



## LOOKING FOR IMPROVED PROFITABILITY?

G'day there

All progressive businesses, no matter what field, are always (or at least, should be) looking for means to increase profitability.

It will therefore come as no surprise to you then when I make the observation that, in the real estate world, a successful auction component in your business will do this faster than any other move.

Our **Creating an auction culture** course helps you make this move. I received this testimonial email today from John Chapman of Ray White Taree for whom, along with some other offices in that area, we conducted such a course last Monday.

John emailed:

*"Hi Tony,*

*Thanks for your input and enthusiasm on Monday. The discussion and 'role-play' has given our team a lift and resulted in greater follow-up activity during the week for our auctions tonight. Hope this will translate into increased buyer interest under the hammer! Days such as this give everyone a better understanding and reminder of how auctions can be conducted.*

*Some 'take home' points that hit a 'button' were:*

- 1. Auctions reduce the DOM*
- 2. Identify and hit the 'buttons'*
- 3. Increasing value/use of Internet*
- 4. Spreadsheet of activity/results. Use at sales meetings*
- 5. Use of and placement of 'vendor bid', suspend auction to allow negotiation time and maintain auction flow*
- 6. Use 'calendar of events'*
- 7. 'Work the floor'*

*We have had positive feedback from our team. So thanks for being prepared to contribute to our business. We look forward to the next event.*

*John Chapman Director, Ray White Taree*

I invite your enquiry about our availability so we can help you lift your bottom line.

As our slogan proclaims - we are in the business of "Producing Practical Professionals"!

Carpe diem

Tony

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(Author: *The Complete Guide to Selling Real Estate by Auction* and the e-book *The Vendor's Guide to Selling Real Estate by Auction*)

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