

# PROFESSIONAL AUCTION SERVICES, INC.

Presents

## A SELLER'S GUIDE

*How to succeed and come home with the Most Money!*

# VIRGINIA HUNTER & BLOODSTOCK SALE

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**PROFESSIONAL**  
**Auction Services, Inc.**

**America's Leading Show Horse Auction Company**

## Why are you bringing your horse/pony to the Auction?

*Take a few minutes to answer this question. It is an important one.*

You have made the decision to sell your horse/pony and have chosen the most efficient and effective marketing tool available today. Now you can expose your horse/pony to hundreds of potential buyers in one place. Your entry is in, you have information on how to prepare your horse/pony to sell and you are ready to go. You are a motivated seller.

**Our job is to provide a marketplace and attract the buyer(s) that will make you an offer for your horse/pony .** In most cases, the offer you will get here is a reliable indication of the true value of your horse/pony . A well promoted auction with good attendance will usually provide you with an offer for your horse/pony at its real market value on that day. It will probably be the right day for you to sell.

There is one more issue that you must resolve before you go to the sale.

Here are the questions: How much will you take for your horse/pony ? Will you let the market determine the price? Or will you place a minimum acceptable price (or Reserve) on your horse/pony and if so, how much will it be?

Here are some questions that you should ask before determining your position on price.

- **When** was the last time you had an legitimate offer for your horse/pony? (Be honest with yourself, not a “will you take” (*which really isn't an offer*), but an “I will give you” (*which really is an offer*).
- **What** information have you used to arrive at your current asking price for your horse/pony ?
  - Is your price based on what you paid for your horse/pony ?
  - How long have you had the horse/pony ? And has it served it's purpose?
  - Have you done anything to increase or decrease your horse's/pony's value?
  - Do you have valid, verifiable sale prices for horses/ponies similar to yours for comparison?
  - Are you basing your price on what someone else said your horse/pony should be worth?  
*If so, have you asked how this third party arrived at that price?*  
*And, on what facts do they base the price?*
- **What** will you do with your horse/pony if you don't sell it at the Auction?
- **How** much will you have to spend in advertising to attract another qualified prospect that will make you another offer?
- **How** much will you spend in board or training until you get another offer?

If you haven't been able to sell your horse/pony , maybe the price is the problem. You may need a competitive auction environment to help guide you to the true value of your horse/pony .

If you have a great horse or pony, how else can you be sure you get enough money when you sell?

**Remember**, hundreds of potential buyers will be at this sale. Is there any other place where you can show your horse/pony to that many people who have come together to buy horses/ponies?

**By** answering these questions you will begin the process of setting your expectations. **If you have not had an offer for several months at your price, chances are good that the market will help you adjust that price at the sale.**

When your horse/pony is in the Sale Ring, you will have just a few seconds to decide whether or not to accept the offer that has been made. One of our staff members will be with you while your horse/pony is in the Sale Ring and will help you through the process. If you decide not to accept the offer of the final bid, you must tell the Auctioneer, Announcer or the staff member you have been working with that your horse/pony is a “NO SALE”. This must be announced before the horse/pony leaves the sale ring. You pay the consignment fee and a No Sale Fee of \$50.00 if your horse/pony does not sell at the sale.

**We are here to help you every step of the way.** See the information on handling the price of your pony in this package.

# CONSIGNOR'S CHECKLIST

Some helpful hints on bringing your pony to the sale.

## WHAT TO BRING

- FEED and HAY.
- BUCKETS.
- GROOMING equipment.
- HALTERS
- A nice halter or bridle to show your pony in.
- A stable halter to leave on your pony for the buyer.
- Tools to clean your STALL and STALL AREA.
- SADDLE and BRIDLE if your horse/pony is broke to ride.
- Tools and material to hang buckets and stall decorations.

## HEALTH REQUIREMENTS

- ORIGINAL Coggins Report (within 12 months of the Sale).....REQUIRED
- Interstate Health Certificate (for ALL HORSES).....REQUIRED
- Broodmares - Pregnancy Exam (within 10 days).....REQUIRED
- Soundness Certificate (within 15 days).....Recommended
- Health Records - buyers appreciate health records and feeding records.....Recommended

## PAPER WORK

- Registration Certificate & signed transfer (for registered horses).....If Applicable
- Registration on unnamed foals must be APPLIED FOR.....If Applicable
- Check your Registration papers. Be sure they match your horse/pony.....Recommended
- Breeders Certificate - for all bred mares.....If Applicable

## Registration Papers or a Check For The Consignment Fee must be in the sale office prior to the start of the sale

If your Registration Papers or a check for the Consignment Fee is not in the Sale Office, the horse/pony will not be allowed to go through the Sale Ring. If a horse/pony misses its scheduled sale position due to paper work or a check it will be sold at the end of the sale.

