

Focus on Auctions

A supplement compiled by Manuela Bernstein. Cell 082-951-3838, (011) 023-8160 or e-mail: manuela@global.co.za

Russell Kaplan - a trusted name in auctioneering

Going, going, gone are the days when putting goods on auction was the last option.

RUSSELL'S AUCTIONS have proved to be the top choice for reaching top prices. Revolutionising the antiques and collectable auction world, he has created a fun, funky and vibrant atmosphere, delighting sellers with serious record-breaking prices.

Interesting and unusual furniture, art, jewellery and objects and items, feature at Russell's monthly Saturday auctions. And there's a general household goods auction on the Friday before the Saturday antiques sale.

Got something to sell? Not sure what it's worth? Russell has the expertise, excellent

reputation and depth of experience to give you to an accurate valuation.

Viewing times: All day on the Thursday and Friday prior to the Saturday sale and late night viewing on the Wednesday from 17:00 - 19:00.

Get the best prices for your goods. Get the dates for upcoming auctions.

Contact Russell Kaplan on tel +21 11 789 7422 or on cell 083-675-8468.

Or pop in and see him on the corner of Garden and Allan Roads, off Jan Smuts Avenue, Bordeaux.

Traditional auction tips

An auction is defined as a public sale of goods or property in which prospective purchasers bid until the highest price is reached.

Why are goods sold at auction?

There are several reasons why goods may be sold at auction and it is important to know why the goods are being sold and where they came from; this information can be found by consulting with the auctioneers before the sale or it may be stated in the catalogue of lots relating to that auction sale.

How does an auction work?

When you arrive at the auction site you may need to register with the auctioneers in order to obtain a bidding number. The information required is usually your name and address and you may also need to pay a returnable deposit. You should be familiar with the registration requirements for the particular auction before you arrive, in case a large deposit is required.

If you have not viewed the lots for auction prior to the auction day, you will need to allow yourself time to inspect your prospective purchases before the auction starts, if this is allowed. Some auctions may not allow you to view the

lots other than in the specified viewing dates and times. With some "catalogue" auctions you may not be allowed to view the lots after the auction has started.

When a lot you are interested in bidding on comes up for sale, the auctioneer will announce the lot number (either found in the catalogue next to the item or placed on the item during the viewing period) and give a brief description of the item usually tied to the description given in the catalogue.

A starting bid will be suggested by the auctioneer and usually bidding will start below this price, so do not assume the auctioneer's starting bid is the lowest price available. If the item has a reserve price the auctioneer will often start the bidding above this price and reduce the start bid towards the reserve price until a bid is made. The auction catalogue will usually display a guide price for the item which is above the item's reserve price.

You are free to start bidding at any time after the auctioneer has announced the starting bid. Some auctions, especially

liquidations, bankruptcies and receivership, have no reserve prices, so give it a little time before you start your bidding. If there are no other bidders, your first bid may be the price you pay.

When bidding, it is usual to get the auctioneer's attention by raising your hand or making some other clear gesture to the auctioneer, followed by the amount you wish to bid if different to the auctioneer's announced price.

Now you have started bidding; the auctioneer will return to you every time the bid is against you to see if you wish to raise your offer. A clear shake of the head will indicate to the auctioneer that you do not wish to continue bidding.

Bids go up in steps controlled by the auctioneer and until the bid nears the assumed final price, a bid of less than this amount will not usually be taken.

If your bid is the final bid and the price reached is above the item's reserve price, you have been successful in your purchase.

