



Southern Saddlebred Sales, Inc

Spring Online Auction

in partnership with



Tuesday, March 3rd
8:00pm CST

\$250 Consignment Fee ◆ 5% Reserve ◆ 12% Commission

Innovative: Email blasts to over 450,000 horse enthusiasts worldwide!
Saddlebred - Arabian - Morgan - Friesian and Hunter/Jumper markets.

Efficient: Affordable way to market and sell your horse!

Horse never leaves the farm, so no trainer or travel expenses.

Entertaining: Bidding takes place in real time from your own computer while watching a video and listening to a live auctioneer.

Entries being accepted February 1st!

The earlier you enter, the more exposure and advertising your entry will receive.

For more information:

www.SouthernSaddlebredSales.com

www.AddisLiveOnlineAuctions.com

Jackie Hale 205-862-8851 James Hale 205-478-1332

Bill Addis 405-330-5464

How the Live Online Auction Works

ADDIS LIVE ONLINE is the first in the equine industry to utilize this way of selling your horse. Your horse remains at your farm until it is "SOLD". We list the horses online for 3-4 weeks and send out weekly email blast to our over 30,000 subscribers. Four days before the auction goes LIVE we will send out daily email blast reminders.

Our partner, DV Auction, has us set up with an online auction system where the buyer is able to watch the video of the horse being auctioned off and hear the auctioneer in real time. The buyer watches the video and clicks their mouse to bid. When someone bids it appears on our monitor telling us who that bidder is and their location. When the horse reaches its final bid it is either sold to the highest bidder or, if it has not reached its reserve, it is declared "Reserve Not Achieved". All proceeds are deposited into a non-interest bearing auction trust account and are distributed to sellers within 20 business days.

In order to bid at the auction you must register and apply to bid at www.AddisEquineLive.com. Someone will then contact you by email or phone to obtain credit card information and will then approve you for bidding.

What does it cost?

1. Consignment fee is only \$250 per horse due at the time of entry. This covers set up of the webpage and promotion of your entry via mass emails and social media.
2. Commission is 12% of the sale price.
3. There is a no sale fee of \$50.00 or 5% (whichever is higher) of the reserve price as established by the seller.
4. Once a horse appears on the website it must go through the auction. **THERE ARE NO OUTS.**
5. If you are unable to submit the video according to specifications, we can edit your raw footage for an additional \$50.

How do I consign?

1. Fill out the simple Consignment Form and sign the Terms and Conditions page.
2. Provide us with a good video of your horse. Along with a standard working video of your horse we also need a video of your horse walking toward the camera, away from the camera, and close up shots of the horse's front legs and feet, hind legs and feet, and a close head shot. Please provide the video according to the following specifications:
Video length - 1-2 minutes, Video Format - Quicktime movie - .mov (best), .mp4, .avi, .wma
Size (this is critical) – minimum 720 x 480 NO 'EMAIL SIZE' VIDEO
3. Send a good photograph. Multiple photos accepted. Professional photos are best.
4. The **Original Registration Papers** along with a **SIGNED Transfer Report** must be sent with your consignment forms. The seller is responsible for the transfer fees. We will withhold the transfer fee from the proceeds and we will send the papers to the Buyer for transfer within 20 business days of sale by Certified Mail. If the horse does not sell, we will return the papers to you by certified mail.



C. JARVIS INSURANCE AGENCY INC.
- PROVIDING EQUINE, LIABILITY, RANCH AND FARM INSURANCE SINCE 1944

Immediate full mortality insurance coverage is effective upon fall of the hammer, for the total purchase price. The insurance arranged by the sale management (addis equine auctions) with C. Jarvis Insurance Agency Inc, of Solon, OH will remain in effect until the purchaser signs the contract or until midnight of the first business day after the sale, whichever occurs first by which time it is the obligation of the new owner to arrange permanent coverage if desired.

Checklist of items needed for consignment to Addis Equine Live Online Auctions

1. Signed and completed consignment form for each horse.
2. Terms and Conditions – initialed and signed where indicated.
3. Signed check for your consignments - Make checks payable to Equine Marketing Services
(We will also accept Visa/MC/Am Exp/Discover)
4. Original registration papers along with a signed transfer form (if papers have two or more names on them with 'and' between them, all owners must sign).
5. Training and show history with regional and national eligibility.
6. Current vaccination records.
7. Owner's statement - Be brief and factual. Statement is limited to 100 words or less.
8. A professionally taken photograph and professionally recorded video, if available – **see reverse for more information.**
9. Upon sale of the horse, you need to have available for the buyer a current coggins and current health certificate.

MAKE ALL CHECKS PAYABLE TO: Equine Marketing Services

PLEASE MAIL CONSIGNMENT FORMS, CHECKS, SIGNED TRANSFER FORMS AND REGISTRATION PAPERS AND OTHER DOCUMENTS TO:

Terry Addis
Addis Equine, Inc.
1820 Cinnamon Ridge Road
Edmond, Oklahoma 73025
(405) 330-5464
(405) 513-8480 fax
info@addisequineauctions.com
www.addisequinelive.com

FOR ADDITIONAL INFORMATION AND ASSISTANCE:

Jackie Hale
(205) 862-8851 cell
(205) 669-1880 fax
SouthernSaddlebredSales@aol.com
www.SouthernSaddlebredSales.com

PHOTOGRAPHS

A picture is worth a thousand words – so be sure it is a good one! Professional photos are best, if available. Multiple photos are accepted, so send Action and/or Standing pictures.