## Catalog corrections and updates

**You are responsible** for the accuracy of your horse's/pony's catalog information and announcements made in the Sale Ring. Please verify the catalog information for your horse and report any errors, IN WRITING, to the Sale Company immediately. Please listen to the announcements in the Sale Ring.

**You are responsible for notifying the Sale Company of any defects, including those listed in Condition 13 of the Consignment Contract, so they can be announced.**

You may also provide the Sale Office with updates or additional information, in writing, that was not in the catalog. **If you hand it to the announcer or try to tell the auctioneer while the pony is selling the announcement may not be read.**

**Any corrections or updates to the catalog that are to be announced as the horse/pony is sold must be reported to the sale office no later than 1/2 hour prior to the sale.**

## STALLS - ARRIVAL AND LOCATION

- \_\_\_\_\_ **Check in with our security personnel** when you arrive for your stall assignments.
- \_\_\_\_\_ **Hip Numbers** will be posted on each stall. Be careful to put the correct pony in each stall.  
DO NOT MOVE YOUR HORSE/PONY. Stall numbers cannot be changed.
- \_\_\_\_\_ All of your horses/ponies will be stalled together.
- \_\_\_\_\_ **If you wish to be stalled with another consignor**, contact our office no later than 2 WEEKS prior to the sale date. Remember, the date that entries were received can dictate where your stall will be. Horses/Ponies will be stalled with the last consigned in the group by the date it was received.

## PREPARING YOUR PONY

- \_\_\_\_\_ Is your horse/pony carrying good WEIGHT? (flesh cover over ribs, etc.).
- \_\_\_\_\_ Is the HAIR COAT in good condition? (slick & shiny).
- \_\_\_\_\_ Is your horse/pony CLIPPED properly? (i.e. nose, chin, jaws, ears, feet & legs, bridle path, etc.).
- \_\_\_\_\_ Are your horse's/pony's FEET in good condition? (Shod or trimmed. Your horse/pony should be done 1 - 3 weeks before the sale. Last minute shoeing or trimming could cause lameness and leave you no time to correct it.
- \_\_\_\_\_ Is your horse/pony CLEAN?
- \_\_\_\_\_ Does your horse/pony load and haul well? If it has not been loaded or hauled, practice before the sale. Plan to leave for the sale early in order to avoid injury on the way to the sale.
- \_\_\_\_\_ Arrange to ARRIVE EARLY so you and your horse/pony are fresh on sale day.

## SALESMANSHIP

- \_\_\_\_\_ If your horse/pony is broke to ride, BRING A SADDLE and BRIDLE. Be prepared to ride and show your horse/pony in the performance demonstration. Seeing is believing!
- \_\_\_\_\_ Treat the performance demonstration like a horse show. DO NOT USE TRAINING GEAR unless it is necessary on green horses/ponies.
- \_\_\_\_\_ Be sure that your horse/pony is clean, braided and ready to show EARLY on sale day.
- \_\_\_\_\_ You should be clean and wear nice clothes on sale day. Remember, this is just like a show.
- \_\_\_\_\_ Stay by your stall to be sure you can help any potential customers.
- \_\_\_\_\_ Keep your stall area neat.
- \_\_\_\_\_ Be pleasant and helpful.
- \_\_\_\_\_ Stall displays and decorations will draw attention to your pony. (Signs, pictures, trophies, ribbons, scrapbooks, stall curtains, refreshments and other information on your farm, stallion or other ponies.)
- \_\_\_\_\_ Show your horse/pony in a nice, clean halter, saddle and bridle.

Finally, have a winning attitude. Be positive. You are trying to sell your horse/pony. Potential buyers can sense if you don't like your horse/pony and they will figure that if you don't like him, why should they.

