

Media Release

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Auctionmania Grips LJ Hooker

Experienced auctioneers and those with passion, talent but not yet the formal qualifications battled for the LJ Hooker international titles at Auction Mania held on the Gold Coast, Queensland, on 25 August.

It was Scott Gemmell from LJ Hooker Project Marketing in Brisbane who produced the winning 'rookie' auctioneer performance in a strong showing from six contenders to claim the LJ Hooker 'World Champion Auction Idol 2011' title.

Jason Roses from LJ Hooker Tuggeranong, ACT, claimed the LJ Hooker 'World Champion Auction Icon 2011' mantle in a field of eight experienced performers, all winners of their respective Australian and New Zealand competitions.

LJ Hooker introduced the Icon and Idol competitions six years ago to encourage experienced auctioneers to test their skills against their peers and to unearth talent in the real estate industry. The training provides role models for up and coming auctioneers as well as showcasing the skills of the auctioneers in 'live' scenarios.

Graeme Hyde, experienced auctioneer and head of the LJ Hooker Institute and training team, said performing as auctioneers at all levels of competition had contestants facing the most challenging of auction scenarios.

With a standard of competitors he described as extremely high, Mr Hyde said: "The Icon and Idol competitions draw out the 'best of the best', from a real estate professional with years of auctioneering success behind them or those with limited experience.

"This competition provides the training and experience that will benefit LJ Hooker customers and their properties, and I am very excited about the LJ Hooker auction culture after seeing the depth of talent we have in our young auctioneers.

"Our goal is to produce a high standard of highly-skilled auction teams to benefit LJ Hooker's customers selling their properties especially timely with the spring auction market about to commence."

LJ Hooker Auction Icon finalists were:

- Darren Brady, LJ Hooker Harveys Papakura, New Zealand (second place);
- Aaron Booth, LJ Hooker Forest Lake, Queensland (third place);
- Tom Xenakis, LJ Hooker Strathfield, New South Wales;
- Stephen Tonkin, LJ Hooker Echuca, Victoria;

- Joe McDevitt, LJ Hooker Glenorchy, Tasmania;
- Michael Fenn, LJ Hooker Greenwith, South Australia; and
- Grant Winning, LJ Hooker High Wycombe, Western Australia.

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