

# Coonawarra Regional Workshop

Society Trainers Brett Roenfeldt and Garry Topp packed their bags and headed off to experience the wonders of the South East Coonawarra district with the aim of delivering a one day intensive personalised Training Workshop. However, the first item on the agenda was a table for two by the roaring log fire with the cork removed from a bottle of 2000 Redmans Shiraz and a great country steak blended with the splendid hospitality of the Chardonnay Lodge staff - we don't know if the 15 delegates enjoyed the conference, but the Trainers sure did!

Delegates were treated to a high powered presentation entitled "Get the Edge Your Competitors Wished They Had!" with a dynamic presentation from Garry Topp on "General Auctions, An Absolute Minefield, How to Minimise Liability and Potential Litigation" and from Brett Roenfeldt, "How to Sell Auction and

by GARRY TOPP FSAA (LIFE)

Develop the Passion to Get You the Listing" and a personal insight into how one of our super achievers, Phil Harris, has made such a huge impact in the South Australian Real Estate Market.

Comments received from the delegates included "Content was very good", "Yes, they motivated me to think outside the square", "energetic presentation", "Enthusiasm and knowledge of Garry and Brett", with many delegates indicating that Brett and Garry inspired them to change their way of thinking on many issues.

Garry and Brett are committed to ensuring that the Society provides extensive and accessible training for all Country Members. If you would like a similar presentation in your regional area, please contact Garry Topp 8372 7830 and we will deliver!



## Livestock

by PHIL KEEN MSAA



Following record dry and warm weather throughout SA during April/May statewide rain during June was a welcome relief. However, what looked like a promising winter has not eventuated with July being one of the leanest on record with lack of rain in most areas.

The subsequent outcome has been a severe shortage of paddock feed resulting in most classes of livestock slipping in condition, demand for these poorer types has been minimal with some farmers having losses due to the poor condition of their stock and the chill factor.

On the brighter side demand for better quality stock is very strong resulting in excellent returns for those producers who have managed to conserve enough grain/hay through the extended dry season.

Lambing and calving percentages are low therefore given a good season from here on the livestock that will be marketed will no doubt receive strong competition.

## My First Auction

by ALEXANDRA RUTHERFORD

I carried out my training in April 2005 at the Society of Auctioneers and Appraisers (SA) Inc two-day Auction School run by Brett Roenfeldt and Rod Adcock, after just over four years as a salesperson. As a female in the industry and with only a handful of women auctioneers there is a great opening for a difference.

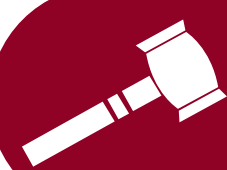
From the initial training where I learned the basics, I entered as a novice in the Messenger Newspapers~Adelaide Bank Golden Gavel Competition which I will say was "the most character building



experience" and I have heard said "Your first auction is always the worst...". I got through it and through well. It can't get any worse.

I set about over the next month to carry out my next public auction which was held on a brisk Sunday morning. It was a slow start but a fantastic experience for a novice. It went well, with the property being sold over reserve.

This experience for young professionals coming into the business is a powerful one and I look forward to future experiences as a young auctioneer.



# THE Gavel & Glass

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

SEPTEMBER 2005

## Society Training Extends into Tasmania!

by GARRY TOPP FSAA (LIFE)

An Auctioneer from the Apple Isle (Michael Walsh) travelled across Bass Strait to participate exclusively in the Society's 4th Auction School for 2005 with six other enthusiastic young Auctioneers from around the State who intend to make Auction the focus of their Real Estate practice in South Australia from now on.

Michael commented that he was excited about the opportunity of honing his auction skills with two of Australia's leading Auction Trainers, Brett Roenfeldt and Rod Adcock. Michael is an experienced Auctioneer who found enormous value in participating in the vibrant Two-Day Workshop. He took home plenty of ideas on how to sell the Auction System to his colleagues and the Tasmanian Public.

