

# SHERRIE STOROR

## **Ep. 2 | How to build FOMO + competition between buyers to create exceptional outcomes with Thomas McGlynn + Justin Nickerson.**

### **Show Guests:**

**Thomas McGlynn** – Director of Sales and Chief Auctioneer, The Agency.

**Justin Nickerson** – CEO and Head Auctioneer, Apollo Auctions.

### **Overview:**

Wondering if auctions work in your marketplace or do you just want to level up and learn how to create more FOMO amongst your buyers?

In today's episode, Thomas and Justin take us on a journey through their careers, sharing with us how they have achieved the success they have today. Both are open, honest and willing to share all their successes and failures with the goal to help YOU succeed.

We also talk serious strategy:

- How to create FOMO + competition between buyers
- How auctions can work in all marketplaces
- What skills to look out for in a good auctioneer
- How to step outside your comfort zone
- How to manage your buyers and sellers before an auction
- And more

Do you want to know if auctions work in your marketplace or if you want to lift your real estate game and learn lessons from two of the best in our industry, then today's episode is for you.

### **Hot Gossip:**

*My 51-Point Checklist:* This is a step-by-step 51-point checklist that takes you through going from off-market to on market to exchange to settled to sold. Get my step-by-step process to follow from social media, managing your CRM, working your pipeline sellers, letterbox drop emails to text messages and videos to send. This will help you build your stock list even in this challenging time. You can download it for free from [here](#).

*My FREE Webinar Series:* Last year I partnered with RateMyAgent on a 3-part webinar series designed to bring my courses to agents all over Australia. During this difficult climate, I want to support and give back to an industry that I love and that means so much to me so I'm releasing the entire series for free!

You'll get access to these three training courses:

Week 1: Build a Celebrity Profile - Become a POWER Agent

Week 2: Find your EDGE walk away with a killer listing presentation.

Week 3: Be a Social Climber - Social Media Strategies to List and Sell Properties.

Access the full training series by registering [here](#).

*The #BuildYourBestLife Coaching Program + Success Manual*

And if you would like to join the #BuildYourBestLife Coaching Program which comes complete with webinars, coaching forum and your own daily Success Manual, for more info click [here](#).

### **Subscribe:**

Did you enjoy this episode? If you did, please make sure you subscribe so you get notified of a new episode every Tuesday! Subscribe on iTunes [here](#).

# SHERRIE STOROR

**Sherrie:**

Hello and welcome to episode two of the build your best life podcast series. Today we are joined by Thomas McGlynn and Justin Nickerson. Now Thomas is the director of sales and the chief auctioneer with the agency. He is armed with over 15 years of experience and he's conducted over 4,000 auctions. He's super hands on when it comes to sales, general management and auctioneering and Thomas lives in Point Piper with his brand-new fiancée, Angie.

Let me tell you a little bit about Justin. Now Justin is the CEO and he's the head auctioneer of Apollo Auctions. He is a four-time winner of the REIQ auctioneer of the year award. In fact, he's the only auctioneer to have ever done so in this state. He's also the winner of the inaugural Australasian auctioneering championship, which happened at AREC in 2018 and he works for some of Australia's leading real estate businesses. He lives in Brisbane with his wife, Katherine and his two dogs, Oscar and Bailey. Justin, and Thomas, please welcome to the episode!

Thank you so much for joining us on the podcast. You guys are actually my first official interview, so thank you so much for coming and being a part of it. And we were just actually outside, we're here in Lucent today in Newstead and we were just really giving props to how cool the rooftop is upstairs right.

**Thomas:**

It's amazing! Justin and I just had a hit out in the virtual golf room which was good.

**Sherrie:**

Given that this is the first interview of the series, if you like what you're seeing feel free to take a photograph and to tag it on social media.

But getting into it, Thomas, you and I have known each other for quite some time. In fact, we were just joking that you were actually my boss at McGrath, which is no real easy task. But you and I have a close relationship and you are one of the very few that actually was positive about me moving out to start my coaching business. And I think it's really hard in this industry because so many people have their own personal agendas for you. You were one of the only ones actually to say, look, Sherrie, you'll be great at this, go and follow your dreams, go out and do it. So I will be forever thankful to you for giving me the little push and the encouragement to actually do that.

**Thomas:**

I'm so happy, I was actually saying to someone this morning, I was so happy to see you living the life that you want to live, and I think that's a really good thing for the people that listen to the podcast, but also that, that experience, the coaching with you is that you've actually really, you've done what a lot of people want to do, which is how do they shift their life into a more positive direction. That's not easy to do.

**Sherrie:**

Well, it certainly hasn't been without its challenges and you know, there's a lot of learning in there. But thank you so much for saying that. But I also really loved working with you because you were my auctioneer and we would go out there and we would sort of slay them on Saturdays, and try and get them knocked under the hammer, which is certainly not an easy thing to do in the Brisbane marketplace.

**Thomas:**

Yeah and at the time, it was a market that was slightly subdued as well. So yeah.

**Sherrie:**

Whereas Justin, you're my auctioneer now, so when I do sell properties here in Brisbane and we were talking about this before, but you have actually been the auctioneer of the year,

# SHERRIE STOROR

three times in a row for all of Australasia, which is absolutely massive. And I remember what three years ago when we all in Adelaide and you took out, the big award for winning the auctioneer of the year. And they gave you this huge, massive trophy. Do you remember? It was enormous, and we're up at some rooftop bar, do you remember what the name of the bar was?

**Justin:**

No I don't.

**Thomas**

He's won three of them now, so we've been to a number of bars...

**Sherrie:**

I just remember being up at the bar and everyone was drinking out of the trophy, it was a really cool award.

But it was really interesting for me to kind of see the behind the scenes part, which as an agent I didn't really understand this whole competition sort of side of auctions. So, I found that that was really quite interesting. I think today in our podcast I really want to get into, the art of the auction and I want to talk a lot about what it is that we can really do to step up because in an industry where we're all operating in completely different marketplaces, sometimes auctions work and sometimes they don't.

Thomas, you're working in a marketplace where auction is kind of like almost a go-to strategy, right?

**Thomas:**

In Sydney, yeah. Thankfully I spent a lot of time in Perth where it's literally the furthest thing from a lot of agents minds because of the market being similar to how Brisbane was three or four years ago. So, it's interesting the Auction process in terms of how people use it.

**Sherrie:**

So I think it's, it's quite unique to have you both here because Justin, you're typically operating in this marketplace and you've got auctioneers here in Australia, but also over in New Zealand, which is also quite fast paced too. So, it's kind of good to talk with both of you because we've got an angle on two different kinds of markets. But look, let's kind of hit the rewind button a little bit because you two are great mates, right?

**Thomas:**

Yeah. Well, I think we are great mates!

**Sherrie:**

Let us in to behind the scenes. How do you guys actually know each other?

**Justin:**

Uh, so we, when I first, or when we both first started as an auctioneer, with a guy called **Jason Andrew**, he ran a training coaching course and it was kind of a thinly veiled recruitment course, but it was designed to give you the tools of, of becoming an auctioneer. And there was about a dozen or sixteen in the, in the course and Thomas and I were in the course together. And we weren't particularly good friends through that course, I think you sort of find the people that you've got some sort of relationship and they are the people you sort of stick around. But then at the end of that course, **Jason**, approached Thomas and I to join him as part of his team.

