



GAVEL & GLASS

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



Sharon Gray
President



Karen Green
Vice President



Jamie King



Damian Popowycz



Paul Clifford



A J Colman



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Colourful year predicted for Society



The Society of Auctioneers & Appraisers (SA) Inc. is thrilled to announce the re-appointment of Sharon Gray as President, and the appointment of Karen Green as Vice President for 2011-12.

The Society of Auctioneers & Appraisers (SA) Inc. is the professional body representing the specialist interests of Auctioneers & Appraisers and provides representation for Real Estate, Livestock & General and is best known for its hotly contested annual Messenger Community News~BankSA Golden Gavel and The Schools Auction Idol competition. For more information visit www.auctioneers.com.au.

Sharon Gray has been appointed for her second term as Society President saying “My first year as president was sensational with membership and event attendances increasing in both numbers



and turnover for the Society. I reapplied for President as I still have a number of things I want to achieve including building on our female membership and further educating the market on the benefits of the auction process so that it becomes an even more popular method of sale in South Australia.

Sharon is a leading salesperson with Cocks Auld real estate and is a past Rising Star winner and 2010 Golden Gavel Finalist in the Society’s Messenger Community News~BankSA Golden Gavel competition.

Incoming Vice President Karen Green of Brock Harcourts Brighton has been an Society member since 2008 and brings a wealth of knowledge gained from her nineteen years in real estate in both the UK and Australia. Karen has competed in the annual Messenger Community News – Bank SA Golden Gavel competition in the Rising Star category in 2008, as well as being a Golden Gavel senior finalist in 2011.

In her term as Vice President Karen is committed to members being provided with consistent and relevant information to assist them in the auction process as well as to promote a growing and diverse membership.

“I am also keen to motivate other budding auctioneers to “give it a go” as becoming an auctioneer has changed my life – I love being able to take my vendors right through the entire process for listing and marketing to auction day and achieving a sale – there’s no feeling like it!” says Karen.

Upcoming Events:

Society Golf Day 2011—Friday 18th November

Venue Mt Lofty Golf Course - 35 Golflinks Road STIRLING SA 5152

Time: 8am for 8:30am tee off

Christmas Drinks Celebrating 30 Sensational Years - Friday 2nd December 2011

Venue: The Sebel Playford Adelaide 120 North Terrace ADELAIDE - Ball Room

Time: 12noon for 12:30pm Luncheon

Messenger Community News~BankSA Golden Gavel Launch 2012 - 23rd Feb 2012

Venue: The Atrium, 8th Floor, Bank SA, 97 King William Street ADELAIDE

Time: 6-8pm

Media Contact for More Information:

Sarah Coligan –Sarsaparilla Pr – PHONE:

0404003061 EMAIL: sarah@sarsparilla.com



The Family Pledge option allows family members (the term ‘family member’ refers to parents, grandparents and siblings) with equity in their own property, to help customers bridge the deposit gap and cover up front borrowing expenses, by providing a limited guarantee in support of our customer’s loan application.

Our customers will be able to maximise the amount they can borrow against their own security, i.e. the purchase property, with this additional limited guarantee from a family member.

The BankSA Family Pledge option is targeted to those customers who can utilise the assistance of family members to maximise the amount they can borrow against their purchase property.

This feature attracts a new group of customers to BankSA and further widens our ability to meet a variety of customer's needs.

It is targeted at both homebuyers and investors that have good ability to repay but lack the sufficient equity to secure the additional funds they need to meet up front loan costs and expenses associated with the purchase of their home or investment property.

Auction Success— Peter Kiritsis *Ray White*™

Successful in selling 45 Hughes St Nth, Woodville and 2 Kingsley Ave, West Croydon on the Wednesday the 5th of October.

Address: 2 Kingsley Avenue,
West Croydon
Price: \$630,000
Registered Bidders: 2
Agent: Peter Kiritsis



Address: 45 Hughes St
Nth, Woodville
Price: \$910,000
Registered Bidders: 1
Agent: Peter Kiritsis



Introducing...

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Marisa Davis
Western Region
Advertising Sales Consultant
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Tim Bailey
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Advertising Sales Consultant
0457 022 114



Anne Lea
Eastern Region
Advertising Sales Consultant
0412 827 338



Bill Dimou
Group Sales Manager - Real Estate
0431 535 646

Messenger has been connecting with local communities since 1951 and is a trusted household name throughout Adelaide. Real Estate is one of our most important content pillars, publishing approximately 170 pages each week.

Our team of advertising consultants have years of industry experience between them and are on hand to offer a range of advertising solutions.

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Auction Clearance Rates Hit 40% for October

October Auction Results

Week Ending 30/11	35%
Week Ending 25/11	49%
Week Ending 16/11	44%
Week Ending 11/11	31%

Average 39.75%

Figures supplied by REISA

Why wouldn't you at least in the first instance embrace Auction and deal with the cash buyers first!

In a so called tough market there is a 40% chance of an unconditional sale with settlement in usually 30-45 days!



THE 21 ADVANTAGES OF USING AUCTION AS YOUR PREFERRED MARKETING PROCESS



AUCTION PUTS THE FOCUS ON YOUR PROPERTY

What Are the Advantages To Me as a Vendor?

