



THE REAL ESTATE INDUSTRY'S
LEADING AUCTION COMPANY





ABOUT

Welcome to Under The Hammer,

As a business, Under The Hammer have always strived to deliver only the best quality representatives in both Real Estate Auctioneering and Real Estate Training.

Established in 2007, we have constantly evolved and reinvented ourselves, our technology and our systems as the industry and the marketplace have continued to change.

Currently, we represent one of the largest market shares on auctions in the Sydney property market and continue to look for ways to further expand that percentage. Whether it be providing career opportunities for developing auctioneers, or growing and working with our existing client base, we continue to work towards a nationally recognised real estate service business.

When you engage an Under The Hammer auctioneer, you are working alongside a dedicated professional who integrates themselves as part of your sales team, looking to represent your company at only the highest level of integrity and professionalism.

We look forward to speaking with you shortly and as always, should you wish to contact us please feel free to do so at any time.



OUR PRINCIPAL

Matthew Shalhoub

Starting his real estate career in 1994, Matthew Shalhoub has earned himself a reputation as a highly committed real estate professional. Since leaving behind a successful real estate career and picking up the gavel, Matthew has become recognised as one of the industry's leading Auctioneers.

As Principal of Under The Hammer, it is imperative that Matthew continues to set the standard for his dynamic team. His unique approach and delivery makes every Auction an event while making sure that the maximum result has been achieved.

As Under The Hammer has continued to develop, Matthew's primary role within the business has evolved to include client development and management. Working with agents to assist in the growing of their real estate businesses, Matthew has been utilised as a real estate coach for both individuals and businesses.

Matthew is determined to ensure that Under The Hammer remains at the forefront of the industry, embracing new technology and implementing advanced systems for clients to benefit. Part of this continued development and progress included the acquiring of a Real Estate RTO. As head trainer and CEO, Matthew has successfully blended the auction, training and coaching businesses into a well sought after and convenient packaged service.



OUR ELITE TEAM

Under The Hammer auctioneers pride ourselves on being the most professional and experienced auction team in the real estate industry. Our dedicated auctioneers are hand-picked and selected, and are trained up to the highest possible standard.

As leaders in our industry, it is imperative that Under The Hammer auctioneers deliver the best possible outcome for sellers each and every auction. Our strategies we implement are designed to exceed client's expectations and are paramount to our continued relationships with real estate agents and agencies.

Our auctioneers are specialists in their local markets and add an immeasurable advantage point to each and every sale. With continued personal development of both knowledge and skill, our auctioneers always strive to remain recognised as the elite performers and advisors within the real estate industry.

Under The Hammer auctioneers are supported by an administration team who operate behind the scenes. Handling all aspects from data entry to issuing of accounts, they emulate the service and efficiency that the auctioneers deliver to all Under The Hammer clients.



OUR DIFFERENCE

Under The Hammer auctioneers work hard on separating ourselves from the standard auctioneers available in the marketplace.

Since commencing in 2007, we have built a reputation in the real estate community as market leaders, generating fantastic outcomes and providing only the highest level of service to real estate professionals.

Our approach to each auction is to tailor base around what the agents require, not only from their auctioneer but also by what is needed for the property or vendor. Being actively involved with our agents on a regular basis, our success comes from an understanding of how they operate and what they are needing to achieve. We assist in building a synergy with our clients which makes the success on auction day more eminent, as well as allowing an unparalleled auctioneer and agent relationship.

With one of the largest market shares of auctions in Sydney, Under The Hammer auctioneers are exceptionally familiar with not only the geographic market but often with the buyers in attendance. Most likely having accommodated them at auctions previously, that familiarity can often be the difference in making the correct decision of approach on auction day.



ON SITE AUCTIONS

For many people in the real estate industry, Saturday is on site auction day and we strive to make the experience as pleasurable and successful as possible for our auction clients and their vendors.

