



## MOVING AHEAD IN 2007

G'day team,

Well, all the fun and frivolity of the Christmas/New Year break is now behind us and we now settle down to the task ahead - that of making 2007 a profitable year for selling real estate, preferably by auction.

Since the end of December, I have been in Texas and New Zealand where our FAA ran both auctioneer and auction skills training and I have to say, not that I was unaware of it before, no matter where you sell real estate across the world, the same problems exist.

These include:-

- Days of market- are they lowering or increasing?
- Stock levels- is stock harder or easier to list?
- Vendor paid advertising - is the lack of it adversely affecting your business and if so, how do you remedy that?
- Getting time management right so that you and your people are not engaging in frivolous and non-productive activities.

The more I looked at these issues, the more it (again) became apparent to me that the solution lies in increasing ones auction activity which, in turn, through increased profile and activity levels, would also be increasing private treaty sales and therefore income and profitability.

Now that we have established our Fountain Auction Academy training schedules in Australia, New Zealand and the USA, we are looking at increasing our level of service; instigating "*FAA Membership*" which will give Academy member access to on line training and a higher information level of email and aural information; conducting an annual Conference at which a number of speakers will present addresses and workshops on many aspects of the auction business and we will be, given the strong interest shown in them, a further releasing of e-books written by both myself and other real estate people we are currently talking to.

All in all, it will be a busy year as we both help you build your auction business and we take our FAA to new levels. There will be moments of doubt from many I am sure, that is only natural when ones "comfort zone" is being expanded, but if ever there was a year with "*AUCTION YEAR*" written all over it, it is 2007!

Carpe diem

Tony

Tony Fountain (Founder and Principal) +61 418 238341

[tony@fountainandco.com](mailto:tony@fountainandco.com)

[www.fountainauctionacademy.org](http://www.fountainauctionacademy.org)

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**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](mailto:info@fountainandco.com)