



The Official Newsletter of the Society of Auctioneers & Appraisers (SA) Inc.

GAVEL & GLASS



APRIL 2015

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Society of Auctioneers & Appraisers (SA) Inc.

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Rod Adcock



Ben
Clarence





Inaugural RETC Auction Work-



Presented by Brett Roenfeldt OAM and Garry Topp CEO of the Society

The inaugural Two Day Auction Workshop presented by national accredited trainer Brett Roenfeldt OAM was held at the RETC on Monday 23rd and Friday 27th of March. This new format allows the participants time between the full day sessions to complete the workshop activities while being able to fine tune and practice their scripts and biddings for their assessments in the afternoon of the second session.

In our inaugural year we had six participants: **Paul Kilby** from Elders Cummins. Originally from New South Wales, Paul sells livestock, store and studs, and conducts clearing sales. He wants to offer the full package by becoming a competent real estate auctioneer. His favourite sport is rugby league and he also has a love of cricket and fishing.

Jarrah Holmes of Century 21 Brighton has been selling real estate for 7 year. He is already licensed as an auctioneer and wanted

to complete the course to ensure that he can deliver the ultimate auction performance for his clients. He loves properties, cars and family.

Next is **Peter Shizas**, from Harris Real Estate Prospect who has been in real estate for 16 years conducting auctions as a salesperson. Peter wants to complement the Harris auctioneers and provide an extra service for his clients by conducting his own auctions.



Inaugural RETC Auction Workshop



Next into the mix, from Colliers International is **Oliver Totani**, who previously played soccer for Australia and has worked in residential development. He is now in his fifth year as a commercial agent, here to have some fun and add value to his clients by perfecting his auction skills.

Peter Pedro, who has a background as an architect, has worked for the Immigration Department in France and is a qualified champagne maker. Now embarking on a new career he is studying Cert IV at RETC, hoping to add to his career by becoming an auctioneer.

Chet Al grew up in the Riverland where it is normal to have up to 60 listings and not many through the opens. Now working at Toop & Toop who embrace auction as a powerful marketing tool, he wants to add to his corporate profile as a licensed auctioneer. Chet loves golf and water sports.



Testimonials from Students

When asked did you gain anything from this presentation?

Answers were Yes..... word delivery, use of the voice, correct procedure and script preparation, Yes the legal side was very beneficial, **Absolutely, I cannot believe I learnt so much in so little time**, also my confidence in speaking is now enhanced, **Yes great insight into the mechanics into what it takes to undertake an actual auction, also providing actual real life scenarios was outstanding.**

When asked what you like the most?

The practical tactics of an auction, the support of the trainers - I absolutely loved their patience and encouraging support, I have now learnt how to continually improve my performance.

When asked what you will tell others of the main benefits of this auction?

The gaining of confidence with the intricate knowledge imparted about public speaking, being taught by two individuals who are obviously passionate about auctions and teaching, **loved the whole two days, for all others JUST DO IT.**



Inaugural RETC Auction Workshop



When asked, did Brett inspire you to change your way of thinking on any issues, strategy wise ?

Brett was great, It has given me a greater understanding of the auction process and therefore greater confidence to promote it, **Brett is MR INSPIRATION** Brett and his persona added so much value to us all and no price guide auctions and the icing on the cake was never disclose when on the market.



About the Trainer— Brett Roenfeldt

The man who was there to impart his knowledge and experience was **Brett Roenfeldt**. Brett has conducted over 16 thousand auctions, ranging from farms, vineyards, hotels, motels, as well as commercial and industrial properties – including ship stations, Lindsay Park stud, residential homes and other vacant land all over South Australia.

Brett is the only trainer to have won 4 News Corp Australia Golden Gavel.

His focus at the Workshop was to encourage the delegates to bring out their personality to ensure that their performance is powerful and unique.

It is very rare to receive an opportunity to be privy to the intricate and expert knowledge of a real estate auctioneer who has developed their skills over three and a half decades in the business.

The six delegates who attended the inaugural RETC Auction Workshop have been lucky enough to be present for this opportunity and will now be confident to enter the market place with such a comprehensive grounding.





Will This Be The Worlds Most Expensive Painting Under The Hammer?



“Les Femmes d’ Alger (Version O)”, by Pablo Picasso

An anonymous art collector, is offering through Christies Auctions in New York, “Les Femmes d’Alger (Version O)”, by Pablo Picasso.

