

a|pollo

*Your Pathway to  
Auction*



# APOLLO VICTORIA

## CONTACT OUR TEAM

OFFICE@APOLLOPG.COM.AU

0488 588 455

Apollo Auctions Victoria has recently expanded into the Melbourne area, under the guidance of highly acclaimed auctioneer Andy Reid. The team have conducted over 3000 auctions, servicing over 140 suburbs in Metro-Regional Melbourne

A team of auctioneers with a combined experience of over 80 years of auctioneering in Melbourne, making Apollo Victoria the most experienced and decorated auctioneering service in the state.

Our mission is to raise the standard of the craft of auctioneering within Victoria, knowing too well the difference between an average auctioneer, a good one and a great one is potentially 6 figures for homeowners.

Rest assured, when you book an Apollo Auctioneer you are booking the very best.

- 2022 REB Auctioneer of the Year Winner
- 2020 REIV Senior Auctioneer of the Year Winner
- 2022 REIV Senior Auctioneer of the Year Runner Up
- 2022 Australiasan Auctioneer of the Year Finalist
- 2022 & 2019 REIV Senior Auctioner of the Year Winner
- 2018 REIV Novice Auctioneer of the Year Winner

Featured In:

Herald Sun

realestate.com.au

sky news

news.com.au



The Sydney Morning Herald

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# ANDY REID

## HEAD OF VICTORIA

ANDY@APOLLOPG.COM.AU

0451 085 998

Andy has grown a reputation in Metro Melbourne as one of the most popular & sought-after auctioneers in town, as well as a leading industry authority across Australia & New Zealand.

His professionally unique style, mixing empathy with authority & compassion (and a British accent!) allows him to connect with buyers quickly and make the most out of their bidding.

One of only 18 'Master Auctioneers' in Victoria, Andy values the craft of auctioneering, and knows too well the difference between an average auctioneer, a good one and a great one is potentially 6 figures for homeowners.

As well as representing agents & their clients at auction, Andy is also the Head Of Training for a large franchise network, improving the skills of over 170 offices across Australasia, and is a regular industry commentator in mainstream media publications.

Rest assured, when you book Andy, you are booking one of the very best.

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INDEPENDENT. ALWAYS.

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# CAMPAIGN TIPS

## **Presentation is important**

Presenting your property in the best possible light is important to help buyers become emotionally attached to your home. The starting point is to declutter, ensuring that each room and area feels as large and open as possible, particularly walkways.

## **Open it up and off you go!**

Open Homes are a great way of corralling inspections to ensure that you or the tenants are not frequently interrupted. The added bonus is that with multiple people inside the home at a given time, the competitive instincts of buyers are more likely to kick in if they sense the home is desirable. If possible try and vacate the property during the open home, even if it's around the block for a walk with the dogs, because it can be off-putting for buyers inspecting under the watchful eye of the seller.