**A NEW HALTER must be left on your horse/pony for the buyer.**

### **SALE ORDER:**

Horses/Ponies in this sale have been hip numbered alphabetically by name. Any variation in this sequence is to make it more convenient for sellers with large consignments

*We want you to get the highest price possible for your horse or pony.*

***Good Luck!***

**Professional Auction Services, Inc.**

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# HEALTH PAPER REQUIREMENTS

**Each Entry MUST have a separate Coggins & Health Certificate for each horse/pony.**

- **ORIGINAL NEGATIVE COGGINS REPORT** dated within twelve (12) months of the sale date. Each horse/pony must have its own Original Coggins. Make sure your veterinarian puts each horse's/pony's information on a separate Original Coggins. **COPIES ARE NOT ACCEPTABLE.** If you do not turn in an Original Negative Coggins Report by sale date to the Sale Office it will be drawn at the seller's expense. **Cost is \$40.00.** All proceeds will be held until a Negative Coggins Report is received by our Leesburg office from the sale veterinarian.  
**A Coggins will also be drawn if the horse's/pony's REGISTERED NAME, AGE, SEX or MARKINGS DO NOT MATCH THE REGISTRATION CERTIFICATE.**
  - **ORIGINAL HEALTH CERTIFICATE** dated within 30 days prior to sale date. **COPIES ARE NOT ACCEPTABLE.** Each horse/pony must have its own Original Health Certificate. Make sure your veterinarian puts each horse's/pony's information on a separate Original Health Certificate.
  - **DO NOT** mail in your Original Negative Coggins Report or your Original Health Certificate. You will need to **BRING** these with you so you have them with the horses/ponies while transporting.
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## Registration Certificate & Transfer Requirements *If Applicable*

- **ORIGINAL Registration Certificate.** If the horse/pony is registered.
  - Proper, signed Transfer reports and transfer information from the owner on the Registration Certificate.
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## Pregnancy Statement Requirements

- Each mare in foal **MUST** have a Pregnancy Statement dated within 10 days of the sale date. **NO EXCEPTIONS.** Have your veterinarian do a separate Pregnancy Statement for each mare in foal.

# HOW TO HANDLE YOUR MINIMUM OR RESERVE PRICE

- \* **The best way to determine the value of a horse/pony is to see what it brings in the Sale Ring.** Think carefully about the price you must have for your horse/pony. Be realistic and keep an open mind.
- \* **If you want the Auction Staff to Help...**
- \* **When you bring your horse/pony to the Sale Ring,** one of our "consignor representatives" will approach you and discuss your minimum or "reserve" price, if you have one, and relay that to the Auctioneer. The consignor representative will also keep you abreast of what is happening in the Sale Ring. One of our handlers can take your horse/pony into the Sale Ring so you may stay with our staff member while the horse/pony is being sold.
- \* When your horse/pony is in the Sale Ring, you will have just a few seconds to decide whether or not to accept the offer that has been made. One of our staff members will be with you while your horse/pony is in the Sale Ring and will help you through the process.

Sellers usually fall into one of three categories...

**"SELL"**, regardless of price. This means that you will sell your horse/pony regardless of price, which is generally fair market value. In this case, tell your consignor's representative that you want to sell. Remember, you still have the right to "No Sale" your horse, as long as it is done before the horse/pony leaves the Sale Ring.

**"PLAY IT BY EAR"**. This means that you will let the marketplace tell you what your horse/pony is worth. Tell your consignor representative that you will make up your mind when the bidding stops. Be prepared to make a very quick decision on whether or not you will sell the horse. If you say no, we may bid again on your behalf in order to try to get you a better offer. If there is another bid from the floor you will have to make the decision again. If no other bid comes from the floor, the horse/pony will be announced a "No Sale". If you decide not to accept the offer of the final bid, you must tell your consignor representative, the auctioneer or announcer that the horse/pony is a "No Sale". This must be announced before your horse/pony leaves the Sale Ring.

**"FIRM" RESERVE OR MINIMUM.** This means you have a price in mind that you feel you must get for your horse. If you give your consignor representative a reserve, for example \$3,000, he will ask you if you would sell your horse/pony for \$2,500. If you would sell for \$2,500, he may ask you if you would sell for \$2,000. This is to determine what your firm reserve really is. Once your firm minimum has been determined, the consignor representative will relay that information to the auctioneer. The auctioneer will then protect your horse/pony up to your firm minimum. If your minimum price is not reached, the auctioneer will automatically announce your horse/pony as a "No Sale". Of course, we will try to get more than your minimum price, if we can. Remember, we work on a commission basis. The more you get, the more we get.

