

GAVEL & GLASS

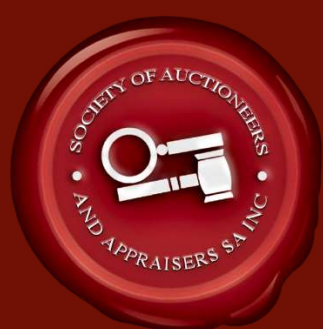
JULY 2022 - CELEBRATING 40 YEARS

"The Society"

Representing
Auctioneers
Appraisers
Agents
Sales Consultants
Property Managers

- Real Estate
- General
- Livestock

THE OFFICIAL
NEWSLETTER OF
SOCIETY OF AUCTIONEERS
& APPRAISERS (SA) INC





'40 YEARS OF HISTORY'

Highlighting 40 years of achievements celebrating and recognising the dedication and passion of The Society Family.

CLICK HERE AND
WATCH THE VIDEO



CONTENTS

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

THE
INDUSTRY
CHOICE OF
PROFESSIONALS



*Look for the logo
– its your guarantee*

auctioneers.com.au

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President



Andrew Monks

**Vice
President**



John Morris

THE BOARD Board Members



Sarah Bower



Anthony DeMarco



Vincent Doran



Vincent Wang



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auctioneers.com.au



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'MAJOR ANNOUNCEMENT'

GOLDEN GAVEL Feeder into the AUSTROS Competition

AUSTRALIAN AUCTIONEERING CHAMPIONSHIPS



The Australasian Championships is an annual event representing the most skilled and professional auctioneers that Australia and New Zealand has to offer.

The Society is pleased to announce we have negotiated with REIA to provide the South Australia entrants into the Australasian Auction Championships for 2022 and 2023.

The rules of the competition require all South Australian Auctioneers to be invited to participate in the Feeder Competition to be held on Tuesday 30th August 2022.

Non-members are invited to join the Society prior to nominating.

Our competition will follow the Australasian format and judging criteria with participants being held in lock-up prior to performing in front of Judges and Bidders.

The 2 top point scorers will be the South Australian AUSTROS representatives.

Entrants will need to agree to fund their own expenses to attend the AUSTROS in Sydney in October. (Sunday 16th, Monday 17th, Tuesday 18th).

This is a unique opportunity to hone your skills and take your professionalism and craft to the next level.

The Society will arrange a briefing and plan a program of Auction training to prepare you for the AUSTROS on Friday 15th July 2022 at the Arkaba Top Room, 8 AM for 8.30 AM start. Nominations close on Friday 15th July 2022 we suggest you nominate early to attend this session.

Please book to attend the Briefing session on Friday 15th July at the Arkaba by tel.: 8372 7830 or email admin@auctioneers.com.au

NOMINATION FORM - PRINT NEXT PAGE

Gavel & Glass



Golden Gavel Feeder Competition Into THE "AUSTRALASIAN AUCTION CHAMPIONSHIPS"

OFFICIAL NOMINATION FORM

1. The Society will work with REIA for the years 2022 & 2023 to deliver feeder competitions for the AUSTROS to be completed by August each year where the two top point scorers become the Senior SA representatives into the Australasian Auction Championships.
2. AUSTRO feeder Competition rules & guidelines will be of a comparable format and credibility.

The competition will be held:

Date: Tuesday 30th Augsut 2022
Time: From 8 AM

Venue: Arkaba Hotel
Address: 150 Glen Osmond Rd,
Fullarton SA 5063

- The Society runs a Competition in the AUSTROS format with contestants competing in front of Judges & Bidders and held in Lock-up until their turn.
- To nominate the Auctioneer must be a financial member of the Society of Auctioneers and Appraisers (SA) Inc.
- There will be a nomination fee payable to the Society of \$275 for the feeder competition.
- The top 2 point scorers will need to agree to pay their own costs of attending the AUSTROS in Sydney (Sunday 16th, Monday 17th, Tuesday 18th October 2022)

Nominations must be in by Friday 15th July 2022

Credit Card Authority for Expenses TAX INVOICE ABN: 82 855 149 245

Please post with cheque or fax to Society of Auctioneers & Appraisers(SA) Inc

Facsimile: (08) 8372 7833 Telephone (08) 8372 7830 22 Greenhill Road, Wayville SA 5034

Direct Debit: BankSA BSB 105 011 Acc 106 198 240 Name Society of Auctioneers & Appraisers

Credit Card Type (Please tick) ☐ Visa ☐ Mastercard ☐ Amex

Card No.

Amount \$275 Expiry ____/____ CVV/CVC____ Name on Card _____

SOCIETY@AUCTIONEERS.COM.AU | (08) 8372 7830 | AUCTIONEERS.COM.AU

Gavel & Glass

UP COMING EVENTS

'THE SOCIETY'

**ONLINE
BOOKING
HERE**

AGENTS AND AUCTIONEERS UNDER THE PUMP

Challenges Agents and Auctioneers are facing

Arkaba Hotel - 150 Glen
Osmond Rd, Fullarton
Wednesday 20th July
3:30 FOR 4:00 PM
Book by
Monday 4th July



Brett Roenfeldt



Chris Gill

DO YOU KNOW THE ANSWER TO, THE FOLLOWING:

Q+A session addressing
issues that can arise during
an Auction and how to
handle situations and
questions in difficult
situations.
+ Drinks Afterwards

- One of your vendors informs you on the morning of the Auction that they intended to register and bid on the own property, what do you do?
- Does it alter your response if the vendor that is bidding is privy to the reserve price or any amended reserve price?
- As Auctioneer, you became aware 30 minutes before the auction of a possible encroachment of the subject property over the neighbours land, or an existing structure encroachment over an easement and this is not disclosed in Form 1 or contract, what do you do?
- There has been a violent death at the property, do you have a duty to disclose?
- A person calls the Sales Agent 20 minutes before the Auction and wants to register over the phone, can they do it? And what protocols need to be in place?
- A person wants to register with no identification 5mins before the Auction, what can you do?
- After the property is sold, at the point of signing the contract what happens if the purchaser wants to alter either the deposit or settlement and the vendor agrees, can you do it? And if so, how this can be done without putting the contract at risk?