Continued on page 18

want prices like these?

we want all your antiques, art, furniture & household goods

**Entries
wanted for
next
auction**



Walter Battiss, Matala, Crete, watercolour, signed, 43 x 58,6cm
SOLD R64 000



Walter Battiss, Composition abstract shapes, oil on canvas, signed, 33 x 40cm
SOLD R88 000



Ben Nicholson, Sussex, mixed media on paper, signed, provenance Goodman gallery, 25 x 28,5cm
SOLD R37 000



Cecil Skotnes, Red head Carved incised and painted panel, signed, 81,5 x 58,5cm
SOLD R135 000



Uwe Koetter, 18ct ring set with diamonds
SOLD R8 250



Irma Stern, Cape minstrel, gouache, signed, 1947, 36,5 x 31,3cm
SOLD R80 000



Celadon bowl on ormolu swan base, circa 19thC
SOLD R4 500



French hand painted marble topped & brass detailed cabinet with drawer & cupboard
SOLD R8 000



Pair of spelter winged figurine candelabras
SOLD R5 000

Wanted: Errol Boyley, Parravano, Otto Klar, Vladimir Tretchikoff, Irma Stern, Maggie Laubser, JH Pierneef, Gerard Sekoto, WH Coetzer, Cecil Skotnes, Preller, Gregoire, Rose Innes, de Jongh, Battiss, Norman Catherine, Adriaan Boshoff, Claerhout, Royal Doulton, Royal Albert, Silver, Murano glass, Lalique, Furniture, Clocks, Figurines, Bronzes, Susie Cooper, Display cabinets, Moorcroft, Clarice Cliff, Canteens cutlery, Wedgewood, Pianos, Jewellery, Watches, Carpets, Cut glass, Lenci, Goldscheider, Royal Winton.

russellkaplan 
auctioneers&property

www.rkauctioneers.co.za • 083 675 8468 • rka@global.co.za

Corner Garden and Allan Roads, Bordeaux

FOCUS ON AUCTIONS

Auction Alliance revolutionises auctioneering industry

Since the company's inception in 1992, Auction Alliance has transformed into an organisation that has revolutionised an industry.

RAEL LEVITT, CEO of Auction Alliance, has been in the auction business for almost two decades and facilitated the paradigm shift that saw auctioneering emerge from the shadows and establish itself as a strategic investment platform.

Today, Auction Alliance continues to create wealth, value and opportunity for their clients through making auctions a first choice method of investment and sale. With a relentless commitment to achieving results for both buyers and sellers of valuable assets, the company has continued to break all records and set industry standards while keeping their clients ahead of the game.

Auction Alliance, now offers a full suite of auction, sales and services across four key asset sectors throughout the country. Over the last 20 years, the company has become skilled at identifying the value of any given asset, and monetising that through disposition, acquisition or financing.

The four fully integrated, yet independent, specialised divisions under Auction Alliance are:

- Residential
- Commercial
- Capital assets
- Agricultural assets

The company has created an ultimate trading platform, becoming a preferred partner to leading investors, corporates and private individuals. Through continuous innovation, market intelligence, people and leadership, it has firmly entrenched its reputation as a market maker and a market leader.

Innovation

To remain "ahead of the game" Auction Alliance has established itself as a market innovator and continues to lead the market through its innovative products and through providing winning solutions for both buyers and sellers.

Through various strategic mergers and partnerships, the company has managed to gain valuable industry knowledge and expertise. It was these elements that allowed Auction Alliance to introduce other industry-changing innovations to the market place.

Comments Levitt: "Creating a vision, identifying new markets, new market trends and new business opportunities, is our passion. Turning all of these into reality is gratifying, especially when that reality involves helping clients become successful."

Its innovations are now regarded as industry best practices and in spite of conducting southern Africa's highest number of auctions in both value and volume, Auction Alliance is not a company to rest on its laurels.

The brand's achievements include a long list of international and local awards spanning an array of business and marketing categories. Of particular pride to the brand, was growth of 600 per cent over a period of five years.

People and leadership

The group believes people and relationships are crucial to the success of any company. Adds Levitt: "Building relationships is key to our success and will always be an essential aspect of how we conduct business."

Each team member has found a place where they are inspired to be the best they can be. Together they make a formidable team boasting many years of success.

