



THE SOCIETY

JULY 2025

**WE REPRESENT AUCTIONEERS, APPRAISERS,
AGENTS, SALES CONSULTANTS AND PROPERTY
MANAGERS ACROSS VARIOUS SECTORS,
INCLUDING REAL ESTATE, GENERAL, AND
LIVESTOCK.**





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The Society of
Auctioneers and
Appraisers (SA) Inc.

THE
INDUSTRY
CHOICE OF
PROFESSIONALS



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THE BOARD



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President



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John Raptis



John Young



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Nathan Janda





Master Forms



The Real Estate Institute of SA and the Society of Auctioneers and Appraisers (SA) Inc. have announced an agreement to work closer together, initiating the endorsement of one set of industry forms.

"MASTER FORMS"

Residential, Rural, Commercial and Industrial, Business and Residential Property Management.

Announcing the partnership, both organisations said that the time was right to work together closely to secure ownership of documentation and the importance of these transactional forms to being industry-owned and industry-led.

Access Master Forms for a free trial

Request from admin@auctioneers.com.au





2 Day Auctioneers Licence Workshop

Including Nationally Accredited Auction Training Module

CPPREP4162 (CONDUCT AND COMPLETE SALE BY AUCTION)

Society of Auctioneers & Appraisers (SA) Inc. Real Estate Auction Academy

This is the only Auction Academy run by five times Golden Gavel Winner Brett Roenfeldt, giving participants an insight into his experience in conducting over 16,000 Real Estate Auctions in South Australia

**TUESDAY 19th AUGUST
and
TUESDAY 9th SEPTEMBER**

8AM for 8:30AM to 5PM

VENUE: The Arkaba Hotel
150 Glen Osmond Rd,
Fullarton SA 5063

COST: \$1,250 for members requiring license

COST: \$850 for members already licensed

(Non members are invited to join prior to attending)



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.

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



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

[Download Brochure](#)



PRICING COMPLIANCE REAL ESTATE SALES



The Society's documentation and legislation training chaired by the highly knowledgeable Chris Gil was held on Thursday 12th of June 2025 at the Arkaba Hotel Function Room. 46 agents, sales consultants, and support staff attended in our increasingly popular Q&A format where we handle questions as they come up not at the end of the session where the relevance to the question has dissipated.

Whilst we got back to basics of completion of agency contract and Form 1, Chris warned the dangers of data dumping where in many instances the information on the title is incorrect and if not corrected goes through other relevant documentation and then they are all wrong.

If the title information is incorrect, the agency agreement should show the correct details with the wording incorrectly described on the title as.....

The room was vibrant with multiple questions right from the dead knock.

Did you know a deregistered company's assets become the property of ASIC, POA is not detailed on agency or contract, the POA simply signs on behalf of the Vendors. Price guides under the legislation forces agents to over quote where we think 5% either way would be a more realistic reference.



In a Private Treaty Agency, you can change the price by addendum provided you give a copy to the vendor within 48 hours. Notice of extension, you'll get 180 days if no response from the vendor. An extension of agency can change the terms and subsequent is the equivalent of a new agency and has the affect of terminating the current agreement. Remember R1 and R2 and comparable sales to the Vendor before they sign an agency agreement.

Chris said it was critical to have file notes on every conversation you have as in the event of a challenge your file notes could save the day. As usual, 24G and 24E created much discussion and with executors always sight a copy of the will to establish the validity of the executors. There was also some discussion of tenancy and EPA.





We handed out critique forms at the end of the session with the following comments.

Did you gain anything from this presentation?

Answers were:

- Responsible agents attended - new and younger agents did not attend, they need to or will not be able to weather the storm.
- Yes, the discussion with 24G and 24E.
- Absolutely, lots of information which we didn't know in relation to agency and the layout of templates.
- Yes, notice to vacate a fixed term lease.
- Absolutely, subsequent agency sent before expiry cancels previous agency and discussion on 24E etc. etc.
- Yes, very informative and delivered in a practical manner easy for agents to understand.
- Yes, clarity in completing an agency agreement, keeping file notes, and ensuring appropriate identifiers.
- Yes, questions others raised which I didn't know the answers to. (Where agents only do in-house training to their own brand, and don't attend this type of group session, they are not aware of situations and pitfalls that many other agents are experiencing)
- Always, Chris is a wealth of knowledge.





When asked what did you like the most?

Answers were:

- Clarity and I'm on the right path.
- Learning about the Form 1.
- Open dialogues/conversations.
- Chris Gill's unbelievable knowledge on practice and legislation.
- Open dialogue discussion rather than slides.
- I enjoy learning new information even though I have been doing this for a long time.
- The format – we had an agenda but anyone could jump in at any time with a question.
- Reference to the consequences of not complying with legislation.
- The open discussion format is sensational.
- Interaction and informality.
- Intelligent questions given quick answer.
- The suggestions along the way, format and real issues related from experience.
- Everything, you covered lots!