And it was sort of even then, we weren't probably that close. But then in the early days when we were probably facing similar struggles, I use to stay at Tom's house on the sunshine coast a lot and we had some, some late-night PlayStation battles on tennis, **Rafael Nadal** verse **Federer** and that's kind of where the friendship sort of gets born I think. And then as you grow

# SHERRIE STOROR

together in the industry, having someone along with you for the ride and someone, I think you said before, there's always someone or people have different agendas for you. Being able to call someone who understands the industry, who doesn't have an agenda other than they want the best for you is pretty rare. And I think that's probably where, or for me anyway, the friendship has been so great because he is that person. We talk every Saturday, generally without fail between auctions and then, and probably most days or every couple of days we chat as well.

**Sherrie:**

Yeah, awesome. So, when was this, when were you doing your course?

**Thomas:**

2009, I think it was, maybe the back end of 2008, start of 2009. Yeah, it seems like a long time ago now. It's not, we were only 15 at the time. We get, we actually get a lot of people think we're brothers everywhere, which is hilarious. People think we're the same person. Sometimes people have congratulated me on winning and I just say thank you very much, but yeah, started at that particular point and that was a really good, that was really good time of our lives, you know, I think that that particular point, it was the middle of the GFC. We were both agents who had been, we'd been quite successful as agents and then the global financial crisis sort of occurred and you know, a lot of people I think had to take a little bit of a look inside and see what they actually wanted to do. And at the time probably we didn't have the, maybe the empathy needed to be able to educate owners in the way that you had to at that particular time. What was funny though is you become an auctioneer and you're the one that has to have those fun conversations. So, it was kind of like out of the frying pan into the fire. But I think that was a really good time of our life, we learnt a lot in that particular time we've worked extremely hard...

**Sherrie:**

Has that changed? You guys are pretty hard workers!

**Thomas:**

Uh, no, I think you never have to stop working hard, doesn't matter, it doesn't matter where you get to. But I, I think at that particular point too, you get to, you get to test out a lot of the skills that you want to be able to use and so forth. And it was a really good time.

**Justin:**

I always think the kind of, I think when you're ascending or when you're starting to build a career or building anything, that's generally the most exciting time. Like it's like you're learning a new skill. One of the things that I'm doing at the moment, which is quite funny as I'm learning, well, I'm not even learning, I'm failing at hot yoga. And I reckon this is the most exciting part when you're really bad at it, but you can actually see that you're getting better slowly but surely. And I think that's that time, of our life is such an exciting time because, we were learning new skills, we were creating new relationships, we had a couple of overseas holidays together. Like it was just that period in your life when there's just kind of, everything's possible, you know, there's so many possibilities that are aligned and in the end really we've sort of gone on different paths to a certain extent, but we both have a similar foundation I think, which is cool. Yeah.

**Sherrie:**

Well, I think it is really interesting looking at the paths that you've taken in your careers, because with Apollo Auctions you what now have seven Auctioneers in Australia and two over in New Zealand, and you chose to obviously open your own business. And Thomas, you've obviously taken a lead management position and you're now considered to be one of the greatest thought leaders in Australian real estate. I know I tell everyone that, I know you hate hearing that, but it's very true. Tell us a little bit about why you chose this journey. Why did you choose to go down this, this route of management?

# SHERRIE STOROR

**Thomas:**

I don't necessarily think that it was like, at first it wasn't something that I decided this is what I'm going to do. And I, and Justin and I had very probably very similar goals that at the start of our auctioneering careers. And that was to, you know, win the REIQ award, you know, win the Australasians and the thing that Justin and I did we would enter every single competition, we'd go to New Zealand together and watch their competition and always strive for that. And I guess for me the big thing that happened for me was that I at the time wanted to try and round out my skills in terms of what I was doing. But I think this happens a lot too, you meet certain people and they're able to help you and so forth.

**Sherrie Storor:**

Influence your direction?

**Thomas:**

Yeah and I met three people, **Matt Lahood**, **Geoff Lucas** and **John McGrath**, and at the time all three of them worked at McGrath and they played a big part in terms of probably maneuvering and, and, and slightly guiding me into a different direction.

**Justin:**

Can I add editorial comment here? I remember when Thomas had to make this decision whether he was going to stay auctioneering and doing what he was doing or, go into that corporate path at McGrath and I remember we were in New Zealand and Thomas had the worst case of mouth ulcers ever because of the stress of this decision, do you remember that?

**Thomas:**

Well I'm naturally am a worrier, I worry about things. I think that's actually, I've learnt over the years that's an endearing characteristic. But at the time when you sort of coming through big decisions and you haven't had to make a huge amount of big decisions in your life, you're working with your best mate, you know, **Jason** and myself and Justin also worked really well together and I was making the decision to move to McGrath and I was so stressed out. It was, it was crazy. But even then, you know, that was something where, Justin's ability to be able to help me and again, same thing, similar relationship to how to what you and I have Sherrie, where you ask questions and get feedback that you do know is not going to be directed at someone's own self-interest, right, so I made that decision and it was, it was tough at first, it was really, really tough at first.

**Sherrie:**

Because you would have been quite young at this particular point and going in and managing people who may have had some concept or preconceived notion due to your age, was that an issue?

**Thomas:**

It was an issue for me, in my head for sure. I used to always say things like, I know I look young, but yeah, it'd be something, and it was actually **John McGrath**, I sat down at a cafe with him in Surry Hills, this would have been like 2011 or something like that. And he said to me, he said, I don't know what you're talking about, and I was, would have been 25 at the time, maybe a bit older, I'm not sure. But he actually said to me, you talk like you're here, why do you even need to mention that? That you're young? Like it's a thing, and that was a real eye opener for me. So, I don't think, I actually don't think it was an issue with, with people. I think that it was an issue with myself that I had to overcome.

**Sherrie:**

Yeah right, and so Justin, why did you take the route that you chose to?

**Justin:**

Well, I didn't want to sell my soul for a cushy management salary. No, I think often.

# SHERRIE STOROR

**Thomas:**

Far from cushy!

**Justin:**

No, I, I shouldn't say that cause it's not how I feel at all. But I think I, something about auctioneering had hit with me pretty early that I, I just really, it was a real challenge for me. I wasn't a very good natural speaker when I first started. And there was a lot of skills that I, that I had to learn and I think very much so and **Jason** sort of tells a story a lot that in this class of 16, I was probably 14th in terms of, in terms of talent, but there was just something there that really drove me to keep going. And, and the more that I did it, the more I loved it and the more I loved it, the more I did it. And that kind of kept feeding on itself. And I think all the way along, I've always had different things that have motivated me. Thomas is right at the start, it was too, we thought, you know, winning an REIQ award would change your life, it didn't, I thought winning two of them would change my life, it didn't, I thought winning the Australasian would change my life, it didn't, I thought winning multiple would change my life, it didn't, I thought opening a business would change my life, it didn't. There's always stuff for me that's always kept me engaged and interested. But fundamentally when it, when it comes down to it, when you strip it all away, I just love doing auctions. I did nine on Saturday. I sold eight out of nine, which is rare for Brisbane, but end of days like that,

**Sherrie:**

So, it was 60% clearance rate, which is highly unusual. Really a marketplace here is around 30 to 40% if we are lucky.

**Justin:**

Definitely. And at the end of a day like that, you go home, and people will say to you, you must be tired, you're actually not, you're actually really energised by the day by the day that you've had. So, for me, it's always just been a burning globe of, of auctions. And I know that there's probably better or more mature or sophisticated auction markets down South, but I love Southeast Queensland and I love auctions, so that's where, that's where home is.

**Sherrie:**

Yeah, exactly right. I think it's quite interesting in this podcast series we're going to be talking a lot about people's journeys then obviously skillsets and so forth and what agents can essentially do to level up. And quite often, a lot of agents may feel like, Oh well I'm never going to be able to reach this level, but everybody started somewhere and I think it's so relatable hearing you talk about the fact that you are like number 14 out of 16, because now everyone will look at you and just go, oh my God, this is, this King of the Kings, how do I get to this point, but you actually started like at the, at the back and then the moved forward through the front.

