mount Gambier. As I was half-way through this spiel it came to me I just used two or three things from the Schools Auction Idol competition. I continued on to offer the property with an opening bid from the crowd at $180,000. I had a good laugh and seemed to leave the auction in a lot better mood.

The final part of this story happened to me as one of the bidders in the Schools Auction Idol when a young gentleman turned to me after not bidding for $100,000 or so and was hell bent on getting me to have another. At the time I laughed and thought “You would never approach it that way in a real auction” but it just proves with a little manipulation of the situation some of your best tricks can come from the most innocent of intents.

Thank you and regards

Ben Finch MSAA
Branch Manager, Elders Ltd
Millicent (Bidder in the Schools Auction Idol Competition)
the most cost effective & integrated Real Estate Marketing Solution

1 Online for national search enquiries….
2 Local newspapers for local buyers

Almost 20% of Australians move house each year but we don’t move far

Nearly one-fifth (18.3%) of the Australian population moved house in 2001/2002. Most of those moves, however, involved quite short distances:
• 43% involved moves of less than 5 kilometres;
• 22% were between 5 and 14 kilometres*

That’s why Messenger is such an important part of the real estate marketing mix.

Buyers like to browse in specific areas - their OWN area.

Let us show you why we were awarded the Best in the Mortgage & Finance Industry at the MFAA 2008 Excellence Awards. For home loan advice from the best in the business, talk to the specialists today.

What do I need to do after purchasing the property?
You will need to immediately sign the contract and pay a deposit of 10%.

I have never attended an Auction before, how do I bid?
• Establish a limit of how much you intend to spend in purchasing the property.
• Bid clearly and precisely by holding up your bidding number such that the Auctioneer can clearly see it and don’t leave your bid to the last second or you may be missed.
• Bid strongly and with confidence. This shows people that you are serious about buying.
• Bid quickly – if you hesitate others think it is your last bid, which encourages them to keep going. Likewise, under-bidders should realise that others bidding quickly and aggressively are trying to scare you off.
• Start bidding when the figure is below or within your price range.
• Don’t be shy about opening the bidding at a figure to suit you.
• The Auctioneer will set the bidding increments depending on the price bracket of the property. Bid in these increments if you can and don’t be afraid to nominate a higher or a lower increment, however the Auctioneer has the right to accept or reject the bids in the best interests of the Vendor.
• When the bidding slows or stops at a figure acceptable to the Vendor, as a precaution and to assist underbidders and any last minute bidders, the Auctioneer will give the first call, then a second call and finally a third and final call, then brings the hammer down “SOLD.”

This Buying Residential Property at Auction - Helpful Hints Guide has been prepared exclusively by The Society of Auctioneers & Appraisers (S.A.) Inc. and is proudly supported and endorsed by Mortgage Choice as a hands-on, easy-to-read Auction Guide for prospective Real Estate Purchasers and has embraced recommendations and guidelines from Legislation in South Australia.

The Society of Auctioneers & Appraisers (S.A.) Inc. is the Professional Body representing Practitioners in the specialist fields of Auctioneering and Appraising in South Australia. Before you appoint an Auctioneer or Appraiser make sure they are a Practicing Member of the Society. For a full list of Members, visit the website auctioneers.com.au or visit mortgagechoice.com.au for further information like franchisee name and branch addresses.

To secure your FREE copies of the new “Buying Residential Property at “Auction Guide” call 8232 4982 and we’ll arrange for your local Mortgage Choice specialist to deliver a pack to your office. Let us know why we were awarded the Best in the Mortgage & Finance Industry at the MFAA 2008 Excellence Awards.