What else would you like covered?

Answers were:

- A bit more about tenancy.
- Absolutely nothing, this session was sensational.
- Anti-money laundering when it comes in.
- Form R6.
- Contract special conditions.
- A session on Form 1's.
- Examples of a correctly completed agency and contract especially since Chris mentioned several times these days many are not completed correctly.
- Nothing, you covered it all today!



What would you tell others as the main benefits of this Workshop?

Answers were:

- Clarity.
- Very informative and everyone in the profession should attend regular sessions to keep up with legislation.
- So much to learn that you wouldn't have thought of.
- Everyone should attend this dynamic session.
- Great for curly situations and things most agents don't know are requirements.
- Bring your problems and questions and it will be answered.
- Chris's depth of knowledge and experience; I would recommend trying to get younger agents and agents that have been in industry less than 5 years, it should be compulsory to attend this Chris Gill session.
- Updates for everyone in the industry is beneficial no matter how long you have been practicing.
- Opportunity to learn from Chris Gill specifically.
- PD is very important to keep up to date with knowledge and constant changes.
- The need to keep up with documentation especially now there are multiple suppliers.
- One just drew a smiling face which I suspect says it all!

The Society has another workshop similar to this one entitled Agents and Auctioneers Under The Pump which relates in excess of 50 real world examples on unusual situations or legally challenging situations that agents have been challenged with over the years.

This workshop is chaired by Chris Gill, Brett Roenfeldt, and Garry Topp and we strongly recommend you to attend this session as it will prepare you for a difficult situations that you might find yourself in one day.

Garry Topp F.S.A.A (Life)
CEO





SOCIETY'S AUCTIONS

SOLD!



GILLES PLAIN
3 Strathmonth Avenue,
SOLD for \$970,000

Agent: Ray White Prospect
Auctioneer: John Morris



KLEMZIG
230 North East Road
SOLD for \$ 1,610,000

Agent:Commercial SA
Auctioneer: Jonathon Moore



LINDEN PARK
1 Linden Crescent
SOLD for \$1,400,000

Agent: Pilgrim RE
Auctioneer: Brett Pilgrim



SOUTH BRIGHTON
1/5 High Street
SOLD for \$905,000

Agent: Century 21 Bay Glenelg
Auctioneer: Jarrod Tagni



SOCIETY'S AUCTIONS



ST MORRIS
49 Thomas Avenue
SOLD for \$1,530,000

Agent: Refined Real Estate
Auctioneer: Brett Roenfeldt



FELIXTOW
503A-503D Lower North East Road
SOLD for \$2,250,000

Agent: McGees Property
Auctioneer: Tom Rowe



WYNN VALE
1 Napier Court
SOLD for \$1,785,000

Agent: LJ Hooker Property Specialist
Auctioneer: Michael Fenn



HOLDEN HILL
14A Gordini Crescent
SOLD for \$838,000

Agent: Professional Robins 888
Auctioneer: Vincent Wang



JUNE

AUCTIONS RESULTS

| Suburb | Address | Date | Agent | Auctioneer | Sold Price |
|-----------------|-----------------------|----------------------|-------------------------|-----------------|-------------|
| ALLENBY GARDENS | 1/3 Maclagan Av | Tuesday, 10/06/2025 | Ray White Semaphore | John Morris | \$482,000 |
| ALLENBY GARDENS | 16 Coombe Rd | Saturday, 07/06/2025 | L J Hooker Mile End | Jonathon Moore | P.N.D. |
| ATHELSTONE | 1 Olive Court | Thursday, 26/06/2025 | Boffo Real Estate | Paul Arnold | \$875,000 |
| BEAUMONT | 1A Duncan Road | Friday, 06/06/2025 | Pilgrim RE | Brett Pilgrim | Sold Prior |
| BURNSIDE | 605 Greenhill Rd | Friday, 27/06/2025 | Ray White Kensington | John Morris | \$1,190,000 |
| BURTON | 4 Cutting Cres | Saturday, 14/06/2025 | Ray White Grange | John Morris | \$659,000 |
| CAMPBELLTOWN | 10/25 Hart Street | Saturday, 14/06/2025 | Harcourts Adelaide City | Brett Roenfeldt | Sold Prior |
| CLEARVIEW | 32 Melrose Ave | Saturday, 07/06/2025 | Ray White Para Hills | John Morris | \$1,027,000 |
| CROYDON | 15 & 15a Elizabeth St | Thursday, 26/06/2025 | Commercial SA | Jonathon Moore | \$1,820,000 |
| CROYDON | 15 & 15a Elizabeth St | Thursday, 26/06/2025 | Commercial SA | Jonathon Moore | \$1,820,000 |
| CROYDON PARK | 38 Crossley Avenue | Saturday, 28/06/2025 | LJ Hooker Flinders Park | Brett Roenfeldt | \$1,785,000 |
| DERNANCOURT | 19 Moule Cres | Saturday, 21/06/2025 | Ray White Norwood | John Morris | \$900,000 |
| EDWARDSTOWN | 11 Lagunta Avenue | Thursday, 26/06/2025 | McGees Property | Tom Rowe | \$1,800,000 |
| ELIZABETH DOWNS | 7 Bloomfield Crescent | Saturday, 07/06/2025 | All Adelaide City Edge | Brett Roenfeldt | \$576,500 |