**Justin:**

I've got two stories that actually reflect that. The first one is in the first REIQ novice auctioneer of the year competition we both entered. Went up, I was about sixth, I think in the order went up, thought I killed it, stepped off, spoke to **Jason** and I said how I go, and he said, I'll probably get you about fifth at the moment. So little things like that is, you realise that how far back you start from, but we actually found one day, so **Jason's** a very good example. **Jason Andrews.**

**Sherrie:**

Hi **Jason**, if you're listening by the way!

**Justin:**

Yeah, I'm sure he is, doesn't miss an episode. He's a very talented auctioneer. And we came up and saw him right when he was the peak of his powers and we thought, gee, this guy just must've been born into auctioneering. And anyway, one day at his house, do you remember

# SHERRIE STOROR

this, we found an old CD of his first training course with **Dane Atherton** and he was hopeless like hopeless.

**Thomas:**

Terrible

**Justin:**

But it showed that with actual growth and hard work and improvement and the right coaching and helping, then improvement is possible.

**Sherrie:**

And I think you know it's so interesting talking about this competition side because as I mentioned before, like I didn't understand as an agent that there was this whole like other kind of auctioneering kind of attitude behind it.

**Justin:**

Cult.

**Sherrie:**

Yeah and it really is. Do you believe that that has made a difference for you in your career in terms of winning all of these awards with agents wanting to enlist your business, because really they're buying into you, they're buying your service because they've done, two weeks or four weeks or five weeks of hard work to actually get the property listed and actually get to that auction day. They want to make sure they've got an auctioneer that's going to close it. I mean, do you feel like that has been beneficial to building your profile and your business?

**Justin:**

I think it's improved my skillset, in competing in competitions. I always had this belief that when I, if I won a competition, my phone would be ringing off the hook and it didn't happen. What has happened though, I think it just added credibility. So, when I call people, they genuinely maybe have heard of me. Uh, but probably more importantly is when an agent, when I go into meet a vendor before an auction, probably 9 times out of 10, the agent will say, or the vendor will say, I've heard a lot about you, I've heard that you're the best and you've won this. And then pretty much whatever you say then becomes the plan.

**Sherrie Storor:**

Because you've been edified.

**Justin:**

That's right. Whereas our first couple of years you're battling against not only the fact that you're not called many auctions, you also look very young. So, it's definitely added credibility and I think credibility, if the agent feels like the vendor has credibility in you, then it's going to be easy to book you next time.

**Sherrie:**

I know every single year that you run an auction comp, and again from an agent's point of view, we don't necessarily see that this is necessarily important, but it is really important to training and to growth as auctioneers. Right? Can you tell us a bit about and around that?

**Justin:**

You know, I just think we've got to, we've all got a responsibility that if, if we're able to help and develop other people as we've been helpful developed, then we should do that. And all the way coming up through my auctioneering, there's, there's countless people that have poor time, you know, energy, effort, mental energy into, into helping me. So that's my way of being able to put a platform in place so the next lot of people can come through and help and, and you know, Thomas has come and been a judge for the last couple of years and he's already committed this year, so he can't get out of it again now that it's been verbalised,



# SHERRIE STOROR

**Sherrie:**

I think it was two years ago, right?

**Justin:**

So, you know, it doesn't, it's not just me, although I lay the platform for it. There's a whole lot of people who put a lot of time and effort into it. And that's just a way of helping other auctioneers.

**Sherrie:**

And do you think that this actually helps in the development because it's obviously competitive sort of nature, but do you feel like this really helps in the development of the skills set?

**Justin:**

Definitely. And on two fronts. The first one is auctioneering is a very isolated game. So, you will rarely see another auctioneer unless a little bit more now on Facebook, cause people Facebook live a lot of auctions, but you very, very rarely see other auctioneers. So, what happens is you exist in this bubble where you go and call an auction, you do the next one. You say the same stuff as you said in the previous one. Someone comes up to you after and says that was a really good auction, you go how good am I, and that bubble just keeps going until you actually search people outside of your bubble who a) know and they're talking about but b) puts you through a situation that's stressful, and sometimes to actually put yourself in an environment where you're going to get told you're not the best Auctioneer, Yeah, can be an incredibly confronting thing. But that actually makes you grow as an Auctioneer, because if you just do the same stuff over and over again and people tell you they like your auction, you'd never going to change or improve, plus the opportunity to mix with other auctioneers and find what they do. You know, we always joke that there's no original lines. Now you just see a line somewhere else and you take it and put your own accent on it and then it becomes your line. So it's, it is sort of cultivating ideas as well, you know, it's like, it's like our AREC in a crazy way or our conference, It's the auctioneers getting together, sharing ideas, swapping what works and then going back out and you know, filtering out to their own markets.

**Sherrie:**

Well, definitely I noticed that there was a real culture around it, which was also quite interesting. But I think going back to being a, being a judge, it was quite interesting to me because there was obviously strict criteria. But as an agent, those criteria's aren't important to me when I'm booking someone. And so, I noticed from going to Adelaide in 2017 and watching you compete and all the other auctioneers compete, there was a disconnect between agents and auctioneers and there obviously is an opportunity to kind of bridge that gap. I mean, how do we do this?

**Justin:**

If you can solve that, you would make my life a lot easier. We've got frustrations and, and I air this to Thomas a lot. We get, we get frustrated that a lot of agents don't choose the best auctioneer, agents choose who they're obliged to by their company or who wears the white-collar tie and there's just not a, I don't agents generally really understand what goes into a great auctioneer. Yeah, we have people all the time that they'll say, Oh, I use this person. They'll say, he's a great auctioneer, and you go, well, is he, you know, like under what sort of criteria would you identify that person? But it's about relationships. Yeah, you guys would see it all the time that vendors will choose a certain agent because the relationship they've got with the agent, not because they're the best agent, you know, the agent can be the, have all the awards, have all the sales, sold signs up, do the best marketing, but they know and because the person around the corner met them and it's his cousin or something, so they're going to sell through them.

**Thomas:**

I think it's an educational thing. I mean a lot of people, and I think it's a really good thing and a



# SHERRIE STOROR

lot of the competitions, which I'm heavily involved with the REINSW and then at the Australasian level this year. But in regards to judging, we try now and get as much involvement from people on the ground such as yourself at the Apollo comp. I think that, and a lot of the time you will see the people who aren't really that educated at auctioneering they will tend to score or evaluate someone on likeability and likeability is 100% important, like so important. However, it's the things that the agent doesn't potentially see, It's just an educational piece, because what competitions do is they actually put auctioneers and training events like what Justin puts auctioneer's into an environment where they get tested on things that could potentially happen on a Saturday or at an in room event or whenever you're doing your Auctions. That unless that auctioneer actually knows how to handle that, that could actually cost the owner money. And there's been so many of these examples that you'll see it and it's starting to come more and more prevalent. And it has been prevalent in places like Melbourne and Sydney for a long time and also Auckland, but in other areas such as Brisbane, Adelaide, Perth, and then other parts of, New Zealand as well. It hasn't been prevalent cause buyers haven't had strategies.

## **Sherrie:**

But what you're seeing now is more and more buyers have strategies to be able to try and take the auctioneer off course. And it is clear that if you can get under an auctioneer's skin, you will buy a property cheaper, which is really interesting. And I love this notion talking about a good auctioneer, like what do you think makes a good auctioneer? Like what skill sets? What do you look for?