- You are aware that one of the buyers does not have F.I.R.B. approval, but wants to bid and will pay \$50,000.00 deposit, what is your best course of action?
- Online Auctions – what are the potential problems?
- What if the platform that you are using crashes – what do you do?
- If you are under reserve and the vendors are not there, how can they communicate acceptance of a figure below your reserve?
- If a purchaser bids by telephone with a person in the employee of the agent handling the sale, is there a conflict of interest? And what are the ramifications?
- If an underage person wants to bid without a parent or guardian with them, what are your options?
- Announcing on the market, what are the ramifications?
- Auctioneer is aware forms have only been on display for 20 minutes, not the required 30 minutes, what should you do?
- After the Auction the buyer asks for an extra name to put on the contract as a purchaser, can you do it and what are the ramifications?

What is the best way to answer the following questions:

**COST:
\$33 EACH**

- Are there any white ant or pest problem with this property?
- If I buy today I want to put the contract in joint names with my wife, but she is not here - what can I do?
- Have all the building and improvements located on the property been approved by council?
- A person assumed to be in a state of intoxication asks, I have had a few drinks - will you accept my bid?

- Can I pay the deposit by deposit bond?
- I'm a beneficiary or executor, can I bid as a purchaser?
- An agent stands next to the registered bidder and bids for the registered bidder using that persons bidding number, is it ok?
- A rambling 20 room home that is currently empty but has previously used as a nursing home, a buyer asks, is GST applicable to today's auction? What is your answer?

KEY SPONSORS



ALSO SUPPORTED BY



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Society of Auctioneers & Appraisers(SA) Inc - 22 Greenhill Road, Wayville SA 5034

Telephone (08) 8372 7830 - Email: admin@auctioneers.com.au

Direct Debit: BankSA BSB 105 011 Acc 106 198 240 Name Society of Auctioneers & Appraisers

Credit Card Type (Please tick)



Visa



Mastercard



Amex

Card No.

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Amount \$ _____ Expiry ____/____ CVV/CVC _____

Name on Card _____

Names Attending _____

NON-MEMBERS Please advise Address _____

Ph _____ Email _____



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UP COMING EVENTS

'THE SOCIETY' Real Estate Auction Academy

2 Day Auctioneers Licence Workshop

**ONLINE
BOOKING
HERE**



Nationally Accredited Trainer
Brett Roenfeldt F.S.A.A. (Life)



Ferngood Pty Ltd trading as
Academic Pavilion
171-173 Halifax Street
ADELAIDE SA 5000
Provider Number 91421



This Training Package is 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 accreditation is required in CPPDM4019A (Prepare Auction and Complete Sale). Prior registration as a Sales Representative or Agent is a prerequisite. You will receive specific training on:

- | | |
|---|---|
| ✓ Inspire trust in your bidders | ✓ How to utilize Best Practice Procedures |
| ✓ Build excitement in your presentation | ✓ Answering questions |
| ✓ Delivery Techniques | ✓ Legislative questions |
| ✓ Voice Projection and Modulation | ✓ Auction Documentation |
| ✓ How to design your open and welcome | ✓ Closing |
| ✓ Body Language | ✓ Dialogue with Vendor |
| ✓ What Conditions of Sale to highlight | ✓ Highest Bidder Negotiation |
| ✓ Taking Bids | ✓ Effective use of the 3 calls |
| ✓ Crowd Control | |

Each participant will receive a comprehensive workbook including Best Practice Procedures, Auction Essentials Handout and PowerPoint Presentation. Assessment of Competency will be by a Workplace Trainers and Assessors and competency in all segments of the Auction performance will be required for certification.

National Statement of Attainment issued on successful completion.

- 3.5 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 five 'The Society' Golden Gavel awards and represent SA in the Australasian Auctioneering Championships as a contestant and 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.

For further information about this dynamic program, talk to the presenters personally
Brett Roenfeldt 0411 180 960
Garry Topp 8372 7830

Next Workshop

**FRIDAY 22ND JULY AND
FRIDAY 5TH AUGUST 8AM
for 8:30AM to 6:00PM**

VENUE: Boardroom, Arkaba Hotel
150 Glen Osmond Road, FULLARTON
(For accommodation enquiries Please call: 8338 1100)

COST: \$1,150 for members requiring licence
COST: \$650 for members already licenced
(May qualify for Govt 120% tax deduction)

(Non members are invited to join prior to attending)

Credit Card Authority for Expenses TAX INVOICE ABN: 12 010 992 766
Academic Pavilion

Direct Debit: Commonwealth Bank **BSB** 062 107 **Acc** 10541448 **Name** Academic Pavilion

Credit Card Type (Please tick) ☐ Visa ☐ Mastercard ☐ Amex ☐ Direct Debit

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Amount \$ **Expiry** **/** **CVV/CVC**

Name on Card

Names Attending

NON-MEMBERS Please advise Address

Ph **Email**

Telephone: (08) 8372 7830 - **Email:** admin@auctioneers.com.au
22 Greenhill Road, Wayville SA 5034

Gavel & Glass

UP COMING EVENTS

AGENCY SALES BUSINESS STRUCTURING FOR SURVIVAL

PRESENTED BY WAYNE JOHNSON

HOW TO RUN A VIABLE BUSINESS WITH A LONG-TERM FUTURE

For Principals, Sales Consultants and Support Staff

BULLET PROOF YOUR BUSINESS

- Now, more than ever, it is critical to understand the profit drivers of the business and how to determine what action needs to be taken to ensure the business emerges from the current storm with the structure and tools to survive and thrive.
- The '**Structuring For Survival**' Workshop will examine the unique financial structure of the Real Estate agency business, the critical measures (particularly the margin of gross profit) and how to examine the current profit status of your business and to design a more robust structure.