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| Suburb | Address | Date | Agent | Auctioneer | Sold Price |
|---------------|---------------------------------|-----------------------|-------------------------------------|-----------------|-------------|
| ERINDALE | 7 Wallace St | Friday, 13/06/2025 | Ray White Kensington | John Morris | \$2,450,000 |
| ETHELTON | 14 Waite Street | Sunday, 01/06/2025 | Century 21 Beachside and Lakes | Brett Roenfeldt | \$825,000 |
| FAIRVIEW PARK | 28 Player Drive | Saturday, 14/06/2025 | First National Burton Groves | Jarrood Tagni | Sold Prior |
| FELIXSTOW | 9 Cardigan Ave | Friday, 13/06/2025 | Ray White Norwood | John Morris | \$1,771,000 |
| FELIXSTOW | 503A-503D Lower North East Road | Thursday, 12/06/2025 | McGees Property | Tom Rowe | \$2,250,000 |
| GEPPS CROSS | 9 Mira Street | Saturday, 14/06/2025 | LJ Hooker Property Specialists | Michael Fenn | P.N.D |
| GILLES PLAINS | 3 Strathmont Ave | Saturday, 07/06/2025 | Ray White Prospect | John Morris | \$970,000 |
| GLENELG NORTH | 3/61 Tapleys Hill Road | Tuesday, 17/06/2025 | LJ Hooker Commercial Adelaide | Troy Tyndall | P.N.D. |
| GLENSIDE | 1/5 Broughton Street | Friday, 27/06/2025 | Pilgrim RE | Brett Pilgrim | \$1,180,000 |
| GREENACRES | 2 Craig St | Saturday, 14/06/2025 | Ray White Para Hills | John Morris | \$630,000 |
| GREENACRES | 8 Moreshead St | Friday, 06/06/2025 | Ray White Prospect | John Morris | \$865,000 |
| HACKHAM WEST | 2-4 Roberts Rd | Friday, 27/06/2025 | Commercial SA | Jonathon Moore | \$520,000 |
| HEATHPOOL | 27 Heathpool Rd | Friday, 13/06/2025 | Ray White Kensington | John Morris | \$1,840,000 |
| HENDON | 58 Avro Avenue | Wednesday, 04/06/2025 | Ray White Port Adelaide & Largs Bay | James Pedlar | P.N.D |



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| Suburb | Address | Date | Agent | Auctioneer | Sold Price |
|-------------|--|-----------------------|--------------------------|-----------------|-------------|
| HIGHBURY | 2 Lang St | Saturday, 21/06/2025 | Ray White Prospect | John Morris | \$890,000 |
| HILLCREST | 2/12 Douglas Ave | Saturday, 07/06/2025 | Ray White Prospect | John Morris | \$755,000 |
| HOLDEN HILL | 14 A Gordini Crescent, Holden Hill SA 5088 | Saturday, 14/06/2025 | Professionals Robins 888 | Vincent Wang | P.N.D |
| HOPE VALLEY | 1236 Grand Junction Rd | Thursday, 05/06/2025 | Commercial SA | Jonathon Moore | \$1,570,000 |
| KENSINGTON | 3 Salter Street | Saturday, 14/06/2025 | LJ Hooker Adelaide Metro | Troy Tyndall | P.N.D. |
| KESWICK | 11 Croydon Road | Friday, 06/06/2025 | Mastracorp Real Estate | Brett Roenfeldt | \$2,405,000 |
| KIDMAN PARK | 20 Cassia Cres | Saturday, 14/06/2025 | Ray White Henley Beach | Jonathon Moore | \$2,175,000 |
| KLEMZIG | 16 Vine Terrace | Wednesday, 25/06/2025 | Ray White Prospect | John Morris | \$890,500 |
| KLEMZIG | 230 North East Rd | Friday, 20/06/2025 | Commercial SA | Jonathon Moore | \$1,610,000 |
| KLEMZIG | 34 Fife Street | Friday, 06/06/2025 | Pilgrim RE | Brett Pilgrim | \$970,000 |
| LARGS NORTH | 5 Brenda Terrace | Thursday, 19/06/2025 | Ray White Semaphore | John Morris | \$890,000 |
| LINDEN PARK | 1 Linden Crescent | Thursday, 12/06/2025 | Pilgrim RE | Brett Pilgrim | \$1,400,000 |
| LINDEN PARK | 2/472 Portrush Rd | Thursday, 12/06/2025 | Ray White Norwood | John Morris | Sold Prior |
| MANNINGHAM | 5 Willow Ave | Saturday, 21/06/2025 | DB Philpott Real Estate | Jonathon Moore | \$1,520,000 |