## **Thomas:**

Oh, I think that, I think it's all about strategic rhythm. So an auctioneer that has very good rhythm, it's almost like a song and the way the song works and if you're listening to the radio and there's a great song or pop music and so forth, it has a very good rhythm to it and it gets you involved. A good auctioneer has that rhythm because it keeps buyers involved. I also keep,

## **Sherrie:**

Are you talking about the actual bids itself?

## **Thomas:**

Everything, the rhythm you'll hear in regard to, have you ever heard a public speaker when you go, I could just sit here and listen to them for ages. It's a rhythm in terms of how you speak, and you can take that into a listing presentation, how you speak at a listing presentation is a rhythm. But then it's also I think about knowing when to push and knowing when to hold back and knowing those critical times and that that's intuition sometimes and you only get intuition by practice. Like Justin talked about it earlier you know they say that to master a particular technique or a skill, you've got to give it 10,000 hours of practice and that's why he's the master because he's practiced more than anyone I know. So, I think that that's the stuff that some agents don't see, and they will pick on likeability and yes, that is so important, but if the person's likeable but they rock up on the day and they get caught in a situation that they just simply cannot handle at an auction on a Saturday, we've been in this situation before, Sherrie you and I, where something like happens whether or not a buyer has done something wrong, whether or not they've asked a question, that's very, very tricky. If the Auctioneer doesn't know how to handle that in that split second, it could be the difference between not just a good price and a bad price; it can be the difference between selling and not selling.

## **Justin:**

I reckon the easiest thing to determine between an average auctioneer and a good auctioneer is a lack of repetition. Then what you'll see with average auctioneers or people that don't treat it as a career, they treat it as a hobby is, they'll say the same thing over and over again. They'll repeat the bid over and over again. There's just repetition comes into it. And I think the good auctioneers have an ability to call a unique auction every single time they call an auction because they rely on things that are happening in the crowd to, to bounce off. But that's

# SHERRIE STOROR

actually what Thomas just said then is one of the best answers I think I've heard it was a strategic rhythm. I love that, that's good. I'm going to use that, that's going to be my original now.

## **Sherrie:**

But just going back to that first foray for me back in 2017 and in Adelaide and it really was quite eye-opening, I have to be honest. And I remember at that particular time, and it was three years ago now, there was a big Gala event on one night after you had been being crowned and it was at the museum, you probably remember. And we were sort of doing a tour and I was talking to one of the judges and it was all men who were all judges. There were no female participants. And there was actually in the school comp, there was actually a girl who won the school comp remember? But anyway, but I was just chatting a former judge and I asked him - why are they no female auctioneers? And legitimately this judge had been, no names, but had been there judging I think for around 20 years. And he literally said that women have a physical disability with being able to call auctions. And I just was like quite perplexed at this and I just really didn't understand it. I said, what, whatever do you mean? And was trying to be super polite cause I wanted the answer and he told me that women weren't able to project their voices. I mean, that was three years ago. I do feel like the industry is moving on to some extent. And, and even in your comp, we're seeing women.

## **Thomas:**

That something that just makes me...that's just embarrassing for our profession.

## **Sherrie:**

It actually really is. But this, this is somebody who's, who's literally judging this competition. What was great to see last year at the Australasians was the fact that, you know, there was a finalist in, in **Jenna Dunley**, which hi **Jenna**, if you're watching or listening to this!

## **Justin:**

Doesn't miss an episode, **Jenna**.

## **Sherrie:**

You know, she's somebody who I am super passionate about. I know that she's starting to speak a lot more and get more auctions. She's done my 90-day mentoring program, but I just loved the support that she had from the community for her actually getting up on stage. Do you feel like that there's more desire from the industry? Like from the auctioneering chapter for more judges, more female judges and you know, more females actually competing?

## **Justin:**

I think so there's been, there have been female competitors in the past, but they haven't generally had a lot of success. But now there's a female judge Last year, uh, out of the ACT, **Sandra Masters**, Jenna made the final for the first time ever as a female. So I just think the, or call it what they are, there archaic opinions, which are opinions like that, hopefully that person isn't a judge this year and it's listed on this podcast cause that might set my chances of winning up in flames, but I think they are archaic opinions, but I actually don't think like, yes, definitely that's, that's an auctioneering thing. But I think that's also a societal thing. Like how many opinions now that have held like that around lots of things are now changing because they have to and auctioneering will sure as heck forward align with that, that the more females that are calling auctions, the better. The more diverse our auctioneering workforce is, the better more diverse our judging, force is because the competition then will be influenced by different people the better and that's just the way that we've got to keep evolving.

## **Thomas:**

I just find that so funny though Sherrie, you go out into the field and as least just as many women bidding and buying property as there are men.

# SHERRIE STOROR

**Sherrie:**  
Correct.

**Thomas:**

So, I think that that is a problem across real estate. It's not just real estate, its business in general. But what you are seeing is you are seeing that change and, but and I know I've spoken about this at a few of your events is that it is up to, it is up to people that are in leadership positions in certain sectors of our industry to stand up and give equal opportunity to everyone, not just not just women, but young women, young men, all sorts of people give equal opportunity to people to be able to have a go. Because I just know, I was talking about earlier, like unless I was very, very lucky and we, when we decided to step out and become auctioneers from being sales agents, my, my family owned a business up on the Sunshine Coast and **Damien**, is a very, very good agent at Century 21 on Duporth and he didn't have to do this. He actually used **Jason** to call his Auctions. But as soon as I stepped out, he gave me the opportunity to call his Auctions. If I didn't have that opportunity to get, as, as Justin said, a bit of a bit of repetition under my belt of calling Auctions, I may not be sitting here in this in this way that I am now in the time that it's taken me to get here. And I see so many female auctioneers that don't get that same opportunity.

So, and I also think we've got to give people the space and I think we're seeing more and more of this now. They used to be a lot of auctioneer's that are exactly the same, and there's not one particular style that gets the best result at the end of the day. You can have a different type of style and I think that we've got to give the new generation of auctioneers and sales agents coming through a chance and a bit of space to be the best version of themselves that they can be rather than to be what other someone else thinks they should.

**Sherrie:**

Well, I absolutely love the fact that we're talking about this because as an industry we are really slow to embrace change. And I talk a lot about the fact that we're stuck in the 80's, but, this is exactly what needs to happen. We need to pop our head up, we need to look at new technology, and we need to look at different ways to embrace things to move forward, to get the best results for our clients.

But let's now change and let's talk about auction strategy. What do you think are the best possible tips that you can give to run a successful auction campaign? Thomas, let's hit you first.

**Thomas:**

Oh, again, same sort of thing we were just talking about. I've had the, I've had the real pleasure of getting around Australia and seeing so many different marketplaces and then, you know, through the help of Justin and me sort of going on, on his coattails over into New Zealand or something, his contacts and seeing how they operate. The auction vehicle is a totally different vehicle for different people in different markets. The way that an agent operating in Paddington in Sydney doing auctions might be completely different to the way that the auction vehicle is used to get the best result for the owner in Paddington in Brisbane, completely different. Even in some markets, two of my best agents, **Brad Gillespie** works in Alexandria, which is a working class sort of market in Sydney and then **Ben Collier** who sells in Paddington, Woollahra and so forth, which is a, is sort of maybe the luxury sector of real estate, two fantastic agents.

They run their auctions completely differently. So first thing I'd say is don't, don't think that you've, you've you can't do auctions in your area because you don't have five people wanting to buy the property. I would also say you're going to have to operate outside your comfort zone and that is the best thing about auctions because as agents you need a bit of self-accountability and auctions actually provide that. Yeah. Because when you list a private treaty, no one really knows what's going on week to week except for you and the owner. Whereas when you list an auction, the whole community takes notice, right. So, I think that

# SHERRIE STOROR

you're going to have to be prepared to step outside the comfort zone. But Justin, like you see this a lot as well in terms of the markets you operate in is that a lot of people have a preconceived idea about what auctions are and they don't do them because they think that they need to run them Like Sydney or Melbourne runs them.