THURSDAY 25TH AUGUST 2022

8.30am for 9.00am start to 11.00am

Arkaba Hotel | 150 Glen Osmond Road,

Fullarton SA 5063

Members and Employees \$69 each

OR \$59 each for two or more from the same office

RSVP BY FRIDAY 12th AUGUST 2022



WAYNE JOHNSON

Society of Auctioneers & Appraisers (SA) Inc President in 2008, Wayne has 30 years of experience in Real Estate including Sales and Property Management, multiple office agency ownership, National franchise CEO, and risk management consultancy. Wayne has an MBA - Bachelor qualification in property and is a qualified workplace trainer.

LEARN HOW TO

- Calculate the thresholds for costs and commissions to breakeven
- Calculate activity necessary to maintain breakeven point - client contacts, listing opportunities, listings, sales
- Set targets & forecasts based on your average commission
- Shows what you need to do to make a profit & to be successful
- Look at a typical scenario analysis
- Desk cost per sales person
- Break-even point for sales
- Look at strategies to improve the bottom line
- Determine what commission rate you should walk away from
- Change your existing model to your advantage
- Discover the break-even point for each transaction

With multiple disruptors all looking for their share of a decreasing commission pie, the industry is facing intense competition with enormous pressure on professional fees.

All attendees will gain free access to "profit planner" for 3 months

KEY SPONSORS



ALSO SUPPORTED BY



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Credit Card Authority for Expenses

TAX INVOICE

ABN: 82 855 149 245

Please post with cheque or fax to Society of Auctioneers & Appraisers(SA) Inc

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☐ Visa

☐ Mastercard

☐ Amex

Card No.

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Amount \$ _____

Expiry ____/____

CVV/CVC _____

Name on Card _____

Names Attending _____

NON-MEMBERS Please advise Address _____

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UP COMING EVENTS

2022 GOLF CLASSIC FRIDAY 25th NOVEMBER

@ MOUNT OSMOND GOLF CLUB

Sponsored by Chris Gill

†The Form 1 Company™



**WIN \$50,000 CASH!
JUST GET A HOLE IN
ONE ON THE 4TH**

For teams fully booked to play prior
to Friday 4th November.
Supported by Cowden SA Insurance
Brokers & Read Brothers Signs
Underwritten by Lloyds of London
Plus other prizes including \$500 cash
closest to pin on 4th

TIMELINE

11.30AM - LUNCH

12.30PM TEA OFF

5.00PM PRIZES AND AWARDS

PRICING

\$99.00 FOR GOLF, ON-COURSE DRINKS
AND SNACKS, BARBECUE LUNCH AND
SNACKS AFTER THE GAME AND PRIZES
SPONSORED BY †The Form 1 Company™



ONLY \$99.00 PER PERSON (*Mount Osmond Members please deduct \$10)

SPONSORED BY CHRIS GILL - THE FORM 1 COMPANY

PLEASE BOOK ALL TEAMS BEFORE FRIDAY THE 5TH NOVEMBER

TEAMS OF 4 PLAYERS - AMBROSE WITH SHOTGUN STARTD BY THE FORM 1 COMPANY

Only 15 minutes from the centre of CBD, Mount Osmond Golf Club is blessed with glorious views of the city of Adelaide, Mount Loft Rangers and coastline. The wide undulating fairways, challenging greens and stimulating course layout will always make for a memorable round. Our beautiful heritage clubhouse and welcoming membership will give you a golfing experience thats been delighting our members since 1927.

Our Golf Professional Ian Pritchard was awarded the joint winner of the 2015 National Club Professional of the year. This follows his recognition as 2014 and 2015 PGA Professional of the Year at the SA Golf Industry Awards.

Golf Carts: Please book direct Pro Shop - Tel.: 8379 1673



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Amount \$ _____ **Expiry** ____/____ **CVV/CVC** _____

Name on Card _____

Names Attending _____

NON-MEMBERS Please advise Address _____

Ph _____ **Email** _____



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South East Property Management Training

On Wednesday 1st June Brett Wheatland, Garry Topp and Chris Gill travelled to Coonawarra to present our first Property Management Training Workshop in the South East presented by Brett Wheatland. 25 delegates attended with brisk interaction right from the start.

The workshop covered a diverse range of topics including staffing, landlord and tenant expectations, new business, social media interaction, time management and how to manage stress and mental health. Brett covered numerous scenarios including tenant handover, tenant expectations and comprehensive covering of the relevant legislation affecting property managers. Chris Gill distributed a sheet on points to remember for Agents who offer for sale tenanted properties and covered issues like bond transfer, notice to tenants and other relevant issues.

At the end Society Sponsor, Jane Richards, from Eight at the Gate, put on a wine tasting of their superb wines with sample packs of their exquisite wines as clients gifts heavily discounted to Society members.

When asked, did you gain anything from this presentation? Answers were:

Changing way of handover of keys to new tenant and meeting at property; Request council rates for proof of ownership; Good understanding of how best to work with tenants/landlords to get good outcomes; Yes, awareness of technology; Information relating to technology and potential BDM tools; Legislation; Very relative to our everyday situations; Just reassured a few areas and a few tips on how to be better; Yes, everything. I have only been in Real Estate for 9 months and found today very helpful; Don't be hard on yourself and communicate, have a planned checking process to love your job; Yes, I'm new to property management therefore a great starter; Knowledge about Real Estate future tech innovations, great tips on conflict management; Yes, I'm new so soaked up everything; Vacating tenancies, handovers of new tenancies.