"One of our successes was finding the right people who became auction missionaries. They convinced the market that auction was indeed a first choice method of sale."

Auction Alliance continues to achieve record prices for its customers year after year due to the experience gained over the past 20 years in the industry.

Trusted long-term partners

Auction Alliance's clients regard them as a reliable and trusted long-term partner. One of the company's most cherished values is that they exist for their clients and that they are ranked at the top of the organisation.

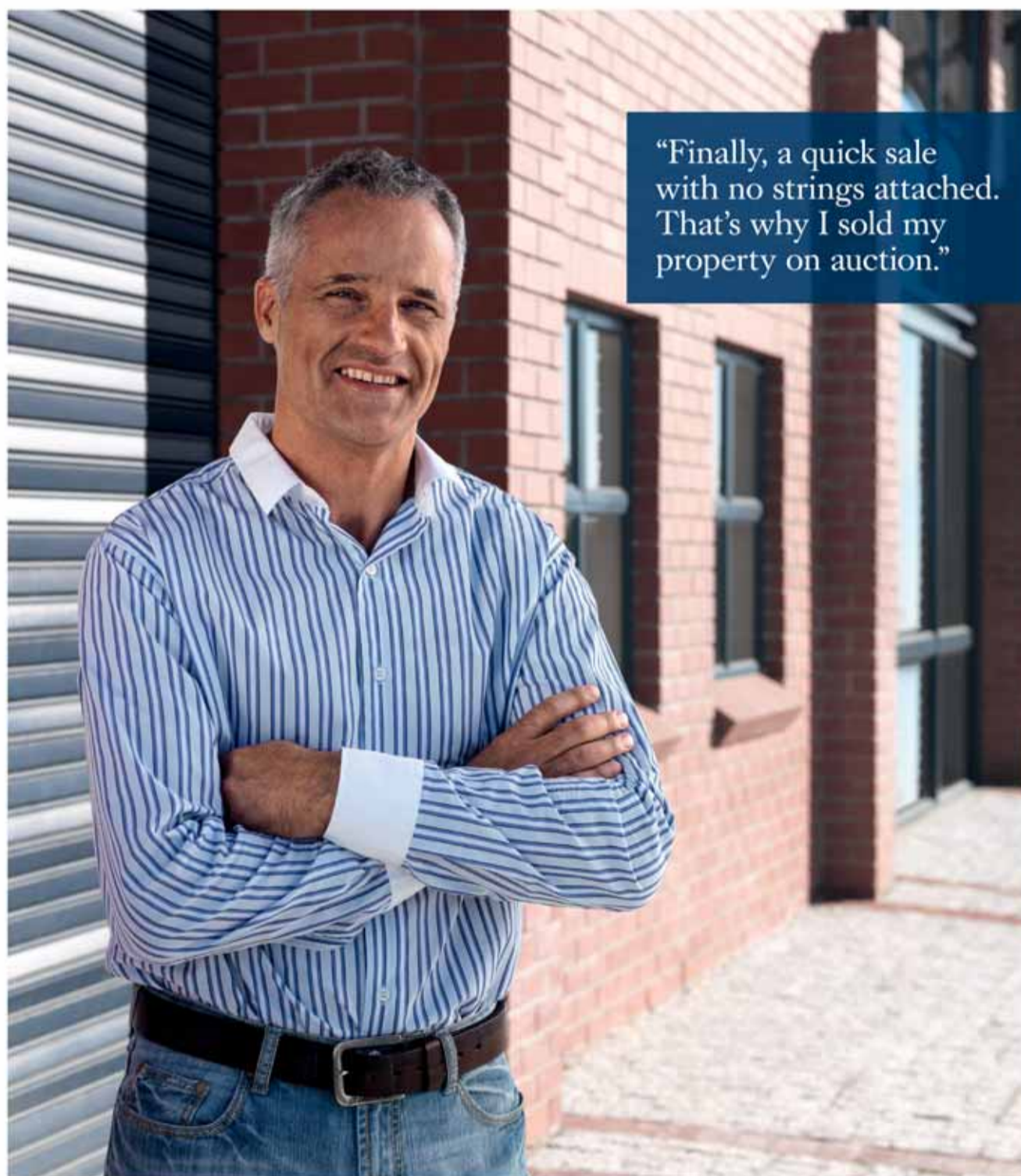
With a history of stimulating markets, best-of-breed team members, an extensive footprint, superior market intelligence, and decades of experience, Auction Alliance is committed to keeping clients ahead of the game and is well on track to achieving its strategic objective to find superior solutions for its clients through an uncompromising determination to achieve excellence in everything it undertakes.