## **Listen to your agent**

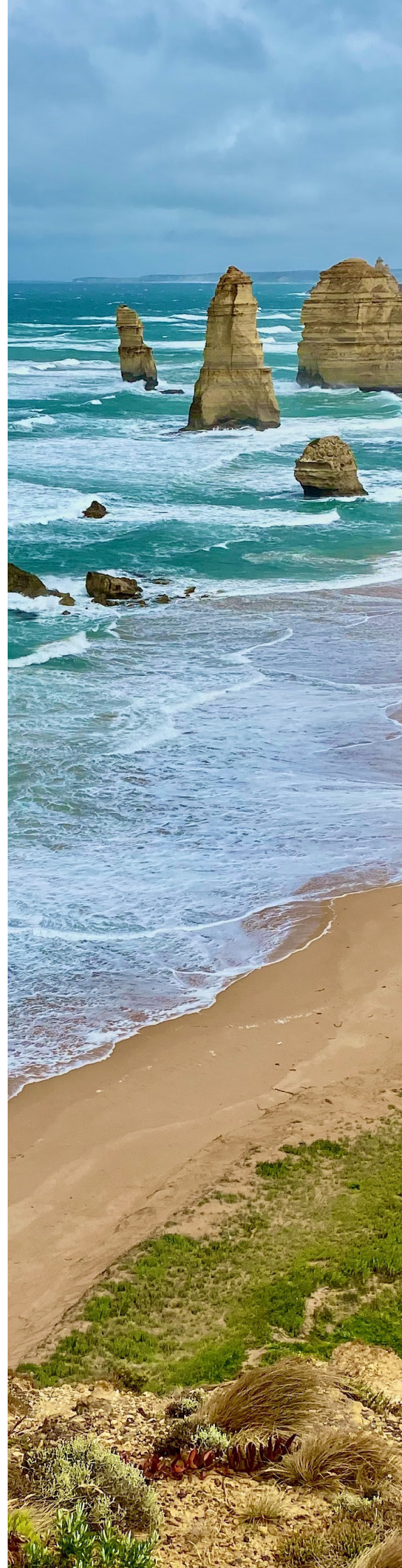
The agent is your guide throughout the campaign and is the conduit between yourself and the buyers. Take strong heed of any feedback they pass on from buyers. The agent is the best positioned to deliver an honest appraisal of value as they are aware of recent market activity, have strong connections to the buyers and are not as emotionally invested in the outcome of the transaction.

## **Offers are the key**

The best form of feedback you can have from a buyer is a formal offer. Take notice of the price and where possible factor it into your calculations when it comes time to set the reserve price. If you have multiple offers on the property prior to the auction at similar levels, this may represent the level upon which the buyers feel it currently sits in the marketplace.

## **Keep Calm**

Quite frequently auction campaigns don't go exactly to script. If you receive an offer you deem to be low, or feedback that you don't appreciate keep your wits about you. The auction campaign is designed to produce a competitive environment for buyers and there quite often can be small bumps and hitches along the way.



# SETTING YOUR RESERVE

Auction day is fast approaching and your agent has been speaking with you about setting a 'reserve price' on your property.

The reserve price is the lowest price that you will currently commit to selling your property for on the day.

- The legislation is such that a written and signed reserve price must be in place prior to the commencement of the auction.
- Please note that it is the policy of Apollo Auctions that we will not sell or pass your property in until we have conferred with you for instructions.

i.e. If your reserve price is \$700,000 and bidding reaches \$725,000 we will not announce the property as sold until we have double checked with you.


Why we require your lowest reserve price prior to the auction starting is to ensure that our strategy around vendor bidding is correct and compliant.

A vendor bid is a bid placed by the auctioneer on your behalf, this is frequently done for one of the following reasons:

- To commence the bidding at an auction.
- If the bid amount is a long way away from the deemed market value of the property.
- In the interests of auction momentum.
- Please note these are not to be confused with dummy bidding, which is an undisclosed bid by the vendor or a party associated to them and is illegal under auction legislation.

If a vendor bid is to be placed it is generally done at the discretion of the auctioneer in consultation with the agent, and done to entice bidders into further bidding or negotiation with the seller.





# FREQUENTLY ASKED QUESTIONS

## **Do we have to be in attendance on auction day?**

The short answer is no but you must be contactable. If it is too stressful or difficult to attend that is okay, but a clear phone line is a must for seeking your instructions.

## **What if we can't be there to sign the contract?**

One of the standard conditions of the auction is that the auctioneer may complete any documentation necessary on your behalf to complete the sale. Therefore if you have relayed your instructions via your reserve for the property to be sold the auctioneer may sign on your behalf.

