



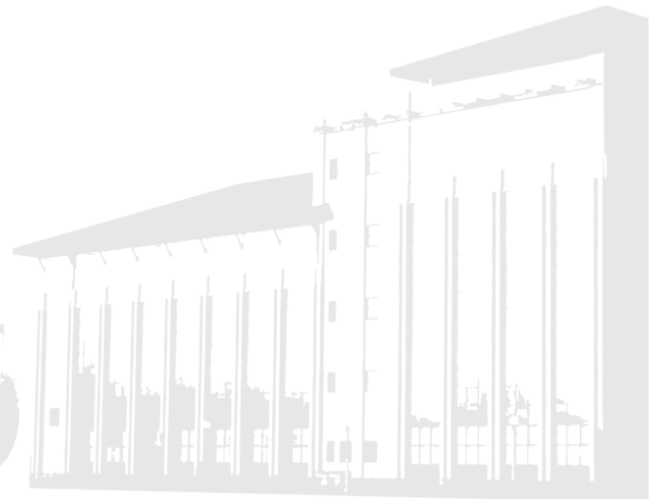
We turn assets into cash

Company Profile

Online



or
Onsite





INTRODUCTION

SA Auction Group was established in 2009. The creation of this division arose from a need we saw in the industry for an auction house that understands and can accommodate the client and each of their individual needs.

The managing director, Rudi Herbst and his professional and passionate team with their combined knowledge of more than 25 years in the field, has built a company that many corporate entities have come to rely on to turn their assets into capital. No auction is too big or too small for us to handle, and with a wide network of national as well as international buyers we can ensure you that the highest prices will be reached at every auction.

BUSINESS PROFILE

SA Auction Group offers our client the complete range of services including the auctioning of commodities, commercial development and properties, residential properties as well as industrial machinery and transport.

Our goal is simple: relieve clients of their unwanted assets and searching for willing, able buyers. By representing the buyer and the seller we provide support to all parties concerned. We are committed to our clients who are at the core of our business and take great pride in the excellent service we deliver through our respected, professional and passionate team. SA Auction Group goes beyond the traditional framework of auctioneering providing pre- and post sales support as well as consultations throughout the whole process.

As a national company that is well connected, each auction is guaranteed to have multiple potential buyers in attendance. Our people are specialists in their fields which means that when dealing with us there will always be someone available to assist in whichever aspect of the process you may need assistance with. This ensures that all matters are dealt with promptly and properly ensuring that none of your time is wasted.

We are firm believers in marketing, making use of the best publications available, as well as multimedia (website, social media and internet advertising) to run a comprehensive advertising campaign for each auction held making sure that buyers in every sector are reached at no extra cost to our valued client.

Because of the systems we have put in place, payment to the client can be made promptly after every auction. This ranges from between seven and twenty one days by means of an electronic payment system cutting client costs even further which makes the decision to use us as your trusted auctioneer a wise choice indeed.

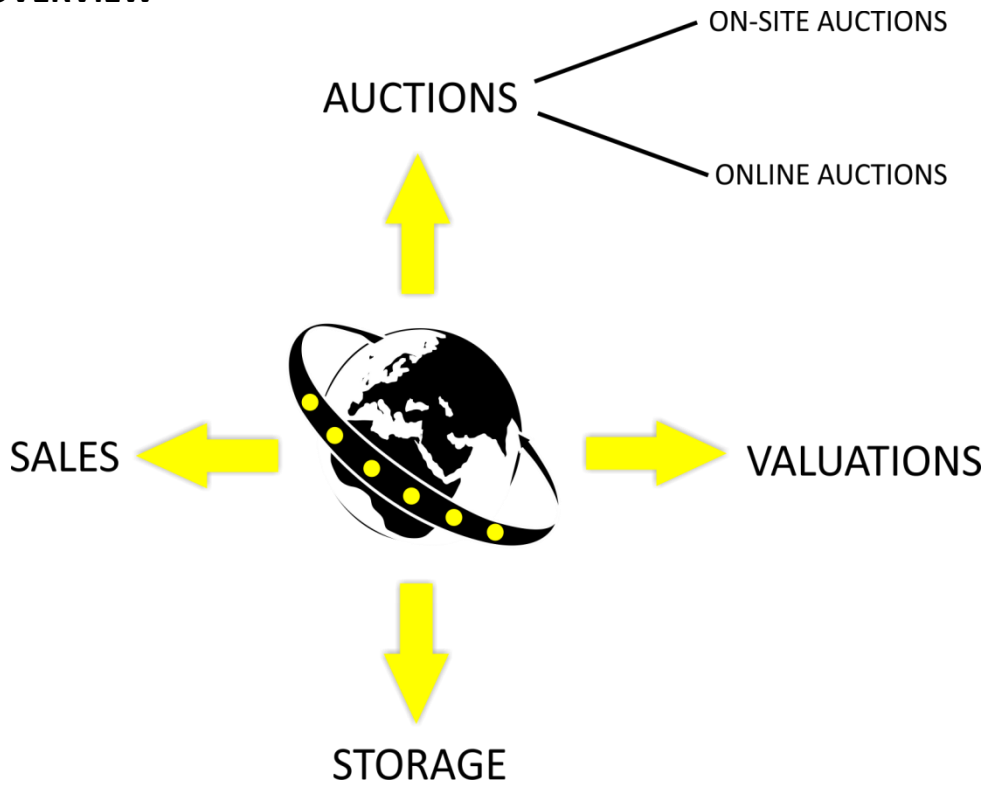
Whatever your disposable assets may be, SA Auction Group can guarantee an unforgettable auction experience with profits to remember it by. This is the auction platform of the future!