Above: CEO Rael Levitt briefing his team at an auction.



Left: A capacity crowd attending an auction at the Southern Sun, Grayston Drive.



"Finally, a quick sale with no strings attached. That's why I sold my property on auction."

Our auctions work for sellers. They're easy, efficient and quick, and as a seller you're always in control. This is why more and more people are choosing Alliance auctions as their preferred method of buying and selling real estate in South Africa. And with the highest sales confirmation rate in the industry, it's no surprise. Speak to us today about getting your property onto our next auction sale.

www.auction.co.za - 0861 alliance

AUCTION ALLIANCE®

Ahead of the Game

FOCUS ON AUCTIONS

Lower interest rates make car and truck auctions more attractive

IN SPITE of the fact that the Reserve Bank has decided to keep interest rates at their current levels, the previous five cuts in rates have injected new life into already booming car and truck auction markets according to leading players, Park Village Auctions.

That partly explains the excellent demand at recent truck and vehicle auctions, where near sell-outs of stock have been achieved, says PVA's Clive Lazarus.

His sentiments are echoed by Operations Manager LeRoy Augustyn, who is chiefly responsible for truck sales.

Lazarus says the lower cost of financing vehicles is now reinforcing an improved business climate in general.

That sets the scene for the next PVA auctions

- August 4 - Prolecon (cars)
- August 11 - Martindale (cars)
- August 17 - Benrose (cars) (non-runners and scrap)
- August 18 - Prolecon (cars)
- August 25 - Martindale (cars)
- August 26 - Nasrec (truck and trailers)

Adds Lazarus: "I'm not suggesting that we are out of the economic woods, but there are signs that business in general is getting to grips



with the quieter conditions and it's truly impressive that for most auction lots that come up for sale, there is a buyer.

"Also, the economic indicators in respect of aspects such as consumer confidence, fixed investment trends, company and personal liquidations and demand for credit business, is gathering momentum.

"However, there remains a wariness about debt and a determination to remain as liquid as possible, all of which bodes well for the auction market in general and the car auction market in particular in that both private and corporate bidders are reluctant to commit themselves to heavy debt and are seeking ways of meeting their transport needs as cost-effectively as

possible.

"What continues to impress us is the steady demand for auction vehicles of all kinds and in all price ranges.

"Now, however, as it becomes easier to finance auction vehicles due to lower interest rates, we anticipate a further uptick in demand for quality, low mileage, late model auction vehicles and trucks.

"Our assessment also suggests there is unlikely to be any fall off in the level of demand going forward and even as the economy recovers, we expect auction vehicles to retain their appeal."

• For further information, please call (011) 789-4375/6/7; or visit our site at www.parkvillageauctions.co.za

Traditional auction tips

Continued from page 16

After you have won the bid you will have to pay an immediate deposit. The amount of deposit will be stated in the terms and conditions of the auction catalogue. The type of payment method, such as cash, bank drafts, credit cards, etc will be stipulated in the catalogue.

The amount of time given to pay fully for the purchase and clear the goods from the auction house, will also be given in the catalogue.

Remember it is usual for the goods to be the responsibility of the purchaser after the hammer has fallen.

