

The November Online Auction for Sport Horses & Ponies



Bidding Closes November 19 & 20, 2012

Bidding Opens November 15, 2012

(866) 652-7789 flashpointbloodstock.com

Hosted by Professional Auction Services, Inc. and EDJE.

Sellers

- **Sell your horse from home**
- **Save travel time and expense**
- **Sell to buyers world-wide**

How the Online Auction Works

Flashpoint Bloodstock, LLC has teamed up with EDJE Auctions, a leader in the field of online livestock auctions, to produce online auctions. Our auctions reoperated with the latest in online auction technology and support directed by one of the most experienced show horse auction companies in the world. Our staff will be available to help sellers and buyers get the information needed to make the transaction as easy and effective as possible.

SELLING

Just like our live auctions, we do the marketing and promotion, handle the paperwork and handle the transaction. The bidding is done completely online during a specified time frame. Your horse(s) stay at home and are presented to potential buyers on their online catalog page. We will guide you in providing the information, photos and videos that will encourage buyers to bid on your horse.

Flashpoint Bloodstock, LLC will promote the online auction through the same proven marketing that has reached nearly 35,000 buyers from around the world for 34 years. In addition to Internet promotion on and magazine advertising, we will send emails to our exclusive newsletter list to nearly 20,000 horse enthusiasts.

Sellers can enter online using the convenient **ONLINE ENTRY FORM** that is available at flashpointbloodstock.com. Entries can also be made by mail or fax with an entry form downloaded from flashpointbloodstock.com or by fax on demand by calling 866-652-7789. Sellers can post 6 pictures and 2 videos for each horse. Take advantage of articles that are available to help take better photos and videos.

We ask our sellers to provide more information than you will find on any other Internet horse marketing site. In addition to more initial information, Buyers will have time to inspect horses, perform pre-purchase veterinary exams and correspond with Sellers.

There are several options for placing reserves or minimum bids on your horse. Detailed descriptions are available in the entry instructions in the entry form package.

- Will sell to the highest bidder.
- Sell at or above a Minimum Starting Bid.
- Sell with an undisclosed Minimum Price.
- Sell Subject to Seller Confirmation.

After you have entered your horse online or faxed your entry to us, send the original registration papers or passport to us along with a signed transfer report.

The Seller will keep the horse free for 5 days following the close of the auction.

- **Enter EARLY so more prospective Buyers will see your horses and ponies.**
- **Good photos and videos are the most important you can do to sell your horse.**
- **You will get out of it what you put into it!**

Invest the time and effort to increase your chance of success.