



August 2015

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

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du Plessis**
President



**Victor
Velgush**
Vice President



**John
Morris**



**Sandra
Berry**



Rod Adcock



**Ben
Clarence**





Upcoming Events

Breakfast of Champions

YOUR PRESENTERS:



Matt Smith

Klemich Real Estate

How to maximise repeat and referral business
– client database referral



Sandra Berry

Sandra Berry Real Estate

How to get a part of your commission as an up-front
non-refundable fee



Troy Tyndall

Toop & Toop

Mastering Social Media as a powerful listing tool

Thursday 20th August

7.15am

for 7.30am start

The Highway
290 Anzac Highway,
Plympton

\$36 per member
or bring a friend!
2 tickets for \$60

Bookings close
Friday 14th August 2015



Convened by
Rod
Adcock

A great opportunity to hear from these Top Performers and enjoy a hot breakfast amongst your peers. They'll answer all the tough questions and give you insight to what it takes to be an elite performer in this rewarding yet challenging environment.

*Please click the
booking form to
complete*

BOOKING FORM: BREAKFAST OF CHAMPIONS

Note: Payment must be received with this booking form. Please post this slip with payment to:
Garry Topp, Society of Auctioneers & Appraisers (SA) Inc., 22 Greenhill Road, Wayville SA 5034 or fax to 8272 7545

Member Name: _____

Names Attending: _____

Credit Card Authority for Expenses. **TAX INVOICE ABN 82 885 149 245**

Credit Card Type (please tick): ☐ Visa ☐ American Express ☐ Mastercard ☐ Diners Club (add 3% surcharge)

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Upcoming Events

Schools Auction Idol Australasian Finals

Auction Competitions

Australasian Schools Auction Idol Auctioneering Championships

The Schools Auction Idol Australasian is the first ever interstate competition being held in Melbourne on Tuesday 1st September at the Crown Casino.

There will be two contestants from SA and two from Victoria in this inaugural event.

All the mentors in SA have played a significant part in making Auction Idol the significant event it is today and I would like to invite you all to come to Melbourne and watch this event.

SA is being represented by 2015 Schools Auction Idol Champion Grace Nankivell from Pulteney and Georgia Musolino from St Dominic's.

The senior Australasian Auctioneering competition is being held in Melbourne at the Crown Casino on Wednesday 2nd and Thursday 3rd September, so it would be great also if you would like to stay in Melbourne a little longer and watch this event as well and support Bronte Manuel and AJ Colman in their quest to bring home the big one.

-Lindsay Warner FSAA (Life)





Upcoming Events

**"Have
your
say"**



21st August (Monday)

Real Estate 2 Day Auction Academy

14th September (Monday)

AGM & Cocktail Party

13th October (Tuesday)

Document Update - *Chris Gill*

6th November (Friday)

Golf Day

10th December (Thursday)

Christmas Drinks





Schools Auction Idol Editorial

From The Advertiser

Schools Auction Idol, established in South Australia in 2007, has continued to spread across Australia with the inaugural competition being held in Victoria on the 30th of July. Mordialloc College and Mentone Girls Secondary will compete against each other to have one of their students named the 2015 Victorian Schools Auction Idol Champion.

South Australian auctioneer and Auction Idol Guardian Lindsay Warner, in association with Society of Auctioneers & Appraisers, has spent the last 12 months working with agents and schools in Victoria to put together this event into their educational program. Sandra Berry, from Sandra Berry Real Estate, who has been a mentor to students over the last 9 years in SA, has volunteered her time to travel to Melbourne for 4 days leading up to the Victorian competition and assist schools and mentors with the final coaching sessions prior to the grand final on the 30th July.

In another first for this high profile real es-

tate event, on September 1st 2015, there be the first ever interstate Schools Auction Idol challenge when the top 2 students from Victoria will compete against the top 2 students from South Australia.

To be held in Melbourne this will be an amazing opportunity for the students to pit their auctioneering skills against each other, but more than that, allows the students to start creating long term relationships with like minded students from other states that could lead to business relationships.

Auction Idol teaches students about Real estate via the Art of Auction but also coaches professional presentation, legal knowledge, public speaking but also during the mentoring program over 10 weeks or so, they get to learn about the opportunity of real estate as a career.

In South Australia, students have been recruited straight from school into real estate as a direct result of contact with Auction Idol; but many more, after being in another occupation for a short period of time after finishing

school, are coming into the industry because of their previous quality experience with Auction Idol.