If the items for auction are large, heavy or difficult to move, representatives of removal companies will usually be present, but this is worth checking with the auctioneers before you make your purchase.

Hot auction tips:

1. Before travelling any considerable distance to the auction, you should obtain a catalogue of items to ensure the goods for sale are what you require. Certain auctions can be subject to cancellation at short notice and it is therefore a good idea to phone on the morning of the sale to confirm the sale is going ahead.
2. You should inspect the items thoroughly as most auction items are sold without guarantees. If items

are described as faulty, check that the faults can be easily repaired. Sometimes you can test the goods before the auction starts; ask the auctioneer if this is possible. Some motor vehicle auctions give you a period of time after the sale in which to return the vehicle if it is found to be faulty, but again check this with the auctioneer prior to bidding.

3. Think about setting yourself a price limit on the goods you are interested in and "stick to it" - how much would the item cost new with a guarantee?

Remember a "buyers premium" may be added to the final bid price at some auctions and local taxes may also be added to the price. (Check the "conditions of sale" in the catalogue or consult the auctioneer before bidding.)

4. Catalogues are not set in stone and items listed can change.
5. Listen out for any changes stated by the auctioneer in the description they give of the item at the start of bidding.
6. If you bid for the wrong lot, tell the auctioneer immediately, although you have a legal obligation. Once you have won the bidding, the auctioneer may present the item for auction again, but this is purely at the auctioneer's discretion and you may have to make up any difference if the final price is lower than your original successful bid.



PARK VILLAGE AUCTIONS



Find your **car** or **property**



- Low mileage, clean vehicles at wholesale prices
- Commercial, passenger & salvage vehicles
- Asset disposal specialists
- Prime property auctions & sales
- Commercial, industrial & residential property

Tel: 0861 parkvillage • www.parkvillageauctions.co.za

FOCUS ON AUCTIONS

As a collector, love what you buy says Stephan Welz

Stephan Welz & Company (Pty) Ltd has been in existence as one of South Africa's premier auction houses dealing in fine and decorative arts. The company was founded in 1968 and continues a close working relationship with Sotheby's worldwide.



THE LANGUAGES of expression in art are as diverse as personality types. You will be spoilt for choice. Starting your own collection is the beginning of a life-long love affair with what you buy and hang on your walls. It is not purely about investment. You have to as a collector love what you buy.

When purchasing a painting or any decorative art item, demand a full condition report including a black light analysis. Just because you're buying a big name artist, understand that certain periods of an artist's output are more desirable and hence have a higher value than others. For exam-

ple a Pierneef work executed in the artist's mature style will be worth more than his earlier works.

As a collector, you can safeguard your investment by empowering yourself with information regarding historic saleability of certain artists and how broadly those artists

are handled through established auction houses and galleries.

Whatever you buy, make sure that it talks to your heart and not only your head because if it fails to truly appreciate, you may have it for the rest of your life.



Most works that become available on the auction market have been part of a collection that has been amassed over a lifetime. Art is seldom a "quick turnaround investment"; it is most definitely a long-term fund that if assembled correctly, can give the owner generous returns within their lifetime.

Many collectors prefer investing in art as an alternative to a retirement annuity; the only difficulty being one day having to part with these beloved objects. The best thing that a collector can do for themselves is to adhere to the adage that you should buy the best item that you can afford by a top artist rather than a poor quality piece by the same artist. Rather buy a jewel than a flashy stone with flaws.

Dealers and auction houses who have been in the business for a period of 20 years or more, have a wealth of knowledge regarding the performance of certain artists' work in the primary and secondary markets; do not be afraid to ask for this information.