South East Property Management Training

When asked, what did you like the most? Answers were:

Much more relaxed with presentation; Knowing everyone goes thorough the same issues; Technology; It was relatable to daily tasks of property management; It was casual, reliable, informative; Liked legislation discussion; The technology examples very interesting; I really liked Brett's delivery, very relatable; Interactive, Section 51, Assignment of tenancy; Brett's top tips; Engaging presenter, relevant content; All of it, liked the discussions; Presentation was informative;

When asked, what else would you liked covered? Answers were:

Commercial property management; More on SACAT and bonds; Commercial Sales and Leasing;

When asked, what would you tell others as the main benefits of this workshop?

Answers were:

Much knowledge, feel you can relax and ask questions when needed; Talking about conflict; Educational; Discussion on health of property managers and how to manage emotions which is important; Legislation points, different way of thinking inspiration and motivation for business development; Great tips to deal with conflict, new ideas; Good opportunity to refocus on the important things; If new, learn lots of stuff from peoples experience; Informative, reinforced info already may have known, a couple of alternative ideas.

The new Q+A format has been well received and will now be used as a template for the future.



SOCIETY'S AUCTIONS

SOLD!



60 Malvern Avenue, Malvern
SOLD for \$2,235,000

Agent: Victor Velgush
Auctioneer: AJ Colman



5 River Street, Klemzig
SOLD for \$930,000

Agent: Josh Edgar
Auctioneer: Brett Roenfeldt



12 Boskenna Avenue, Norwood
SOLD for \$1,315,000

Agent: Orlanda Paglia & Lew Toop
Auctioneer: Bronte Manuel



36 Salop Street, Beulah Park
SOLD for \$1,385,000

Agent: Brandon Pilgrim
Auctioneer: George Kargiotis

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SOCIETY'S AUCTIONS

SOLD!



18 Heathebank Terrace, Stonyfell
SOLD for \$1,370,000

Agent: Hamish Mill
Auctioneer: Hamish Mill



48-52 Stanbel Road, Salisbury Plain
SOLD for \$1,530,000

Agent: Connie & Joe Tripodi
Auctioneer: Jarrod Tagni



18 Craighill Road St. Georges
SOLD for \$1,806,000

Agent: Ryan Stapleton
Auctioneer: John Morris



20 Durham Street, Henley Beach
SOLD for \$1,725,000

Agent: Jae Curtis
Auctioneer: Jonathan Moore

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SOCIETY'S AUCTIONS

SOLD!



56 Ballantyne Street, Thebarton
SOLD for \$683,000

Agent: Anthony Fonavic
Auctioneer: Joshua Bagley



23 Wright Street, Henley Beach
SOLD for \$1,305,000

Agent: Rod Smitheram
Auctioneer: Rod Smitheram



6 Mortlock Street, Clapham
SOLD for \$1,450,000

Agent: Simon Tanner
Auctioneer: Simon Tanner



17 Bice Street, Marleston
SOLD for \$1,275,000

Agent: Marie Brus
Auctioneer: Troy Tyndall

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SOCIETY AUCTIONEERS REPORTING THEIR AUCTIONS ON THE SOCIETYS UPCOMING AUCTIONS APP



Troy Tyndall



John Morris



Tony Tagni



Jarrod Tagni



AJ Colman



Tim Thredgold



Simon Lambert



Rod Smitheram



Geoff Schell



Jonathon Moore



Michael Cavuoto



Peter Economou



Richard Thwaites



Anthony DeMarco

SOCIETY AUCTIONEERS REPORTING THEIR AUCTIONS ON THE SOCIETYS UPCOMING AUCTIONS APP



Bronte Manuel



Nathan Casserly



Brett Roenfeldt



Nick Ploubidis



Matt Smith



Paul Arnold



Hamish Mill



David Smallacombe



George Kargiotis



Sarah Bower



Vincent Doran



Sharon Gray



Marc duPlessis



Richard Ward



Mark Griffin



Joshua Bagley



Michael Fenn



Simon Tanner

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Direct Connect

Peace of mind

You can be assured that you're moving with the best in the business. As Australia's No. 1 Moving Services company, Direct Connect have helped over 1.2 million people move since 2004. Best of all, our service is free.



A personalised moving service

Complete reliability & completely free



We guarantee you peace of mind with our Always On Guarantee*. Simply connect with one of our leading electricity and gas suppliers and we guarantee your connections will be ready on the day you move in.

