Less "knuckle"f, better results

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"Under the Hammer"

How to succeed without "the knuckle"

"You get the best out of others when you give the best of yourself." Harvey S. Firestone (American industrialist and founder of the Firestone Tire & Rubber Co.,1868-1938)

G'day there,

One of the most unnecessary, frustrating and damaging "images" of the real estate auction business has been, and continues to be, the agent/s who believe that the only way you get success is by putting "the knuckle" (i.e. pressure) on the vendor from the word go.

No sooner do they sign the agency agreement than they start with low offers, "would you accept this, would you accept that?","what is your reserve?" etc etc. In short, pressure plus!!

I received an email from Brett Palombo, a member of Tranzon in the USA and who attended my January Fort Worth course and what he wrote struck a chord with me, hence the title of this email.

He wrote:- *"The training was a benefit and I think it allowed me to talk with my sellers in a way that I was not previously able. I took a less hard-line approach to looking for a reserve price and I've been instead educating my sellers about the market as we move through the process. Since our meeting I booked my first auctions. One is a 9-unit income property, and the other is a condo closeout where we are selling 5 individual newly renovated condos. Both of these are owner sales not bank sales."*

Note he said "I took a less hardline approach to looking for a reserve price....."

I believe, and teach, that we "are marketers NOT valuers" and therefore provided we are giving our vendors accurate market feedback with no add-ons or BS, then in 90% of the auctions you conduct, they will be sold at some stage of the agency agreement.

Successful auctions all resolve around one word and one word only -TRUST and that trust is gained through service and honesty.

Which is why those who use “the knuckle’ may, or indeed do, get an auction success from time to time but never build a successful long term auction business.

If what I have said is anathema to you, and your auction success is negligible or at best so-so, then maybe attending one of our FAA auction skills courses we conduct around Australia and in NZ and the USA could prove a most worthwhile investment for you and your fellow salespeople

Carpe diem

Tony

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Give your barbie the best chance

Australian beef and lamb producers have known for ages that they produce the best product in the world.
With Tony now back "in the saddle" auctioneering stud cattle across Australia, he's a great beef man and he recommends that you always look for the MSA logo on beef

Training 2012

Next year looks very much like being a year, if you can get your head around the concept, a very busy and profitable one for any agent who thinks and acts positive. Auctions will be a critical part of most agencies growth in 2012 and we believe that, no matter where you live in Australia, New Zealand or the USA, our courses can be of value.
Full course details here.....

Auctioneer Training

Our FAA Auctioneering Skills courses cater from those who think they would like to be auctioneers, from novice auctioneers right through to those with experience. Tony's 30,000+ real estate auction career PLUS his years spent auctioneering pedigreed and commercial livestock and farming and

and lamb you buy from the butcher or supermarket.
Why?
Because its has passed stringent MLA consumer testing criteria.
Read more here

mining machinery all give students a wonderful "experience bank" on which to draw from.
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