There is an expectation that Schools Auction Idol will be commencing in New Zealand and Queensland 2016 based upon the interest expressed over the last 12 months.



The Advertiser



Schools Auction Idol Victoria

Lindsay Warner FSAA (Life)

On Thursday 30th July 2015, Victoria will hold its first ever Schools Auction Idol Competition.

To be held between Mordialloc College and Mentone Girls Secondary, students are in the last weeks of their mentoring program which has been running for the 10 weeks.

Schools Auction Idol Guardian Lindsay Warner along with Idol Mentor Sandra Berry were in Melbourne last week for 2 days



to check on the progress and assist with the setting up of the finals venue at Mentone.

“It was great to see the students perform and then assist with some finer points of the Auction competition but it was also great to see the mentors in Victoria have embraced the coaching mentality.”

Meetings were also held with further schools to discuss and plan for 2016.

Again students have come so far in just a short period of time and with extra mentoring sessions in the last two weeks they will be in great shape for the grand final on the 30th.

After the outstanding success of Schools Auction Idol in SA over the last 9 years, it is fantastic to see this community event continue to grow and achieve acceptance through the greater real estate community.

Victoria is working through the “normal” teething problems of educating “busy” real estate agents into the benefits of coaching students, (our future real estate leaders) and then aligning mentors with schools.

I have found that schools are very willing participants in this program because all of the systems, promotional material and auction kits are in place and easily accessed to run a successful competition.

To ensure all of the students put their final touches to their auction scripts, Sandra Berry has volunteered to return to Melbourne for the whole 4 days from Monday 26th to Thursday 30th to assist mentors and students with coaching sessions to make 2015 a huge success.



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2 Day Auction Workshop

Presented by Brett Roenfeldt FSAA (Life)

This popular auction workshop academy is run by 4 times News Australia's Golden Gavel Winner, Brett Roenfeldt giving participants an insight into Brett's extensive experience in conducting over 16 thousand real estate auctions here in South Australia.

The July workshop was attended by **Meg Webb** from Port Lincoln. Meg has entered into the vibrant real estate industry with her husband after selling their farm in Balaclava several years ago. Meg has 4 kids 20-18-16-14 and leads a very busy life. Her husband **Richard Webb**, did his diploma at RETC in 2012 and opened a grain brokerage business in Port Lincoln some 8 years ago, which is the perfect venue as fishing is his passion.

Richard Hayward, from Klemich Real Estate has worked for Toop and Mcgees, has previously been elected as a Deputy Lord

Mayor and back in 09-2014 and worked for Bernard Booth. Whilst auctioning in the old days, Richard is keen to bring his skills up to date and compliant with the current legislation.

Paul McIntosh, a joint owner of LJ Hooker in Walkerville and Modbury, attended RETC in February 2013 and has worked in finance and insurance. He is currently working in an auction focused business and won international best new talent in LJ Hooker. His first auction attracted a hundred people sold way over expectation and from that moment Paul loves auction, here to take his career to the next level by mastering auction himself.

Mel Samsonenko was born and bred in Ceduna and attributes to her current success reading Dale Carnegie on How to Win Friends and Influence People. Mel has worked for Honda Cars in Darwin, sold real estate with Ray White in Darwin and was number 1 in her first year. She is passionate about fishing, loves people and loves real estate.

PRESENTED BY
Nationally Accredited Trainer
Brett Roenfeldt FSAA (Life)

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

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

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

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2 Day Auction Workshop



2 Day Auction Workshop



2 Day Auction Workshop

The feedback

What did you gain from the presentation?

- The knowledge of tactics in the bidding structure
- Brilliantly facilitated! A magnificent insight into negotiation and auction day strategies
- I have gained so much this week! Thank you, the teaching was clear and concise. For someone with little experience it was easy to understand with all their help
- Confidence by utilising the blue print script
- Fantastic! Enthusiastic presenters (Brett and Garry) are really knowledgeable and supportive- but tough; they push you to be even better

What did you like the most?

- The interaction with the audience with the bidding
- Interaction with the lecturers and students- brilliant!
- It was great fun, light-hearted which made it easy
- Although nerve-racking- it's fun
- Ability to refine the craft in a supportive environment

What else would you like covered?