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| Suburb | Address | Date | Agent | Auctioneer | Sold Price |
|-----------------|--------------------|-----------------------|-----------------------------------|-----------------|-------------|
| MARLESTON | 17 Bice Street | Saturday, 14/06/2025 | LJ Hooker Adelaide Metro | Troy Tyndall | \$1,520,000 |
| MAWSON LAKES | 4 Bimini Crescent | Saturday, 21/06/2025 | LJ Hooker Property Specialists | Michael Fenn | P.N.D |
| MAWSON LAKES | 16 Hamilton Pl | Saturday, 14/06/2025 | Ray White Prospect | John Morris | \$1,220,000 |
| MAWSON LAKES | 4 Santorini Walk | Saturday, 14/06/2025 | LJ Hooker Property Specialists | Michael Fenn | P.N.D |
| MAYLANDS | 58 Henry Street | Friday, 20/06/2025 | Toop&Toop | Bronte Manuel | Sold Prior |
| MODBURY HEIGHTS | 4 Roebling St | Saturday, 14/06/2025 | Ray White Prospect | John Morris | \$991,000 |
| MOONTA BAY | 4 Hall Way | Friday, 06/06/2025 | Ray White Para Hills | John Morris | \$181,000 |
| MUNNO PARA WEST | 2 Melaleuca St | Saturday, 07/06/2025 | Ray White Salisbury | John Morris | Sold Prior |
| MYRTLE BANK | 324 Glen Osmond Rd | Thursday, 05/06/2025 | Commercial SA | Jonathon Moore | \$1,480,000 |
| NORTHFIELD | 3 Wicklow St | Saturday, 14/06/2025 | Ray White Para Hills | John Morris | Sold Prior |
| OSBORNE | 12 Marmora Terrace | Saturday, 14/06/2025 | Adelaide Property Brokers | Brett Roenfeldt | Sold Prior |
| PARA HILLS | 31 Rialto Ave | Saturday, 21/06/2025 | Professionals Robins 888 | Vincent Wang | P.N.D |
| PARA HILLS | 53/44 Beafield Rd | Wednesday, 04/06/2025 | Ray White Norwood | John Morris | \$335,000 |
| PARA HILLS WEST | 16 Kentia Dr | Saturday, 21/06/2025 | Ray White Salisbury | John Morris | \$790,000 |



JUNE

AUCTIONS RESULTS

| Suburb | Address | Date | Agent | Auctioneer | Sold Price |
|-------------------|--------------------------|-----------------------|-------------------------------------|----------------|-------------|
| PARA HILLS WEST | 17 Etuna St | Wednesday, 04/06/2025 | Ray White Prospect | John Morris | \$700,000 |
| PARADISE | 14 Pitt Street | Saturday, 28/06/2025 | First National Burton Groves | Jarrold Tagni | \$1,032,000 |
| PARAFIELD GARDENS | 7 Andrew Smith Dr | Saturday, 28/06/2025 | Ray White Salisbury | John Morris | Sold Prior |
| PARAFIELD GARDENS | 2 Tyler Ct | Saturday, 21/06/2025 | Ray White Prospect | John Morris | \$740,000 |
| PARAFIELD GARDENS | 1/10 Wakeling Cres | Friday, 06/06/2025 | Ray White Salisbury | John Morris | \$590,000 |
| PARALOWIE | 4 Deal Court | Thursday, 12/06/2025 | Ray White Semaphore | John Morris | \$620,000 |
| PARALOWIE | 6 Caroline Grove | Wednesday, 04/06/2025 | Ray White Semaphore | John Morris | \$601,750 |
| PENNINGTON | 1a Stonehaven St | Saturday, 07/06/2025 | Ray White Woodville | Jonathon Moore | \$840,000 |
| PETERHEAD | 4/36 Tim Hunt Way | Thursday, 05/06/2025 | Ray White Semaphore | John Morris | \$548,000 |
| PLYMPTON | 12 Michel Ave | Saturday, 14/06/2025 | Bronlea Real Estate | Jonathon Moore | \$1,071,000 |
| PORT WILLUNGA | 21 Loader Crescent | Friday, 13/06/2025 | Ray White Port Adelaide & Largs Bay | James Pedlar | P.N.D |
| RIDGEHAVEN | 3 / 1047 North East Road | Saturday, 07/06/2025 | LJ Hooker Property Specialists | Michael Fenn | P.N.D |
| ROSE PARK | 59 Swaine Avenue | Saturday, 14/06/2025 | Pilgrim RE | Brett Pilgrim | Sold Prior |
| ROSSLYN PARK | 431 Kensington Road | Thursday, 12/06/2025 | Pilgrim RE | Brett Pilgrim | \$1,460,000 |