How to get a photo to us:

1. Email your photos (.jpeg image preferred) to: SouthernSaddlebredSales@aol.com or to info@addisequineauctions.com Be sure the name of the file is the registered name of the horse! Please send large files (more than 5mb) one at a time.
2. You may request that a photographer send the digital image directly to us.
3. Mail an actual photo to Addis Equine Auctions, see address on reverse.

VIDEOS

The video is the most important element of the Online Auction, as this is how the horse will be sold! A professional / show video is best, but any good quality video will be sufficient. In addition to a video of your horse working, we also need footage of your horse walking toward and away from the camera, close up shots of the horse's legs/feet and a close up head shot. Use of a video camera to record the video is best and will allow zooming, etc, but if you must use a newer smartphone, be sure to turn the phone long-ways (horizontal) to get a wide angle view.

Video Specifications

Please provide a video according to the following specifications. *Video editing available for and additional \$50.*

Length: 1-2 minutes – show all gaits both ways of the ring!

Size: 720 x 480

Format: Quicktime movie is best. File should end in .mov, .mp4, .avi, or .wma

How to get a video to us:

1. Email a link to a You Tube video to SouthernSaddlebredSales@aol.com or info@addisequineauctions.com
2. Send a digital video file via a File Transfer Method, such as Dropbox, Google Drive, or Sharefile. Email us at SouthernSaddlebredSales@aol.com to request a free Sharefile upload invitation if you do not subscribe to one of these services.

ADDIS ONLINE LIVE AUCTIONS
CONSIGNMENT FORM
Southern Saddlebred Spring Online Auction
March 3, 2015

NAME OF HORSE: _____ REG.#: _____

SIRE: _____ DAM: _____ SIRE OF DAM: _____

SEX: _____ COLOR: _____ DATE OF BIRTH: _____ BREED: _____

BRED TO: _____ WITH BREEDING TO: _____

SWEEPSTAKES NOMINATED: YES NO HEIGHT: _____

CRIBBER: YES NO WEAVER: YES NO STANDS WELL FOR CLIPPING: YES NO

STANDS WELL FOR FARRIER: YES NO GOOD STALL MANNERS: YES NO

LOADS WELL IN TRAILER: YES NO TRAILERS WELL: YES NO

NEEDS MORE THAN ONE SPOT IN TRAILER: YES NO

ANY VICES? Please Describe Below

CONSIGNOR: _____

FARM NAME: _____

ADDRESS: _____

CITY: _____ STATE _____ ZIP _____

PHONE: _____ E-MAIL: _____

AGENT: _____ PHONE: _____ CONTACT AGENT FOR INFO?

OWNERS STATEMENT (description of horse that would be of interest to prospective buyers)

ADDIS LIVE ONLINE AUCTION

TERMS AND CONDITIONS

A. SALE CONSIGNMENT AND COMMISSION FEE: The consignment fee of \$250.00 per horse will be due and payable with the completion of this agreement and acceptance of the horse for Addis Live Online Auction. *Commission is 12% of sale price* and will be charged against the final hammer price and will be withheld from the sale proceeds on all lots. **There is a no sale fee of \$50.00 or 5% of the reserve established by the seller. Any horse that is listed on the site and that sells prior to the live online auction will be subject to the 12% commission.**

B. RESERVE BIDS: It is the consignor's responsibility to notify the auctioneer of any reserve bids he wishes to place on any lot. The auction management accepts no responsibility if the consignor fails to notify the auctioneer of the reserve bids, or if a mistake is inadvertently made in selling the horse. **ALL RESERVES IN THIS SESSION WILL BE HANDLED BY THE AUCTIONEER ONLY. ANY CONSIGNOR USING THEIR OWN REPRESENTATIVE TO ADVANCE THE BIDDING PROCESS WILL BE CHARGED THE FULL 12% COMMISSION OF THE FINAL BID AND WILL BE BANNED FROM FUTURE CONSIGNMENTS TO ADDIS EQUINE AUCTIONS FOR 12 MONTHS. YOUR INITIALS HERE INDICATE YOU HAVE READ AND UNDERSTAND THE ABOVE.** _____

C. DUTIES OF THE AUCTION COMPANY: The Auction Company will use all commercially reasonable efforts to maximize the sale price of every horse consigned to the Addis Equine Live Online Auctions. The Auction Company does not guarantee price or even an opening bid on the horse.

D. ORIGINAL CERTIFICATE: The original registration certificate along with a signed transfer form MUST accompany this agreement.

E. TRAINING AND CONDITIONING: All consigned horses must be in proper show condition.

F. LAW: This agreement shall be interpreted and construed pursuant to the law in the state and county of the Addis Equine Live Online Auction and, in the event of any dispute, jurisdiction and venue shall be in that state and county.