- \* **IF YOU DECIDE NOT TO ACCEPT THE OFFER OF THE FINAL BID FOR YOUR HORSE/PONY, you MUST tell your consignor representative, the auctioneer or announcer that the horse/pony is a "NO SALE", before it leaves the sale ring.** This will be announced. If you do not tell your consignor representative, the auctioneer or announcer that the horse/pony is a "No Sale" before the horse/pony leaves the Sale Ring, IT WILL BE SOLD. You can not change your mind after the horse/pony leaves the Sale Ring.
- \* **If you want to protect the price on your own ...**
- \* Please let us know if you intend to have an agent or representative in the audience to bid for you to protect the price. If your representative is not experienced with this process, it may cause problems with selling your horse. There is more information below on how to handle protecting the price of your horse. If you still have questions, we suggest you have them talk with Mike, Tim or Steve Jennings prior to bidding. It is helpful if the Auctioneers and staff know that you have a representative protecting the price of your horse/pony and where they are in the crowd. This allows the Auction staff to work on those real potential buyers to get the most money for you. It is wise to have some method of communication with your representative while your horse/pony is in the Sale Ring, so you could stop them if you change your mind on your minimum price while the horse/pony is selling. Whether our consignor representative handles your pricing or you or a representative handles it, the more the Auction staff knows, the more effective we can be for you.
- \* You or your representative should **discreetly** tell the ringman or bid spotter who is working your section of the crowd and would be taking your bid, that you will be bidding to protect your horse/pony and give the Hip Number. Ask him to check with you when the bidding slows down.

- \* We suggest you do not get excited and start the bidding or bid rapidly. It is best to bid only if necessary. If you or your representative bid too much, too fast, it may cost you the opportunity to sell your horse.
- \* **If you still have questions about this process, please contact Mike, Tim or Steve Jennings or one of our consignor representatives.** We can explain the process or help handle it for you.

### **SOME HINTS ON HANDLING THE PRICE OF YOUR HORSE BEFORE THE SALE**

- \* **WE SUGGEST YOU DON'T PRICE YOUR HORSE BEFORE THE SALE.** We like to see as many bidders as possible on each horse. If you price high, some people may not bid on your horse/pony if they think they can't afford it, when they may spend what you would actually take. If you don't price the horse/pony it won't keep someone from bidding and you won't be in trouble if you change your mind. It works best if you tell potential customers "I want to sell the horse/pony and prefer to see what it brings in the Sale Ring". If the buyer wants to know if they could possibly afford your horse/pony in the Sale Ring, ask them what price range they need to stay in. If you are sure that will not buy your horse, you should tell them just that. If you could sell in their price range, let them know and encourage them to bid. This way you can be helpful to a buyer and avoid getting your horse/pony priced to a lot of people.
- \* If someone is really pushing you to price your horse/pony before the sale, ask them to make an offer. This usually separates the "buyers" from the "lookers". If someone makes an attractive offer, an **offer that will make you HAPPY**, we suggest you check with a member of our staff before you make the deal. We might recommend you wait and sell through the Sale Ring, however, we will try to help you make the decision that is best for you. If you are willing to accept an offer before the sale, read the information below or contact our staff if you have any questions.

## **WHAT IF SOMEONE WANTS TO BUY YOUR HORSE after you have arrived at the Sale and BEFORE it goes through the SALE RING?**

- *You have decided to use the most effective marketing method in history. For 2,500 years people have been selling everything imaginable at Auction. Auctions can create a competitive situation that can drive the price of your horse/pony past your minimum or asking price.*
- *You have consigned your horse/pony to one of the best Horse Sales in the Country. The buyers will be here. They will be sitting by the Sale Ring waiting for your horse/pony to come through.*

**Why do people try to buy horses before they go through the Auction?** There are two primary reasons:

**1. Pinhooking or Scalping:** The practice of buying horses before they are offered through the Sale Ring because they hope to sell it in the Sale Ring for more than their purchase price, to make money. If a "Pinhooker" buys your horse/pony at the Sale, they will, in most cases, make money on your horse. These people do it for a living. They are not necessarily bad people, but they are out to make a profit. There have been cases where Pinhookers have made thousands of dollars on one horse. In our experience, about 80% of the horses sold to pinhookers will bring more than they paid for it outside the Sale Ring. In other words, the odds are 4 to 1 that selling out early will cost you money.

Is it a sure thing that your horse/pony will bring more in the Sale Ring? No, nothing is. There will also be some cases where they paid more than anyone else will in the Sale Ring. In that case, they pay for the horse/pony and you received more than you would have through the Sale Ring.

**2.** Because they may be the exhibitor, breeder or enthusiast that thinks your horse/pony is the right horse/pony for them and they want to know they have the horse/pony bought without the risk of being out-bid by someone else in the Sale Ring.