Painted in 1955, and the final work from a series titled “Les Femmes d’Alger” with versions “A” through to “O” (yes, that works out to be 15 versions!), this vibrant looking painting carries an estimate of approximately **A\$180 Million**.

This work has not been seen on the market since it was last sold through Christies in 1997, for the sum of approximately A\$40 Million, where it carried an estimate of A\$13 - \$15 Million. At the 1997 auction, the vendor was art collector Victor Ganz, who was selling part of his collection, which took over \$200 Million and reputedly cost him the wise sum of only \$2 Million!

The official record for a painting at auction is currently US\$142.2 Million for “Francis Bacon’s “Three Studies of Lucien Freud” knocked down in 2013.

From President, Marc du Plessis MSAA



New Tech vs “The Sticks”



In the past 12 months alone, I can think of a long list of new technology and tools available to agents and buyers alike for use in real estate sales;

- 3D Walkthroughs combined with “Virtual Dollhouse” computer generated models
- Virtual-Reality or “Augmented-Reality” has made its way into Real Estate
- Wearable Tech will probably give buyers even faster access to property details than ever before
- New CRM and LMS software is constantly being released and promoted as the “Next Big Thing”
- Thousands of “Productivity Apps” for smart phones are released monthly, all with uses as a tool within

Many of these services, tech pieces or software packages can cost anywhere from a cup of coffee to around the cost of a second-hand car.

So is it worth agents in the country (“out in the sticks”) adopting every new piece of tech in order to stay relevant in their marketplace, despite the slower pace when compared to the “big cities”?

Whilst some rural agents might not see the point in keeping up with the latest trends, there are certainly advantages to adopting new tricks.

For example, “Virtual Reality” allows a buyer to quite literally step-inside a property, without even leaving their home.

Imagine not ever having to run an open inspection or private appointment again, because you can send the buyer on a walkthrough of the home that’s almost as good as being there in person.

There are huge benefits to country agents in this scenario besides the obvious, like cutting-down on travel time spent showing homes.

For instance, interstate and overseas buyers can have an “inch-by-inch” tour of a property on the other side of the world, which would open the rural market up to vast numbers of buyers.

There are also many agents out there who have spent thousands of dollars on new CRM or LMS systems, without ever using them to their full capacity. Wasting such huge amounts of money on technology that staff doesn’t understand or is too complex for the average user is like giving a plumber a shovel and telling him to build a brick wall.

When new technology comes to the market, it’s often worth waiting until other agents have taken up the technology and if it is giving results worthy of the investment.

On the other hand, there is something to be said for being an early adapter and using this as a point of difference over your competitors...

Ben Clarence MSA Board Member Livestock & General Auctioneers & Appraisers Professional Development, Training & Membership



Oren Klemich Provides Chinese Translator

CLICK ON ME TO
VIEW THE REPORT



Auctioneer Oren Klemich, (right) and Chinese interpreter, Society Sponsor Wowu88 Mark Chuang

*Oren Klemich has broken ground in Adelaide by being the first auctioneer to hire an interpreter to help potential buyers at an **auction**.* The inquiry from the Chinese market was so overwhelming the Mr Klemich needed to hire interrupter, Mark Chuang. It must also be noted that The Society of Auctioneers and Appraisers provides copies of contracts in Mandarin to support this growing Chinese buyers market in South Australia.



January Sales Hit a 5 year High

Retail Auction Properties sold at auction by Society Members have peaked in January of this year— A level that has not been seen since 2010. Proving once again that auction is the fastest and most effective method of sale

Congratulations to our members who recorded highly successful results in January



Brett Roenfeldt



Richard Thwaites



Meg Meadows



Jarrod Tagni



Nathan Casserly



Sharon Gray



Simon Tanner



Oren Klemich



Bronte Manuel



Tim Thredgold



Troy Tyndall



Jason O'Halloran



Paul Arnold



Phil McMahon



Anthony Toop



Sam Dorman



Jonathon Moore



AJ Colman



Jarad Henry



Michael Fenn



Peter Economou



Nick Ploubidis



John Morris



Tony Tagni



Exclusive Red Auctioneer's Hammer



Make a statement when you're auctioning!

We have Red Auctioneers Hammers in stock at the moment, exclusively handmade for the Society.