For more information visit our website directconnect.com.au or call 1300 650 767

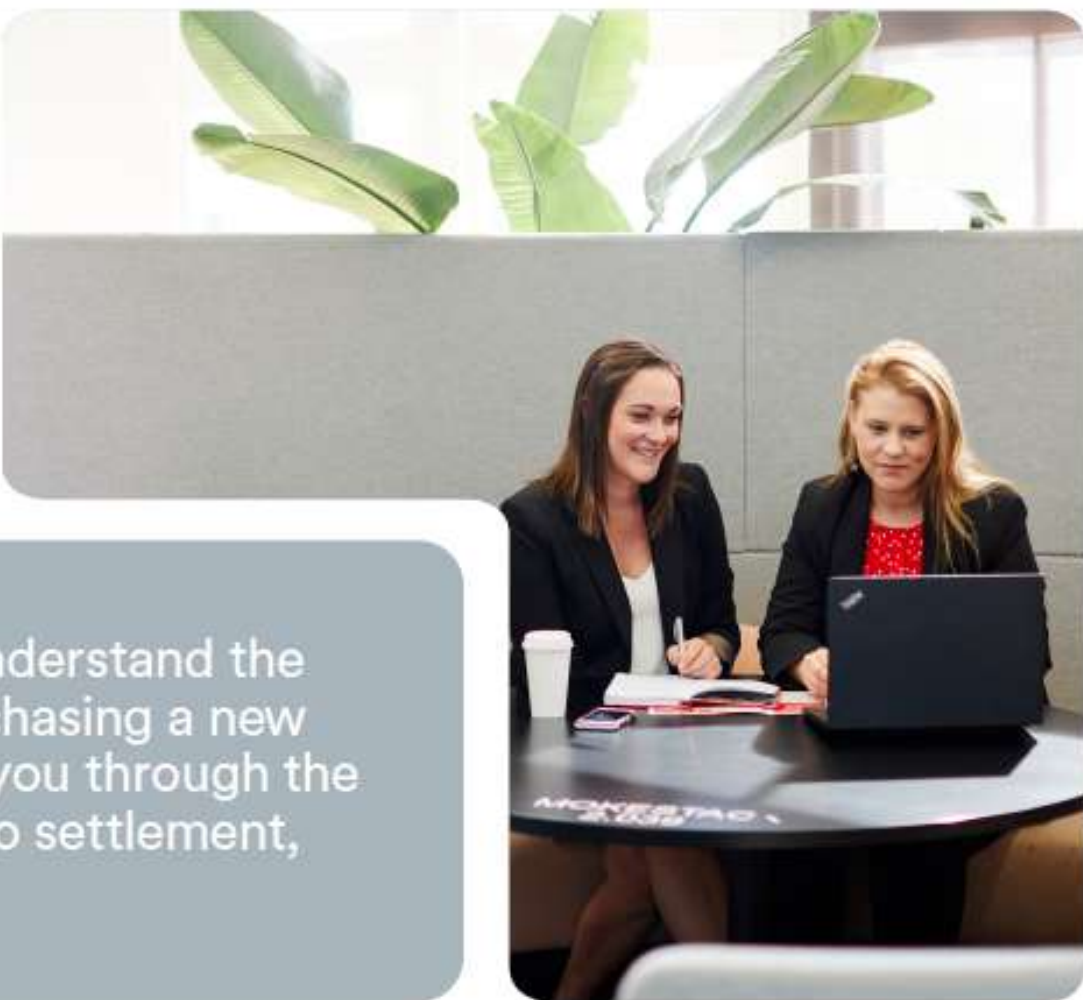
* For Terms and Conditions visit directconnect.com.au/terms-conditions



WE'VE GOT YOU COVERED

Direct Connect's free home buyer service provides you a personalised service with a dedicated contact person to guide you through every aspect of your move. You can choose to use as many or as few of our services as you require and we'll ensure that everything is covered and connected, ready for the day you move in.

We understand the moving process



SERVICES WE CONNECT

We can connect you with a wide range of market leading gas and electricity suppliers. With our Always On Guarantee* you can be assured that your electricity and gas will be connected on the day you move in!



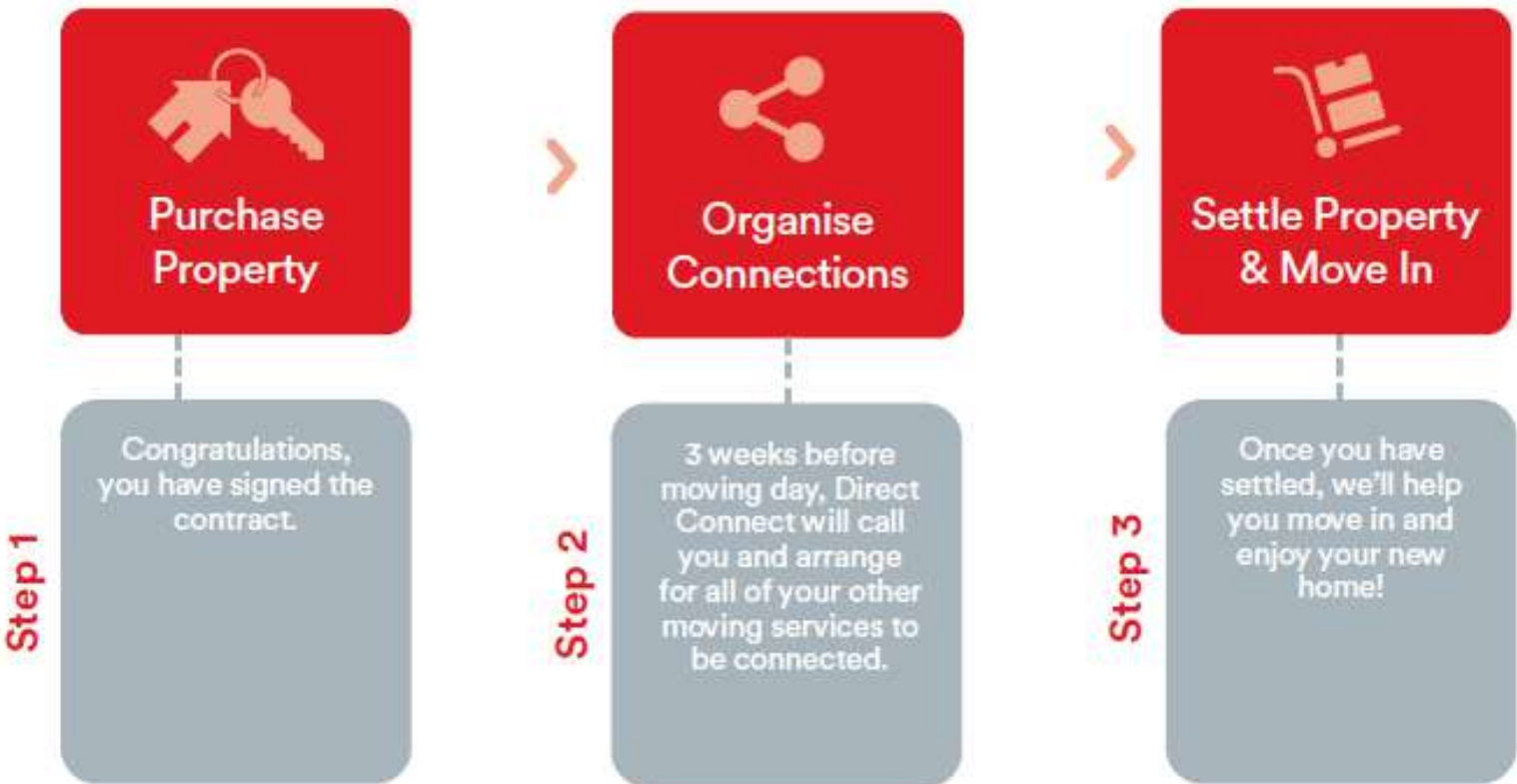
Our telecommunication experts can advise you on a great range of phone, broadband and mobile solutions, tailored to suit your needs.



