



Thirty minus seventeen equals thirteen

*Experience is a good school, but the fees are high.” - Heinrich Heine,
German poet and philosopher 1797- 1856*

G'day there

The headline for this FAA Newsletter is not some obscure algebraic formula. Rather it simply shows that for someone to have been around the last time Australia got more than a few wobbles in the economy, they would have had to have been 13 years or older in 1991 (2008 -17 (years) = 1991).

Thus I think, it is fair to look across the ages of those currently engaged in marketing real estate and a sizeable proportion would be 30 years of age or less and therefore have never experienced what havoc a “quiet market” can have on agents not working the basics of real estate selling properly.

Having said that, although ABC radio today was reporting that “some 750,000 people are either in or about to enter mortgage stress and that up to 300,000 are in risk of losing their property”, this year will be a very successful one for the astute and skilled agent.

In my former role as national chief auctioneer for the Ray White Group, in 1990 we had been in Sydney just on three years and had gained a 9% market share. By the end of 1991, that market share had jumped by 10% to 19% of the Sydney market and it was, no surprises, driven almost entirely by our auction business.

Much of what is contained in our *From Signup to Sale* course has its genesis back in those days and to be honest with you, technological advancements excluded, little has changed by way of basics.

One of the saviours for this year may well be that more and more “Mums and Dads” are being spooked by the volatility in the share market with more and more financial wrecks emerging as time passes and the ability to invest in bricks and mortar is looking more attractive.

Add to that what I can only see as a real “pebble in the sandshoe” in the looming battle on industrial relations and more ripples will be emanating.

This will be causing angst with the union movement as Kevin Rudd probably won't deliver as they hoped -the man wasn't known when Wayne Goss's Chief of Staff as “Doctor Death” for nothing - and uncertainty will grow, especially amongst small business.

So what happens when things are uncertain? We normally revert back to things we have confidence in and can trust which, investment wise for many people , is bricks and mortar.

It is here that your database and savvy use of communication with "them out there" in buyer land will pay off handsomely and as I have mentioned before, the sections in our course on data base management and creation, working with the internet to increase sales and income and time management are all really "works in progress" as technology advances.

This is the year when auctions can, and will, deliver big increases in your market share and income, provided they are run correctly.

If you are would like to learn how to do that, or simply wish to wipe away some of the cobwebs gained during "the good years", Sam and I invite you to attend one of our courses. It may well be the best investment you make this year.

They are very much "hands on" and very interactive. To find out more, simply click on the hyperlink above or go to www.fountainandco.com

Carpe diem

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