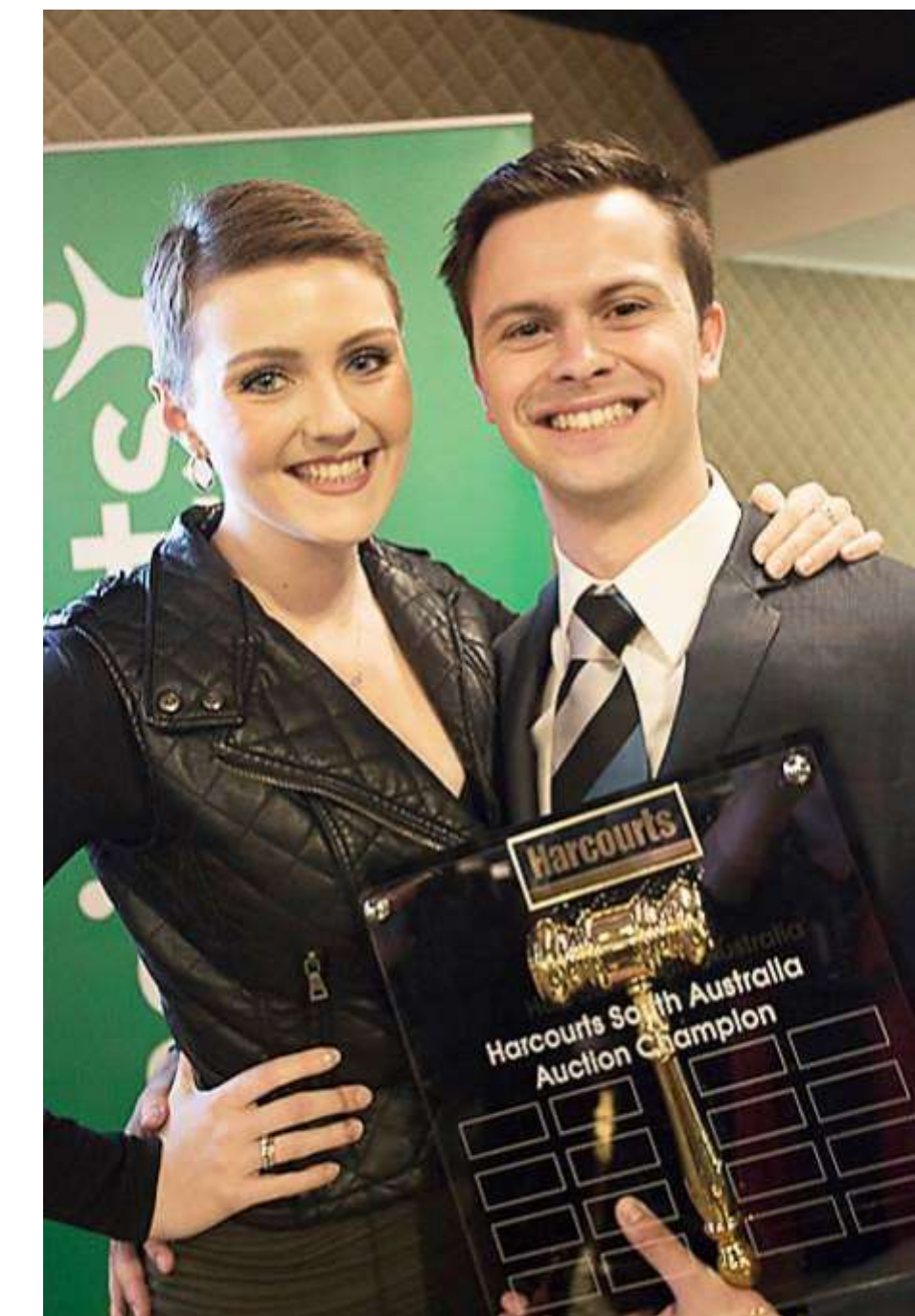
For the introductory price of \$120.

Please email Lyn Chow at admin@auctioneers.com.au to order yours.



Harcourts Auction Competition

Board Report by Ben Clarence



Thursday (26th March) was quite the incredible day for me, I found myself competing in the Grand Final of the inaugural Harcourts South Australia Auction Championship, up against my mentor and first boss, Lindsay Warner.

The competition was an extremely well-run event, with Andrew Friebe overseeing the proceedings of the day. The competitors and onlookers all agreed that the event was a success, with some extremely competitive entrants from around the state putting their best foot forward.

There could only be one winner though, and both Lindsay and I were only given 1 hour to prepare an auction script on a property we were both unfamiliar with, and then back in the holding room for an hour to wait our calls to the stage.

A coin-toss saw Lindsay take the stage first and he delivered a brilliant and engaging performance, which I was only able to review 2 days later on an iPhone. As always, he was flawless and impressive throughout.





