

Auctioneering Mastery

The rostrum, the crowd, the law.

VERTICAL	LEVEL	DURATION	MODULES
Auctioneers	Advanced	16 hours · 9 modules · 35 lessons	9

Programme overview

For agents progressing into calling auctions. Bid-call rhythm training, vendor-bid rules across every state, on-site crowd control, and the psychology that turns hesitant registered bidders into competitive ones. Program includes 30+ video demonstrations of live auction calls with expert annotation.

What you'll master

- 01 Deliver a compliant, high-energy bid call in front of any crowd size
- 02 Manage vendor bids and legal disclosures on the day, in every state
- 03 Read a crowd and adjust cadence in real time
- 04 Design an auction campaign that produces registered, motivated bidders
- 05 Work a passed-in auction toward a signed contract inside the 60-minute window
- 06 Meet the ethical and legal obligations of the Auctioneer role in NSW, VIC, QLD, SA and WA
- 07 Deliver a memorable rostrum presence that vendors specifically request

Skill focus

- Bid Calling
- Crowd Control
- Vendor-Bid Rules
- Auction Psychology
- Legislation
- Marketing Auction Campaigns
- Post-Auction Negotiation

The syllabus

9 modules · one standard

I. 01 · Owning the rostrum

4 LESSONS

01	Opening the crowd — the first 60 seconds	masterclass · 13 min
02	Bid-call rhythm and cadence	masterclass · 16 min
03	The bid-caller's vocabulary	reading · 10 min
04	Knowledge check	quiz · 8 min

II. 02 · Vendor bids — the legal minefield

4 LESSONS

01	Vendor bids in NSW	reading · 12 min
02	Vendor bids in VIC — the 3-bid rule	reading · 10 min
03	Scenario: The vendor whispers 'just make a bid'	scenario · 9 min
04	Knowledge check	quiz · 8 min

III. 03 · Crowd control and psychology

4 LESSONS

01	Reading the room — micro-expressions and body language	masterclass · 14 min
02	Engineering competitive bidding	reading · 13 min
03	Knowledge check	quiz · 8 min
04	Scenario: Sixty people, nobody bids	scenario · 10 min

IV. 04 · Auction campaigns that produce bidders

4 LESSONS

01	The registration target and how to hit it	reading · 13 min
02	The pre-auction nudge call	masterclass · 10 min
03	Knowledge check	quiz · 8 min
04	Scenario: The vendor wants to pull the auction on Thursday	scenario · 9 min

V. 05 · Passed-in negotiation

4 LESSONS

01	The highest bidder's exclusive negotiation right	masterclass · 12 min
02	The 60-minute post-auction close	reading · 13 min
03	Knowledge check	quiz · 8 min
04	Scenario: Passed in at \$1.39m, buyer walking	scenario · 11 min

VI. 06 · Auction law by state

2 LESSONS

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|----|---|------------------|
| 01 | Auction rules compared: NSW · VIC · QLD · SA · WA | reading · 16 min |
| 02 | Knowledge check | quiz · 6 min |
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VII. 07 · Rostrum presence and brand

3 LESSONS

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|----|---------------------------------|----------------------|
| 01 | Voice training for auctioneers | masterclass · 12 min |
| 02 | Developing your signature close | reading · 10 min |
| 03 | Knowledge check | quiz · 4 min |
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VIII. 08 · Online and hybrid auctions

5 LESSONS

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|----|--|----------------------|
| 01 | How the major online auction platforms actually work | masterclass · 12 min |
| 02 | Bid latency and remote bidder verification | reading · 14 min |
| 03 | Calling an auction to a camera — energy without a room | masterclass · 13 min |
| 04 | A bidder's connection drops mid-auction | scenario · 9 min |
| 05 | Knowledge check: online and hybrid auctions | quiz · 4 min |
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IX. 09 · In-room auction events and the compliance audit

5 LESSONS

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|----|---|----------------------|
| 01 | Calling clearance under low-volume conditions | masterclass · 12 min |
| 02 | The auction-day compliance audit — what to check and document | reading · 14 min |
| 03 | Vendor bids on the day — practical discipline | masterclass · 11 min |
| 04 | Pre-auction check reveals a gap in bidder registration | scenario · 9 min |
| 05 | Knowledge check: compliance and low-volume auctions | quiz · 6 min |
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Important — non-accredited training

The Agent Academy is not a Registered Training Organisation (RTO). This program is professional development designed for elite outcomes and earning potential; it does not issue nationally accredited qualifications, statements of attainment or units of competency. Content is built around real industry practice — completion does not satisfy licensing or registration requirements in any Australian state or territory.

For state licensing pathways (Certificate of Registration in NSW, Agent's Representative in VIC, and equivalents), see theagentacademy.org/licensing. Complete your state requirement first — then train with us.