Boasting one of the largest on site presences in the Sydney auction market, Under The Hammer auctioneers can be found on any given day across Sydney and the outer regions. Auction day is not only sale day, but should also be considered as listing day. Your prospects, neighbours, and local residents will often come out to view the anticipated event and will also use that opportunity to scrutinise the performance of the agents and the auctioneer.

Under The Hammer auctioneers deliver each auction with the knowledge that we are representing you and your brand, and are always conscious of the importance of not only getting the optimum result, but doing so in a manner that would represent your agency in only the highest calibre.



IN ROOM AUCTIONS

In Room auctions are a great option to Real Estate Agencies when it comes to their property auctions. Offering a number of advantages to selling your property onsite, In Room auction events provide a more controlled environment for both the agents and the sellers. With external factors such as traffic, weather and noise being eliminated, agents and auctioneers are able to focus their full attention on the buyers that are there for the properties. Buyers can find themselves in more direct interaction with the auctioneer and it is argued that this environment can have an impact on the level of the buyer participation.

In market conditions that may see buyer activity a little more scarce, an In Room auction event creates an atmosphere that assists sellers. Creating a more dynamic atmosphere, it allows your buyer to see the activity of others who are in the same venue at that same point in time also looking to acquire real estate via auction.

Utilising venues across NSW, Under The Hammer aims to customise each event to the agent's convenience. Our services includes the auction presentation, preparation of order of sale, strategic meetings in the lead up to sale, and personalised branding of the event.



CLIENT SERVICES

Vendor Communication



Under The Hammer's philosophy around vendor communication has assisted in the process of obtaining excellent results on the day of auction. We employ a three step communication program with vendors that is available on agent's request.

Strategy Meetings



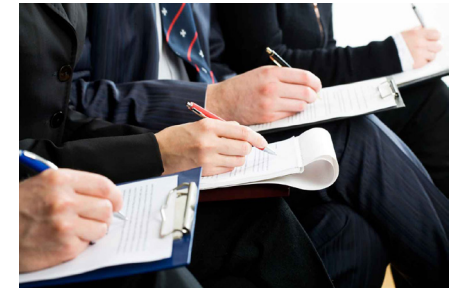
Success at auction day does not come by chance. It is paramount that the correct strategy is employed. Strategy meetings ensure the auction success, and are held either in person or via telephone prior to the auction day, to allow a more streamline understanding of the needs and wants of both the agent and the vendor.

Attend Office Meetings



We believe that our role as an auctioneer is not limited to just attending auctions. We pride ourselves on our interaction with sales teams on a regular basis, by attending meetings with sales staff to assist in the working relationship together.

Buyer Pre-Registration



Under The Hammer can facilitate the pre-registration of buyers in the event that it is required. By sending a copy of the buyer's identification, their information will be loaded to our CRM and a bidders number allocated.



MEDIA EXPOSURE

Sky News



Working with Sky News on a regular basis, we aim to assist agents in the coordination of live national coverage of their auctions on any given weekend. These broadcasts offer exposure for our clients and the properties that they are taking to auction.

Domain



Under The Hammer feature as spokespeople for the real estate industry with domain.com.au on a regular basis, and liaise with our media sources to offer our auction properties the added exposure through their expansive reach in the real estate market.

Sydney Morning Herald



Coverage in the Sydney Morning Herald's real estate section is always a great advantage for marketing auction properties and their agents. With access to journalists who are always looking to cover great stories, we assist in the introductions to agents and properties to this media outlet.

Social Media

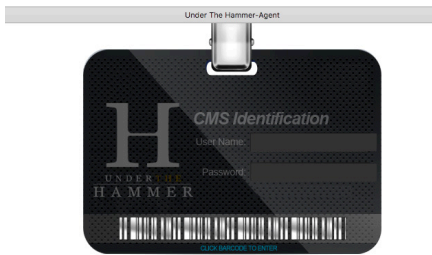


In the modern era, Social media exposure has become an integral part of real estate. Under The Hammer embrace the avenues available, linking with your brand and your agency along with the major media outlets to offer a wider reach to the largest possible audience.