Harcourts Auction Competition

Board Report by Ben Clarence

When it came my turn, I took up the stage and felt I delivered a strong performance, despite telling a joke which fell flat like a lead balloon, I felt my bidding was solid and I came off the stage feeling happy with my performance.

Winning the competition is a huge honour for me, and something I will always be extremely proud of, but also something that I feel will help give my career a huge boost. I really look forward to the Society of Auctioneers and Appraisers News Corp Australia Golden Gavel competition.

Ben Clarence M.S.A.A





SELLING AUCTION

Part 1 Real Estate



If- nearly 70% of properties that are put to auction are sold before auction, at auction, or by day 35 in an auction campaign, why would you not use the auction process!

If- the “smart-end of town”, i.e., Financial Institutions, Banks, Government Departments, Executor & Trustees, and Corporations use the auction process as their preferred method of sale, why shouldn't you.

If- the average cost of an auction campaign is significantly less than that of a for sale campaign, why would you not try it.

It- gives the seller immediate feedback from the market as whether their price expectations are achievable.

It- is a process where, with a good auctioneer and crowd, price expectations can readily be exceeded, as there is no “limit” to the asking price. Competition increases property prices.

It- places a deadline on the potential purchaser, whereby making them act rather than wait.

Works- to the benefit of the seller as it is a cash unconditional contract with no “subject to” terms giving the seller full control of their contract.

Works- to attract genuinely interested buyers with funds to purchase the property.

Works- to keep the entire process simple and transparent to all concerned, with the minimal amount of distractions in any negotiations

**IF IT WORKS
..... THEN USE IT!!**

No media group would ever publish a “for sale clearance rate” as the figures would be dreadful!

For further advantages click on [this link](#) to see 21 Advantages of Auction!



**by Marc du Plessis
President**

Do you have any Unique Items to Auction for the Courage for Cody Foundation



If you have any unique items to auction, (proceeds go to charity) please send it to the Society's office to auction on the Golden Gavel Award Night on the Thursday 21st of May.

*All proceeds go to Courage for Cody
(Building a positive future)*

Please email society@auctioneers.com.au if you have any unique items you would like to donate, and join us on the night!



Golden Gavel Master Auctioneer Workshop

GOLDEN GAVEL
Master Auctioneer
Workshop
IN PURSUIT OF AUCTION EXCELLENCE

Brett Roenfeldt is the only auctioneer that has won the NewsCorp Australia Golden Gavel four times and has conducted personally in excess of 16,000 Residential, Commercial and Rural Real Estate Auctions in South Australia. Brett will share with you his valuable insight and experiences and extensive knowledge of the Auctioneer's craft.

PRESENTED BY Nationally Accredited Trainers
Brett Roenfeldt and Garv Tonn

The Golden Gavel Master Auctioneer Workshop will provide you with the tools for success!

- Rising Star and Senior entry criteria
- What do the judges look for?
- What is required in your auction script?
- What Terms and Conditions of Sale are needed?
- What property choices are there?
- NEW: Timeframe and Time Penalties explained
- What is required of the five finalists?

Training Workshop ideal for
GOLDEN GAVEL Entrants

Society Mail Order Form

Click here for
Society mail
order form



Sunset Winery
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Fax +61 8 8553 1379

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www.sunset-wines.com.au



'Award Winning Island Experience' Sunset Winery achieved a four and a half star rating from James Halliday in the '2013 Wine Companion'. Sunset has become a must see, must do destination for self drive tourists to the island.

With one of the best views of any cellar door anywhere, Sunset has become known for its warm welcome, friendly service and relaxed atmosphere. Sunset Winery is the inaugural winner of the 2009 Ultimate Kangaroo Island Producers Food or Wine Experience award as judged by its customers (criteria was judged on service and local produce used in the menu).

Produce used: Island Pure Sheep Cheeses, Kangaroo Island Olive Oil Company's Kalamata olives and oil, Kangaroo Island Bakery bread, homemade gluten free muffins using local free range eggs and Cliffords Honey. Sunset's Savoury (great for 2 to share) served with tastings of our 7 premium wines, morning or afternoon tea, or a peaceful spot to enjoy a glass of wine with that special someone, look no further

*Sunset Winery
...share the experience.*

**Sunset Winery is Kangaroo Island's
first purpose built cellar door/
winery.**

**Part of our production policy is that
all fruit for the wine is sourced
from Kangaroo Island vineyards.**



Invitation to Celebrate!

