

Tips for using the online entry form

- Give yourself ample time to complete your entry.
- Entry is easiest when done on a computer
- All spaces with a Red Asterix are Required fields. You can not move on the the next page until you have completed them.
- Consolidate your pictures in folder so that they are easy to find.
- Type up your description in a word processing file so you can check the spelling and grammar.

Page 1 asks for the Consignor's information.

- Consignors can be different from Owners.
- If you are not the OWNER of the entry, please check the box at the bottom of the first page that says "AGENT". Another field will appear for the OWNER'S INFORMATION.
- Checks will ALWAYS be mailed to the OWNER unless we have received a notarized **Authorization of Agent form.**

Page 2 is asking for basic information about your entry.

- Putting your entries height is not a required field, however, it is strongly recommended.
- Be SURE about your entry's height before you fill out that field. If you are unsure, leave the field blank and measure your entry. You can email us with the correct height. **THIS IS THE NUMBER ONE REASON FOR HORSES/PONIES TO BE REJECTED POST SALE.**
- If your horse/pony has a registration certificate, you MUST UPLOAD A COPY or email it to our office. If we have not received a copy before bidding begins, your entry will be listed as selling with NO PAPERS.
- If you do not have a current coggins for your horse/pony at the time you submit the entry, please have your vet come out and draw it as soon as possible. It must be in before bidding closes. Buyers are guaranteed a current coggins, and if the entry doesn't have one, the sale can be voided.
- The Pre-Sale vet form is not required, but, strongly recommended. You can make your entry, and send us the form as soon as your veterinarian completes it.

Page 3 is the DESCRIPTION of your horse or pony.

- This is your sales pitch. Be HONEST and ACCURATE.
- Stress the positives about your entry, but, be sure it is suitable for the advertised purpose.
- Be as detailed as you can, and think about what you would like to know if purchasing a horse or pony from an online auction.
- The more information the potential buyer receives, the better the chance for a successful sale.
- *Most bidders want to know why you are selling. Put the reason in your description if you can. (too many horses, pony outgrown, etc.)*

Page 4 is the DISCLOSURE FORM

- All fields are required.
- Any field that is marked inaccurately is grounds for the sale to be voided.

Page 5 is the Disposition/Training matrix, and the Discipline field.

- Please remember, **1 is the BEST (beginner safe, most quiet, easiest to handle) and 10 is the WORST (can be dangerous, professionals only)** Anything in between can be subjective, but, we consider 5's or over to require an experienced person or a professional.
- In disciplines, select all that apply, or, if the entry is a prospect, all that could apply with training.

Page 6 is the PRICE INFORMATION

- The minimum opening bid for horses is \$750 and for ponies is \$500.
- There are 4 choices, ranging from selling with **NO RESERVE** to “**Selling Subject to Seller Confirmation within 24 hours**”. If you click on any of the fields other than NO RESERVE, another space will open up asking you for a price.
- We typically do not recommend the “**Guaranteed to Sell at or above a Minimum Opening Bid**” unless that opening bid is very low. We have found buyers like to bid, and like the competition. Unless the opening bid looks like a real bargain, most buyers won't bid.
- We usually recommend selling with an **Undisclosed Reserve**, or, selling “**Subject to Seller Confirmation within 24 hours**”. The difference between these options is the time available to you to decide whether or not you will accept the final bid. Reserves and target prices are subject to change, and we will be in touch with you to discuss your options, and talk about sales strategy.
- When you select **Undisclosed Reserve**, an input box appears for your reserve price. You can change your reserve price. We will be in touch with you to discuss your options. Our job is to help you sell and it is important that you are candid with us about your reserve.
- If **Subject to Seller Confirmation within 24 hours** is your choice, a space will open asking for your target price. It is helpful if you are realistic when you put in your target price. If your bottom line is around \$20,000, please don't put your target price at \$50,000. Regardless of what you put in as your target price, we will be in touch with you to help you determine your lowest acceptable price.
- If you **ABSOLUTELY HAVE TO SELL YOUR HORSE**, selling with **NO RESERVE** can be **your best option**. We set opening bids above kill market prices, so, that is not a concern. Horses that sell with NO RESERVE, can set up competition between bidders that drives the price up. However, if you choose this option, there is no going back. If your horse receives a bid, it will be sold at the end of the auction. Sellers **CANNOT BID** on their own horse if it is selling with NO RESERVE.

Page 7 is for Pictures and Videos.

Good pictures and videos are **CRUCIAL** to selling your entry for an acceptable price. Please see our resource page for tips on taking pictures and videos.

PHOTOS:

- It may help you to consolidate your pictures in folder so that they are easy to find.
- Check the size of each photo file.
- If the photo files are too big, you will not be able to submit your entry.
- **The maximum cumulative size for photos is 14mb.**
- [Go to How to SELL to learn more](#)

VIDEOS:

- Copy and paste **YOUTUBE** video links in this section.
- Add video links for other formats in the description field.
- For videos that are not online, send us the video files and we will create a SportHorseAuctions.com branded video and put it YouTube for \$15 per video.
- [Go to How to SELL to learn more](#)

Remember If you are having trouble submitting your entry, the most common reason is that the pictures are too large. Take them out of the form and email them to us at updates@SportHorseAuctions.com

Page 8 is the PAYMENT PAGE.

- If your entry is eligible for the earlybird discount, please enter the discount code earlybird in the space provided.
- Quantity Discounts are available for multiple entries. Call 866-652-7789 for the applicable discount code. Enter the discount code in the space provided.
- Click the text link beside it that says “APPLY DISCOUNT”.
- If you do not click that link, you will be charged the full entry fee (we will refund the difference).

Page 9 (the last page!) is the page with the **TERMS AND CONDITIONS**.

- Please read these terms carefully, because you will be bound by them whether you read them or not. After you have read the Terms and Conditions, please check the box that says “Agree”.
- Once you click that box and click **SUBMIT ENTRY**, it will take you to a page that has a green Check Mark on it, thanking you for submitting your entry.
- You will receive an email confirming your entry. If you DO NOT receive the email, please contact our office, as your entry likely did not go through.
- Remember If you are having trouble submitting your entry, the most common reason is that the pictures are too large. Take them out of the form and email them to us at updates@SportHorseAuctions.com

CONGRATULATIONS! You have completed your Entry!