1. **Control**, as Vendor you set the terms and conditions.
2. **You get a cash unconditional contract**,
3. **10% deposit** on the fall of the hammer.
4. **No cooling off period** applies.
5. **Allows 3 opportunities to sell** – before, at Auction or immediately after – and reduces the overall selling time in the market.
6. **Creates a sense of urgency**, which motivates purchasers to action.
7. **Allows all potential buyers to compete** amongst themselves to offer you the best price.
8. Can be used as part of a **total marketing package** where auction is the component that gets the buyers to act.
9. **Price is usually not disclosed** so you remove the objection factor.
10. **Forces buyers to make decisions** to a deadline of the auction date and brings negotiations to a head.
11. **The Auctioneer's skills**, enthusiasm and techniques can maximise the price.
12. **Vendors control their reserve price** and settlement date and accept or reject varied terms and get cash contracts, which usually settle in 30 days.
13. In every other form of marketing the buyer is in control. The buyer will dictate the offer, terms, subject to finance, subject to sale, subject to building inspection etc. and get a cooling off period. The buyer will negotiate from a position of strength. **With Auction the Vendor dictates the terms.**
14. **Auction opens the door** to more motivated buyers.
15. The Auction marketing campaign that you choose will be tailored to deliver **maximum exposure within the first few weeks on the market** – the time frame during which it is most likely to sell.
16. Your home is only open at **times that suit you** with a predetermined schedule of opens.
17. **The level of market interest** will help you gauge your reserve price.
18. **The competitive Auction environment** offers the greatest chance for a premium price.
19. **Auction negates the need for commissioner's approval** when dealing with associates under legislation saving valuable time.
20. Unlike other marketing methods where buyers generally negotiate down from the asking price, **at Auction buyers increase their offers commensurate with the skills of the Auctioneer.**
21. **On the fall of the hammer** the Vendor becomes a cash buyer subject to settlement only.

Why Auction Real Estate?

Real Estate Auctions have become one of the most popular methods of buying and selling property in Australia with substantial benefits for both Vendors and Purchasers. Auction is used as the preferred method of sale by Beneficiaries, Governments, Banks, Administrators, Executors & Trustee Companies, Corporations and Private Vendors and has been proven to be the best method of establishing true market value. Committed Vendors sell their property by Auction!

What is an Auction?

Auction is a process which allows interested parties to make competitive bids which establishes the current market value of the property in an open, transparent and public forum utilising the skills of an experienced Auctioneer.

If you're not Auctioning your property you are missing out on the highest bid – It costs no more to have Auction as part of your marketing strategy

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3 DAY REAL ESTATE AUCTION ACADEMY



Presented by Nationally Accredited Trainers
Brett Roenfeldt and Garry Topp

Including New
Nationally Accredited Auction
Training Modules

CPPDSM4004A
(Conduct Auction)
and
CPPDSM4019A
(Prepare for Auction
and Complete Sale)

Presented by the Society of Auctioneers & Appraisers (SA) Inc
in Association with the Real Estate Institute of South Australia



This is the only Training Package available to train Participants on how to conduct a Public Auction of Real Estate and qualify for Registration as an Auctioneer in South Australia.

*Prior registration as a Sales Representative or Agent is a pre-requisite (Sales Representatives can only conduct Auctions for the Agent that employs them under the current Legislation).

This three-day academy is designed for novice real estate auctioneers or experienced auctioneers wishing to hone their delivery skills and fine tune their performances. It is packed with stimulating activities designed to develop your own unique personal style, and presentation, to give you the winning edge.

- Cultivate your potential as a confident Auctioneer
- Inspire trust in your bidders
- Learn vocal techniques to capture audience attention
- Motivate, persuade and relate to your audience with vital performance and acting skills
- Build excitement in your presentation
- Find your own unique style and identity
- Get focused on producing a powerful Auction performance

You will receive specific training on:

- ✓ Delivery Techniques
- ✓ How to design your open and welcome
- ✓ What Conditions of Sale to highlight
- ✓ How to comply with the Code of Conduct
- ✓ How to utilize Best Practice Procedures
- ✓ The Five Ps of Perfect Presentation
- ✓ Auction Documentation
- ✓ Voice Projection
- ✓ Body Language
- ✓ Taking Bids
- ✓ Crowd Control
- ✓ Answering questions
- ✓ All Legislative Requirements
- ✓ Closing

Each participant will receive a comprehensive workbook to record and monitor their progress of their personal performance.

Assessment of Competency will be by a panel of three qualified Certificate (IV) Workplace Trainers and Assessors and competency in all segments of the Auction performance will be required for certification.

Morning Tea, Lunch and Afternoon Tea Included

National Statement of Attainment issued on successful completion.

For further information about this dynamic program talk to the presenter personally:
Brett Roenfeldt 0411 180 960

Dates: Wednesday
1st, Thursday 2nd
and Friday 3rd
February 2012

Time:
9am – 5pm each day

Venue:
Arkaba Hotel,
150 Glen Osmond
Road, Fullarton

Cost:
members \$1,320
non-members \$1,650

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

Credit Card Type: ☐ Visa ☐ Amex ☐ Mastercard ☐ BankCard ☐ Diners Club (3% surcharge) \$ _____

Card No. _____ Expiry Date _____ / _____

Cardholder's Name _____ Signature _____

Names Attending _____

Non members please advise: Address _____

Ph _____ Fax _____ Email _____

Please post with cheque or fax to:

Society of Auctioneers & Appraisers (SA) Inc. Facsimile (08) 8272 7545. Telephone (08) 8372 7830. 8 Greenhill Road, Wayville SA 5034

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The first ever Society of Auctioneers and Appraisers Car Rally!