Golden Gavel



Celebrating the 23rd NewsCorp Australia
GOLDEN GAVEL
incorporating
SCHOOLS AUCTION IDOL COMPETITION

*The longest running and best auction
competition in the southern hemisphere*

You are invited to celebrate the achievements of
the best of auctioneers, appraisers and agents of
real estate, general and livestock

*A night of fine food, wine, live entertainment and good company
to be held in a world class sporting arena.*

Thursday 21st May, 6pm

The Cathedral Room, Adelaide Oval

Parking in eastern car park off King William Street
Follow the signs to the venue

Cost: \$88 each (includes drinks, food and entertainment)

Dress code: Lounge Suit/Black Tie

Please RSVP by Friday 8th May 2015



You are invited to join South Australia's Auction elite to celebrate the **2015 News Corp Australia GOLDEN GAVEL, the longest running Auction competition in the Southern Hemisphere.** This competition has set the benchmark for all other Auction Competitions in Australasia. Nominations are now being accepted and we encourage all Rising Stars and experienced Auctioneers to enter to enhance your auctioneering skills and gain valuable recognition and promotional opportunities within the industry and to the public.

For the very first time we will celebrate our Auctioneers & Appraisers achievements by hosting a glamorous SPORT themed Cocktail Party at the new world class Adelaide Oval.



Important Dates for 2015

Golden Gavel



News Corp Australia

Golden Gavel and School's Auction Idol

April 10th (Friday)

Golden Gavel Nominations close

May 14th (Thursday)

School's Idol Heats Underdale High School

May 20th (Wednesday)

Golden Gavel Heats

May 21st (Thursday)