JUNE

AUCTIONS RESULTS

| Suburb | Address | Date | Agent | Auctioneer | Sold Price |
|-----------------|-------------------|-----------------------|--------------------------------|-----------------|-------------|
| ROSTREVOR | 27B Hudson Ave | Saturday, 14/06/2025 | Ray White Norwood | John Morris | \$866,000 |
| ROYAL PARK | 6A Marion Terrace | Wednesday, 18/06/2025 | Ray White Semaphore | John Morris | \$700,000 |
| SALISBURY | 12/13 Bridge St | Thursday, 26/06/2025 | Ray White Salisbury | John Morris | Sold Prior |
| SALISBURY | 1A Casson Ct | Saturday, 21/06/2025 | Ray White Salisbury | John Morris | \$580,000 |
| SALISBURY | 21 Ada St | Tuesday, 10/06/2025 | Ray White Salisbury | John Morris | \$720,000 |
| SALISBURY EAST | 18 Snowdon Ave | Saturday, 07/06/2025 | Ray White Salisbury | John Morris | \$810,000 |
| SALISBURY NORTH | 35 Hume Street | Saturday, 28/06/2025 | All Adelaide City Edge | Brett Roenfeldt | \$905,000 |
| SALISBURY NORTH | 6 Arura Rd | Saturday, 07/06/2025 | Ray White Salisbury | John Morris | \$700,500 |
| SALISBURY PARK | 5 Goldthorn Rd | Saturday, 07/06/2025 | Ray White Salisbury | John Morris | Sold Prior |
| SEATON | 37 Pudney Street | Saturday, 21/06/2025 | LJ Hooker Property Specialists | Michael Fenn | P.N.D |
| SEMAPHORE SOUTH | 49 Military Rd | Monday, 02/06/2025 | Ray White Semaphore | John Morris | Sold Prior |
| SOUTH BRIGHTON | 1/5 High Street | Sunday, 01/06/2025 | Century 21 The Bay - Glenelg | Jarrold Tagni | \$905,000 |
| ST CLAIR | 11 Crompton Drive | Saturday, 07/06/2025 | Ray White Woodville | Jonathon Moore | \$1,205,000 |
| ST MORRIS | 49 Thomas Avenue | Saturday, 14/06/2025 | Refined Real Estate | Brett Roenfeldt | \$1,530,000 |



JUNE

AUCTIONS RESULTS

| Suburb | Address | Date | Agent | Auctioneer | Sold Price |
|----------------|------------------------|----------------------|--------------------------------|----------------|-------------|
| TUSMORE | 4/65 Northumberland St | Friday, 13/06/2025 | Ray White Kensington | John Morris | \$730,000 |
| WEST BEACH | 11 Charles Veale Drive | Saturday, 07/06/2025 | Ray White Henley Beach | Jonathon Moore | \$1,440,000 |
| WEST HINDMARSH | 2/29 Cator Street | Thursday, 12/06/2025 | Pilgrim RE | Brett Pilgrim | Sold Prior |
| WEST LAKES | 21 Tea Tree Lane | Saturday, 21/06/2025 | Toop&Toop | Bronte Manuel | P.N.D. |
| WYNN VALE | 1 Napier Court | Saturday, 14/06/2025 | LJ Hooker Property Specialists | Michael Fenn | P.N.D |