Well Hello to all the Rally car drivers and crews who competed in the first ever Society of Auctioneers and Appraisers Car Rally on Friday.

There were 14 teams vying for the opportunity to be the inaugural champions. Team Christine and Sam Auld were an early withdrawal from the race due to Subaru failure.

Team Rob Forde thought the emphasis was on speed and was the first team back, however did

not make much of an attempt to collect the scavenger hunt items and answer the questions along the way. I'm not sure if you've heard this before Rob, but sometimes finishing quickly doesn't always win the race!

Team Sarah Briggs from Century 21 got lost and ended up at the finish line just as we were finishing packing up and new sponsors Rooms with Style together with BANK SA, got tripped up with one of the clues and ended up at Marion instead of the finish line at The Buffalo, Glenelg!!!!

So 10 of the 14 teams managed to find their way through the course without any major dramas and the top three teams were:

In third place – Team Cocks Auld (47 points)
2nd place – Team Brock Harcourts Brighton-Hallett Cove (51 points)
And the winners by one point – Team Brock Harcourts Ouyens-Casserly (52 points)

Everyone that made the finish line enjoyed a sausage sizzle and a beer (non alcoholic of course as Colley Reserve is a dry zone!).

Each team was required to take a couple of photos during the course and we would love you to email those into the Society to use in our E-book.

Thanks to everyone who participated and we hope that next year will be even bigger and better. We already have some ideas to improve upon this years event!

Don't forget the golf day that is coming up in a few weeks Friday November 18th at Mt Lofty Golf Course. Grab a team of 4 and put it in your diary now. It will be another great day!

Cheers,
Sharon Grey M.S.A.A.



Car Rally Photos



Car Rally Photos



Rally fun

The inaugural Society of Auctioneers and Appraisers Car Rally was held at The Highway on Friday, October 21

1. Des Simcock and Jo Vink, both of Salisbury, Sophie Scott-Young, of Maylands, and Andrew Dallissio, of Brighton
2. Sharon Gray, of Parkside
3. AJ Coleman, of North Adelaide, and Gary Scalamera, of St Peters
4. Ngan Do, of Pooraka, and Karen Green, of North Brighton



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2011 Golf Classic



Friday, 18th November 2011

8am for 8:30am tee off

Mt Lofty Golf Course

Located in the Beautiful Piccadilly Valley
35 Golflinks Road STIRLING SA 5152

Lots of fun for all!

Make up a team with your colleagues

\$88 for Golf and breakfast muffins,
on course drinks and snacks, BBQ lunch

Bar open for drinks at cost during lunch.

Contact Garry Topp - 8372 7830



Note: Payment must be received with booking form. Please post this slip with payment to:
Garry Topp, Society of Auctioneers & Appraisers SA Inc, 8 Greenhill Rd, Wayville SA 5034 or fax to 8272 7545

Team: _____

Player 1 _____ Handicap _____ Player 2 _____ Handicap _____

Player 3 _____ Handicap _____ Player 4 _____ Handicap _____

Note: Players without official handicap - maximum 24 will apply.

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

Credit Card Type: ☐ Visa ☐ Amex ☐ Mastercard ☐ (Diners Club 3% surcharge)

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Cardholder's Name _____ Signature _____ Amount \$ _____

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Make the most of every day

Magic Tricks from Jason Andrew

One of our top agents had a call from his sister the other day, lamenting the fact that she couldn't put her home up for sale after a neighbour "gave away" her own house. The agent quickly jumped in and asked her not to tell him what it was sold for, but instead, to tell him how much the sellers had originally expected. She told him they'd expected around \$340k, and after a brief pause, the agent said "so it sold for around \$270k, right?"

And right he was. Although the agent had managed to earn a new-found respect from his stunned sister, his "magic trick" was actually quite simple – it's plain statistics. Our recent September quarterly data revealed an average vendor shift of 7% for properties sold under the hammer on auction day, on top of the average shift of 15% made from the seller's original price expectations at the commencement of the

campaign. The total average shift for sold properties at the moment is therefore likely to be 22%. In the weeks since, the theory has been tested many times, and more often than not, it has been proven accurate.

Unfortunately, acceptance of this truth on the part of the seller does not just happen by waving your magic wand. Inspections and offers remain the key driver to help make it possible.

But being aware of the immense shift currently required over such a short space of time gives every agent even more reason to provide an overwhelming volume of timely and relevant information.

The other option of course is crystal ball gazing - speculating that somehow a shift will not be needed and by auction day, the buyers will move up to make the seller's price magically appear. Unfortunately, in the current climate that would be the equivalent of pulling a rabbit out of a hat.

All the best,
Jason Andrew



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- with customers rating our service **9.1 out of 10**
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guarantee**.