G. RISK OF LOSS: Risk of harm to a horse or loss of horse shall lie with the consignor until the horse is sold, thereafter, such risk shall lie with the buyer.

H. RESPONSIBILITY: The Auction Company, its agents, employees or assigns, shall not be liable to consignor, or to consignor's successors in interest, in any action whatsoever. The Auction Company shall not be liable for any action whatsoever on the part of the consignor or the purchaser. The Auction Company is not liable in the event of accident or injury to animals, persons, or property.

I. INDEMNITY: Consignor shall defend the Auction Company in any action and shall indemnify the auction company for any liability howsoever such action or liability may arise, including, but not limited to, negligence or strict liability of the auction company.

J. AGENT FOR REPRESENTATION: Consignor or consignor's agents shall be available to represent the horse's training, show history, known defects, tricks, vices, unsoundness, or other faults.

K. WITHDRAWAL OF CONSIGNMENT: Consignor will not withdraw consigned horse from the sale except with the expressed written consent of the auction management. Consignor shall be liable for all consignment fees, commissions, training, and any other expenses incurred. The Auction Company may withdraw consignments from the sale without liability to anyone.

L. WARRANTY OF TITLE AND POSSESSION: Consignor warrants that upon horse's sale he shall deliver title and possession free and clear of any liabilities whatsoever.

M. WARRANTY OF HORSE'S HEALTH: Consignor warrants all representations of health made by him or his agents.

N. WARRANTY OF PEDIGREE: Consignor warrants horse's pedigree to be correct as represented.

O. WARRANTY OF REGISTRATION: Consignor warrants horse's registration as represented. HORSES THAT DO NOT MATCH THEIR REGISTRATION CERTIFICATE EXACTLY WILL NOT BE SOLD AND THEIR CONSIGNMENT FEE WILL BE FORFEITED.

P. WARRANTY OF SOUNDNESS: The consignor warrants the horse to be sold as sound subject to any qualifications stated at the time of sale. Other than the aforementioned warranties, consignor makes no other warranties and the horse is sold "as is". The Auction Company makes no warranty whatsoever, including, but not limited, to soundness or merchantable value of any horse.

Q. VETERINARY EXAM: Insurance exams as requested by potential bidders/buyers may be performed at the bidder's/buyer's expense by licensed veterinarians by appointment prior to date of sale. **EACH HORSE MUST HAVE AN INDIVIDUAL NEGATIVE COGGINS dated within the last year. ANY MARE IN FOAL MUST HAVE A HEALTH CERTIFICATE STATING PREGNANCY STATUS WITHIN 10 DAYS OF THE SALE.**

R. NO WARRANTY OF PAYMENT: The Auction Company does not warrant buyer's payment. The Auction Company does not investigate the financial or credit reputation of buyers. No assurance is given that the buyer's payment obligation, if other than cash, will be fulfilled, or that checks will be honored when presented for collection. But in the case where a horse is not paid for fully in cash and/or check, the consignor agrees to receive it back as unsold, without attaching any liability to the Auction Company. This condition includes in its obligation the stoppage of payment of check or draft, or any action of that nature which includes cases where a horse has been removed from the premises by the purchaser and payment of check is stopped or is returned marked insufficient funds, or no account, and the like.

S. BUYER'S PAYMENT: Buyer shall pay for the horse on the day of the sale and shall pay the sale price by cash, check, cashier's check, traveler's check, Visa, MasterCard or other approved monetary instrument.

T. DELIVERY TO BUYER: No horse shall be delivered to the buyer until the buyer has made payment on the day of the sale. The safekeeping of registration certificates, payment of funds to seller and transfer of certificates to buyers shall be entrusted to the Auction Company.

U. DISPUTES: In all disputed cases, the Auction Company will have the sole right to appoint an expert who shall decide the point at issue, and his/her decision shall be binding on both buyer and seller. The buyer or seller, whoever is decided to be in the wrong, shall pay the expert's fee. The party at fault will be responsible for transportation, stabling and incidental expenses until dispute is settled.

V. SETTLEMENT WITH CONSIGNOR: The Auction Company will not settle with consignor earlier than the 20th banking day after the horse is sold or the buyer's check has cleared the bank, whichever is later.

W. WARRANTY OF CATALOG INFORMATION: Consignor agrees to be the sole guarantor of the accuracy of all sale catalog information regarding the horse herein consigned, and for the accuracy of any announcement regarding such horse at time of sale. Consignor agrees to review such information prior to the sale and to report to the auction company and/or auctioneer prior to sale any inaccuracies or omissions which may be material and further agrees to hold the auction company harmless from any claims arising out of any such inaccuracies or omissions.

X. PRIVATE SALES: All sales of horses listed on the Addis Live Online site will go through the Addis Live Online sale office.

I HAVE READ AND UNDERSTAND THE TERMS AND CONDITIONS OF THE SALE.

CONSIGNOR SIGNATURE (MUST BE
CURRENT OWNER(S) OF HORSE)

DATE