



SO WHO'S RIDING SHOTGUN?

"Tomorrow is the most important thing in life. Comes into us at midnight very clean. It's perfect when it arrives and it puts itself in our hands. It hopes we've learnt something from yesterday." - Epitaph on actor John Wayne's headstone

G'day there,

Without attempting to be a harbinger of doom, over recent FAA Newsletters I have been making the point that whilst for some the reality of increasingly hard times are there, plenty more were living in a "la la land" where "it's their problem, not mine".

Well, as the record 500 auctions on tomorrow in Sydney (the largest day ever in a February) attest, the pain is starting to spread and that begs the question "who's riding shotgun?"

What do I mean by that?

I mean simply that as in the days of the stagecoach when you had a driver and a "shotgun" (another man to ward off bandits and assist the driver), you at least knew that if something happened to the driver there was someone else there to grab the reins.

What is concerning me, and it has for some time, is that it seems the Banks, the very basis of our financial system, are starting to wonder just where the hell the coach is heading as they uncover more and more unsecured and risky loans, as was shown this week by the statements emanating from the ANZ.

So what can you or I do about it?

Nothing.

Nothing that can change that situation but there is plenty that you can do to benefit from it and the prime action in my book, no pun intended, is to be cranking up your auction business and getting sales onto the commission account and lower days on market.

As many people now from such agencies as L J Hooker, First National, Raine and Horne, Ray White, Harcourts, PGG Wrightsons, Harveys Real Estate (NZ) and many leading independents have now learned, what we teach in our From Signup to Sale Course, has much application to their businesses, some improving by as much as 72%.

This course can also be run within an office or franchise as well as our Sydney CBD and Southern Highlands-based courses.

One of the things you learn, and learn quickly, if you are ever in a horse and buggy and the nags decide to bolt, is that things get mighty interesting very fast!

I foresee that happening if, as is predicted, the Reserve Bank clicks rates up a couple more times and some banks suddenly find themselves exposed to debts that they had not either factored in or knew about.

It will be those agencies with a solid auction base to their business that make it into the sunlight in 2009!

Carpe diem

Tony

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