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Email: **partnersupport@connectnow.com.au**

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Presentation Skills for Messenger Community News

The Society provides presentations skills coaching and mentoring for Sponsors where selected sales consultants deliver a presentation and then critique and advice is given by **Society Head Trainer, Brett Roenfeldt FSA** in fine tuning each performance such that it brings out the individual personality of each presenter. Powerful presentations are all about being yourself and creating your own unique style and how to deliver a short sharp speech that leaves your audience impressed and wanting more. **This group is the absolute best yet! Vibrant, creative and sensational!** They were Wendy Griffiths, Courtney Seeley, Matt Canny, Louise Reid & Tim Bailey. Whilst their performances were all first class, we will invite them back in early 2012 to see if they can again raise the bar and blow our socks off again like they did this time.



Messenger
communitynews

From the desk of Sue Tuk



Hi Garry and Brett,

I would like to thank you very much for the fantastic effort and energy you put into our staff at Messenger.

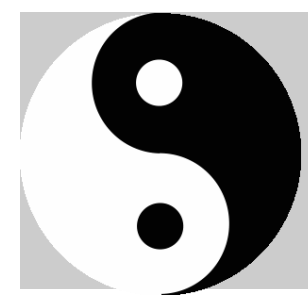
We have seen more confidence with our people after having the training with the both of you and the feedback you provided on the presentation day was invaluable.

The relationship between the Society and Messenger is worth its weight in gold and I just wanted to again say thank you for your support to assist our business.

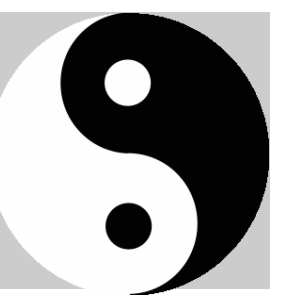
Kind regards,

Sue Tuk | Group Sales Manager
Messenger Community News





Something for the Superstitious!



Chinese numerology and Feng Shui for 2011 This year we are going to experience four unusual dates: 1/1/11, 1/11/11, 11/1/11, 11/11/11, and that's not all; Take the last two digits of the year you were born and the age you will be this year and the result will add up to 111 for everyone!!!!

This is the year of MONEY.

Also, this year, October will have 5 Sundays, 5 Mondays & 5 Saturdays. This happens only once every 823 years. These particular years are known as Moneybag years. The proverb goes that if you send this to eight good friends, money will appear in the next four days, as is explained in the Chinese feng shui.

Good luck. This only happens once in 800 years

Regards

John Turner - General Manager

Messenger
community news



Building Energy Efficiency Disclosures Act 2010

1. What are the main changes to Legislation that take affect November 1st ?

It is not a change to existing legislation but in fact brand new legislation, called the Building Energy Efficiency Disclosure Act 2010.

By way of general background, in an effort to tackle the growing greenhouse gas emissions from larger office buildings and improve the energy efficiency of larger buildings in the future, the Federal Government conceived a programme of benchmark rating and mandatory disclosure of the energy efficiency of commercial buildings in a consistent fashion, making it easier for companies to buy or lease more energy efficient space. The intention being that this will create a market based incentive for owners to improve their existing buildings and/or design and build new buildings with better energy efficient design features/materials/ plant and equipment/ management technology etc. that may cost a little more initially but prove an investment in the long run.

The Federal Government introduced the legislation back in 2010 requiring owners and les-

sors of larger office buildings to disclose an up-to-date Building Energy Efficiency Certificate (BEEC) when they sell or lease space of 2000 square metres. They gave the industry a 12 month transitional period to get organized in regards to the reporting requirements, which ends on the 31st of October this year. Therefore from the 1st of November 2011 a BEEC must be disclosed and made public via registration on the Building Energy Efficiency Register.

2. Is the 2000sqm rule cover combined/singular?

In general terms, the act requires disclosure when:

- An owner who sells or leases an offices tenancy with a Net Lettable Area (NLA) of 2000sqm or greater
- An owner who sells or leases a whole building with a NLA of 2000sqm or greater
- A tenant who sub-leases a space with a NLA of 2000sqm or greater
- An owner who sells an office tenancy less than 2000sqm, though part of a building with a NLA of 2000sqm or greater.

The act does not require disclosure in the case

of:

- New office buildings where the certificate of occupancy is less than 2 years old
- Strata titled buildings
- Short term leases of 12 months or less

In reality, the Act will only apply to a small percentage of the commercial buildings in SA, being essentially larger City and Fringe office buildings, plus a few large regional office buildings.

3. How will this new legislation affect auctioneers?

The act shouldn't affect auctioneers in any way.

The owner/agent/property manager of affected commercial premises need to obtain their BEEC certificate before commencing to sell or lease a building and disclosure must be made on all advertising material and made available to buyers and tenants when requested. It doesn't need to be read out by an auctioneer, as in the case of the R4 or R5 Form, or anything like that , but in certain circumstances where I thought the rating was a positive selling feature of the building I might incorporate it in my general overview of the benefits of the building.

Building Energy Efficiency Disclosures Act 2010

4. Where can I find more information on this new legislation?

The easiest place to start is searching the web for 'Commercial Building Disclosure' where you will find an array of info from the Government, in particular the CBD website (www.CBD.gov.au) as well as some other non-government organizations such as the Green Building Council of Australia (www.gbca.org.au) and other commentators. Otherwise, feel free to speak to our Building Operations Manager at McGees who is interstate as I write this article going through the process becoming an accredited assessor.