Comments received from other participants were they "liked the entire content of the program", they "felt confident now in conducting an Auction", "picked up a number of techniques to help close a sale on Auction Day", "gained more confidence", "great tips on nerves", "preparation of script, structure, body language and speech projection".

Brett and Rod inspired the participants with comments like "I can't wait to sell the Auction method during listing appointments", "Helped to keep me motivated", "My mind is flooded with



ideas", and "To be professional in manner and dress". The final comments about the Workshop can be summed up by Mike Fenn who, when asked "What did you like the most?", said "When I delivered my presentation I got such a rush - see you at the Messenger Newspapers~Adelaide Bank Golden Gavel. Brett and Rod both agree that with this youthful enthusiasm, our Industry is well placed for future years.

The Society is now embarking on its final promotion of the last Auction School for 2005. Already we have received a number of enquiries, including a firm booking from country SA and a tentative booking from New Zealand - we will be into

Asia soon! There is no doubt that the Society's work in providing the very best trainers and course material has not gone unnoticed amongst the Auction Fraternity Australasia wide.

The Society acknowledges these high achievers for the effort they put in: Mitch Pomfret (RE/MAX), Michael Walsh (First National Launceston), Michael Fenn and Sara McIlduff (L.J. Hooker Salisbury), Christine Andjekovic (Elders Regent Gardens), David Cook (Ray White Clare Valley) and Lachlan Turner (Elders Burnside).

● The last and final Workshop for 2005 will be held on Thursday 10th & Friday 11th November. For bookings please call Garry Topp

### FROM THE PRESIDENT'S DESK

My Presidential year comes to a close with mixed emotions for me. Over my three years as a *Board Member, Vice President* and *President*, the "environment" of the Society taught me many things which I am truly thankful for.

President is like being the football coach who gets the credit as the "genius" that pulled off all those great moves that won the game. The reality is managing and running the Society is an enormous effort pulled off by a team of volunteers.

A band of people who have stood behind me physically working, offering their advice and guiding me through this Presidential year - *I have just been the one*

*holding the rudder.* I am forever grateful and I would like to tip my hat to you all, because without you, I couldn't of held and served in this position.

I am immensely proud of the new initiatives that this board has introduced, my hope is that these initiatives will grow from inaugurals to traditions. I am confident that I leave the management of the Society is very capable hands, with succession plans put in place that will ensure the Society's growth in coming months, years and decades.

The Society is now in perhaps the best financial position it has ever been in, with the highest level of participation,

by JARROD TAGNI MSAA  
PRESIDENT



membership and commitment with strategic alliances formed with major corporations.

At the ripe old age of 33, I can now retire from the board and become one of those "old wise heads" that I have called on so much for advice throughout my time on the board. Go back to focusing on listing, selling and auctioning property comforted in the knowledge that I belong and am a proud member of a active, passionate, forward thinking professional body.

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# Hot Property Expo with Major Sponsor Adelaide Bank

Once again the Society hosted a double stand at this high profile Expo to promote the Auction method of marketing and to promote you, our Members, to the Public in this property investment forum. It was held at the Convention Centre on Friday 8th, Saturday 9th and Sunday 10th July in association with the Investment & Franchise Expo.

David Beattie representing Key Sponsor, Australian Property Monitors, was on hand for the three days providing current property valuations. Australian Property Monitors database is updated daily and as sales data comes in, their database adjusts each property commensurate with trends in that suburb. This dynamic state-of-the-art data is available for Society Members from David Beattie, telephone 8210 1140.

by GARRY TOPP FSAA

Our three Messenger Newspapers~ Adelaide Bank Golden Gavel Finalists, Lindsay Warner, Richard Thwaites and Phil Harris, each gave Auction demonstrations and provided a 30 minute presentation on the Auction marketing method as part of the program. The Society will again participate next year and all Members are welcome to assist on the Society's stand and who knows, you might get a listing or two.

Pictured are Fiona Walton and Janine Petkovic representing Adelaide Bank by handing out Brochures . . . Buying Property at Auction . . . How to get the Edge, and offering and explaining Adelaide Bank products to the thousands of attendees over the three days.



