

Subject: Horatio had it right - I hope!

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Conversation: Horatio had it right - I hope!



30 September 2008

"HORATIO HAD IT RIGHT - I HOPE!"

"The boldest measures are invariably the safest" - Horatio, Lord Nelson, hero of the Battle of Trafalgar 1805

G'day there

One of my great heroes is the British naval Admiral, Horatio Nelson, a man of rare courage in not only battle but also his attitude to life. Nelson, small in stature as he may have been, was a rare human being and in a time when compassion did not rate too highly in the lexicon of military command, he was a peerless and fearless leader of men.

Many of his quotations I have taken to heart during my lifetime and the one I have used in this FAA Newsletter certainly is apt, for I have made the decision, having moved to the beautiful Southern Highlands of NSW just over a year ago with my partner Sam, to cut back on my auctioneering activities a bit, step out again into the world of selling real estate and enjoy what life has to offer us here.

Having never been afraid to back myself throughout my working life (even though sometimes I shouldn't have!), it seemed a logical move and in taking Lord Nelson's words to heart, auctions have been my life and it seems to me, given the uncertain economic outlook, it is probably a "bold measure" to accept the challenge of making them "go" here in the Highlands and prove that what I have been on about does in fact work.

Accordingly, as from 1st October, Fountain & Co Pty Ltd will be trading as Ray White Rural Southern Highlands and we are working in close co-operation with Jane Lansell-Smith, the Principal of Embleton Real Estate of Mittagong who is, from the same date, commencing to trade as Ray White Highlands.

Jane attended one of our [From Signup to Sale](#) auction marketing skills courses late last year and at the time I said to Sam "she will either be on board 110% with auctions or dismiss the concept completely".

Well, history has shown that it was a case of the former and with Marylou

Parker, one of the best auction operators I have come across, also now on our Ray White Highlands/RWR Southern Highlands team, I reckon we can make the point that "demonstration is the finest form of selling".

So does this mean the Fountain Auction Academy fades away?

Certainly not, for whilst I am under absolutely no illusion that the next six months will be a hard slog, I am likewise absolutely confident that our accent on auction development will be profitable for both our vendors and ourselves.

My passion is auctions. Always has been, always will be, and there is an added incentive for me to make a success of my auctions and show that "what I preach" does work.

Our courses are open to all, irrespective of franchise, affiliation or location.

Our popular [From Signup to Sale](#) one day auction marketing skills course is being updated and it will incorporate my new experiences.

To my way of thinking, the more people who know how to run auctions properly, the higher this 3500 year old marketing method will stand in the public's eyes and with me being a third generation auctioneer, that matters heaps.

Over the past 12 months I have written many times about how fragile the financial situation is and what the financial climate will/could be, and whilst I make no claim to being a "smarty", I guess one of the good things about being around a while is that you see most types of events a couple of times in your lifetime.

Right now there are agents and agencies buckling under the weight of expenses and insufficient income and I would expect this will continue for another 18 months.

Whilst I readily admit that auctions will not be a "cure all", especially if the patient is unwilling to take the medicine of learning (or re-learning in many cases) what correctly run auctions are all about, they will offer the agent/agencies with vision and courage the opportunity to both create sales and build market share.

That's my belief and that is why I am now getting "back into the pool".

As it is a poor salesman who doesn't ask for the order, if you have clients looking to buy or sell here in the Southern Highlands, you know who to contact! And we do conjunctions on auctions as well.

Sam and I also look forward to either seeing you in one of our [auctioneering](#) or [auction marketing skills](#) courses, details of which are on our website, or at a course for your office or franchise.

Carpe diem

Tony

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(Author: [The Complete Guide to Selling Real Estate by Auction](#) and the e-books ["The Vendor's Guide to Selling Real Estate by Auction"](#) and ["Success starts with a Dream"](#))

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