Golden Gavel and Schools Auction Idol Finals &

Cocktail Party

KEY SPONSORS

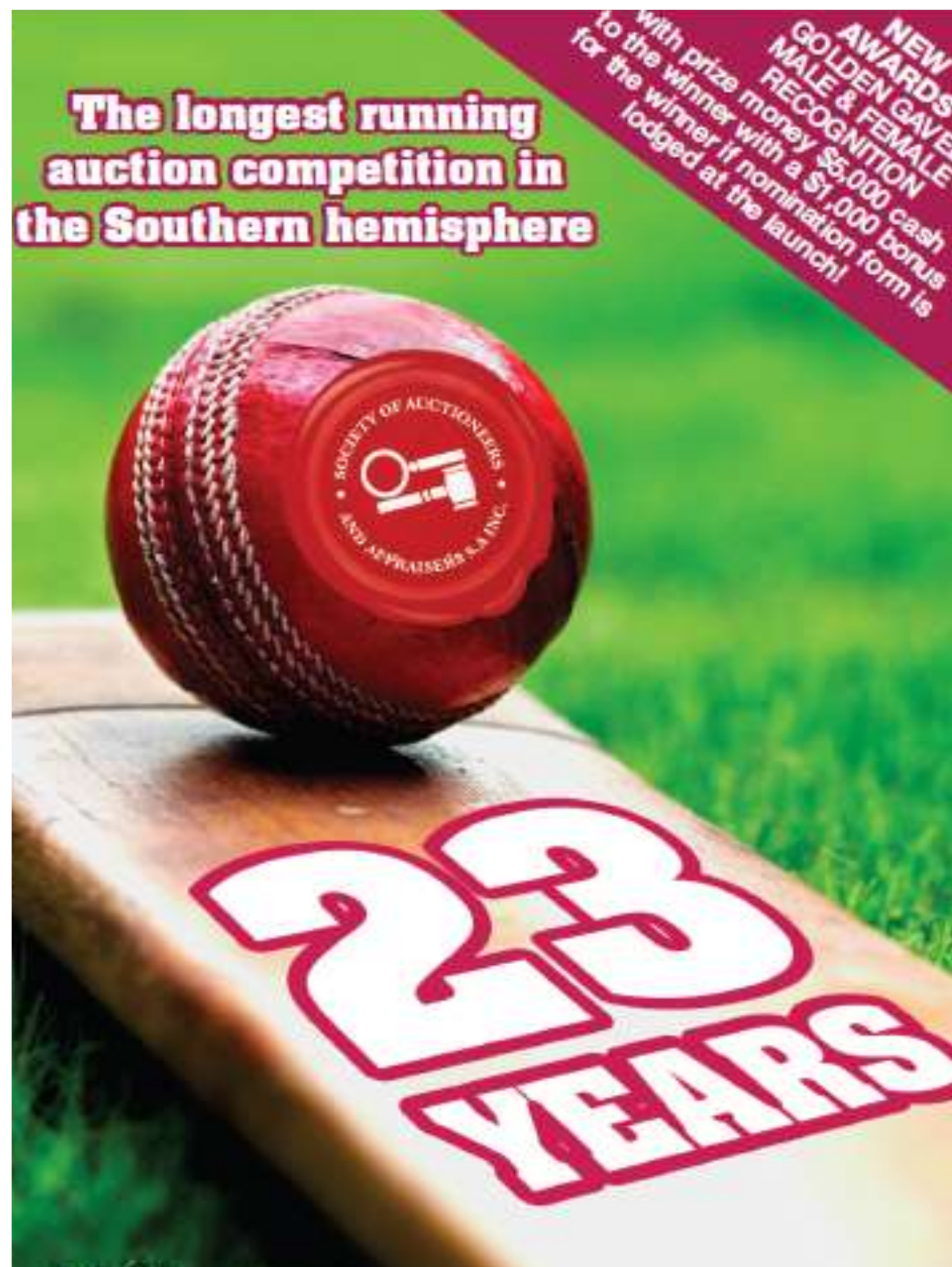


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Golden Gavel Nomination



Nominations open for the 2015 News Corp Australia Golden Gavel for Senior and Rising Star for Real Estate, General and Livestock.

You are invited to participate in the Longest Running Auction competition in the Southern Hemisphere celebrating 23 years.

Already 16 nominations received will ensure this will be one of the best Golden Gavel ever! Enormous incentives in place including your chance to not only win this prestigious Auction competition but also pocket \$5,000 in cash!

Please send in nomination form today or no later than Friday 10th April 2015 .



Prizes:

Winner: \$5,000 cash with \$1,000 bonus if the winner nominated at the Launch (made up of Top Male Finalist \$2,500, Top Female Finalist \$2,500 plus \$2,500 for outright winner).

General Winner: \$2,500 Cash (runner up \$500 cash)

Rising Stars Male & Female: \$500 cash each

Recognition for:

- 5 Senior Finalists
- Real Estate Group Auction Marketer of the Year (most auctions as reported and published by the Society)
- Top 15 "Gold Club" Real Estate Auctioneers
- General Auctioneer Highest Price Single Lot
- Top 10 Principal and Sales Consultant Auction Marketers

Click here for a copy of the nomination form

UPCOMING AUCTIONS APP



**FIRST IN
AUSTRALIA**
promoting
Auctioneers
& Auctions



Taking Auction Marketing to a Whole New Level!

Our website shows instant Auction results and the latest four auctions completed will appear on our home page!

Auctioneers will receive an email 30 minutes after the Auction time requesting the result. A reply to that email will instantly update our completed auctions panel on www.auctioneers.com.au

OR

Enter results through the **Upcoming Auctions App** which has a log-in button so multiple Auctions can be entered at the one time!

When data suppliers ring the Auctioneer or Agent on Saturday night for results, simply refer them to the Society website and take a rest after working all day.



www.auctioneers.com.au

GROUND BREAKING APP

Use your smart phone to search for upcoming Auctions!

GAUGE THE MARKET

The best way by monitoring Auctions!

DOWNLOAD

The Society's Upcoming Auctions App can be downloaded from your favourite App store.

Just search "upcoming auctions"

SEARCH WITH EASE

Drive around, see what's happening and search by Auctioneer, Agent, Suburb, Date and Time

INSTANT UPDATE

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

LIST

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



Marketing to Chinese Buyers— Property Brochures in Mandarin



Here are **8** reasons why **Real Estate Agents** should choose to list on **Wowu88.com**

- Printable **Chinese Property Brochures**
- Online property portal (www.wowu88.com)
- Dual language (English & Mandarin) website
- Downloadable e Brochure
- Unlimited Photo Gallery
- Full Search Options
- Link to Agency website
- Update your listing kit. This is the perfect opportunity to show potential vendors your proactive research of all marketing avenues for the best possible sale outcome