## Justin:

Yeah, that's exactly right. People, watch The Block and that's their exposure and they think, well I can't run auctions and Tom's exactly right can't have auctions cause I'm not going to have five bidders for the property, but Tom and he's, he's on fire with his answers today, he's got a couple of crackers there. But I just think it's also an understanding around the reasons why you are taking that property to auction. Are you taking the property to auction because you believe there's going to be strong competition? Or are you taking the property to auction because you need an unconditional contract? Or are you taking the property to auction because pricing in that marketplace is really difficult and you don't want to make a pricing mistake? Are you taking the property to auction because you don't want to sell it in a week and then have three weeks of trying to find your next listing, instead trying to leverage and not only get the best price but also get your next listing?

So, there are just so many different applications for it that again, if we talk about archaic thoughts, that that notion of the reason why I take a property to auction is cause I want buyers falling over themselves and I want competition and sell it. Well that's, that's cool if you sell in Paddington or Woollahra, but how many markets are really genuinely like that every single time, particularly here in Southeast Queensland. Not many at all. So, I think it's an understanding and appreciation of why you take it to auction and then a skill set inside and understanding that, yep, it's going to hold me accountable. Yep. It's going to take me out of my comfort zone. Uh, but both of those things are good things for agents. You know, you can suffer in silence or you can succeed in silence, but if you run an auction campaign the benefits are going to be there for sure.

## Sherrie:

Yeah. And I think what's so interesting is that there is no one approach fits all in terms of campaign length or time or anything like that. So, you might even be talking about in Sydney, those two markets might be quite different. So, they might fluctuate. You might choose to say, okay, we're going to run a three week or we're going to run a two week or we're going to run a four week, in Queensland like for me, with a lot of my prestige properties, when I take them to market, it's a four week print campaign with an auction on the, on the fifth. So you've got to do what's going to work for your particular marketplace. I don't disagree with what you're sort of saying but I do think there is a case for creating FOMO with your buyers, right? Cause this is what it's what it's all about. And I think that there's been different strategies in years gone by about starting off too low and keeping people in that probably shouldn't be a part of the campaign. But there are lots of things that you can do to kind of create this competition, this excitement. So, what do you think that they are Justin?

## Justin:

I'm going to start by saying something else before I get to that. I think we meet buyers all the time and say that they hate buying at auctions and you feel like saying to them so you must love multiple offers then, you know you get one chance, go in a dark room, sign your name here, have a guess of what the other person's going to offer if there is actually even another person and then sit in silence and wait for the answer to come. That's a terrible way to buy property. You know, transparency is such a good thing. I think we create FOMO with buyers, or we create competition with buyers, by engaging you, you engage buyers and you use in your advertising, particularly in motivation. You know, the great thing about auctions I think is that auctions have in built motivation. No one ever sees a property going to auction and say, nah, they're taking that to auction because the vendor wants too much. Never happens. People assume because it's going to auction that there's a realistic and motivated seller, which in 99 times out of a hundred it is. So use that to your advantage when you talk about things around the contract, if you, if you're going to talk to the, to the buyers, say, look, we need a settlement date on this property, the 28th of March. Therefore, the property's going to

# SHERRIE STOROR

auction on the 29th of February because they need an unconditional contract that's going to settle on the 28th of March. Saying that alone says everything to buyers. It says my seller needs it sold, they need a cash unconditional contract and there's a time deadline. So that's, that's more powerful dialogue than you know, the old dialogue, which is try bait them in lower and then get them there and then you have more competition to, to level things out.

**Sherrie:**

There's much better ways of doing things. So, what about you Thomas? What do you suggest for creating that competition between buyers and creating that real emotional connection?

**Thomas:**

Well, I think the biggest thing we got to look at this day and age is that, I don't know, when I first got into real estate in 2004 there was, there was a significant difference between different businesses and how different agents operated. Now there's not so much, you know.

**Sherrie:**

There's been a real level up hasn't there? Professionalism, everyone does great photos.

**Thomas:**

Everyone is on realestate.com, everyone is on domain.com you know, everyone's got their own database. There are agents now also heap of agents that could probably sell auctions just with their own buyer database, it's that good, right? So, everyone's pretty similar when it comes to that. The real difference is the negotiation that is that that is, that is what an owner is paying you for. And I think that the auction method is the best way to publicly portray your negotiation skills. So, in terms of creating FOMO, that is the best way because you don't have a seller that's got a fixed price and you don't have a buyer coming in looking at that fixed price. So, you've got a willing buyer potentially coming to the table and you've got a willing seller.

At that particular stage you are able to have a conversation without anything really feeling like anyone's being painted into a corner. So that's how you create FOMO. Now, if there's, if you're working in the marketplace where you've only got, you've only got one buyer coming in and they're, they're the ones, they're in competition with the seller just as much as they're in competition with a, with another buyer. They're also equally in competition with a date. And I think that does help a lot. And, and I do believe that, I do believe that a buyer will pay more when they're in competition with good energy and the best auction agents have a lot of good energy. You know, it's sort of like you create that you're going to get the best possible price.

**Sherrie:**

So yeah, that fear of loss. But I think it's pretty common. A lot of agents feel really uncomfortable about auctions and they get so wound up in the actual auction itself. And I know even when I go to auctions and I see the agent looking so nervous whether they've got bidders, or they don't. And I think an auction really is a showpiece and you guys get that, you understand that. But I also think that the agents need to understand that this is the time when you're actually on show in front of a whole marketplace.

Smile, pretend like everything's great even if you're not feeling that. But really, one of the biggest things that I tell agents is you have no reason to be nervous if you've done the work. The only reason why you should be nervous is if you haven't, and you're feeling guilty as, because you actually have not followed up every single lead.

But it is very common for agents or a seller wanting to cancel an auction if they don't feel that there are any bidders. And I know Thomas, I remember a particular time where we had a seller, had a very difficult seller here in New Farm who, we had issues around personality. I think the fact that I was a woman, do you know who I'm talking about? In Sydney Street and we actually, he wanted to cancel the auction and we got in the car and we drove up to Noosa and we went and had a meeting with him to convince him to keep the auction on track



# SHERRIE STOROR

because we just knew if he canceled the, the auction it was going to send a message out to the marketplace that no one wanted to buy it. So, we ended up taking it to auction the next day. We drove up on a Friday afternoon. Do you remember? And I was just smashing out the calls on the car on the way there and, and you wouldn't believe it. Somebody just turned up a register to bid. Do you remember there was like, there you go? That's exactly why you should never cancel an auction.

But I mean you must get this all the time where people want to cancel the auctions. What do you say to them?

## Justin:

Don't. And it's been funny because you know, we as an auctioneer, you get rewarded if they cancel it because you, you get paid and you don't have to turn up, you get a coffee break or a toilet break as your day as it may pan out. But you're exactly right. No one ever sees a cancelled auction and says, well they must have too much interest on that one. That's why they've cancelled it, it straight away hands all the power post auction across to the buyers to sit back and say, well we know we're in a favourable position to buy the property cause there's no other interest. And you're exactly right. If you run the auction, there's a chance you might sell it. It may be the one in a hundred, maybe the one in a thousand. There's a chance you may sell it. But I'll tell you what, if you cancel the auction, I can guarantee you're not going to sell it. And at the very worst you're going to have a mega open home, auctions attract more people. So, at the very least you're going to be able to stimulate, the listing heading forward. So yeah, it's a bit of a weird situation that people ring you and they say, oh, my owner is thinking about canceling this one, can have a chat to him and you sort of look at your diary and you're like, Oh, that's right at lunchtime I wouldn't mind just to be able to swan down for an ice latte somewhere. But you know that the right thing overrides everything. And the right thing is to run it through and look if, if they turn up and it doesn't sell, you know, agents can sometimes get really sort of negatively, you know, oh well that's it, that's the end of the auction journey for me. But all the time they run private treaty, open homes. No one comes through, they pack their flag up and then at 10 o'clock next Saturday they're doing exactly the same thing again.

