



## How to **SELL** in the Internet Auction

A Flashpoint Bloodstock, LLC Auction - [www.sporhorseauctions.com](http://www.sporhorseauctions.com) • 866-652-7789

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 or pony.

Flashpoint Bloodstock, LLC will promote the online auction through the same proven marketing that has reached nearly 35,000 buyers from around the world since 1978. In addition to Internet promotion, we will send emails to our exclusive newsletter list to over 10,000 horse enthusiasts.

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, prospective buyers will have time to inspect horses, perform pre-purchase veterinary exams and correspond with Sellers.

### Enter your horse or pony

Enter online using the convenient ONLINE ENTRY FORM that is available by clicking on the "Click Here to Enter Online" button on the home page or the Auction page. A new window will open that contains the Online Entry Form.

Fill in the information on your entry. ***Be sure to accurately and honestly describe your entry.***

### Photos & Videos

Good Photos & Videos are the most important thing you can do to sell your horse. We will guide you in providing the information, photos and videos that will encourage buyers to bid on your horse or pony. A good place to start is to download the articles **Take Photos that SELL** and **Shoot Videos that SELL** from our [How To SELL](#) page at [sporhorseauctions.com](http://sporhorseauctions.com).

**SUCCESS depends on the quality of the videos and photos that you provide.**

### PHOTOS:

Upload your Photos when you enter online OR Email your photos to [Updates@SportHorseAuctions.com](mailto:Updates@SportHorseAuctions.com).

Up to 6 Photos may be used. Use QUALITY photos. These photos will be used in the Online catalog and preview as well as email promotion. Use good background and contrast.

1 or 2 QUALITY photos from a show or NICE enough to draw attention to your horse.

4 photos to show conformation: one from each side, the front and the back.

NO PROOFS OR COPIES. Upload your photos with your entry or email photos to [Updates@SportHorseAuctions.com](mailto:Updates@SportHorseAuctions.com) in the following format and with the required information: JPEG Format - Name of Horse - Name of Consignor - Name of Sale.

**TIP: Download [Photos that SELL](#) for helpful tips on taking photos of your horse from our [How to SELL](#) page.**

### VIDEOS:

Upload up to 4 Video Links when you enter online or email your video links to [Updates@SportHorseAuctions.com](mailto:Updates@SportHorseAuctions.com)

Up to 4 Videos can be linked to the online information for your horse. See more Helpful Seller Information on our website. We have found the following to be effective marketing tools.

Video 1 - Should be 2 minutes or less to keep the interest of initial shoppers. (Think of this as the commercial)

Video 2 - Can be longer to show more detail. (Think of this as the infomercial)

Video 3 - Include conformation and movement so bidders can see legs at walk and trot. Add footage that shows the horses disposition, being groomed and saddled and in the stall.

***There are examples of conformation and disposition videos on our [Videos That SELL](#) page.***

Additional Video Links can be included in the description of your horse.

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## Health Papers

**Coggins Report** within 12 Months is required: Any horses going to Florida or Canada need a Coggins with 6 months of the date they enter their jurisdiction. We will sell horses on a 12 months coggins but this will be noted on the catalog page. Keep the original coggins to give to the buyer and send or email a copy to us to put up on the auction page.

**Interstate Health Certificate:** We don't require a Health Certificate. If the buyer needs one, we suggest that you help the buyer with the arrangements.

**Pre-Sale Equine Physical Examination:** We strongly recommend this exam. It will give prospective buyers confidence in what they are bidding on. This exam will be available on the entry's online catalog page.

*After you have entered your horse, send the original registration papers or passport to us along with signed transfer documentation. Part of our job is to insure that our buyers get the certificates and passports are in order and can be transferred as they are represented on the entry's catalog page.*

## SELLING OPTIONS:

This is where you set your minimum or reserve price IF you wish to establish one. Think carefully about this.

### **Ask yourself these questions:**

- How long has this horse been for sale?
- Have I had any interest at the listed price?
- How much does it cost me to keep this horse every month?
- What is my plan if I don't sell it in this online auction?
- How much will I spend to keep this horse until I get another offer?

### **Choose from this list of options. Your choice will appear on the online catalog.**

- **Sell with NO RESERVE or Minimum Price:** Your horse will sell to the highest bidder at any bid at or above the auction minimum price of \$500.
- **Sell at or above a Minimum Starting Bid:** Your entry will sell to the highest bidder that meets or bids higher than any minimum opening bid. *This works best IF the opening bid you set looks like a real bargain.*
- **Sell with an undisclosed Minimum Price or Reserve, price not posted\*.** The Seller determines the lowest bid that will be accepted. There are several ways to manage your reserve.
  - 1) The bid may be placed in the EDJE system, which will automatically place bids for the seller until the reserve bid is reached. If the final bid in the auction is below the reserve bid, the horse is not sold and is retained by the seller.
  - 2) The bid may be placed with our team. We will consult with you on your reserve and manage it for you. We will be in touch with you as the bidding closes on your horse.
  - 3) You can protect your own horse by getting a bidder's number and bidding on your own horse.
- **Sell Subject to Seller Confirmation:** Seller will have 24 hours to confirm and accept the final price following the close of the auction to decide to accept the final bid in the auction. If the seller does not respond within that time frame the horse will NOT be sold.

\* *This is a Reserve Auction - the right of the seller to bid through the auctioneer or otherwise is expressly reserved.*

### **Once your horse is sold.**

**You will keep the horse free for 5 days following the close of the auction.** After 5 days the buyer is responsible for board.

### **The Buyer is responsible for shipping.**

**We will send you and the buyer a buyer confirmation form so you know that the horse has been paid for.** The buyer's shipper will have that form to insure that they are authorized to pick up the horse. Give the coggins to the shipper.

### **When do you get paid?**

We mail checks to the owner not earlier than ten (10) banking days or later than fifteen (15) banking days from the date the auction ends, providing all registration documentation is in order.

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## **What does it cost?**

The Entry Fee is \$159 per entry plus a Commission is 8% if your entry sells.  
If your entry does not sell, you pay the entry fee only.

## **IMPORTANT**

*Some final thoughts....*

***Early entries will provide more time for Buyers to shop. Get more bang for your buck.***

***You will get out of it what you put into it! Invest the time and effort to present your horse at it's best.***

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