5. How do you see the new legislation working?

The BEEC must be prepared by an accredited assessor and include:

- a NABERS energy rating (expressed as a 0–5 Star rating and calculated on an assessment of a range of operational benchmarks including energy & water consumption, waste management and indoor environment quality)
- a tenancy lighting assessment (benchmarked against industry best practice)

tice)

- general energy efficiency guidance. NABERS assesses properties in their operational performance based on the past 12 months. The information generally sought by an assessor will include:
 - The NLA of the building
 - A comprehensive Lease Summary
 - The normal business hours of occupancy and after hours occupancy
 - Evidence of vacancies
 - energy usage – energy consumption information which supplies the base building services, fuel used for on-site generation
 - non-utility meter – validation of CT ratios and wiring
 - A plan of the building showing the supply of gas and electricity to the building.

Obviously the cost of a NABERS rating will depend on the size and complexity of the property to be assessed, as well as the quality and availability of the required information. At this early stage, a NABERS rating can typically costs anywhere between \$3000 and \$5000 for a reasonably sized premise but history has shown us this will become cheaper

as more assessors are accredited and owners and managers get better at capturing the data the assessors require.

I trust this email is sufficient for you at this stage, but as I have said earlier, feel free to edit the order and/or content of the questions as well as adding any other questions you feel will round-off the article and email it all back to me for further comment. I would appreciate the opportunity to see the final draft just if changes are made.

Any queries, feel free to call or email.



Regards,
Simon Lambert
Managing Director



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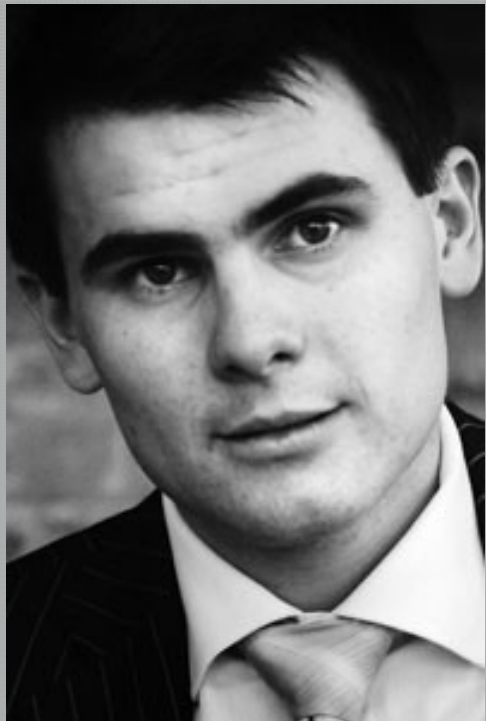


P: 08 8232 3102 or 08 8232 3193
info@practek.com

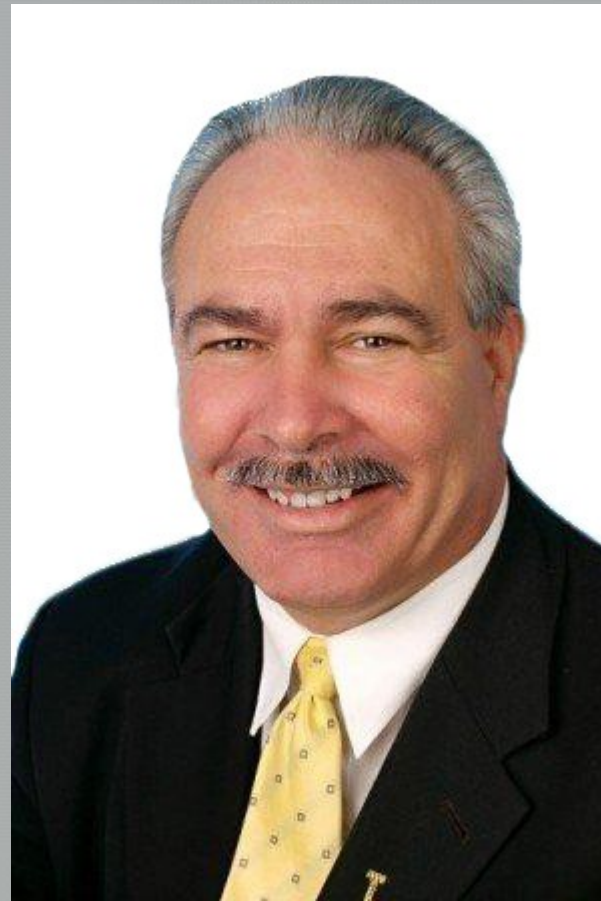
Members Reporting Monthly Auction Results



Members Reporting Monthly Auction Results



Members Reporting Upcoming Auctions



Members Reporting Upcoming Auctions



Goals and Aspirations of Society Board Members

AJ Colman



As a Board Member my goals and aspirations for the Society & Members are as follows:

- To keep the Society & it's members at the

forefront of technological changes.