### **Am I allowed to sell my horse/pony before it goes through the Sale Ring?**

Yes. You bring your horse/pony to sell and you have the right to sell it before it goes through the Sale Ring, as long as the transaction goes through the Sale Office. Basically, a seller and a buyer will reach an agreement to sell a horse/pony BEFORE it goes through the Sale Ring. The transaction is made through the Sale Office and title passes to the buyer at that time. The horse/pony is the property of that buyer when it goes through the Sale Ring.

### **Why should the transaction be done through the Sale Office?**

For your protection under the Conditions of your Consignment Contract and the Conditions Of Sale in the Catalog. And because you agreed to that when you signed the Consignment Form.

### **How do I decide what to do?**

We will almost always recommend that you wait and go through the Sale Ring.

The Auction process really works when bidders compete for a quality product (your horse or pony). If several bidders really like your horse/pony it could bring all you want and possibly more. The willingness to wait and go through the Sale Ring will usually pay off. Trust the process, the Pin-Hookers do.

On the other hand, if you have received an offer or priced your horse/pony at a price you are **HAPPY** with, you may elect to sell it for that price and know exactly what amount you are getting and that the animal is sold.

Keep in mind there is a good chance the horse/pony will bring more in the Sale Ring. Be prepared for that.

*We have seen grown men cry and a wife stand up and slap her husband in the Sale Ring for selling out too early and leaving thousands of dollars of profit for others take home. You see, **they call it scalping for a reason.***

### **How should I price my horse/pony before the Auction?**

We suggest you don't price your horse/pony unless someone is trying to buy your horse/pony before it goes through the Sale Ring. If they are, then ask them to make an offer. If they push you to price the horse, give them a price that you would be **HAPPY** with, not just satisfied, but **HAPPY**. If you are asked what your minimum price will be we suggest you don't give that price. Again you shouldn't be just satisfied with the price, you should be **HAPPY** with it unless your need to take "the bird in the hand" is greater than your desire to get "all there is" in the Sale Ring.

### **What do I do if I want to sell my horse/pony to a buyer prior to it going through the Sale Ring?**

Take the buyer to the Sale Office and tell one of our secretaries that you want to sell your horse.

**BOTH the Seller and Buyer will be required to READ and SIGN a Pre-Auction Sale Agreement** which will state the responsibilities of the Buyer and Seller, the sale price and any special conditions of the horse/pony or special arrangements for the transaction. Each party will receive a copy of this agreement. If someone wants to buy your horse/pony very close to the time it goes through the Sale Ring, make them give you plenty of time to consider the transaction and the price and to comfortably read the Pre-Auction Sales Agreement, if you haven't already read one. If you have any questions, contact a member of our staff. It is our job to assist you.

### **ALL TRANSACTIONS MUST BE MADE THROUGH THE SALE OFFICE!**

If you sell a horse/pony and do not take the transaction through the Sale Office you are trying to avoid the commission we earned by providing you a buyer. If we find will take the necessary action to collect our commission, and the buyer and the seller may be banned from our sales.

Regardless of what you decide to do, we will help you. It is our job to help you sell your horse.

**We want you to get the highest price possible for your horse or pony.**

## **Representation of your horse/pony:**

For any sales transaction of a horse/pony in the Auction, the Seller is expected to properly and honestly represent their horse. This applies to Pre-Auction purchases as well as those made through the Sale Ring.

Condition 13 Of the Consignor's Contract states: **I AGREE TO NOTIFY P.A.S., INC. OF ANY IRREGULARITIES, BLEMISHES, UNSOUNDNESSES OR DEFECTS OF ANY KIND, INCLUDING ALTERED TAILS, PRIOR TO THE SALE ..... P.A.S., INC. MUST BE SPECIFICALLY NOTIFIED IF THIS HORSE IS A CRIBBER, WEAVER, BLEEDER, IS UNSOUND OF EYES OR WIND, PARROT MOUTHED, CRYPT-ORCHID, MONORCHID, OR RIDGLING, HAS BEEN NERVED OR FOUNDERED, OR HAS A NAVICULAR DISORDER LAMENESS AND THIS MUST BE ANNOUNCED OR STATED IN THE CATALOG.**

The seller must disclose any vices or defects as they would in the Sale Ring. For a Pre-Auction sale, state any special conditions on the Pre-Auction Sale Form. The Seller is responsible for representing their horse(s) under the Contract Conditions.

**Any other questions? Call Professional Auction Services, Inc.  
(800) 240-7900**