Plus, ask our expert team about other services we can help with such as truck hire, removalists and cleaning.



At Direct Connect we understand the stress involved with purchasing a new property and can guide you through the process from purchase to settlement, and beyond.



Read Signs

Real Estate Sign Specialists

Complete Real Estate Sign Management

Our quick and easy online ordering system has provided an edge to the market for Real Estate Signs, saving you time and enabling you to spend more productive time listing clients and selling properties.

Services

- Manufacture, printing, installation and removal of your real estate signs.
- Easy online ordering, and tracking.
- Attention to detail meeting client's needs.
- Versatile print options including photos.
- Fast efficient service.

3D Signs

Banners

Commercial Signage

Illuminated Signs

Vehicle Signs

Signage Projects



READ BROTHERS

SIGNS | GRAPHICS | DISPLAYS

Darren Read

Director

T: 8443 3400

E: darren@readbros.com.au

w: www.readbros.com.au

To partner with
Read Brothers
please contact
Darren Read



Gavel & Glass

eight
at
the gate



Exclusive Members Only Special Offer

All members of The Society of Auctioneers & Appraisers (SA) receive **30% off any wine purchase!** Select from our multi-award winning range, whether it's our best selling Single Vintage Chardonnay 2018 or gold winning 94pt Single Vintage Cabernet Shiraz 2016 - we have a wine to suit any occasion.

THIS OFFER INCLUDES

- Available to any variety or vintage 6 bottle order minimum
- No capped orders Only while stock lasts
- Free shipping Australia wide

Simply enter the coupon code at the checkout when you order online.

COUPON CODE: **SOLD**

Winner of 8
Wine Showcase
Magazine Awards



Eight at the Gate

PMB 46 Wrattenbully Rd
Wrattenbully SA 5271

E. hello@eightatthegate.com.au

P 0447 805 262



eightatthegate.com.au/society-offer

Gavel & Glass



Corporate Gift Packs for every occasion

Give the gift worth celebrating, our *twin bottle gift packs* are the perfect way to congratulate your customers. Our award winning wines, that are guaranteed to leave a good taste and a lasting impression. With plenty of mix & match options, we can provide to best match for every occasion.

WHAT WE OFFER

- Award winning Australian wine
- Support a local family run business
- Special discounts apply pending total order
6, 12 or 24 bottles per month
- Gift packaging included

GET IN TOUCH

Send your enquiry to jane@eightatthegate.com.au
or give us a call on 0447 805 262



RRP \$50.00
SOCIETY
MEMBERS \$30.00
Single Vineyard
Gift Pack



Eight at the Gate
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Wrattenbully SA 5271
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Perspective Media



Video is the most powerful marketing tool a business can have. Perspective Media specialize in corporate, promotion and real estate video.