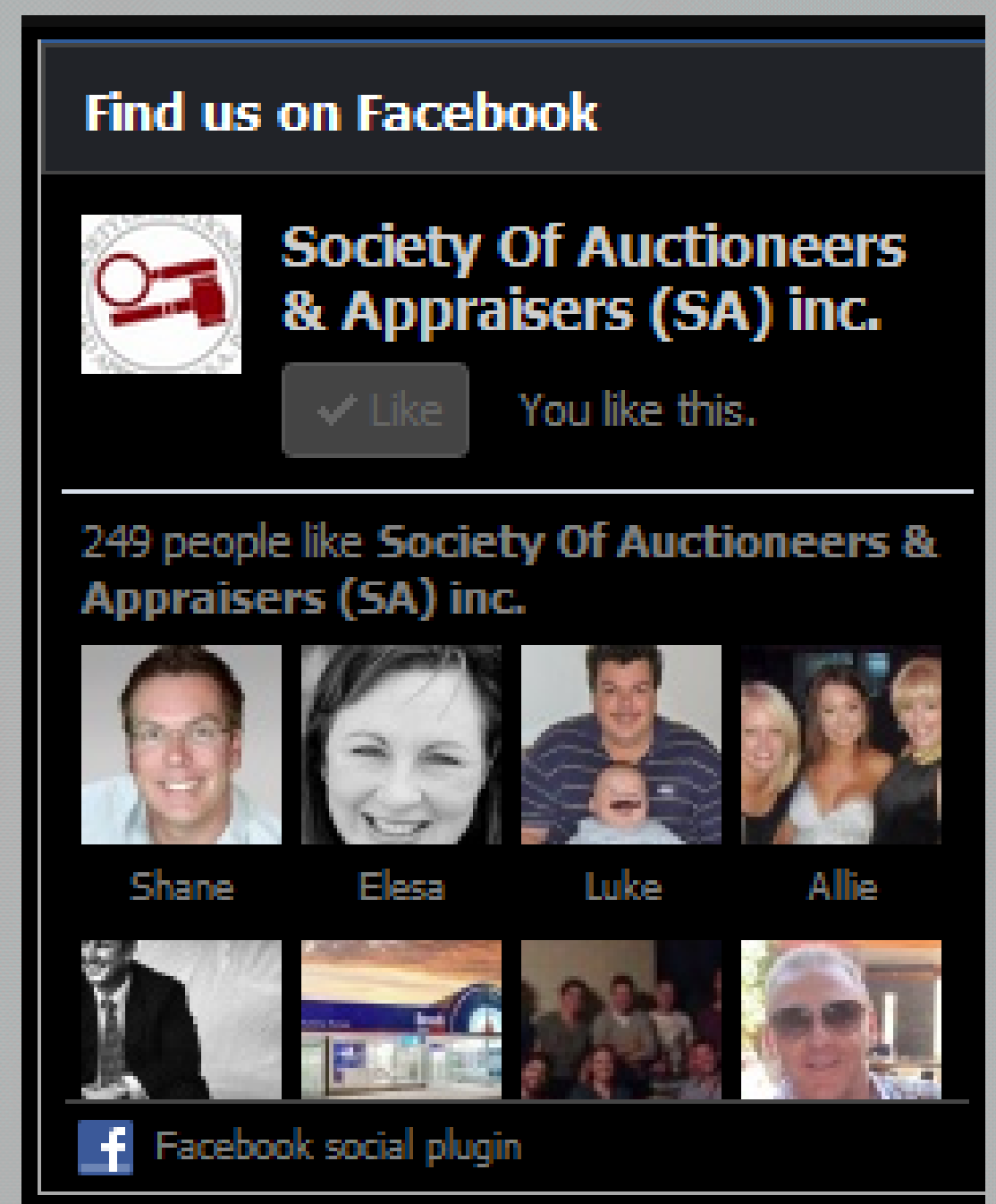
- To provide solutions for members to communicate with the membership.

My experience is:

- 2006 - 2008. Auctioneer Carnet Australia
- 2008 - Current. Independent Auctioneer, selling by public auction around 25,000 items, taking roughly 100,000 live bids. Items include property, cars, trucks, antiques, wine, holidays, kitchens ect. with the highest being 6.4 Million and the lowest being just 1 Dollar.
- 2010 - Current. Qualified as a Nationally Accredited Trainer specializing in Auction.

About me personally & my passions in life:

- 36 Years of Age, Single never married, live in North Adelaide
- My passions in life is Volunteering in the community, travelling, I must say Auctioning, and teaching and encouraging people to auction.



Goals and Aspirations of Society Board Members



Paul Clifford

As a Board Member my goals and aspirations for the Society & Members are as follows:

- To offer constructive and energetic support to the existing board members with their issues.
- Complimenting the metro based board members by giving an insight into regional issues.

I would like to achieve the following as Board Member:

As a country based Board Member, I would like to see more of a focus on Regional Schools competing in the Schools Auction Idol program.

Also strong on my agenda would be to see more country auctioneers seeing the benefits of competing in the Messenger Community News~BankSA Golden Gavel Competitions, plus seeing a strong presence of website promotion of upcoming auctions.



Goals and Aspirations of Society Board Members

Damian Popowycz



LJ Hooker

As a Board Member my goals and aspirations for the Society & Members are as follows:

- To help drive the auction process as a preferred sales method by helping to organise 'educational' events for members

I would like to achieve the following as Board Member:

- Have an input into the general direction of real estate in South Australia.