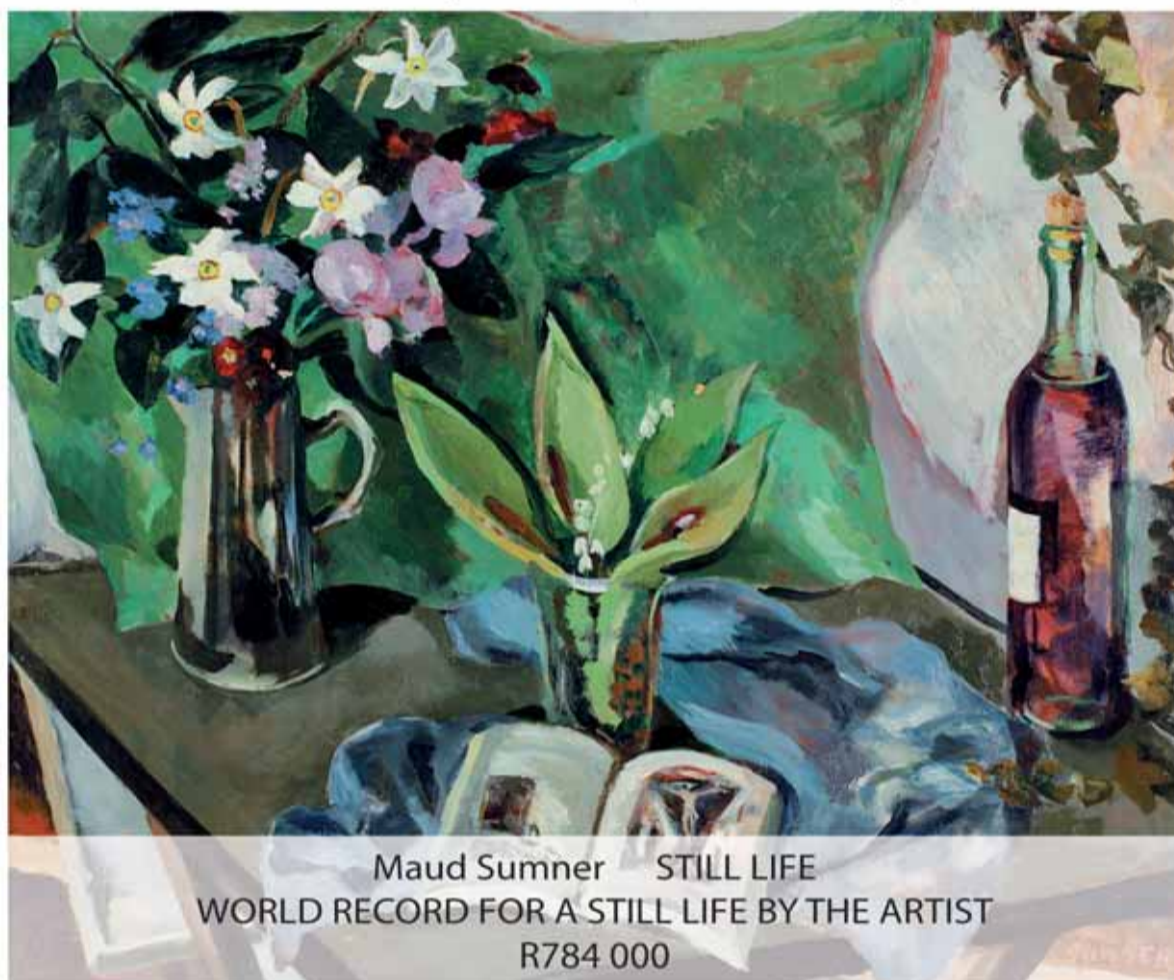


No dealer or specialist has the gift of foresight to predict future trends and values with certainty and remember, you need to like what you buy.

When buying, you should consider that auctions are public platforms where both dealers and private collectors have the opportunity to acquire beautiful pieces.

The acquisition at auction is often at prices that are the fairest value and reflection of the secondary market. Buying through galleries leaves you as the collector purchasing items acquired at auction which may have then been marked up on the gallery floor.