- Compatible with Mobile devices

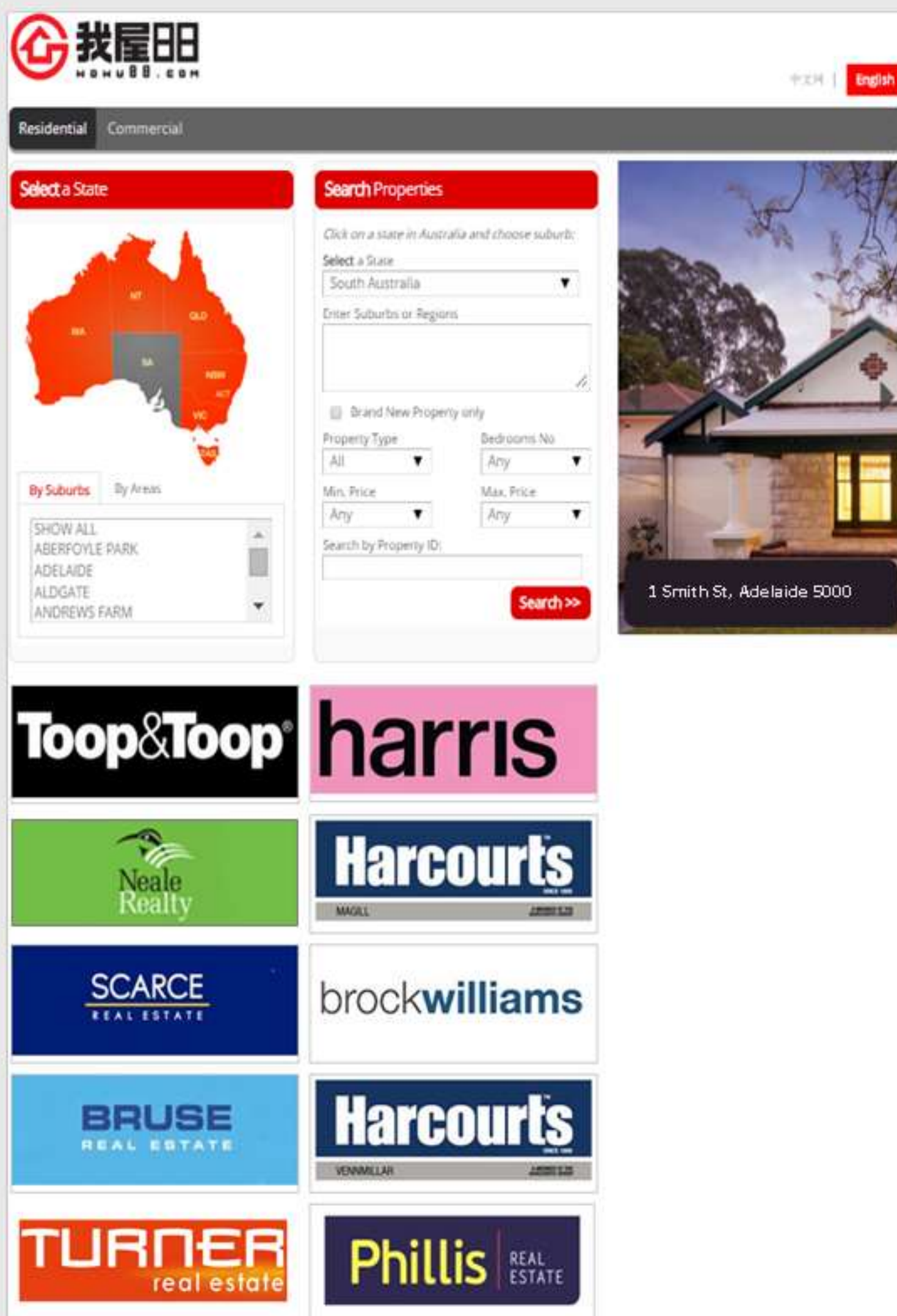


- E-Brochure

**ALL FOR \$66
PER PROPERTY
UNTIL SOLD**

R4-R7 Government Forms translated into Mandarin available from
sales@wowu88.com or call **Emmaline Sibila 08 8113 1833**