TECHNOLOGY

Unique Agent Login



Our CRM has been custom built to accommodate agents and all of their requirements for the management of their auction properties. Clients each receive an individual login which is accessible via computer and handheld devices.

Online Booking System

Once logged into our CRM, go to the "Bookings" tab and enter in the property details. Select up to three options for auction date and time and submit your request.

Complete Property Data

Keep track of all the relevant information from your auction such as bidders registrations, bidding sheets, photos, audio recordings, video files and open home registers.

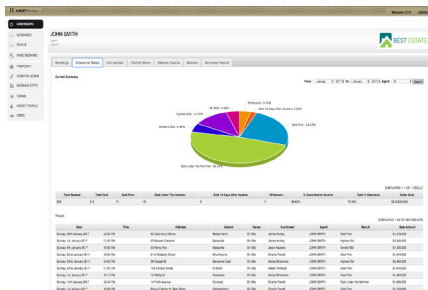
Open Home & Quoting Management

Our portal allows you to enter and manage all open home inspection registers, as well as the required logs on price quotes.



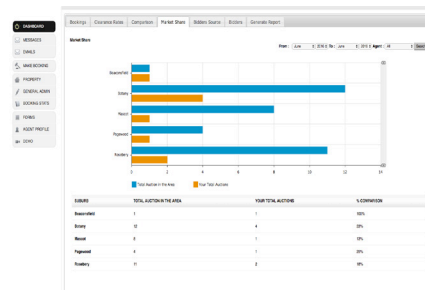
TECHNOLOGY

Track Clearance Rates



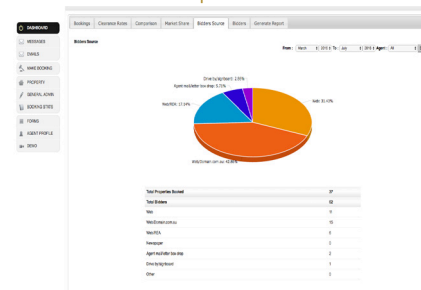
At your fingertips access all your clearance rate statistics for any selected period. Obtain breakdowns and a list of all results in any selected period.

Obtain Your Market Share



Cross matching your auction bookings with the total number of auctions booked in each suburb will provide an accurate report of your current auction market share for any selected period.

Identify Advertising Responses



Keep track of and identify where your buyers first saw properties advertised. This is a great reporting mechanism to potential vendors in marketing presentations.

Track Past Bidders

ID	Name	Phone	Email	Address	City	State	Postcode	Registration Date	Status
101	John Smith	08 1234 5678	john.smith@example.com	123 Main St	Perth	WA	6000	2015-01-01	Active
102	Jane Doe	08 9876 5432	jane.doe@example.com	456 Park Ave	Perth	WA	6000	2015-01-01	Active
103	Bob Brown	08 5555 1234	bob.brown@example.com	789 Hill Rd	Perth	WA	6000	2015-01-01	Active
104	Alice White	08 3333 9876	alice.white@example.com	101 Lake Dr	Perth	WA	6000	2015-01-01	Active
105	Charlie Black	08 2222 5555	charlie.black@example.com	202 Ocean Blvd	Perth	WA	6000	2015-01-01	Active
106	Diana Green	08 1111 2222	diana.green@example.com	303 Sunset Way	Perth	WA	6000	2015-01-01	Active
107	Frank Blue	08 9999 8888	frank.blue@example.com	404 Star St	Perth	WA	6000	2015-01-01	Active
108	Grace Yellow	08 8888 7777	grace.yellow@example.com	505 Moon Ln	Perth	WA	6000	2015-01-01	Active
109	Henry Purple	08 7777 6666	henry.purple@example.com	606 Sun Ave	Perth	WA	6000	2015-01-01	Active
110	Ivy Pink	08 6666 5555	ivy.pink@example.com	707 Wind Rd	Perth	WA	6000	2015-01-01	Active

Identify any past bidder from each of your listed auction properties. Searching by name quickly notes how many of your properties each bidder has previously registered for.