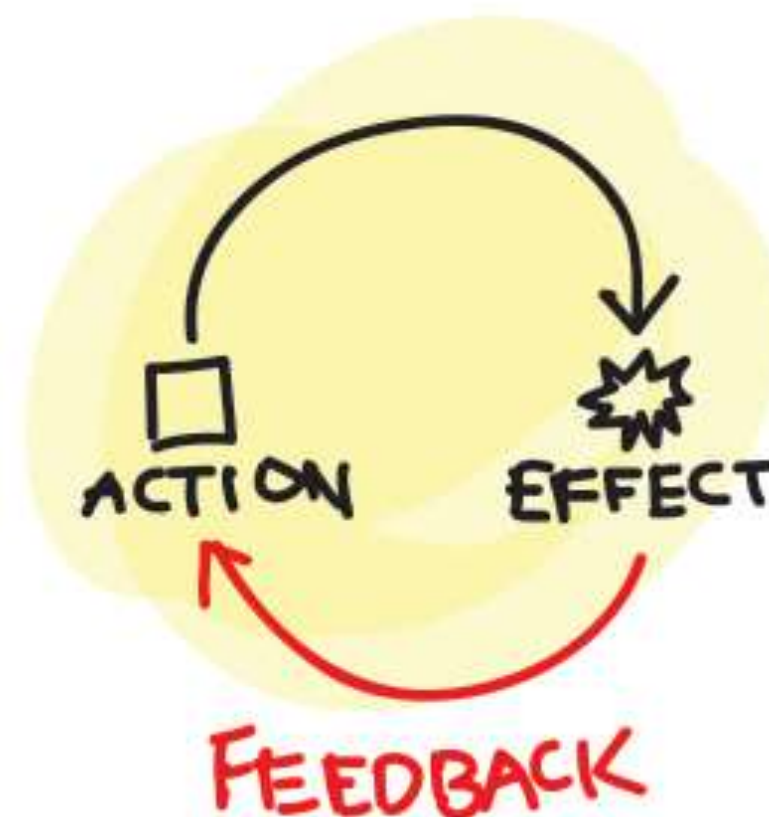
- More strategies with difficult vendors, and stubborn purchases
- Nothing- it was very thorough!

Were you inspired to change your way of thinking on any issues?

- Yes, the vendor bid process, where to do it, where to open, and the use of market feedback
- I was inspired with the professionalism and the detail
- Yes, most defiantly. Brett is a fabulous and amazing auctioneer with tonnes of knowledge. I have learnt lots of tips and hints!
- Yes, it was excellent!

Other comments:

- Great course, really interesting and fun
- Brett and Garry made it easy to learn
- Great location and facilities at RETC- The administration team are fantastic
- **Everyone in the real estate industry should do this dynamic 2 day course even if they don't auction, as it gives a different insight into your way of thinking outside of the square**