The success of our auctions we owe entirely to our auctioneers, who all share the same characteristics:

- In-depth knowledge of the product, commodities and property they auction,
- An understanding of the buyers through the gathering of vital information before each auction,
- The sense to attract attention to each sale,
- Dedication to achieving the best prices on each item sold.
- Professional, code honouring conduct at all time.

SA Auction Group will meet with any client, appraise the assets and draw up a proposal in accordance with needs outlining the costs involved, the time and date as well as the location and venue that best suits the client's needs. We place high importance on client satisfaction.

COMPANY OVERVIEW



Why SA Auction Group?

SA Auction Group is just one auction company in an extremely competitive industry, but why do clients choose us?

Our success is based on several factors including product knowledge, marketing and client service. The variety of services and resources that our company offer to the client puts us on the foreground of the auction industry in South Africa. SA Auction Group's head office is based in Bloemfontein, with branches in Johannesburg and Cape Town. These three branches currently serve the entire country and no auction is too big or too far for us.

Due to the nature of our services, we have obtained a responsibility to provide a full consultation to the buyer and the seller throughout all aspects of the process. There is a big demand to educate the general public about the auction industry and thus we regard it as essential to provide the potential client with the necessary exposure and knowledge about this industry which can sometimes be intimidating.

It is also important to build trust and good business relations at all times. A company's success also lies in its future. One of our biggest success stories include the business venture that we have with the Raubex Group. Our knowledge of construction and mining equipment as well as transport vehicles places us in the focal point of the above-mentioned types of auctions in South Africa.

We understand that demanding work circumstances and a busy schedule makes it difficult for buyers and sellers to be intensively involved with auction selling and buying. One of the ways in which SA Auction Group is helping to overcome this problem is with one of the most advanced online auction platforms in Africa.

SA Auction Group is a young company but this dynamic team has been able to present several high profile auctions in a short period of time. An example of this is the brick plant, Brikor. The disposal of Brikor's assets on auction reached more than R50 million.

SA Auction Group opened its doors at the end of 2009 during a recession and also during an aggressively competitive period in the auctioneering industry. If it was not for the passion and vision of the directors, the company would have suffered heavily and not added one drop to the overfull bucket. For such a young company that is 100% self-funded and that shows an annual turnover of much more than expected, SA Auction Group can be regarded as a company that cannot be stopped. We are extremely proud of the professionalism and positive approach with which we serve our clients on a daily basis.

WE CAN TURN ASSETS INTO CASH ONSITE



.... OR ONLINE

One of our biggest success stories include the business venture that we have with the Raubex Group. This business relationship has played a big part in the creation of SA Auction Group's online auction platform and the expected success that goes with it. During the group's first online auction, on behalf of the Raubex Group, the turnover nearly reached a staggering R14 million. With this successful launch SA Auction Group has proven to be one of the leading auctioneers in South Africa, especially when it comes to the hosting of online construction and mining auctions. It has also allowed us to broaden our buying/selling community. Several international buyers have now joined our party and now form part of our vast database.

There is no stopping SA Auction Group.



Our Valued Clients

KWJ



Home | About Us | Auction Categories | Sell Assets | Valuations | For Sale | Sold Gallery | Newsletter | Contact Us

On behalf of

 Raubex Group Limited
 and supplements



Opens **9 Sept @ 8:00**
 Closes **12 Sept @ 14:00**

Online Construction & Mining Auction

LOGIN

E-mail Address

Password

- [Forgot your password?](#)
- [Forgot your username?](#)
- [Create an account](#)

Login 

REGISTER TODAY

ONSITE AUCTIONS • **ONLINE AUCTIONS** • **FORSALE**

UPCOMING ONSITE AUCTIONS



Massive Mine Closure Auction

Diamond Mining Equipment Static Screener plant (with 2 Conveyers, bin and screens) 25ton DMS mobile unit (Bont Equipment) Flow short mobile Unit (complete with 2 flow shorts inside) Mobile drum screen with conveyer D/watering single deck screen X2 D/watering double deck screen X2 Scrubber with bin conveyer or Abnormal mobile steel bin Sludge pump Steel conveyer grid Static steel bin 9m Mobile conveyer 14FT pan 16FT pan (1sttop Engineering) 16FT pan

3 October 2013 @ 10:30

[VIEW NOW](#)

[VIEW ALL ONSITE AUCTIONS](#)

Enter text here.

search

HELPFUL LINKS

- ▶ Services Offered
- ▶ Guide to Auctions
- ▶ Conditions of Sale

VALUES

SA Auction Group values serve as the platform on which we operate and grow. We aim to supply a trustworthy service, based on sound business principles and backed by a strong code of ethics.

