

## Shad Bailey – New South Wales

### **What is your background in the industry?**

From a young age, I dreamt of becoming an agent and auctioneer. When I was 17, I started working in agency in Dubbo. I became an AuctionsPlus assessor in 2003, completing my certificate under the watchful eye of Bob Russ. I became a Level 1 accredited assessor in 2011.

I am a fully licenced stock and station / real estate agent and auctioneer in both NSW and QLD. I commenced working with Colin Say & Co in 2008, becoming a director in 2009.

### **Tell us about your agency business?**

Colin Say & Co is locally owned and operated and is in its 59<sup>th</sup> year of tenure. We are a member of the RMA network and have topped the RMA branches for cattle throughput for the past 3 years.

We operate fortnightly cattle and sheep sales and conduct 10 stud sales annually.

### **How does AuctionsPlus fit into your business?**

AuctionsPlus plays an integral role in our business on a daily basis. It gives great exposure not only to our client's livestock but to ourselves as well.

There is no doubt that the introduction of AuctionsPlus has helped us grow the business as it gives us the ability to market stock to a national audience.

We use it weekly for both buying and selling.

It's a great way to advertise, promote and benchmark your stock.

### **Where do you believe you excel as an Assessor?**

I take great pride in what I do. I like to go that extra step to maximise my results. I feel I have a great rapport and trust as an assessor with my fellow agents and buyers – I'm always honest and assess how I see it.

I continue to want to learn and strive to be better, always listening, researching, and watching my fellow assessors and peers.

### **People you would like to thank?**

It's a team effort at Colin Say & Co.

We would like to thank all our clients for entrusting us with the sale of your stock – especially for our Queensland clients who have been forced to sell. Our purchasers and the people who have supported the stock we have listed. Without you these wouldn't be achieved.

I'd also like to thank my wife and 4 beautiful children for the support they've shown. The past 12 months have been tough with absences and long hours on the job.

Credit must also be given to the AuctionsPlus team and their leader, Anna Speer – the passion and drive she has is a large part of why the system is where it is today.

I am very fortunate and grateful for the opportunities I have been given. I've thoroughly enjoyed the past 2-3 years training up and coming assessors, with the belief of strengthening the buyer integrity on the AuctionsPlus platform and understanding there is always room for improvement. I've met a lot of great people and great young agents along the way and it's been great to watch you all grow, not only as assessors but as agents as well.