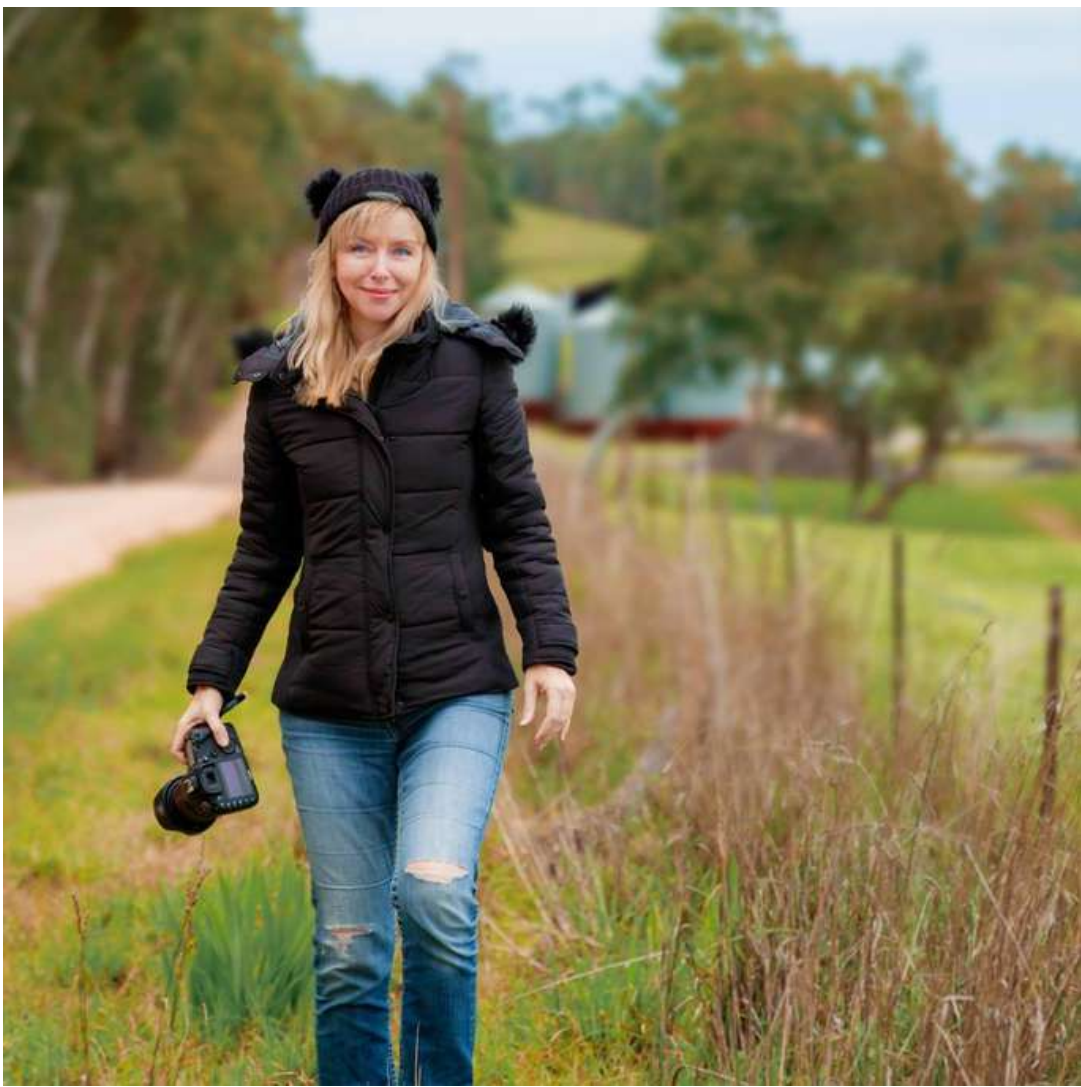
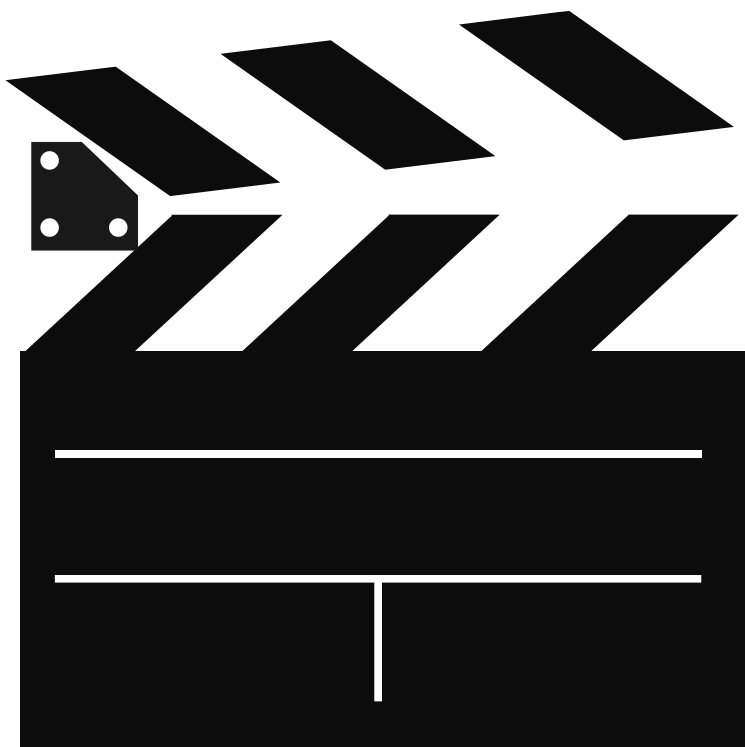
Everything is here, from our unparalleled ability to obtain imaginative footage from any angle (including the air) through to our SFX (special effects) department, where with the latest software we can make the surreal become real.

We will make the entire video creation process easy, time efficient and fun.

We utilize a variety of filming techniques to present a dynamic finished product.

Ask us about various other resources we have available to get amazing footage, very cost effectively.

Perspective Media uses that intense blend of creative filming and appropriate music to inject interest into your project.



**Call Larissa on 0422235442
to discuss your filming needs**

Welcome to the new sponsor!

ECKERMANN

Delivering professional services to the SA property industry

ECKERMANN PROPERTY FORMS

- Form 1 Preparation



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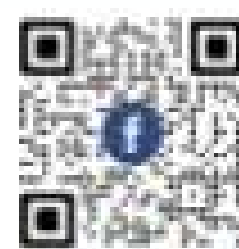
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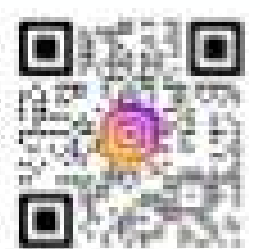
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21 ADVANTAGES OF AUCTION

SOCIETY OF AUCTIONEERS & APPRAISERS S.A. INC.

The 21 Advantages of using Auction as Your Preferred Marketing Process



POWERFUL MARKETING TOOL

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.

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 form utilising the skills of an experienced auctioneer.

- 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!

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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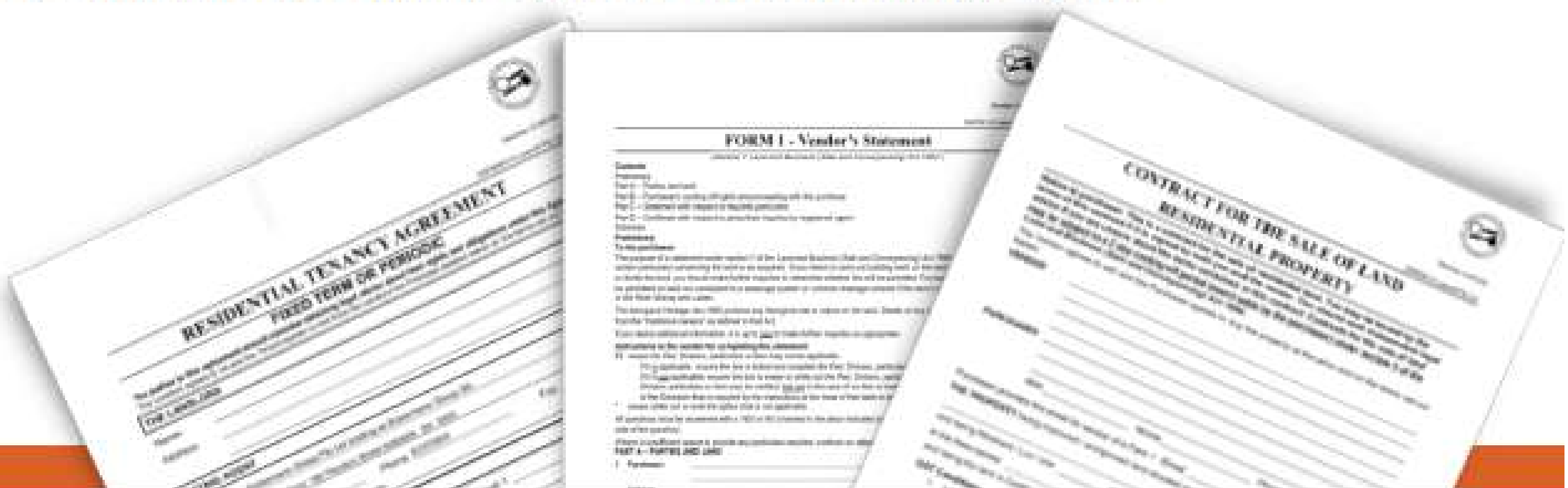
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The best way by monitoring Auctions!

