



10 April 2007

ANTI-AUCTION ARTICLE

G'day there,

My hackles rose more than a tad on reading in last Saturday's *The Australian* newspaper, journalist Bina Brown's article condemning the auction process.

In one part, amongst other things, she wrote that "the auctioneer has the right to sign on behalf of the buyer or seller, which ensures that at the very least the real estate agent gets the commission".

In my Letter to the Editor, sent off today, I wrote:-

Dear Sir

I read with great concern Bina Brown's article on real estate auctions (8 April "Caustic critics put real estate auction process under the hammer").

Ms Brown wrote that the auctioneer "has the right to sign contract on behalf of the buyer or seller, which ensures at the very least that the real estate agent gets their commission".

As it is both the ethical and legal responsibility of the agent and the auctioneer to be working for the vendor, the signature actually ensures that the vendor gets paid.

The auction method, now over 3500 years old, is a proven one and one where all parties compete openly. Sure, as in any industry, there are a few cowboys but hopefully through legislation and proper training they can and will be eliminated.

As an aside, it is my belief that the reason some agents dislike auctions is because if they are to be run successfully it involves hard work and a consistent process which gives the vendor top service and through this a real chance at a premium price.

Anthony Fountain

Principal, Fountain Auction Academy

As practitioners of the "art of auction", we offer the public this age old but as "modern as tomorrow" marketing method.

That it works well, if done properly, is beyond doubt and yet it is through examples such as she quoted that those who strive for excellence get penalised.

My belief is that, like anything else in life, if you are going to do it, do it well

my belief is that, like anything else in life, if you are going to do it, do it well and therein lies the reason for the creation of our Fountain Auction Academy, where we do strive to "produce practical professionals".

I urge you, wherever possible, to re-butt anti-auction talk and thus deprive the nay-sayers of verbal oxygen.

Carpe diem

Tony

Tony Fountain (Principal and Founder) 0418 238341

tony@fountainandco.com

[Fountain Auction Academy](#)

To stop receiving e-mail from us, please [click here](#).

[Manage Subscription](#)

[Home | Privacy Policy](#)

Fountain & Co Pty Ltd

PO Box 717 Mona Vale NSW 1660 Australia

Fax: +61 2 9913 1626

Mobile: +61 418 238 341

E-mail: info@fountainandco.com