



5 June 2007

## BUCKING THE BULL

G'day there,

*"Never approach a bull from the front, a horse from the rear, or a fool from any direction." - old drover's philosophy*

Today whilst driving to an FAA Office Group meeting today, I was listening to Richard Fiedler's excellent program "The Conversation Hour" on ABC radio and he had on as his guest an American bull rider.

Having grown up in the bush and been raised with cattle, horses, country music and rodeos, I found the interview both interesting and memory stimulating.

What interested me most though was, and this is where the real estate auction connection comes in, when the bull rider was talking about his preparation, both mental and physical, before he throws his leg over the 900 to 1200 kilo bull that will shortly explode into action as they depart the chute.

While being the listing agent at an auction pales into in significance on the "danger scale" compared to a bull rider, nonetheless you must take the same attitude mentally before "your ride".

Whereas the bull rider's prime consideration is his grip and pre-launch balance, yours must be activities with your bidders, vendor/s and the auctioneer.

These are examined and discussed in full during our *FAA "From signup to sale"* auction marketing course. If you attend one, you will be far better equipped for "your ride" at the auction when the property comes up and the chute is opened.

One thing I can guarantee you, is that at the end of the day you will not, as most of the bull riders who fail to make the 8 second bell do, be spitting sawdust!!

Carpe diem

Tony

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