



4 November 2007

WHAT WILL THE POST ELECTION REAL ESTATE WORLD LOOK LIKE?

"The difference between a pessimist and an optimist is that the pessimist is usually better informed" - anonymous

G'day there,

It seems to me that no matter which political party forms government after the 24th November election, they will have to face, and sooner probably rather than later, the "bird coming home to roost" on the level of Australia's personal debt.

If, as it seems by all indications they will, the Reserve Bank increases interest rates at next Tuesday RBA meeting, the ripple will start to spread and will be added to in the coming times by not only a mooted rise again in December but also fast rising food prices caused through the effect of the on going drought, increased fuel prices and the effect, as yet unrecognised by many Australians, of the growth in both China and India's economies on food supply.

Harking back to the opening quotation I have used in this email, it is not used with the intention of being a harbinger of doom. In fact, quite the opposite, for an economic climate such as I have alluded to can be, for an agent who sees themselves as a **marketer not a valuer**, as yielding a bonanza.

To quote such an example that I have experienced, when, in my time with Ray White and as one of the founders of their NSW business, in our inaugural year of operations we had some 3% of the Sydney auction business. In 1989 we lifted that to 6% and in 1990, 9%.

Then, in the midst of the recession of 1991 and which has scarred many, their market share lifted by a whopping 10% to 19%!

How was this due, and how can you also lift your market share and with that profitability in seemingly difficult times for many personally?

One word - **AUCTION** .

By being focussed on auction development and having the discipline to not only implement but also carry on the basics required, you can make incredible leaps ahead for your business.

In what for many may well be a radical move, by taking the blinkers off and having an open minded look at what auctions can do, 2008 could well be one of your best years ever.

Whilst our last general **From Signup to Sale** auction marketing skills course will be conducted at Mittagong (in the NSW Southern Highlands) on

Wednesday 14th November (with some vacancies still available), if your office or group of offices is interested in a private course, we would like to hear from you.

Our planning for 2008 is already underway and this includes:-

- our inaugural FAA Conference, to be run in the beautiful Southern Highlands
- the launch of our Academy Membership program
- increased on-line training and
- an expansion of specialist short courses and additional regular venues

Naturally, Sam and I would welcome any enquiries you may have on any of the above.

With just six weeks to Christmas, not only are we asking "what the heck happened to 2007" but also, "how can we best help our clientele in 2008"?

Carpe diem

Tony

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