## Thomas:

Yet, you know, prevention is better than a cure too. I think that most owners that will want to withdraw or cancel and the week leading up to the auction, they would have had that exact same opinion when you listed the property for auction, they would have been thinking and probably had discussions around, look, and we'll just cancel it if it comes up. So I do think that that's something where you do need to run through all the scenarios at your set to sell meeting or your pre-list meeting after you sign the paperwork and run through the benefits of, if we get to the last week of the campaign, we're looking light on the ground with genuine buyers who are saying they're going to be here bidding. This is why we still run.

Yeah, and what's hilarious is that people would probably find this surprising even though the auction clearance rates nearly 85% in Sydney, I had an auction on the weekend that the seller wanted to cancel. It was the best open home they'd ever had. We didn't have any registrations, but I was also able to present the property in a really positive way. And all of a sudden, you've got energy and energy flows through until post auction negotiation. And then you've got a seller who's saying, you know what, I'm so glad that you actually went through all the different scenarios and convinced me to run it. I do think a lot of agents, I loved what you said Sherrie there, because most of the agents are scared of what they don't know and they're judging what they don't understand as either a) they don't understand the process and if they don't understand the process, speak to your auctioneer and talk through that. But if you are worried because you haven't put in the work well that yeah, you should have a bit of a kick up your back side saying you haven't done the work

## Sherrie:

And you should be losing the listing!



# SHERRIE STOROR

## Thomas:

So, if you get to, if you get to the auction day and you've done the work, you'll never be sweating.

## Sherrie:

But I love what you say there because I think it's incredibly powerful about how you set up the auction to start with. And I think depending on the marketplace, but realistically even if you're in a boom market place, you should be saying this to your sellers where you should be saying, "look, it doesn't matter whether the property sells before, under the hammer or afterwards. And the auction itself is just actually the auction itself. It's an 11-minute process." But I think quite often we get caught up in that because we watch shows like *The Block* and so forth, which highlight, how exciting an auction can be, but it's not always the case.

So, I think if you do set it up in the correct way, then really that's the power of the seller feeling comfortable. Okay, we're coming up to the week before hand; we don't actually have any interest at the level that we want or any interest at all. They actually understand it's not a cancellation. But on the day, you know when you've only got one bidder or you've got no bidders and how many times do we have to do this Thomas, where we would literally go there, here and in Brisbane we go to a beautiful property, I've literally called the whole marketplace and everyone is coming, all the neighborhood, the whole building's coming and we've got no one. I'm telling them you've got to be there. I mean, what as an auctioneer, what; do you expect the agent to do, to keep up with that presence of what you're portraying to the marketplace in how to sell that property at that moment?

## Thomas:

If I'm doing an auction, there's one bidder on the property, I'd expect the agent to know everything about that buyer. I'd expect to know what they've offered on previous properties, if they've bid on other auctions. Have they bid at an auction before? How long have they been looking in the market? Where are they at with their preapproval on finance? What have they had for breakfast that morning? Everything.

Because if you've got, if you've got a buyer that you've got really good information on, you then have the ability to use the truth as the best form of negotiation, if you actually just peel everything back and you look at the benefits for buyers and sellers with buying and selling via auction, if you get to that particular point where a buyer is the only person who's going to be there registered on the day, that is actually the, if I was going to buy real estate and I found myself in a position where I was the only registered bidder on the day, I would love that because you get to negotiate exclusively with the owner without any competition, but you don't know what might happen afterwards and that is the actual fact which is going to happen, right.

So what I'd expect my agents that I work with is to be, I don't want it to be like **Peter Kakos** who's my General Manager in Victoria, , I think he actually said this to us at a training session we did like in 2010 with him when he was doing stuff with Jason and us, but he said real estate is not like that 'Thank God you're here' show that use to be on television where he'd get all dressed up in the actor would like knock on the door and they'd open the door and he wouldn't know what their walking into and then everyone would go, thank God you're here and they'd have to try and maneuver for the situation. Real estate isn't that. You literally, if you are educated and you ask the right questions, you've got the information, you can actually pull the deal together whether or not you've got one bidder, whether or not you've got five bidders, so I'd expect all of my agents and in fact even if they've got one, two, three, four, five to know everything about that buyer, especially in one bid of negotiation and always to act calmly, you never going to get it. Never going to get any deal across the line, if, if, if it's written all over your face that there's only one person on this and Oh my God, I need this deal and Oh my God, the seller is going to be absolutely just on me. I need the commission on this one and all that different sort of stuff.

# SHERRIE STOROR

## **Sherrie:**

I just find it really interesting that you sort of say this because realistically agents leave a lot of the work up to the auctioneer right on the day. I don't know if you find this, but it's just what I have noticed. It really is the agent's responsibility through the campaign to know what's happening with the buyer. It's actually their responsibility to really set the reserve and, to help the seller in terms of educating them with what the market has said about their property. Things that they like, things that they don't like. But do you still, are you still finding that agents are expecting this kind of good cop, bad cop scenario to happen at auctions?

## **Justin:**

I think that whole us, the gulf between good agents and average agents, the good agents see you as being the final couple of percent that it can come in and may make an impact based upon either the dialogue you have or the skillset or the lack of relationship. I think average agents or agents that maybe don't have as much confidence, really expect you to kind of be everything. I had an auction a couple of weeks ago an agent that turned up and was their first ever auction. I turned up in about a quarter two and they said, I've got your reserve form ready to go set the reserve of sellers so thought, okay, well that's what needs to be done. So, went how to chat to the sellers and spoke to them about it and it was very evident they hadn't received a lot of information about price. They were very optimistic, which is most sellers, but they were particularly, particularly optimistic. Anyway. So, I came back out and about, sort of about five too was about a 10-minute conversation and the uh, the agent said to me, so when did you start registering the bidders, and I said, well I guess now. So, we registered a couple of bidders and I took him aside and said, do you know anything about this buyer? Uh, I know they came through a couple of weeks ago, you know, and that, that just highlights for me the pleasure we get in dealing with good agents when you walk in and they say, I'd won on the weekend. And they said, look, I've had four building and pests. I reckon these three candidates are up in this bracket. The seller is a little bit high, but I think with competition we're going to probably get close to the reserve price. And then we've got another three registered bidders, they're all likely to be at a lower bracket, but I've already coached one of them up to start us. So at least we can get going. You walk in there and you can have a real impact cause you're only just doing a little bit and that little bit is valuable. Whereas if you need to do everything, it's dilutes your value, I think.

## **Sherrie:**

I think it's really hard for a lot of agents because they really just don't know what to say or what to do. And they do expect that that you know you're going to go in and basically kind of wave your magic wand. But how do you build trust with a seller when you're really meeting them for the first time, then basically you're in a high pressure situation. You're asking them to make big important life changing decisions. So it is, it is really tough. So, what really can you do, to start, let's say you were at an auction and quite often when we are starting it off there are crickets, right? No one wants to start bidding. So, what would you engage that you would, what would you suggest that you would say to an agent that can communicate with their buyers to start the bidding?