## Drive The Society Task Force Report

by JARROD TAGNI MSAA

The Drive the Society Task Force has been busy debriefing the competitors and participants involved in this year's Messenger Newspapers~Adelaide Bank Golden Gavel event.

This is a important step to help ensure that the competition continues to grow and improve year after year. Feedback has been fantastic, with many new innovative ideas being brainstormed already for 2006.

One of this Task Force's main objectives is to help build stronger ties and

relationships with the Real Estate Institute of South Australia. This has been a long term goal of both organisations and it finally looks like the "dream" is becoming a reality with multiple fruitful meetings being held over the months and more scheduled for the future. This alliance can only help to benefit the industry and both professional bodies in the future.

With this year's Annual General Meeting only a few weeks away, the Drive

the Society Task Group along with Board Advisor Brett Roenfeldt and CEO Garry Topp have been putting in place the structure of the 2005/06 board of management for the Society. We have been careful to make sure an excellent blend and balance of youth and experience prevails. Members can rest assured that the Society will continue to deliver innovation and representation to its members with some very high profile industry icons "stepping into the chair" for 2006.

## SAFCOL Fish Auctions

by LINDSAY WARNER FSAA

On four mornings a week from about 5.30 am to 9 am, tons of fish and other water creatures are auctioned at the Safcol factory in Mile End Adelaide. Each individual crate of fish is bar coded, each buyer is bar coded, each box is weighed as it sits on the scales (minus allowance for ice and wrapping) so once the bidding is complete, the auctioneer simply records the price straight into the computer (the weight is already recorded) and then scans the bar code on the box of fish and then the barcode from the bidder and the transaction is recorded for payment and delivery.

Three auctioneers in white coats stand on elevated podiums and attract varying crowd sizes depending on the species of fish which comes onto the scales.

From snapper, to whiting, to shark, to octopus, to squid, all forms and types are offered and sold. There are buyers from all the major fish houses plus some small corner fish and chip operators in attendance.

There is a mixture of banter between the buyers as they bid and converse with

their rivals and fellow fish traders and the auctioneer also gets involved with the surrounding audience. For an experience with a difference it is good fun and a learning opportunity to attend this unique and interesting venue.

"Would-be" fish auctioneers please note: Safcol is always on the lookout for fish auctioneers. Paid on a hourly rate, you can contact **Ebrahim Bidendi** on **0413 870 523** if you are interested in a change of bidding action. Perhaps there could be a fish auctioneering category in next year's Golden Gavel Competition?



## ACCC Best Practice

by PETER ECONOMOU MSAA

In a recent discussion with an officer from ACCC, we were advised to encourage our members in the following "best practice" procedure with regard to the use of price range or price quote indicators when advertising or promoting a property for sale.

### Example

Agent's price estimate, as per Sales Agency Agreement.

Say \$350,000 - \$380,000

In this example the correct terminology to be used when the subject property is to be advertised for sale is:

- Offers over \$350,000
- Price over \$350,000

The above approach promotes greater public confidence in the process and is

consistent with the vendor's instructions as outlined in the Sales Agency Agreement, as well as providing a clear indication of the vendor's expected negotiation price parameters.

Importantly, any price variation or instruction from the vendor should always be noted or amended as required on the Sales Agency Agreement.

In summary, the price indicated in any promotional advertising must fall within a 10% sale range and steps should be taken by the selling agent to adjust the anticipated sale price during a marketing campaign progressively as needed, to reflect the interest shown by prospective purchasers.

## AucDocs Update

The changes include

Three new forms:

- Vendor Questionnaire
- Rural Questionnaire
- Auction Terms & Conditions

Other changes:

- Change of Property Ownership & Management option enabled in Change of Ownership
- Agent form Statutory Search description fields enabled in residential, rural and commercial sales agency agreements
- Finance clause SC1.1 changed in residential, rural and commercial contracts
- Grammatical changes made to Page 1 & 3 of the Agreement to Lease