## **Can we sell prior to auction day?**

Absolutely and it is quite common to do so. Generally in an auction campaign the agent will not reveal to buyers your asking price but will encourage the buyers to make offers where they see value. If an offer is presented that you are happy with you may well accept but just be aware that offers subject to conditions aren't 'real offers' until they are unconditional and should be treated as such

## **Should I organise a bidder to help the auction get going?**

Absolutely not! Apart from being illegal it can also quite often off put real buyers and lead to scenarios where properties are passed in that should be sold. Please be aware that if the auctioneer suspects this occurring they may cancel the auction immediately.

## **What if we have no registered bidders, should we cancel the auction?**

This scenario does occur occasionally. Sometimes the majority of buyers need conditions to their contracts which prevents them from bidding. If this occurs you should still run the auction as it gives unexpected buyers a chance to turn up on the day.

Further to this we can encourage the conditional parties to turn up for immediate post auction negotiations.

## **What if there is only one bidder?**

If this is the case the auctioneer will generally have a discussion with the bidder prior to the auction informing them of that fact. The reason that is done is to get on the front foot and encourage them to bid so a more private negotiation can take place still under auction conditions. A high percentage of auctions sold have been done so with just the one bidder.

## **Our auction hasn't sold on the day, is the campaign a failure?**

Definitely not. A large percentage of properties sell within 14 days of auction day to conditional buyers, or buyers who entered late in the campaign. If they property doesn't sell on the day, it is now onto the next stage of the process, putting a price on the property to further entice buyers.

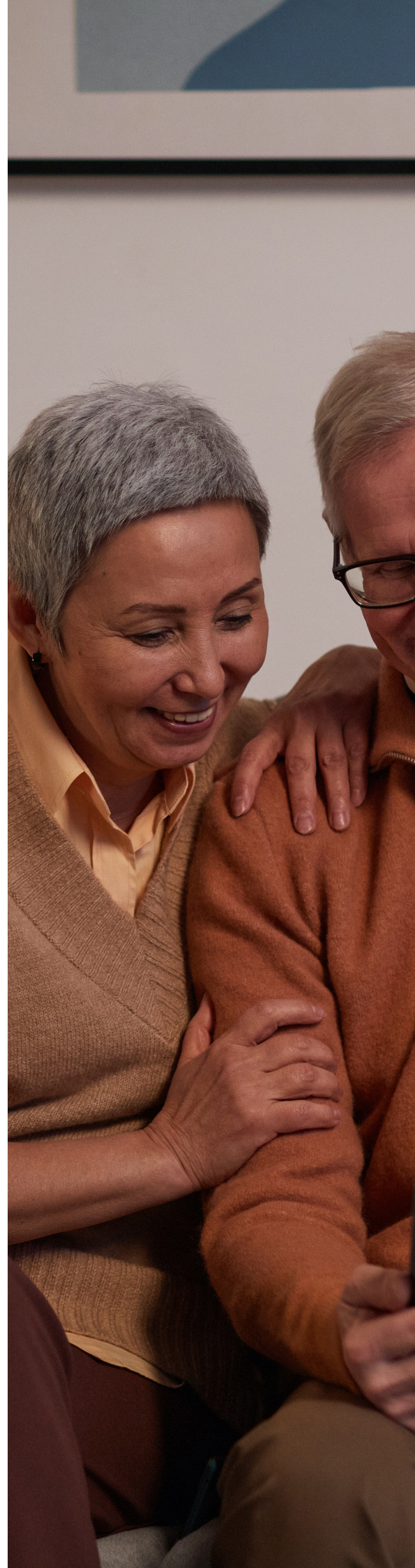
## **Where should the auctioneer start the bidding if no-one bids?**

Frequently when the auctioneer asks for an opening bid they are met with negative body language and silence from the crowd. Firstly this is not uncommon so don't be unnerved - not many buyers like going first and showing their cards. If this occurs the auctioneer may elect to place a vendor bid to kick things off. This is generally done at a pretty conservative level as it is purely a tool to encourage bidding, not to represent a potential selling price for the property. Remember that the best auctions have momentum with bidding, so if a lower opening bid results in more bidders getting confidence to bid, then that is the desired outcome. By placing the opening bid too high it can commonly scare potential purchasers away, particularly those whose bidding we require to push the premium bidders to their limit.

