



## DOING THE LITTLE THINGS WELL

G'day there,

*"Hi Tony*

*The training was great and it did benefit us. One of my salespeople went out and got an auction the next week. He has been dropping something every week like you said and got an appraisal out of it and 5 people at his mid week open home. Thanks again - Alicia Beirne, Harveys Real Estate, Christchurch NZ*

Being a successful auction agent does not involve studying rocket science.

In fact, it is quite the reverse, for it is an extraordinarily simple process as our [skills.html](#) [FAA Auctions Skills Courses](#) illustrate and yet, for some unfathomable reason, all too often it gets overcomplicated and the cry then arises that "auctions don't work"!

In many ways, much of an auction campaign is "monkey see, monkey do" and to a lot of people carrying out the basic activities such as canvassing, letter boxing, door knocking (uh oh, someone just mentioned that *terrible* word!!), phoning back **ALL** the people who attended Open Houses (and not just the ones who "looked like buyers"), contacting the vendor every day, writing proper vendor reports etc etc is absolute anathema.

And, in the main, these same people then moan that "real estate does not pay" and "the game is too hard".

May I reiterate again my maxim that "*the only time success comes before work is in the dictionary*" and whilst I accept, and state, that auctions are intensive work, they are nonetheless the most time effective means of marketing real estate - ***provided they are run properly***

Our Auction Skills courses are run as :-

- full day
- half day
- in office (tailored to that specific office or group of offices needs)

Your enquiry is most welcome. Simply email [academy@fountainandco.com](mailto:academy@fountainandco.com) or phone me direct.

Carpe diem

Tony

Tony

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(Author: *The Complete Guide to selling Real Estate by Auction* and the e-book *The Vendors Guide to selling Real Estate by Auction*)

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