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

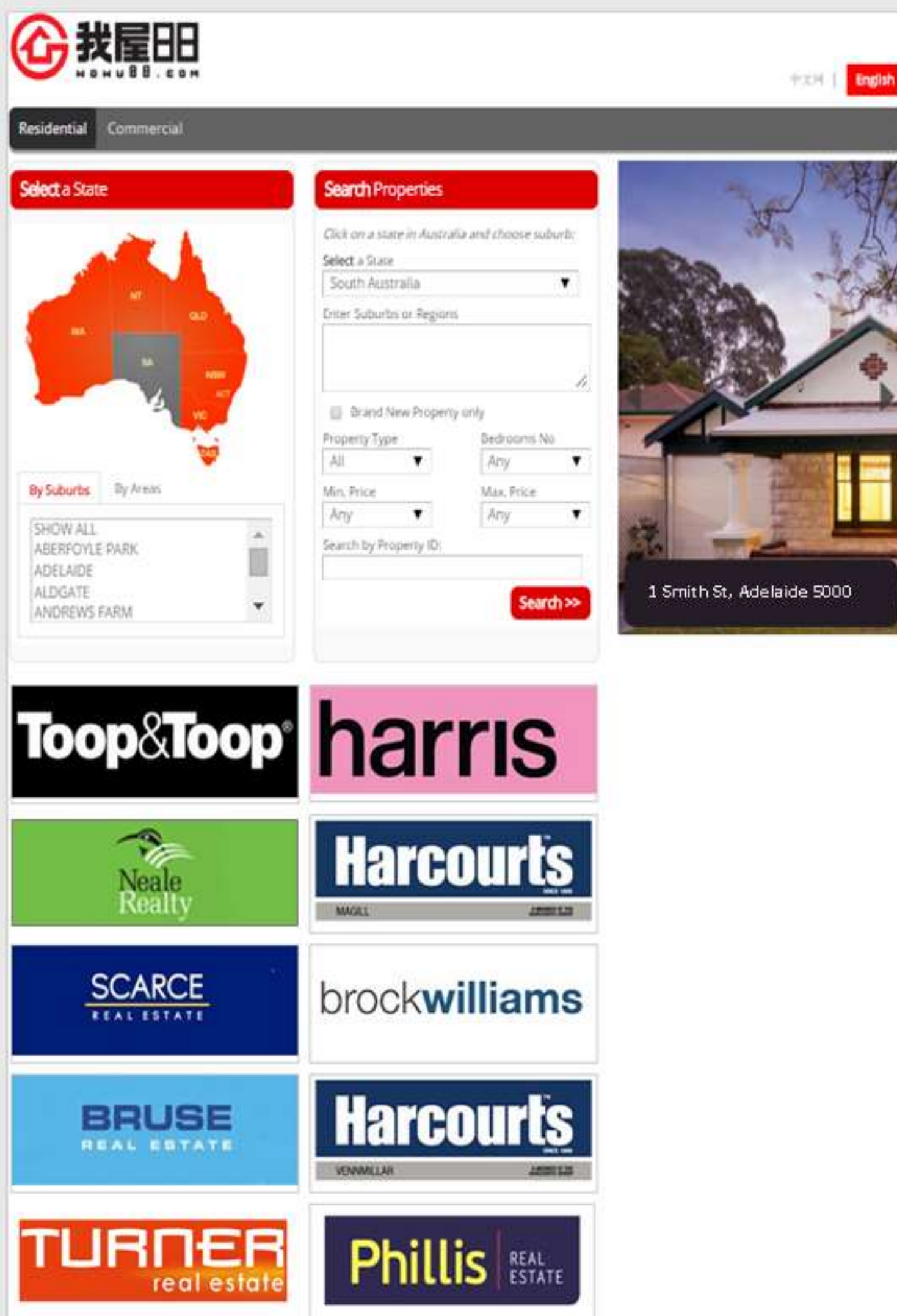


- E-Brochure

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sales@wowu88.com or call **Emmaline Sibila 08 8113 1833**

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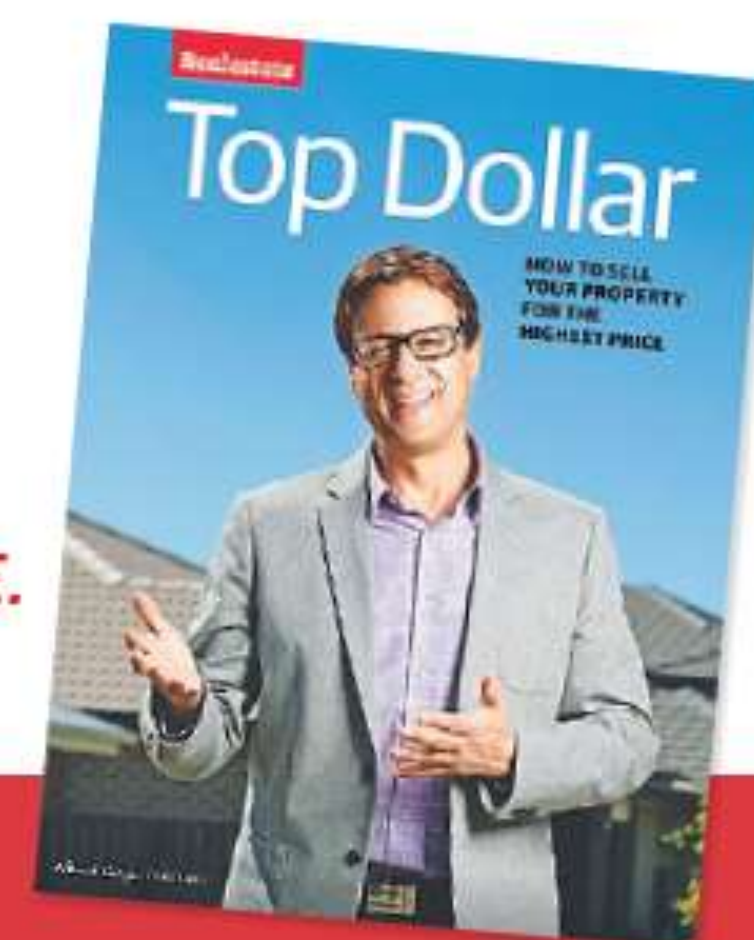


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- ① **FIND A GOOD AGENT**
- ② **INVEST UP TO 1% OF YOUR PROPERTY VALUE IN MARKETING. TELL YOUR AGENT YOU WANT THIS**
- ③ **USE PRINT AND ONLINE IN YOUR MARKETING CAMPAIGN**

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.*
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Chris Gill Tel: 7221 4908



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 data base and delivering up to the minute information to Members.

