

## How SELL at the Online Auction

### The Online Auction for Sport Horses and Ponies

A Flashpoint Bloodstock, LLC Auction

[www.sporthorseauctions.com](http://www.sporthorseauctions.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.

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 this 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.

#### Download an Entry Form

Download a PDF version of the Entry Form by clicking on the "Click Here to Download an Entry Form" button on this page.

#### Have an Entry Form Faxed to You

The entry form is available via fax on demand from 866-652-7789.

- Call 866-652-7789
- Select Extension 5
- Enter the area code and fax number you want to receive the entry form followed by the pound key.
- Confirm your fax number and select document number 1.
- You will receive the fax momentarily.

Once you have printed the Entry Form

- Fill out pages 3, 4 and 5
- Be sure to read pages 1 and 2 as well the consignment contract on pages 7 and 8.

#### Photos & Videos

Good Photos & Videos are the most important thing you can do to sell your horse or pony. We will guide you in providing the information, photos and videos that will encourage buyers to bid on your horse. A good place to start is to download the articles **Take Photos that SELL** and **Shoot Videos that SELL** from sporthorseauctions.com.

**Horses/Ponies may not be posted to the Online Catalog without sufficient photos and/or videos.**

## ***Your 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 [info@flashpointbloodstock.com](mailto:info@flashpointbloodstock.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. Send email photos in the following format and with the required information:
- JPEG Format required \* 72 dpi resolution \* Name of Horse \* Name of Consignor \* Name of Sale.

### **VIDEOS:**

Upload your Video Links when you enter online or email your video links to [info@flashpointbloodstock.com](mailto:info@flashpointbloodstock.com)

- Up to 2 Videos can be linked to the online information for your horse. See more Helpful Seller Information on our website.
- 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 up to 10 minutes to show more detail. (Think of this as the infomercial)
- One Video should include conformation and movement to see legs at walk and trot.
- Additional Video Links can be included in the description of your horse.

### **Health Papers**

**Coggins Report** within 6 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.

**Interstate Health Certificate:** We don't require a Health Certificate. If the buyer needs one, we suggest that you help 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 online or faxed your entry to us, send the original registration papers or passport to us along with a signed transfer documentation.

# sporthorseauctions.com

by Flashpoint Bloodstock, LLC

## **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?

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

- Sell with NO RESERVE or Minimum Price: 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: 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: Minimum Price not posted. The Seller determines the lowest bid that will be accepted. The bid can 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.
- 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 the horse will NOT be sold.

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

- **The Seller 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 shipper the coggins.
- **We send out sale proceeds 10 – 15 business days following the close of the auction.**

## **What does it cost?**

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

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.

## **Some other things to consider**

- Early entries will provide more time for Buyers to shop.
- Whether you are selling or buying - You will get out of it what you put into it!