**SOCIETY AUCTIONEERS REPORTING
THEIR AUCTIONS ON THE SOCIETYS
UPCOMING AUCTIONS APP**



Troy Tyndall



John Morris



Tony Tagni



Jarrodd Tagni



AJ Colman



Brett Roenfeldt



Bronte Manuel



Rod Smitheram



Geoff Schell



Jonathon Moore



Michael Cavuoto



John Raptis



Simon Lambert



Peter Economou



Richard Thwaites



Brett Pilgrim



**SOCIETY AUCTIONEERS REPORTING
THEIR AUCTIONS ON THE SOCIETYS
UPCOMING AUCTIONS APP**



Anthony DeMarco



Vincent Doran



Angus Barnden



Trent Godfrey



James Wardle



Hamish Mill



David Smallacombe



Nathan Casserly



Mark Griffin



Michael Fenn



Glenn McMillan



Vincent Wang



Marc duPlessis



Simon Tanner



Andy Edwards



James Pedlar



**SOCIETY AUCTIONEERS REPORTING
THEIR AUCTIONS ON THE SOCIETYS
UPCOMING AUCTIONS APP**



Scott Newton



Matt Smith



Paul Arnold



Sharon Gray



Paul Kilby



Enrique Bisbal



40 YEARS OF HISTORY

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



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eight at the gate



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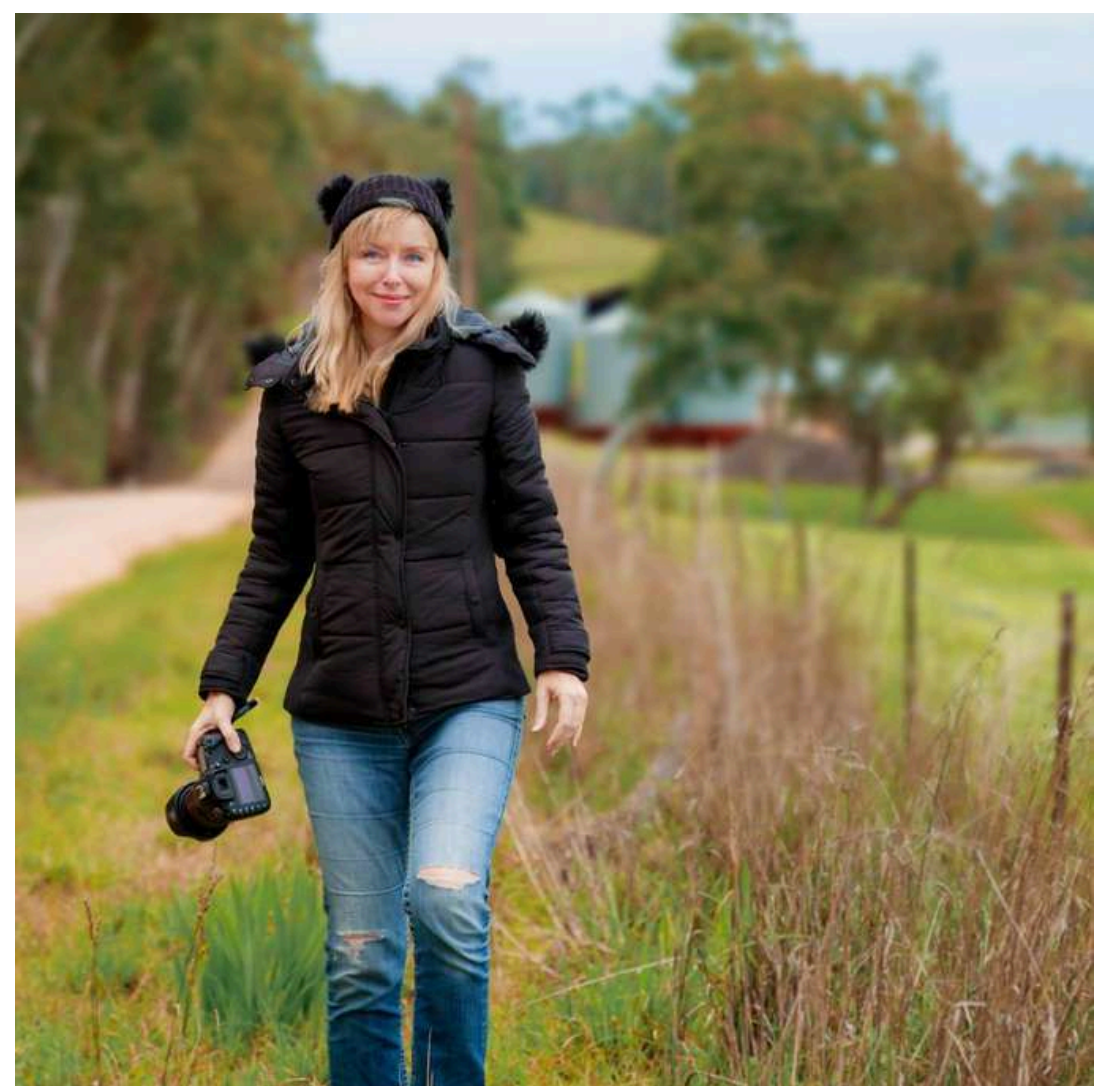
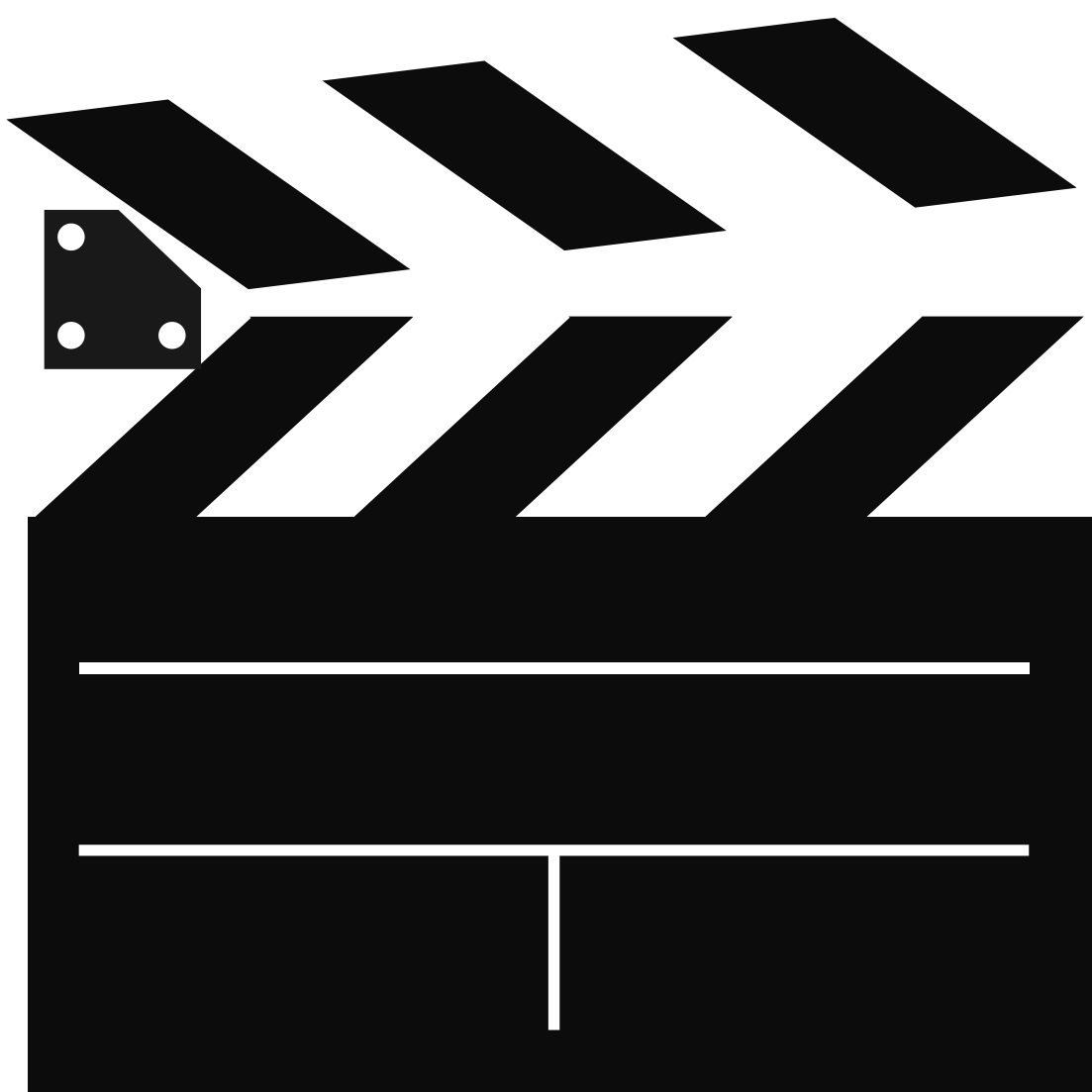
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The complexity associated with Form 1 preparation now requires specialist attention. If a Form 1 is defective the contract may be at risk so it is imperative the Form 1 is prepared correctly.