## **Justin:**

So the first thing is the conversation happens two days before. It doesn't happen on the Saturday morning. Correct. Because Saturday morning's too late. They've arrived with their bidding strategy and the problem that we find, particularly here in Queensland, I'm sure it's not all that different in Sydney, unless they're savvy, is every single person they speak to that week is giving them advice that the best way to buy at auction is to not bid. So, you've got to be the counter argument to that. So, try and get face to face with them 48 hours prior to the auction. Have a conversation with them and say, look, have you given any thought to what your strategy might be when the auctioneer asks for an opening bid. They'll say, yep, we're going to wait and see. You say, look, there's something you need to understand about waiting and seeing as a lot of other people are going to have that strategy. If you do the same thing as them, it's going to be very hard to beat them. What a better move is to get yourself out in front and put the pressure on those people and ask them this question, 'what price would you love to buy the property for?' 500K so what's the only risk that you run if you start bidding at

# SHERRIE STOROR

500K? They buy if. Wouldn't that be good? Yeah. So, let's try that. And then if that doesn't work, we'll just try something different.

But it's sometimes just having that conversation, but having it early enough that it's not Saturday morning when you're like, Oh, quick we should get a starting bidder, run around and try and get some, some people to try and change their strategy, they've spoken about during the week. Do you have anything different that?

**Thomas:**

Yeah, it all depends on which state you work in and what the, the vendor bid legislation is. I really think that's a great way to be able to encourage a buyer. And again, being transparent as auctioneers and as agents, you should be talking with your owners prior to the auction. Again, 48 hours prior to the auction I'd say in relation to what your strategy is, you shouldn't be getting your reserve set signed on the day. It should be at least 48 hours prior. At that particular stage you're going to talk about, okay, if we don't get a bid from the floor where, where, where are we going to open the auction? And generally, that's going to be at a level that is not the owner's reserve or just under their reserve. It's going to be at a level that that is going to encourage people to bid. So how about when we ring the buyers in the lead up to try and see where they're at, we say, look, just to let you know, if we don't get a bid from the floor, the vendor bids going to be this and the buyer will, I think a lot of buyers get taken aback when agents are honest and transparent. And I do think at that particular.

**Justin:**

Because expectation is that you're not going to meet their expectations.

**Thomas:**

The expectations of auction is that it's all smoke and mirrors, right?

**Sherrie:**

But also, that's with agents too.

**Thomas:**

And so at that level, if it is at a level that they would like to buy, most people would like to buy, which is what the vendor bid to open the auction generally is going to be, you'd say, well do you think that's a good buy? Yeah, we think that's a good buying. Well the reality is, we'd rather not place a vendor bid to open the auction. We'd rather someone being a genuine opportunity to be able to negotiate with the seller. Would you consider opening at that level?

Cause always seems to be this really awkward dance around the price of what that opening bid might just be. You're not telling them, you're saying that's not going to buy the property, but it's going to put you in a great position to be able to negotiate with the sellers and it's going to let you plant your flag in the ground and show that you're, you've got strong authority in this negotiation. So that's a great way to be able to, to maneuver that. But again, it comes back to a lot of people, we were in an age where people love just dealing with sellers. They don't like working with buyers, but buyers are a crucial part of us making money. They have to buy something for us to collect a commission. Yeah. And I think though, if a lot of agents focused on just really getting to know their buyers and building trust, I, talk about building relationship equity with people and that just takes a lot of time doing what you say you're going to do over and over and over again. And if you talk to a buyer four or five times in an auction campaign, you build that sort of trust. They will have an open conversation with you. But if you're just laying it on a buyer and like, as Justin said, on the morning of an auction, of course they're going to cross their arms and just say, hey, good luck buddy.

**Sherrie:**

Yeah. Well it's us verse them instead of actually going for the joint goal, which is actually to help them secure the property.

# SHERRIE STOROR

## Justin:

So one thing Sherrie just on that is I think realistically you should be setting your reserve ideally 96 to 72 hours out and then from the moment you set the reserve, you almost say to the sellers, look, I won't be in as much contact with you as much the next couple of days cause I'm going to be doing all my efforts on the buyers cause this last 72 hours, once the seller set the reserve, you can't really influence what they are going to do. The next influence piece is going to come on the day when you got bidding, but that last 72 hours is so critical for your buyers, like so critical because they're, that's when they're going to get a negative building and pest report. That's when their friend's cousin who did their real estate license back in 73 told them that you'd never buy at auction. You know they're going to have all this negative.

## Thomas:

Or we've heard from the neighbors that they want a hundred thousand dollars more then they actually want.

## Justin:

Spend your last 72 hours with your buyers and focused only on your buyers. Let the seller take care of themselves until auction day.

## Sherrie:

This for me is incredibly powerful stuff because this is the stuff that agents get really nervous about. It's like all these, there's no one there to bid and you know, then we start to see this old-fashioned notion about giving away bottles of champagne and all those sorts of things to start it off. It shouldn't matter. You should be giving away a bottle of champagne for them actually purchasing the property.

## Justin:

I've always wondering on that. If we place an auctioneers bid do, we get the champagne?

## Thomas:

I know, on that, it's interesting just because that is a strategy that you see a lot, especially in Sydney you see that a lot in terms of people giving out the bottle of champagne. And again, this goes back to I'm all for people doing what they think is great for their market and I'll never judge people on what their strategy is. But when right at the top of the podcast, I said the best auctioneer has strategic rhythm. And sometimes that opening bid can click off the great strategic rhythm rather than clapping someone, the champagne's got to be walked over, that's time that kind of deflates a little bit of tension and you need tension to create competitive energy as long as it's in that, that, that rhythm that we talked about. So just food for thought on that, I guess.

## Sherrie:

I like it. Sounds good.

So, you two are quite competitive and are you competitive in amongst yourselves?

## Thomas:

No, not necessarily. I'll openly say it, when Justin won the Australasian in Alice Springs for the first time, it had been something that he'd worked, he'd worked so hard for, to get to that particular point. And because I'd been there on that journey with him and I felt that I'd, been there and also, I'd worked hard cause it was something that was one of the best times of my career. I think watching him do that was really, really cool.

So, I guess that's been the best part of our relationship. And I think that that's what a lot of people can possibly learn from. Like there's a great book out that I've, I forget who calls it, it's called *'Ego is the Enemy'*. And I think if you learn to drop your ego and you learn to just help people, like it means a lot there. So yes, although in the, in the early days when we were playing that tennis on PlayStation and I was Roger Federer and Rafael Nadal at that particular point, **Rafael Nadal** hadn't won 19 majors and I thought I was killing it as, **Roger**

# SHERRIE STOROR

**Federer**, we definitely were competitive. I think once we stayed up until like one o'clock in the morning, until someone came and told us to go to bed. We were like one more, one more, one more. Nah we are pretty competitive. We obviously, we both, we play a lot of sports. We used to play a lot of sport and we still love that sort of stuff. And I think that helps. But I think that competition can also be a really healthy thing. If it's in a way where you don't have, have the ego. Yeah.

**Sherrie:**

But I remember that time too, because obviously we're working together in 2016 was it 2016 in Alice Springs? And I just remember like you actually, winning it, I remember seeing all the photos, and I remember it was literally like you'd won it Thomas and Justin you'd won it.

**Justin:**

But it was and it sounds flippant to say but it actually genuinely like, you know, Thomas has been a power of help in not only just the day to day conversations but particularly when you prepare for competitions. He's been a person that you run material past and do run throughs with, throws questions at you, you ask which tie you should wear, you know.