My experience is:

- 12 years in Real Estate Sales
- 1.5 years Auctioneering
- 1 year on the Society board

About me personally & my passions in life:

- Real Estate/ Auctioneering
- Design/Marketing
- Travel
- Spending time with family and friends
- Sports fan (Soccer)

Goals and Aspirations of Society Board Members

Sharon Gray



As a Board Member my goals and aspirations for the Society & Members are as follows:

- To be 'all encompassing' of our membership
- To encourage members from general and live-stock auction fields to have more participation in the Society

I would like to achieve the following as Board Member:

- Greater participation from members in all fields of Auctioneering & Appraising
- To make the society mutually be beneficial for Sponsors and Members
- To increase the profile of the auction method of marketing for property
- To include sales attributed to the auction process count in statistics

My experience is:

- 10 years sales
- 8 years auctioneer



About me personally & my passions in life:

- Playing touch football
- Coaching my girls netball team

AucDocs - Changes to Tenancy Forms

The Tenancy forms have been changed by regulation recently (1/9/2011) and we have updated the forms in our system.

Please check that you are using version 2.16





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FORMS FOR RESIDENTIAL, COMMERCIAL & INDUSTRIAL AND RURAL

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Modules 1 and 3 are licensed annually for \$880 for each office location for 2 or more users. Sole Traders \$550 pa.

Module 2 is licensed annually for \$660 for each office location for 2 or more users. Sole Traders \$440 pa.

A Society of Auctioneers & Appraisers (SA) Inc. Member is required in each office that uses AucDocs to comply with the terms of the license.

The latest release features:

- Now supports logos and corporate branding of forms
- Multi Database in house
- Form 1 numbering identically on the screen to the PIR
- Email facility as an Acrobat PDF
- Templates and special conditions provided
- Upgrade on-line

The best looking documents in the industry and compliant with all legislation. Aucdocs also has:

- Intuitive Interface (what you see is what you get)
- Automatic insertion of "other conditions"
- Designed by Land Agents for Land Agents
- Simple CD download
- The state-of-the-art Form 1 system
- You are not locked into online internet access and the slow and clunky fill out procedures
- Laptop enabled and fully networked and terminal server
- Full Society Training and updates

We can have a demonstration disk in your office tomorrow morning. Call Garry Topp 8372 7830.

Residential

Commercial

Residential Tenancy

Rural

MODULES:

1. Residential & Rural

- Sales Agency Agreements
- Subsequent Sales Agency Agreements
- Contract of Sale
- Form 1
- Special Conditions Templates
- Suggested Annexure Templates
- Terms & Conditions of Sale
- Letter of Offer to Purchase
- Vendor Reserve & Instruction Form
- Bidding Registration & Proxy Forms
- R1 to R7 Forms

2. Property Management

- Property Management Agreements
- Residential Tenancy Forms
- Inspection Sheets
- Tenancy Agreements

3. Commercial

- Sales Agency Agreements
- Contract of Sale
- Business Agency & Contracts
- Forms 2 & 1
- Commercial Leases
- Tender Forms

For a demonstration disk, please tick the module(s) you would like to receive and send to:

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Email society@auctioneers.com.au

☐ Module 1 ☐ Module 2 ☐ Module 3

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Do you know Bowden Group?

by Bowden Group

Welcome to our latest edition of our In Touch newsletter. We have 3 fantastic articles this month on: how to use LinkedIn to develop leads in your business, some new features in Facebook you might not have seen yet and the use of mobile marketing in a B2B marketplace and why mobile should be a part of your marketing mix. We developed this newsletter to keep our clients informed of the latest in our ever changing world of marketing and to ensure that you know about the changes that we have undertaken here at Bowden Group and the myriad of new services that we now offer in addition to our core print business.

[Read More...](#)



Three "Likeable" Facebook Updates

Published from likeable.com by: Lauren Sleeper

1. Be Original

We're all looking for ways to make our brands and personal brand more likeable—and if you're a marketer, this holds especially true on Facebook. Facebook recently released three very likeable updates to their platform that further the customization options for your news feed, allow you to champion the businesses in your area to your friends, and also see what other fans of brands are drawn to.

[Read More...](#)



Maximizing the Power of LinkedIn for Lead Generation

By Bob Speyer and Alison Brown, Web Success Team

LinkedIn is a very powerful tool for generating new business. When LinkedIn first began, it was primarily formulated for individuals to expand their professional network. Now, not only can individuals seek out connections in the online world, but companies can use LinkedIn to expand their client base as well. LinkedIn not only allows you to share information about your services directly with potential clients, but you can also research them, increase your company's visibility and most importantly — generate leads!

[Read More...](#)



About B2B Mobile Marketing

Published from marketingprofs.com by: Christina "CK" Kerley

You can't avoid it. Everywhere you turn, everyone is talking about mobile—with the business world abuzz over mobile tools, technologies, and channels.

But even as B2Cs have been diving into mobile at a frenzied pace, B2Bs have been falling behind. Whether because they're skeptical, or they're waiting for others to move first or they're paying attention to other media, B2Bs are missing prime opportunities to reach and engage their business audiences by not integrating mobile into the marketing mix.

