

Subject: Ta Ta '08- here comes '09

Date: Sunday, 7 December 2008 5:38 PM

From: info@fountainandco.com <info@fountainandco.com>

To: Anthony Fountain afountain@ozemail.com.au

Conversation: Ta Ta '08- here comes '09



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TA TA '08- HERE COMES '09

" Training gives knowledge. Knowledge gives confidence and confidence gives victory"- Julius Caesar

G'day there,

Whilst wondering time wise just where 2008 has gone, the prospects for 2009 are, as they say colloquially, "looking interesting"!

I have no doubt that by the time this date arrives in 2009, the real estate industry will have many agents and agencies disappear from its ranks, many agents and agencies become severely buckled financially **and** a percentage of agents and agencies will have had their best year for ages and gained an increase in profitability and market share.

So what then will determine those that are "winners" and "losers"?

Having just launched out into the "real world" of selling real estate (as against, according to some, the supposed airy-fairy world of real estate training) through our acquisition of Ray White Bowral and Ray White Rural Southern Highlands, these words of mine will be a real test also at that time for me personally.

I believe that the winners will be those that:-

- 🍏 have the discipline to install and maintain the basics of selling real estate and the activities that are involved therein
- 🍏 have "tunnel vision" about where they are heading and where they want to be.
- 🍏 are able to be marketers and not valuers
- 🍏 can remain aloof from what is happening in areas over which they have no control (politics, the economy - both national and international)
- 🍏 can implement, and maintain, *a property run auction basis to their*

business and

🍏 can keep costs down whilst not having their ship lie becalmed with no movement.

I am under no illusion about how hard 2009 can and will be but in saying that, our business is, or should be, that of simply processing property and there will always be buyers and sellers. The trick comes in getting the price right!

As long as vendors and buyers are in agreement on a price, I'm a happy man. I have no challenge to my ego if it sells for less than what I thought, especially in these turbulent financial times.

As far as our Fountain Auction Academy is concerned, 2009 will see a renewed drive forward although course format will change slightly due to my "hands on" involvement here selling in the Southern Highlands and Tablelands, but more on that shortly.

We will have our dates and venues on the [FAA website](#) by early January and I can tell you now, there will be a greater accent on role play sessions on "working the auction room floor", "listing presentations" etc.

Sam and I wish you and your families and staff all the very best for a happy and safe Christmas/New Year break. Make the most of it, chill out and come back revved up for what could be, if your head space is in the right place, a great year in real estate.

To those who have attended our courses this year across Australia and New Zealand, a special thanks for your support and feedback has been most important to us.

Carpe diem

Tony

Tony Fountain (Principal and Founder) 0418 238341

(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"](#))

tony@fountainandco.com

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Fountain & Co Pty Ltd

PO BOX 897 BOWRAL NSW 2576 Australia
Ph: +61 2 4862 5483 **Mobile:** 0418 238 341 **Fax:** +61 2 4862 5483
E-mail: tony@fountainandco.com
web: www.fountainandco.com