# AUCTION DAY

Once auction day has arrived there are a few things to bear in mind:

- Your reserve form must be signed by all parties on the title and handed or sent to the auctioneer/agent prior to the auction commencing.
- Most commonly the agent will run one final open home for the property prior to the auction start time.
- Bidders must register prior to bidding at your auction, and can only do so after providing the necessary identification.
- If you are planning to attend the auction, the best idea is to head out whilst the open home is on and return 10 minutes before the allotted start time.
- Just before the auction starts the auctioneer/agent will brief you as to how many registered bidders are in attendance and any last minute deposit or settlement variation requests.
- The best position you can be in on the day is somewhere where you can hear the auction but not necessarily be seen.
- Most frequently the auction will pause at some point and the auctioneer/agent will come to you to discuss your options.
- Some bidders will wait for a property to be called “on the market” prior to bidding.
- If the auction doesn’t sell, the auctioneer/agent will discuss with you the post auction strategy immediately following the auction.



# TEAM TRAINING

CONTACT OUR TEAM  
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**Do you want to take your team to the next level on auction day? Do you like to grow your business using auctions as a key platform?**

Take your auction strategy to the next level by booking training with the Apollo Auctions team. Our auctioneers know the process back to front and can provide valuable scripts and dialogues to get you through any part of the campaign.

Want more after your session? Every training booking gains access our 'Training Hub' with a database of over 80 videos to set you up for every situation.

We also provide general resources to help prepare both your buyers and sellers leading up to auction day.

Book your training session with our team.





# AWARD WINNING

## QUEENSLAND

2019, 2017 & 2016 Australasian Auctioneer of the Year Winner  
2018, 2017, 2016 & 2013 REIQ Auctioneer of the Year Winner  
2018 AREC Australasian Auctioneering Competition Winner  
2015 Barfoot and Thompson NZ Auction Invitational Winner  
2014 & 2013 Australasian Auctioneer of the Year Finalist  
2017 & 2016 Qld State of Origin Representative  
2015 & 2022 REIQ Auctioneer of the Year  
2022 Apollo Auctions Competition Finalist

## VICTORIA

2022 REB Auctioneer of the Year Winner  
2020 REIV Senior Auctioneer of the Year Winner  
2022 REIV Senior Auctioneer of the Year Finalist  
2022 & 2019 REIV Senior Auctioneer of the Year  
2018 REIV Novice Auctioneer of the Year

## NEW ZEALAND

2022 Australasian Auctioneer of the Year, Runner Up  
2022 Apollo Auctions Invitational Rising Star  
2022 Apollo Auction Competition Finalist  
2021 REINZ Senior Division Runner Up  
2021 LVD Senior Division Finalist  
2020 REINZ Rising Star 2020  
2017 & 2019 Apollo Auction Competition Winner  
2000, 2002 & 2004 Harcourts NZ Champion Auctioneer  
1998 & 2004 REINZ National Auction Champion  
1999 & 2005 Australasian Auctioneering Championships Finalist

## AUSTRALIAN CAPITAL TERRITORY

2022 REIACT Finalist  
2019 Apollo Auctions Invitational Finalist  
2019 REIACT Auctioneer of the Year Runner Up  
2019 Australasian Finalist  
2018 Apollo Auctions Invitational Rising Star  
2018 REIACT Novice Auctioneer of the Year

## WESTERN AUSTRALIA

2022 REIWA Auction Championship Finalist  
2013 Harcourts Australia Auctioneer of the Year  
2012 Harcourts Australia Auctioneer of the Year - Runner Up  
2011 REINZ Novice Auctioneer of the Year  
2011 Harcourts NZ Novice Auctioneer of the Year



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