THINKING OF SELLING? Auction is the proven place to do just this



Maud Sumner STILL LIFE
WORLD RECORD FOR A STILL LIFE BY THE ARTIST
R784 000

If you have paintings, silver, ceramics, furniture, jewellery, watches, books, carpets or cars, come & speak to the specialists at Stephan Welz & Company - with knowledge and experience we are able to give you invaluable & free advice & guidance.

Please call for an appointment:

Cape Town
021 794 6461
ct@swelco.co.za



Johannesburg
011 880 3125
jhb@swelco.co.za

The Great Cellar, Alphen Hotel, Alphen Drive, Constantia 7806
13 Biermann Avenue, Rosebank, 2196

Stephan Welz & Co. EST. 1968
AUCTIONEERS OF DECORATIVE & FINE ARTS
www.swelco.co.za

FOCUS ON AUCTIONS



Her love for auctions comes from way back

ANDREA KEARNEY
(from Andrea's Attic)

I WAS NINE years old when my mother took me to my first auction. I fell in love with a blue chair with buttons, a high back and no arms. I wanted it for my room. My mom asked me how much money I had and told me to put my hand up when the man started talking and when he got to that figure I must put my hand down.

I was so nervous and excited, wondering whether I would get it or not. The whole experience was so different - such fun. I'll never forget that day.

To this day, those feelings exist every time I go to an auction. Will I get the piece I want? Who is going to bid against me? Can I afford it?

It seems like I've been attending auctions forever, but I never get bored.

I then had my own child. Having no-one else to look after him, I packed some peanut butter sandwiches and juice and took him to his first auction. He was three years old.

A whole bunch of toys came up for auction. He was clearly watching what was going on because as the auctioneer started the auction, he raised his hand. He kept his hand up and when the auctioneer knocked it down to him, he toddled off behind the counter to collect his toys.

He too was bitten by the auction bug.

I have been fortunate in being able to turn my passion into a business. I now source collectables, antiques and investment art for my clients.

Attending an auction is an experience. Here are a few tips on how to go about it.

1. If you are a novice, go to a general household auction. They have a great mixture of all sorts of items, books, tools, ornaments, kitchen utensils, furniture and paintings - anything you may need for your home.
2. Choose an auction house near you.
3. The Star on Fridays has all the upcoming auctions for the week ahead.
4. Viewing times: This gives you an option to see the items on auction, find something appealing and check its condition before the auction.
5. Ask the office for a catalogue which lists the lot number and description of each item.
6. Mark the lot number of the item/s on your catalogue so you will know when it comes up for sale.
7. Most auctioneers go through about 100 items per hour so you can gauge the time that your item will come up for sale.
8. Prior to the auction, you will be required to give all your details to the office and give a refundable deposit of between R500 to R2 000. You will then be issued with a buyer number on a card or a paddle which will be used to record your successful bids.
9. You bid by putting your hand up as the price is called. If it gets too expensive, put your hand down.
10. Sometimes an item will have a reserve price. This means that the bidding has to start at that figure. Bidding for items with unreserved prices can start anywhere above zero.
11. The amount you bid is not the amount you pay. The auctioneer's commission and VAT have to be added to the value of the successful bid.
12. There might also be delivery charges if you do not have a suitable vehicle and the auctioneer may charge storage if you cannot remove your items immediately.

You can find interesting things at an auction. You can get bargains. You can also pay excessively for something if you get caught up in the moment.

Try it - you will love it just as I do.

ANDREA'S ATTIC

WE BUY FOR CASH

- INVESTMENT ART

- ANTIQUES

- COLLECTABLES

(WE ALSO SOURCE TREASURES FOR YOU)



PHONE ANDREA ON 083-7600-482

FURNITURE: Antique, old, second hand and new

JEWELLERY: Gold, silver, costume jewellery and other

PAINTINGS: South African artists (Masters) and other good pieces

SILVER: Hallmarked silver, silver plate and EPNS, (cutlery, bowls etc)

GOOD CHINA & PORCELAIN: All good pieces. Royal Doulton, Moorcroft, Royal Albert, etc

Bronzes, Sculptures and Figurines

HOUSEHOLD & OFFICE GOODS



WE COME TO YOU.