We love it!

Garry Topp

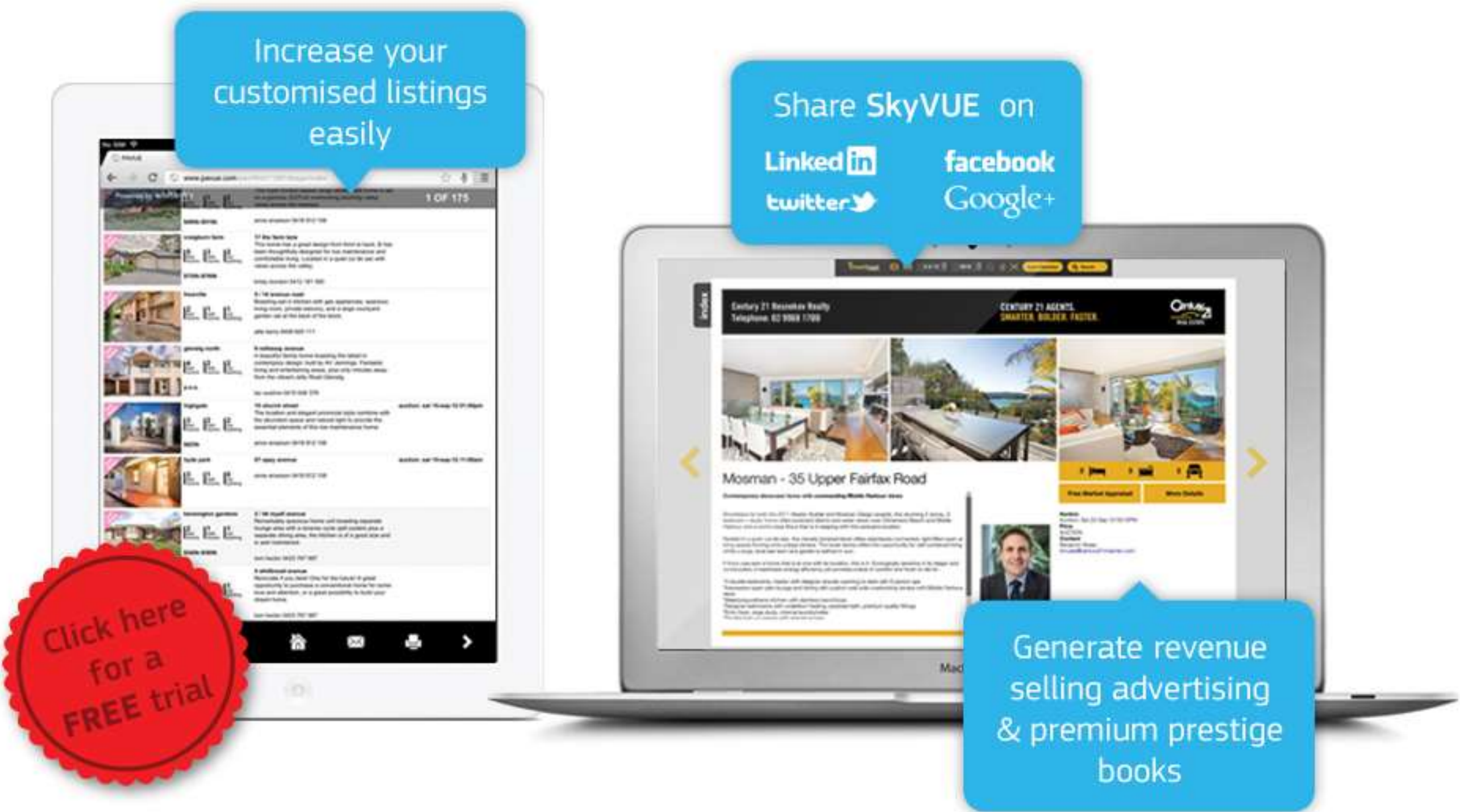
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