- We are constantly working to better ourselves.
- We are unwavering in our work ethic, professionalism, integrity and honesty.
- We exist for and because of our clients
- We achieve because we work as a team
- We have an attitude that says: YES!

MISSION

To continue to strive to provide a professional, hard hitting, power selling service through implementing our passion for our industry to ensure clients benefit by receiving the highest cash return on their property and loose assets.

To invest our high profile experience plus understanding of the impact and importance of continued ethical & professional business conduct into each client's transaction in order to facilitate excellent service delivery beneficial to all parties concerned.

CORPORATE GOVERNANCE

- SA Auction Group is proud to be associated with SAIA, the NAA & the Estate Agency Affairs Board of South-Africa and BBBEE.
- As a fast growing company in the auctioning of assets, we as SA Auction Group are committed to Broad Based Black Economic Empowerment (BBBEE). It is critically imperative to the continuing growth and success of our country; therefore we embrace BEE now and are committed to long-term economic transformation and upliftment.
- Our auction group is an accredited Level One contributor.
- All transactions, contracts & services provided are in accordance with professional affiliation standards.
- Financial management in alliance with professional auditing & legal service providers.
- Staff development and training focuses on empowering individuals with new skills and career growth and development.



BLUE CHIP CLIENTS



KWJ Prokureurs • Bezuidenhouts Ingl • Stander Venter en Kleynhans • Schoeman Maree Ingl • Phatshoanehenney Prokureurs
Rossouws • Liquidators on Call • Khammissa Attorneys • Ralph Litchman • Raubex • Wasserman Teerwerke • African Mobile Crushers
Babcock Volvo • Brikor • Jen Plant • Hugo en Seun • Nucon • Lohan Civils • HSH V&P Plant Hire (KBY) • Jonker Plant Hire
Pro Construction • Ruwacon • DIA Construction • Precision Hydraulics • BADAC Plant Hire • Hippo Trailers • Pretorius Plant Hire
Collected Waste and Scrap Metals • Xavier Motors • Bella Vista BDY- Charlie • N8 Car and Truck • La Vista Transport • Kritzinger Vervoer
Scania • SA Truck • Astrix Towing • Malarnie Breakdown Services • Max Tjabalala • Fidelity • Trigon Mining • Eddie Barnard
Millen Bredenkamp • Nationwide

THE BOARD OF DIRECTORS



Mr. Mhlooua Seoe (Blacky)
Chief Executive Officer

Our company has gone from strength to strength during the past 5 years and our vision for professionalism has been our driving force. We have been fortunate enough to build numerous high profile business relationships from scratch. One of these relationships turned out to be a major step forward for our company.

Our paths crossed with Mhlooua Seoe and our management team immediately knew that he should be a vital member of our team. Blacky, as he is also known, started his business journey in 1990 and has since driven more than seven businesses to major successes. He also currently serves as Executive Director and Chairperson of six other successful companies. Blacky has also been the active Chairman for the Free State Development Corporation from 2009 until 2013.

From his impressive business background of 24 years it is clear that Blacky's vision will play an integral part in SA Auction Group's future successes.

SA Auction Group's management and staff members welcome Blacky as the new company CEO and look forward to becoming an even bigger role player in the South African auction industry.

In July 2003 Aucor opened its doors in Bloemfontein which Rudi Herbst independently operated and managed. Within two years they became the market leaders and it was during that time that Rudi opened the first agricultural department, a group that specialized in selling farms and agricultural equipment. Unfortunately, Aucor's system did not provide any opportunities for his personal career growth and therefore Rudi quickly reached the ceiling where he could not further his career within that company.

In 2007 he was approached by Consolidated Auctioneers and entered their group as Managing Director. In April of 2007 he received the opportunity to establish himself within this new auction group but it was during that month that his journey was quickly cut short with a three year restraint of trade against him.

This situation resulted in unemployment. Again he was approached by Aucor to consider his previous position for employment, which would have been the easy way out at that stage. Luckily his entrepreneurial inspiration overwhelmed him and he declined their offer.