TRAINING COURSES

Real Estate Licence



Being a licensed agent has many advantages. You are more highly regarded in the industry with the opportunity of a greater earning capacity, you have more options in your work structure, and you are able to own and operation your own business. We offer flexible training options so you can complete this course by correspondence, face-to-face in a classroom environment, or a blend of the two in order to work around your schedule.

Certificate of Registration



A Certificate of Registration is essential for anyone wanting to enter the real estate industry in a sales, property management or client services role. By completing this course you will gain an introductory understanding of all aspects of working in the industry, to assist you in getting off to a successful start in your new career.

CPD Renewal



We appreciate the time restraints that come with a busy schedule, so have made completing your 12 CPD points simple and efficient. With the option to complete your CPD online, or send an enquiry with your desired topic and you will receive all the necessary paperwork via email to complete your CPD points via correspondence. We also offer group training in your office for teams of 6 or more.



TRAINING COURSES

Real Estate Diploma



The Diploma of Property Services is for those requiring to own, operate and manage a real estate agency. By completing this program you will acquire the skills and knowledge that underpin the fundamental concepts relating to operating and managing a small business enterprise.

Real Estate Coaching



Under The Hammer works with clients who are looking to increase productivity and profitability within their existing business. Our programs are designed to cater to agents of all levels and experience within the industry. Whether its an individual one-on-one session or a group training session, we structure our workshops to accommodate your needs and ensure maximum benefit is achieved.

Recognition of Prior Learning



Recognition of Prior Learning (RPL) is all about the skills and knowledge that you've gained through work and life experiences. Experienced Agents are invited to apply for an RPL assessment, which will determine how much of their industry experience can be applied to their training course.



AUCTION ACADEMY

Under The Hammer Auction Academy is the training facility that will get you prepared to enter the auction arena and help you embark on your career as a real estate auctioneer. Our academy is particularly designed for already accredited auctioneers who want to get into the field or fine tune their existing skills.

By learning from the best in the industry, our academy will lay the foundation for your success, giving you not only the tools required but will base your training on real and practice experiences that take place out in the field.

WHAT YOU WILL LEARN

FORMALITIES

- Legalities & Requirements
- Setting structure for auctions
- Where auctioneers traditionally go wrong
- What makes a good auctioneer

GETTING STARTED

- Delivering a good introduction
- Creating an effective flow
- Fluent property description
- Effective number calling
- Scripts & delivery workshop

CONDUCT AN AUCTION

- Identify bidding patterns with buyers
- Mastering the techniques
- Body language, tone and pitch
- Objections & scenarios

PROFESSIONAL ADVICE

- Business plan moving forward into your career
- Working with agents on the day
- Working with agents before auction day
- How to effectively market yourself



CAREER OPPORTUNITIES

A career as a professional real estate auctioneer can be exceptionally rewarding, allowing you to grow your business to heights that you may never had imagined possible.

With the flexibility to travel to numerous locations, successful auctioneers enjoy working with a variety of industry professionals, helping to transition buyers into a new home or assist sellers to making the next step in their lives.

While you aspire to make a full time career from auctioneering, the progression allows you to build your business at a pace while not removing your current income. Once established, client management will ensure regular income from your clients and potentially present avenues for other income streams related to the auction business.

OPPORTUNITIES

Under The Hammer have revolutionised the auction industry by providing the first system of it's kind for auctioneers. Our program enables auctioneers to run and manage their own businesses within the brand, while benefitting from systems, support and the leading name in real estate auctioneering.

Under The Hammer auctioneers have the capacity to earn a higher percentage than any other auctioneers within the industry, and are given the knowledge and tools to develop and grow their own individual business.



CONTACT US

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