

# The fight for commercial supremacy

There is no denying that Sydney and Melbourne have always had a healthy rivalry. So much so that the capital of Canberra had to be placed between both cities to avoid a feud. So how deep does this competition run?

The book, *A Financial Tale of Two Cities*, chronicles the financial and commercial rivalry of Australia's two most powerful cities, Sydney and Melbourne.

Penned by leading finance figure Jim Bain, the book is largely based on Bain's experience in Australia's finance industry as stockbroker, banker and chairman.

Bain begins the book by exploring the settlement and beginnings of both Sydney and Melbourne.

Going into exceptional detail, Bain explains how the gold rush and Eureka stockade inevitably brought on the banking supremacy of Victoria that was to plague NSW until the early 1980s.

Once the background of the Sydney and Melbourne beginnings has been established Bain then moves onto the reign of both cities' most influential stockbrokers.

From the influential brokering companies JB Were & Son and Ian Potter & Co to the most progressive brokers such as Arthur Harvey and Ian Walton, Bain pulls out all the stops to deliver, in the most comprehensive detail, the battle for supremacy that raged between Sydney and Melbourne.

Eager not to leave out the banks' role in the long lasting rivalry, Bain also enlightens readers on the history of the major banks and finance companies.

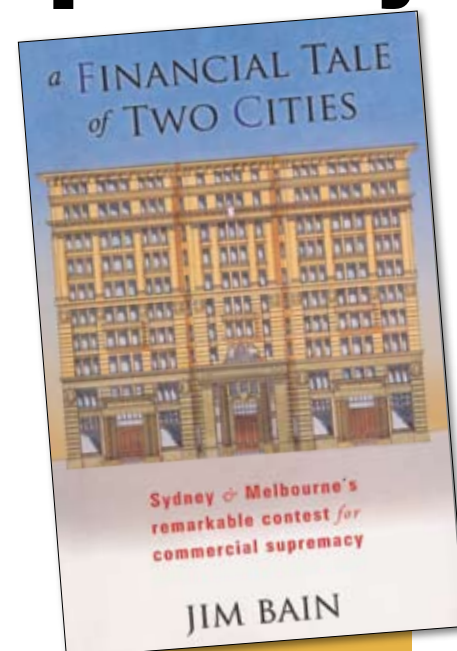
Having had direct experience in major finance companies such as NatWest Australia Bank, Bain & Co stockbrokers and the Sydney Security Exchange, Bain is able to offer readers a rare perspective into the inner workings of Australia's financial institutions and markets.

With his experience spanning across decades, Bain not only offers an insider's perspective but also a complete history of the Sydney and Melbourne financial world from the early settlement to the rise of the stockbrokers and banks, and even the political history of both cities.

He supports all his findings with comprehensive research from a mixture of statistics, finance results and statements.

And for all those wondering which city reigns supreme today, Bain has concluded Sydney is officially Australia's financial capital today.

However, readers should note it is an extremely dense read and only those with a passion and desire to know about the inner workings of the Sydney and Melbourne financial markets should delve into this book. ■



**Title:** A Financial Tale of Two Cities  
**Author:** Jim Bain  
**Publisher:** UNSW Press  
**RRP:** \$39.95

## Valuations... in the palm of your hand

### Gadget: Pocket Valuer® for pocket PCs

#### What it is

The Pocket Valuer® is a mobile device which allows property valuers to send and receive data remotely via GPRS using a Windows-enabled pocket PC.

#### Why you need it

Using GPRS and Bluetooth technology, the Pocket Valuer® allows valuers to move easily around the building and accurately record details as they go. This is done via drop down scripting screens that allow for key sentences to be filled in, such as the precise land size or number of bedrooms. All this eliminates the need for bulky paper work.

#### What's particularly cool about it

Using the Pocket Valuer® on your pocket PC is a seamless process as it completely integrates within the Microsoft Windows environment, making it easy to record, send and receive information. In addition, it has these useful features:

- The ability to sketch a plan of the property directly onto the pocket PC
- It allows digital signatures to sign off on information before it is uploaded onto the main computer system
- With Bluetooth connectivity, other databases can also be accessed remotely
- The software runs on any PDA Microsoft Windows operating system
- Valuers can use a web browser to download and upload data or they can send the data remotely using GPRS
- Users also have the option of purchasing the Pocket Valuer® VMS (valuation management system) interface which manages their valuers, valuations and invoicing and can also be used as a full CRM



#### How much it will cost you

Pocket Valuer® prices start at \$750+GST pa for a single user licence.

#### Where to get it

The Property Valuer® has been developed by Ron Gedeon of RPG Valuers. Contact him on (02) 9955 4449.

#### Special offer

A special package is currently being offered for both the front- and back-end systems at \$2,000 pa which includes one year's worth of support and training. If a valuer does one extra valuation per week using the system, it will have paid for itself after 8-10 valuations or in 2-4 weeks. After that, it is clear profit. ■

#### Why the need for the Pocket Valuer®

According to Ron Gedeon, valuations industry identity and managing director of Pocket Valuer®, the valuation industry has been a slow adopter of technology and has relied heavily on manual processes "that are outdated and no longer relevant to the valuation industry".

"If valuers don't adopt technology and streamline processes, they won't be able to afford to stay in business.

"Costs of labour, travel and administration are continually rising and something has to give." According to Gedeon, the key selling point of the Pocket Valuer® is "the ability to sketch a plan and place it directly onto the PDA".

"This solution will save money, time and improve accuracy as it allows the valuer to work in real-time," maintains Gedeon.