During May 2009 he bought off the restraint of trade and as a result of that SA Auction Group was born. After only three year's operation SA Auction Group established branches in Gauteng, Western Cape and the Free State and has accomplished enormous success for such a young national company.

Jacques has 15 years' experience in selling commercial vehicles and equipment. He gained his experience from being national sales manager at some of the biggest brands in construction and transport in the market. In addition to this, he gained extensive knowledge in selling commercial and industrial properties - a key focus area of SA Auction Group Gauteng.

Jacques is responsible for all operational functions nationally as well as SA Auction Group's brand new premises at Portion 842, Farm Doornkloof 391, R21 South Opposite St. George's Hotel, Nelmapius, Pretoria



Jacques Le Roux
Operational

Christo finds himself back in the Western Cape after 18 years in the Free State, bringing with him the small-town values of excellent service and transparency. After eight years in the building industry, Christo's passion for creating something new, or improving on something old, is the driving force behind his acceleration of the selling game in the Western Cape.

He believes that a fresh perspective and healthy competition are necessary to breathe life-giving air into the auction industry in these demanding economic times, particularly in the commercial property market. Boshoff also believes that in order to succeed you need to surround yourself with highly skilled and professional people. SA Auction Group Western Cape is the baby of the family and Christo is looking forward to raising it along these lines.



Christo Boshoff
Director: Western Cape

SUCCESSFUL AUCTIONS

SOLD!



Boksburg Commercial

Boksburg commercial property sold for R15 832 320.00 on auction.

Real estate agents could not sell it in three years.

SOLD!



Raubex Online

11 June - 20 June 2013

Raubex online

R13 190 341.50

SOLD!



Brikor

7 August 2012

Brikor Vanderbijlpark

Property: R11 million
Loose Assets: R10,9 million

SOLD!



Kandiri Lodge

10 November 2011

Kandiri Lodge

R 13 570 000.00

SOLD



Disposal Yard

26 Februarie 2013

Disposal Yard Auction, Bloemfontein

Construction, Vehicles and Loose Assets

R 1 510 329.13

SOLD



Disposal Auction

09 November 2011

Disposal Auction, Yard Bloemfontein, Construction and Vehicles and Loose Assets

R1 863 383.23

SOLD



Kakamas

03 November 2011

Kakamas Auction Vehicles and Trucks

R 6 638 298.38

SOLD



Bethlehem

29 July 2011

Bethlehem Smallholdings Auction, Smallholding and Loose Assets

R 833 842.47

SOLD



Vryburg Property

26 July 2011

Vryburg Property

R 729 144.00

SOLD



Weltrust

22 June 2011

Weltrust Furniture Removals Odendaalsrus, Vehicles and Loose Assets

R 181 404.00

SOLD



Texas Lodge

02 April 2011

Texas Lodge Auction, Loose Assets

R 145 807.40

SOLD



Disposal Auction

27 January 2011

Disposal Auction, Yard Bloemfontein, Construction, Vehicles and Loose Assets

R 1 251 640.02

SOLD



Prima Waterfront

5 June 2012

Prima Waterfront Stand Bronkhorstspuit Auction

R438 760.00

SOLD



Insolvent Estate

19 July 2011

Insolvent Estate R & L Chaytoo Property Auction Lenasia

R278 500.00

SOLD



GP Repo Yard

28 July 2011

GP Repo Yard Delmas

R2 950 839.30

SOLD



Antique Furniture

21 April 2012

Antique furniture Auction Kimberley Furniture and Ornaments

R 263 389.50

SOLD



Construction Yard

28 Maart 2012

Construction Auction, Yard Bloemfontein Loose assets

R 6 253 069.04

SOLD



Termination of farm

1 February 2012

Termination of farming Auction - Zoetbron Bethlehem Property and loose assets

R 4 575 791.28

SOLD



Commercial Property

19 June 2012

Arabella Trading Pty Ltd (In Liquidation) Commercial Property Auction Brits

R16 929 000.00

SOLD



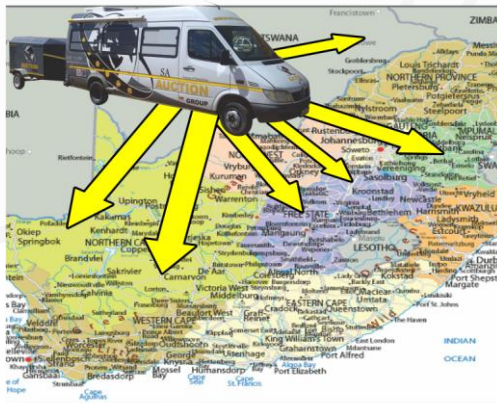
Heron Cove

1 June 2012

Heron Cove Auction. Hartbeespoortdam waterfront view vacant stand.

R603 295.00

MOBILE AUCTION UNIT



We host auctions ANYWHERE with our
Mobile Auction Unit

Contact Details

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