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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

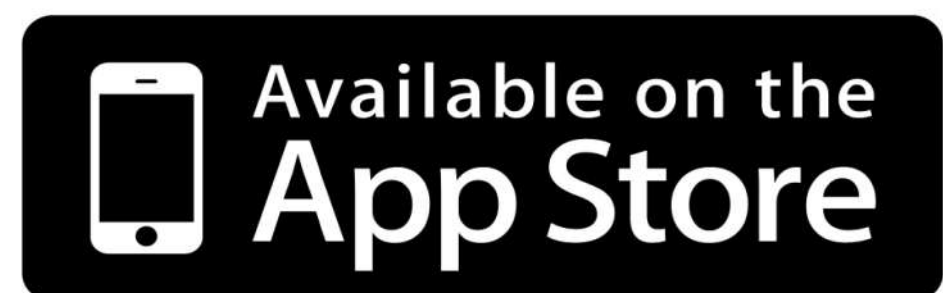
INSTANT UPDATE

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

LIST

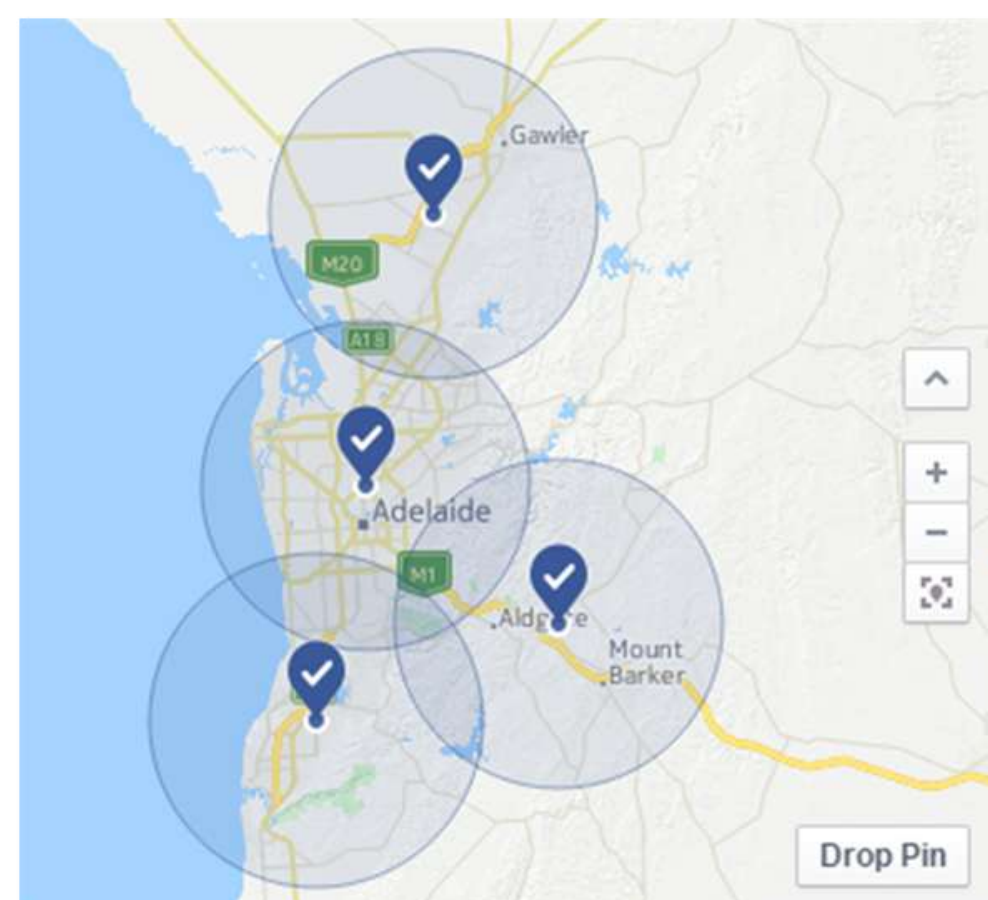
Please ensure all Upcoming Auctions are posted on our web site the minute they are listed!

All auctions submitted to the website will automatically be uploaded to the phone app, **ABSOLUTELY FREE!**



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MORE BUSINESS! With so much more exposure, downloads of our app, and awareness of auctions around Adelaide and maximise your benefit by submitting all your auctions to our website!



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For Form 1 preparation please contact Chris Gill on 7221 4908

Chris has been involved with the Society of Auctioneers & Appraisers as a trainer and board adviser since 1995 and has been conveyancing since 1985.

Chris runs specialist training workshops for sales agency, contracts and Form 1 and has an intricate knowledge of the legislation and agency practice.

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