Society Sponsor



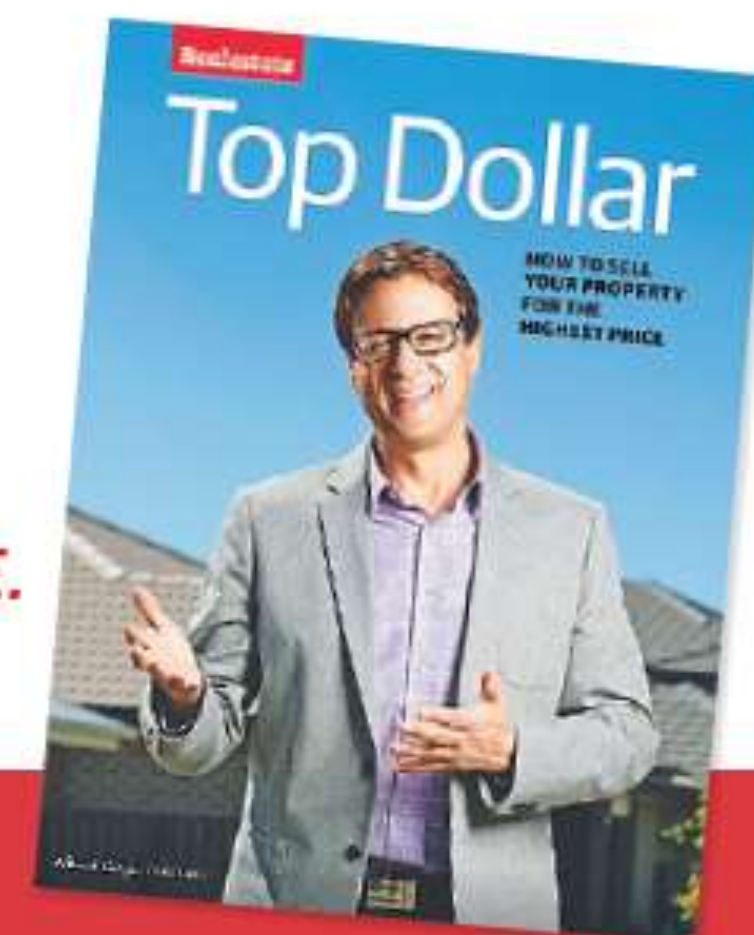


SELL YOUR PROPERTY FOR **Top Dollar**

- ① **FIND A GOOD AGENT**
- ② **INVEST UP TO 1% OF YOUR PROPERTY VALUE IN MARKETING. TELL YOUR AGENT YOU WANT THIS**
- ③ **USE PRINT AND ONLINE IN YOUR MARKETING CAMPAIGN**

Andrew Winter is one of Australia's leading residential property experts. He hosts the award-winning "Selling Houses Australia" and "Selling Houses Australia Extreme", exclusive to the Lifestyle Channel.

Get Andrew's **FREE** booklet *Top Dollar - HOW TO SELL YOUR PROPERTY FOR THE HIGHEST PRICE.*
Visit www.newscorpastralia.com/content/top-dollar or ask your agent.



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potential buyers."*

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Research has shown that time spent preparing your home for sale is more effective than lowering your price.

The Dressed for Sale team has the experience to get you a **faster sale** and a **better price**.



Corsers Consultants are Rent Roll brokers.

We bring to the table 50 years of professional real estate experience.

Mark Kurtze and Chris Gill are real estate through and through and have been selling Rent Rolls longer than anyone else in the industry. Our knowledge of the industry and real estate practice is second to none.

We combine brokerage, sale negotiation, contract and settlement in our agency work. The best sale prices are always achieved.

We can sell your Rent Roll and maximise the return on your investment based on area and location throughout Australia.

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Go onto
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Solitaire Automotive Group



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DL65541

For more information visit our website at www.solitaire.com.au



The Form 1 Company is a specialist provider of the statutory Form 1 (the “cooling-off” form) to the real estate,

conveyancing and legal professions.

The complexity associated with form 1 preparation now requires specialist attention. If a Form 1 is defective the contract may be at risk so it is imperative the form 1 is prepared correctly.

We sign the Form 1 for the agent, the Form 1 is then posted on our website to download and serve on the Purchaser.

Chris Gill

08 7221 4908



†The Form 1 Company™

The original and pre-eminent Form 1 service provider in South Australia.

Make your searches and Form 1 compliance easy.

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The Form 1 Company

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Fax: 08 7221 4909

Email: form1@form1.net.au

www.form1.net.au



Sky Vue

The Society's SkyVUE eBook has taken the Society to a new level of professionalism.

It has enabled us to interact with Members where we can post photos, include videos, update legislation, promote events and Members can book for those events with total flexibility and what's more we can edit anything we put out in seconds!

We have had superb feedback with this new dynamic way of servicing our database and delivering up to the minute information to Members.

We love it!

Garry Topp

Chief Executive Officer
THE SOCIETY OF
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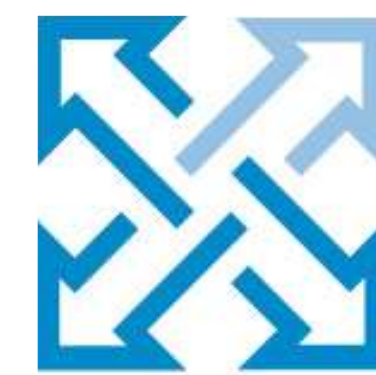
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