NO HIDDEN COSTS. NO COMMISSION.

NO CARTAGE CHARGED. JUST CASH FOR YOU.

FOCUS ON AUCTIONS

A frequently put question: Why auction?

SHANNON WINTERSTEIN
MANAGING DIRECTOR, AUCOR

**Shannon
Winterstein**

AUCTIONS ARE fast becoming the first choice for all sellers and not just those who need to sell quickly. Whether selling or buying, auctions are growing in popularity, and have numerous advantages.

By definition, an auction is a process of buying and selling goods or services by offering them up for bid, taking bids, and then selling the item to the highest bidder. While auctions have been around for many hundreds of years, we recognise that not everybody is a seasoned auction buyer and that auctions can be intimidating for first-timers.

So, how does one reduce the pressure of ten experienced by first-time attendees?

Here are just a few auction advantages:

- Auctions create competition
- There is no price ceiling - the buyer names his or her price
- The process is transparent and fair
- True market value is achieved
- Fast asset realisation



However, not all auctioneers are created equally. There are unfortunately numerous fly-by-night companies which are giving the reputable players a bad name, so it's worth doing a bit of homework and asking some key questions of auction houses before venturing further.

- Does it have a database of buyers to attract bidders?
- Is it affiliated to major national and international industry bodies?
- How many auctions does it perform each month?
- Does it have asset-specific professionals who specialise across different industry sectors?
- Does it have qualified valuers to provide accurate, true-market estimates?
- Is it affiliated to all the main appropriate national and international governing bodies?

Once you're satisfied that the auction house in question meets those criteria, there are rules that need to be adhered to.

Rule 1 for the first-time auction-goer is to attend as an observer and get a feel for the method and the auction house.

Rule 2 is do your homework. Know what you want to buy, what it's worth and what you are prepared to spend. It's very easy to get caught up in the excitement and sheer adrenaline rush of an auction and then to experience a strong case of buyer's remorse afterwards. If you need to arrange finance prior to the auction, ensure that everything is in order before you make your first bid. And lastly, if it looks too good to be true, it probably is.

Once that's all in order, it's auction time! Good luck!

With over 40 years of industry experience and with a diverse range of operational sectors, Aucor is at the forefront of auctioneering in southern Africa. As Africa's auction authority, Aucor offers the optimal turnkey solution, through which goods change hands, and value is added.

Aucor operates as a conduit, relieving people of unwanted assets and rationalises the search for willing buyers. It represents both the buyer and the seller, providing support to both parties without the presence of an intimidating auction house personality.

Aucor's sub-Saharan footprint provides it with extensive reach throughout the African market, as well as the rest of the world. Its services extend beyond the traditional realm of finance, logistics and trans-

portation, into pre- and post-sales support and consultation, professional appraisal and insurance salvage.

Aucor's extensive presence across 16 fully operational vertical sectors, combined with a blue-chip client base, stands testimony to its broad industry expertise and acumen.



Your total auction solution.

Aucor's 42 years of industry experience with a diverse range of operational sectors puts us at the forefront of auctioneering within Southern Africa.

- | | |
|-------------------------------------|---------------------------------------|
| ■ Aviation & Marine | ■ Home & Office |
| ■ Cars & LDV's | ■ Jewellery & Collectibles |
| ■ Catering & Hospitality | ■ Manufacturing |
| ■ Construction | ■ Mining |
| ■ Heavy Commercial Vehicles | ■ Real Estate |



Aucor
AFRICA'S AUCTION AUTHORITY

National call centre: 0861 2828 46
www.aucor.com

MIDRAND • CAPE TOWN • DURBAN • BLOEMFONTEIN • PORT ELIZABETH • NAMIBIA