[Read More...](#)

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LIVESTOCK

LIVESTOCK ROUND-UP 31/10/2011

WOW—What a big week for the livestock industry!

Young ewes from Warrawee Park—Keith sold at a new national record of \$290 with many ewes exceeding \$250 at off-shears sales around the state. A huge result for producers & a real vote of confidence in the industry from buyers prepared to let their cheque books do the talking.

What's supporting these record breaking numbers at such dizzying heights? A combination of lamb prices—with many sales hovering around the \$150 mark per head, the most solid wool prices seen in 20 years & lack of female breeding stock numbers fuelling the demand.

Cattle producers are seeing pleasing results with a market that continues to be very buoyant without the extremes that sheep producers are experiencing. Most quality weaner cattle selling in the \$2.35—\$2.50/kg range—or \$650—\$850 per head depending on weight, breed & quality!

The important thing to remember is, be it record breaking sheep & lamb prices or more than satisfactory cattle returns is where these prices are being set? Always in the saleyard & always by AUCTION!

Regards

Paul Clifford M.S.A.A.





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Succession Planning—Sharon Gray M.S.A.A.



Sharon Gray M.S.A.A. President 2011\2012

Recently the Society Board held its annual strategic planning meeting where all Board Members were assigned their areas of responsibility and we devised a business plan with all Board Members participating in bringing their goals and aspirations to the table with the charter of advancing the Society and enhancing Membership benefits and services.

REAL ESTATE AUCTIONEERS - professional development and training and membership

Jamie King and Damien Popowycz

LIVESTOCK AND GENERAL AUCTIONEERS - Professional Development, Training and Membership –
Paul Clifford and AJ Coleman

MEMBER COMMUNICATION, TECHNOLOGY, SOCIAL NETWORKING & E BOOKS

AJ Coleman and Damien Popowycz

SOCIAL EVENTS – Karen Green and Jamie King

DRIVE THE SOCIETY – SPONSORSHIP, AUCCDOCS & GOLDEN GAVEL TASK FORCE

Sharon Gray and Karen Green

All Board members were asked to provide an insight as to their goals and aspirations for the Society in the coming year and a summary of these are outlined below.

On everyone's agenda was the aim promoting auction within the industry as the preferred method of sale. Karen Green and myself have started visiting offices throughout the metropolitan area outlining the advantages of the auction process along with the benefits of being a member of the Soci-

ety. Most businesses are happy to give us 15 minutes of their sales meeting time to speak with the staff and these meetings have been well received.

With Paul Clifford Elders Strathalbyn joining the board, we hope to expand the schools auction idol into regional schools this year and get more in touch with what is happening in some of the country areas. Hopefully some of the rural auctioneers will enter the Golden Gavel to show the City Slickers how it is done. Paul has achieved top ten status in the last two years and is keen for a regional auctioneers to take the title.

The board also wants to see the membership have access to the latest technology to help promote their businesses, whether it be through social media networking or better use of the Society's webpage which is continually being updated to be as user friendly and beneficial as possible.

The board would also like to see a greater involvement from auctioneers in fields other than real estate. The recent car rally was a great way to bring these auctioneers into the social side of the society and hopefully encourage more participation and involvement in other areas and make the Society "all encompassing" of its membership.

Member Communication, Technology, Social Networking & eBooks

After the 2011 AGM the Board Task Groups were shuffled around and Member Communication, Technology, Social Networking & eBooks task group will be organised by AJ Colman & Damian Popowycz.

2011/2012 we will be planning different content (stories) for the eBook, these stories will be things like My First Auction Stories, changes in legislation, Sponsor profiles. If you have a story of interest please contact AJ or Damian.

Website updates: You will notice in the coming months a facelift to the Society's Homepage, to ensure it's relevance, and remains up to date in this technologically advanced world we live in.

Social Media:

There is still keen interest and growth in the Society of Auctioneers Social Media Pages.

Twitter: 50 Followers

Facebook: 238 likes

LinkedIn: 200 likes

Members are also taking advantage of posting their upcoming auctions and successful auction results on the Society's Social Media pages, feel free to showcase to our members through our social media pages any of your auction related experiences.

If you have any queries on the Society Social Media Pages or would like to submit an eBook story, please call **AJ Colman on 0411 554 262.**



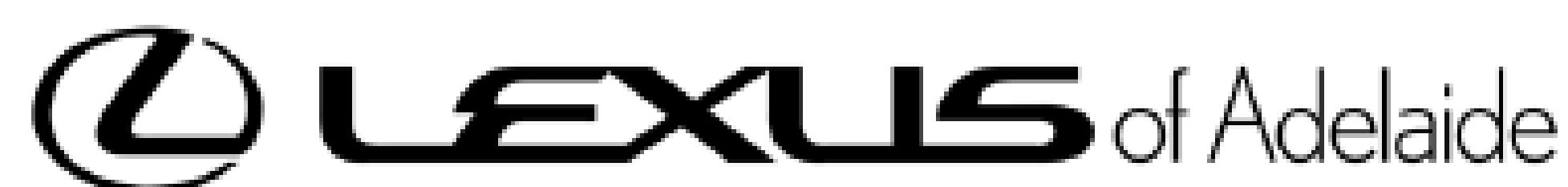
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