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

Make your searches and Form 1 compliance easy.

Contact Chris Gill
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The first and only independent Form 1 service provider in South Australia



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.

www.form1.net.au



Real Estate Training in South Australia

Academic Pavilion - Providing all SA real estate licensing courses



Certificate IV (Property Services) Real Estate

Property Management

Sales Representative

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Diploma/RLA

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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!

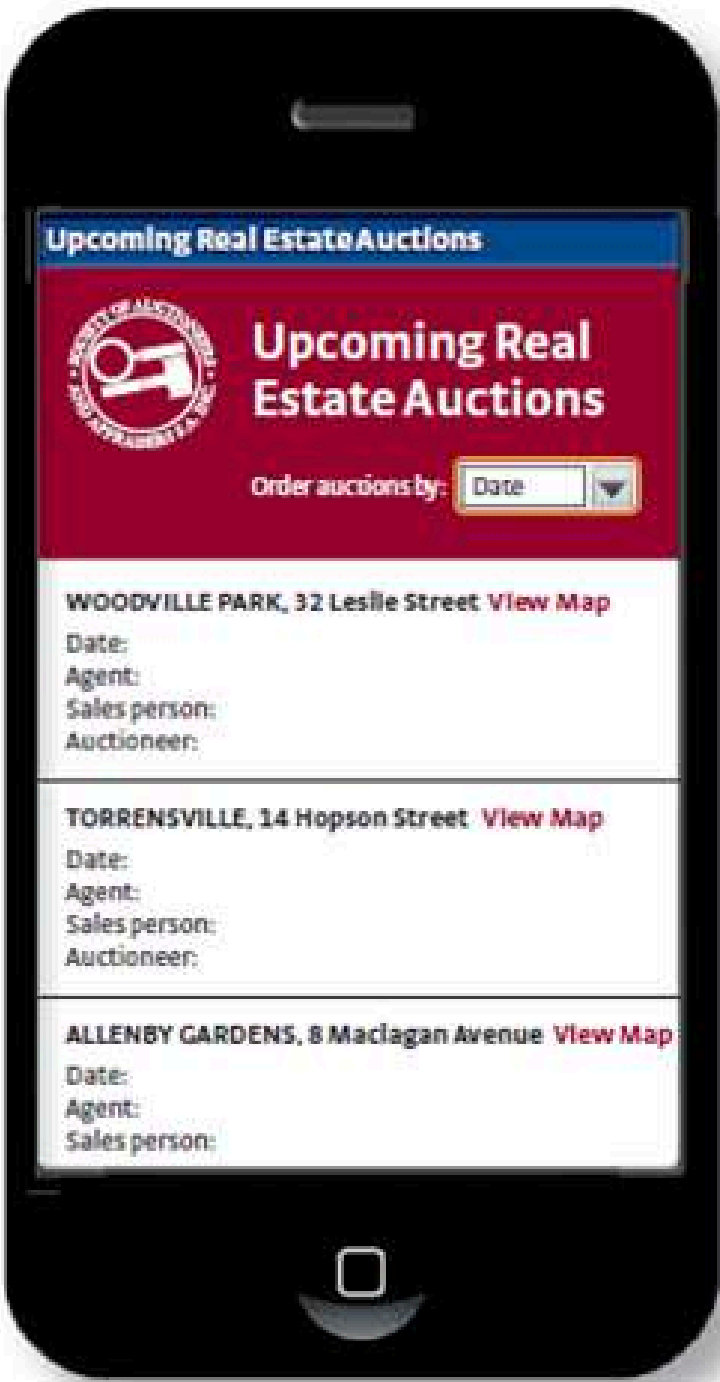
**If you're not auctioning your property you are missing out on the highest bid
– it costs no more to have Auction as part of your marketing strategy**

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The moment you add or update an
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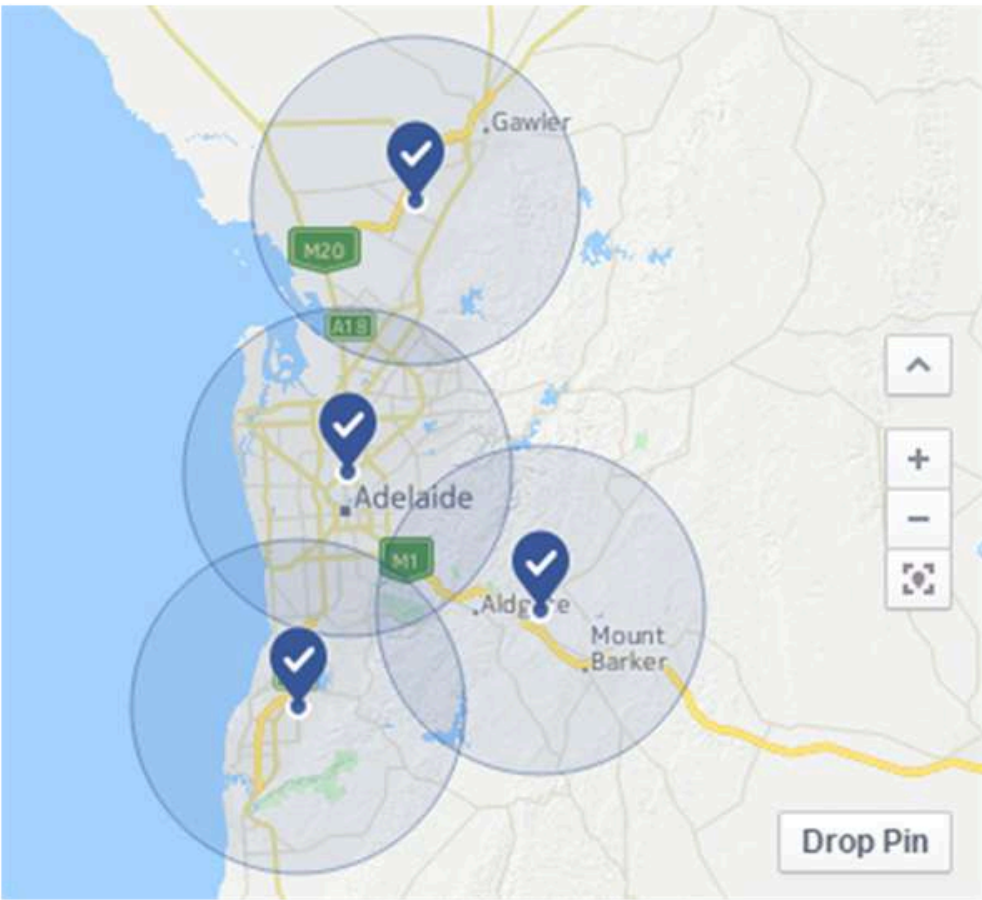
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