

# LEGAL OBLIGATIONS OF APOLLO AUCTIONEERS

## 1. Licensing & Compliance

Ensure the auctioneer holds the appropriate license for the jurisdiction in which they are operating.

## 2. Auction Rules & Terms

Provide the agents/agency with access to clear auction rules, including registration requirements where applicable.

## 3. Bidders Registration

In certain states and territories, ensure all bidders are properly registered before they can participate (e.g., QLD, NSW, SA require registration).

## 4. Reserve Price

Obtain the seller's written reserve price before the auction commences.

## 5. Pre-Auction Announcements

Read aloud or display auction conditions before bidding begins, including, but not limited to:

**Vendor & Dummy Bidding:** Clearly inform bidders of rules around vendor bids and ensure compliance with anti-dummy bidding regulations.

**Deposit Requirements:** Outline the deposit requirements, including acceptable payment methods and handling of funds post-auction.

**Cooling-Off Periods:** Ensure the seller and buyers are aware of any cooling-off exemptions (e.g., in QLD, auctions do not have a cooling-off period).

## 6. Bid Acceptance & Rejection

Accept legal bids and reject any bids that appear unlawful, fraudulent, or collusive.

## 7. Bidding Increments

Control bid increments professionally while ensuring fairness for all participants.

## 8. Vendor Bids

Clearly announce vendor bids where legally permitted and ensure they do not exceed the reserve price.

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## **9. Conducting the Auction**

Maintain transparency, professionalism, and adherence to auction laws.

## **10. Hammer Fall & Sale Completion**

Clearly announce when the property is sold, ensuring no further bids are accepted. If the property is passed in, ensure this is made evident to all in attendance.

## **11. Record Keeping & Confirmation of Final Bid**

Maintain proper records of the auction process, bids, and outcome as per state requirements. The auctioneer is to sign off on the highest bid at the conclusion of the auction whether that is a 'sold price' or a 'highest bid price'. This should be completed through a formal record keeping procedure (RealTimeAgent, DocuSign etc) if available, otherwise a text message to the listing agent post auction with a time stamp is required.

## **12. Compliance Reporting**

In some states, report auction results to regulatory bodies or industry associations where necessary.

Apollo Auctions' Auctioneers are not responsible for ensuring that contracts are signed and executed between the parties following the conclusion of an auction.

Apollo Auctions makes no representations or warranties, express or implied, regarding the accuracy, validity, or enforceability of any contract executed between the Seller and Buyer, unless the Auctioneer is expressly authorised in writing to sign on behalf of either party.

In the absence of such authorisation, Apollo Auctions disclaims all liability for any discrepancies, inaccuracies, or errors in the sale price or terms of the contract.

# BEST PRACTICE FOR APOLLO AUCTIONEERS

## Pre-Auction Service

### Advertising & Disclosures

Assist in ensuring advertising complies with fair trading laws, avoiding misleading or deceptive statements.

### Agent & Seller Consultation

Provide expert advice on auction strategy, market conditions, and best practices.

### Marketing Assistance

Guide agents on optimal auction marketing strategies and effective buyer engagement.

### Buyer Education

Offer pre-auction guidance to prospective buyers, addressing common concerns and ensuring confidence in the process.

### Auction Presentation Training

Equip agents with training on best practices for auction day success.

## Auction Day Service

### Punctuality & Professionalism

Arrive in a timely manner, set up effectively, and ensure a seamless experience.

### Engaging Presentation

Deliver a compelling and energetic auction that maximises bidding competition.

### Clear Communication

Keep all parties informed throughout the process, ensuring transparency and confidence.

### Adaptability & Problem Solving

Address challenges quickly, whether it's bidder hesitation, last-minute reserve changes, or unexpected issues.

### Auctioneer's Discretion

Exercise discretion to pause the auction to consult with the seller or adjust strategy if needed.

### Execution of Contracts

Assist in facilitating the signing of contracts immediately after the auction. If the auctioneer has the authority to sign on behalf of buyer or seller, ensure this is done so in a legally approved manner based on written instructions to do so.

# BEST PRACTICE FOR APOLLO AUCTIONEERS

## Post Auction Follow-Up

### Detailed Debriefing

Provide agents and sellers with a detailed breakdown of auction results and insights.

### Support in Negotiations

Assist in negotiations if the property is passed in to maximise the chances of a sale.

### Market Feedback

Share valuable market insights with agents to refine future auction strategies.

### Client Follow-Up

Communicate with the agent and seller post-auction to provide insights and recommendations for next steps.

## Additional Notes & Considerations

### Technology Integration

Leverage auction technology for live-streaming, online bidding, and post-auction reporting.

### Training & Development

Provide continuous training for auctioneers to maintain high standards of service and compliance.

### State-Specific Regulations

Regularly update practices to comply with changes in legislation across different states and territories.

This document serves as a comprehensive guide for Apollo Auctions' commitment to excellence in the auction industry. By adhering to these best practices, Apollo Auctions ensures transparency, efficiency, and superior results for all stakeholders involved.

# WHO WE ARE

- We are committed to delivering a personalised, high-impact auction experience for every client, tailored to suit the unique needs of each campaign.
- With over 18,000 auctions called, we combine experience with exceptional service, clear communication, and attention to detail from booking through to auction day.
- We believe strong collaboration with agents is the foundation of great results — we listen first, then apply our strategy to achieve the best possible outcome.
- Our team of award-winning auctioneers bring professionalism, energy, and deep market knowledge to every auction we conduct.
- We're driven by results, but grounded in relationships — the way we support and represent you reflects our commitment to long-term partnerships and continued success.



# OUR COMMITMENT TO YOU

## **Relationships at the Core**

At Apollo Auctions, relationships drive everything we do. We invest time in getting to know our agents and clients, building long-term partnerships based on trust, collaboration, and shared success.

## **Consistent, Clear Communication**

We pride ourselves on being proactive, responsive, and clear. Whether it's confirming auction details or offering guidance mid-campaign, you'll never be left guessing where things stand.

## **Focused on Performance**

Our track record speaks for itself. With thousands of auctions called across Australia and New Zealand, we bring experience, energy, and a proven strategy to deliver premium results.

## **Driven by Innovation**

From tech integrations like online bidding to educational resources in our training hub, we constantly evolve to provide smarter solutions and added value for our agents and vendors.

## **Grounded, Grateful & Growth-Minded**

We remain humble despite our awards and accolades, knowing that every campaign is a new opportunity to listen, learn, and deliver with excellence. Your success is our reputation.

## **Your Auction Partner, Start to Finish**

We're more than just a booking — we're your auction-day partner. From strategic advice to post-auction support, our team is here to ensure every stage of your campaign is expertly managed.



A large crowd of people is gathered outdoors for an auction event. Many individuals are holding cameras and video equipment, suggesting a high-profile or media-covered occasion. The scene is set in a wooded area with trees in the background and a cloudy sky. The overall atmosphere is one of a significant public gathering.

SIMPLY, WORLD CLASS.

apollo  
auctions