And actually, I missed it last year because Thomas was a judge last year, we got a prohibited and we got told a number of times that we couldn't work together despite other people in other States working together. But that's a story for another day. But I missed it last year. You sort of feel like you're not kind of, it sounds a bit funny but you're not complete because you've got this person who's always been there and, and like I know as soon as, I won in Alice Springs, the first person who I wanted to come and drink out of the cup was Thomas because Thomas had been the most influential person in, in assisting me to win it. So yeah, I think, it would have been interesting if you stayed as the auctioneer how that, that balance of competition would have balanced off, our relationship. But I think, I think it would have been fine. Like I, I think you would have, just worked around and had some fun with it and, and it would've been an extra layer.

**Sherrie:**

And as we talked about, you both are quite competitive. You've done a lot of sports. Justin, you were actually a State of Origin player for Rugby League,

**Justin:**

Many years ago, many many years ago.

**Sherrie:**

So it is about having that kind of team and having people in your corner, having coaches and having those support people because you are, and not a lot of people may realise this but you actually practice a lot don't you?

**Justin:**

I do. I think that sporting background has definitely, served both of us well, Thomas was a very renowned halfback. I whenever I want to laugh, I'll ring him up and ask him about his opinion on a halfback cause according to him, none of them are any good. So not as good as he was, but there's this little exercise where you add up a deck of cards and this has always been something that I've had a lot of practice in. So, you get a deck of cards, they add up to 340, If your ace is a one and your face cards a 10 and your time yourself adding it up. So, when I first started, I was two and a half minutes and now my fastest times 21 seconds.

**Sherrie:**

That's the other part isn't it? It's the mathematics.

**Justin:**

It's all numbers. If you're confident with numbers you can be relaxed and easy going and things can flow easily. But I think for us, our careers in a lot of ways have kind of replaced sport a little bit. Like we were used to sport where there was a winner and a loser and you

# SHERRIE STOROR

weren't always that winner, quite often you were the loser and there were setbacks and there were injuries and there was not getting picked for sides. That's a very good breeding ground for your career because that happens. Like anyone who thinks their Career is just going to start at this point and then just ascend without any knock-backs is, is delusional. So, I think that, the way we operate in our career has really replaced sport.

## Thomas:

Like it's interesting. I, I actually haven't seen and I've worked with a lot of people, I haven't seen anyone train as hard as what Justin trains to be as good as what he can be. And I think that's a really good representation that you need. You need an element of luck in everything you do to be able to get to where you want to go. I always use the analogy in sport, the ball, the ball tips your way, you collect it, you score, you win a championship, the ball tips the other way you can't control the way the ball tips and you lose a championship. Right? And the thing is though you, the whole notion is you can create your own luck. So when you practice so much and when you put that effort into it, like Justin's done, you kind of expanding the surface area of allowing luck to go your way, if that makes sense.

And a lot of people don't look at it like that this day and age. They're looking for the one opportunity that's going to change it all rather than putting themselves out there in that way. And in plenty of setbacks, like I remember Justin competed in a competition in, in Auckland and he came off the stage and, and, and was just blowing up deluxe and he came straight to me and I said, mate you stuffed up, and like he was it. And I think that that particular point as well, you learn from that. I think that that's, you know, competition is, is, is a good thing if you, if you harness it in the right way.

## Sherrie:

Yeah. Well I think it's quite interesting because we're talking here about the actual auction, but really for a lot of agents, the listing presentation is the competition. Like this is the championship, this is the go to yet; we don't practice our listing presentation at all. Most agents don't even have an elevator pitch. So, you know, it's quite interesting to hear the two of you talk about practicing and getting this absolutely perfect. And I think that could be really applied to the listing presentation for agents.

## Justin:

Definitely! My mantra has always been, and it doesn't matter whether it's a competition or a real auction, that if I, if I've done all I can in my preparation and I stand up and something goes out of my control and goes badly, then that's just what happens. But I'll never let someone else out prepare me for that situation. And I think it's the same with agents, like agents should be practicing things like objections and listing presentation dialogues because you don't want to do an objection for the first time when there's a \$17,000 commission on the line. Totally! You want to do it in your sales meeting when you fumble your answer, or you say the wrong thing and you stuff it up and it doesn't mean anything. So we always say, and we say this to our auctioneers, but practice this stuff when the bullets aren't flying. Because when they are flying, the stakes are too high to be, to be doing things where you're not 100% sure.

## Sherrie:

Yeah. And it's not uncomfortable and it's not embarrassing. This is actually your job. It's your job, you're a professional adult.

## Justin:

Exactly right. If we had to go to uni for three years and practice listing presentations and dialogues and objections in law, you know, everybody would be in a better place, but that's just how our occupations constructed. Yeah.

## Sherrie:

So, what's next for the two of you, Thomas? What's next for you?



# SHERRIE STOROR

## Thomas:

I just want to keep making all the people that I work with get better. You know, that's how Justin and I talk about this all the time and I think it's important to realign your goals and so forth. I'm coming up to a stage in my life, similar journey to where Justin is with his life now in terms of trying to start a family probably in all those different sorts of things.

Oh look, my mantra has always been that whatever you do, do it with everything you've got and make sure that you leave somewhere better off than when, when you first got to it. And that generally in in what I like to do now is seeing people grow and, and helping them, so I'll keep doing that. The Agency is doing amazing things and I just want to make sure that I'm, delivering upon the things that we want to do.

## Sherrie:

I love that. Justin, what about you?

## Justin:

Yeah, I think it's just, uh, continuing to strive to improve our business and what we do. But also, you know, Thomas mentioned it, balance is a big thing now. It's balancing your time of, of investing in your career, but also ensuring that your family life is, is a priority for you. I think the transition for me is going to be, particularly when a family comes is having all day Saturday calling auctions all day Sunday calling auctions is not going to be a feasible thing. So, looking at the way of transitioning away from that will be a challenge, because it's all unknown for a decade, is doing that. So, I think that'll, that'll be a nice challenge.

But there's, there's plenty of stuff in front, but I really enjoy working with agents and I'm lucky that in the last decade we've built up some, some great relationships with agents in Brisbane and on the Gold Coast. So I think just continuing to cultivate those relationships and grow some more, and, it's funny, the years always sort of pans out what it hasn't, what it hasn't planned for you. So just dealing whatever comes along the way.

## Sherrie:

Look, I'll have to tell you, it is very strange not working Saturdays when you've done it your whole life and then all of a sudden it's sort of not working quite as hard. It is quite strange.

So where can we find you both, if you know, viewers and those that are tuning in have loved, listening to you today, where can they find you?

## Thomas:

I'm most prevalent on LinkedIn and Instagram.

LinkedIn: <https://www.linkedin.com/in/thomas-mcglynn-96604464>

Instagram: <http://www.instagram.com/ThomasMcGlynn>

## Justin:

If you want to catch my bi-annual posts on Instagram, go there at Justin Nickerson, but my Facebook's where most of my stuff happens. We do a lot of live auctions and things on that. So I just searched me Justin because soon have an update of my profile picture since about 2012 I think a better head of hair then, so I'm just leaving it as it is.

Instagram: <http://www.instagram.com/JustinNickerson>

Facebook: <https://www.facebook.com/justin.d.nickerson>

Or Apollo Auctions Australia or Apollo Auctions NZ, if you happen to go from the other side of the ditch, wonderful.

Apollo Auctions Australia: <https://www.facebook.com/apolloauctionaus>

Apollo Auctions New Zealand: <https://www.facebook.com/ApolloAuctionsNZ>

Thanks for tuning in.

\*\*\*\*\*

# SHERRIE STOROR

**Subscribe:**

Did you enjoy this episode? If you did, please make sure you subscribe so you get notified of a new episode every Tuesday! Subscribe on iTunes [here](#).

The #BuildYourBestLife Podcast is in proud partnership with  
ListReady